

Overview

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

Products

- Baseball Glove
- Basketball
- Boxing Gloves
- Climbing Rope
- Cycling Helmet
- Dumbbells
- Fitness Tracker
- Football Helmet
- Golf Clubs
- Hockey Stick
- Ice Skates
- Kayak
- Running Shoes
- Ski Boots
- Soccer Ball
- Surfboard
- Swim Goggles
- Tennis Racket
- Volleyball
- Yoga Mat

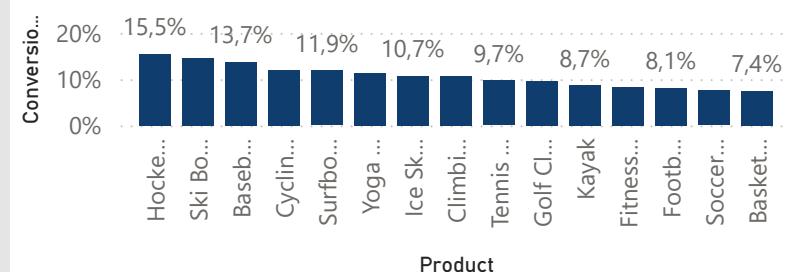
Conversion

9,57%
Conversion Rate

Conversion Rate by Month



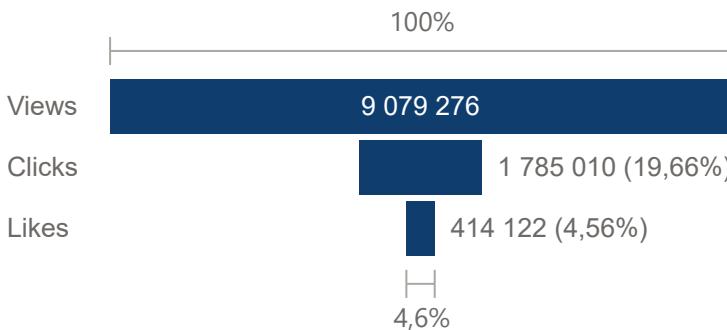
Conversion Rate by Product



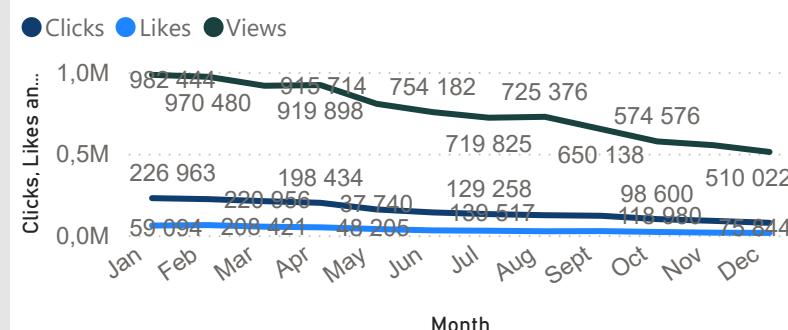
Social Media

9 079 276
Views
1 785 010
Clicks
414 122
Likes

Views, Clicks and Likes



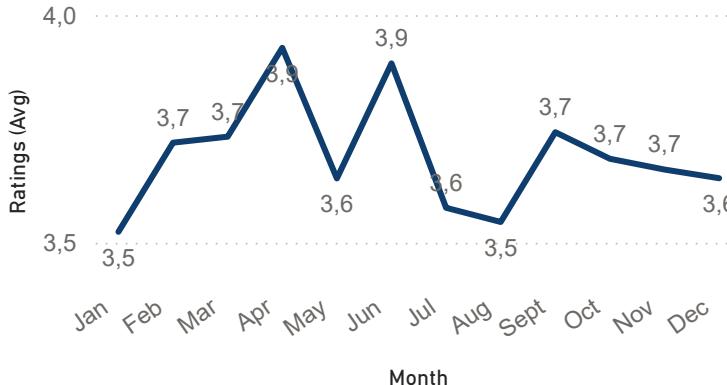
Clicks, Likes and Views by Month



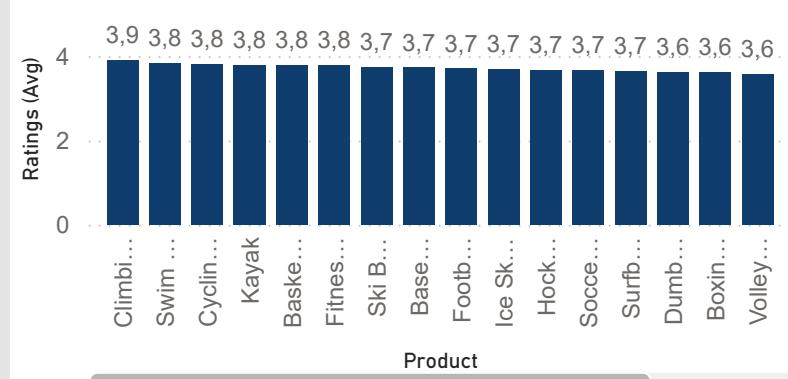
Customer Reviews

3,7
Ratings (Avg)

Ratings (Avg) by Month



Ratings (Avg) by Product



Conversion Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

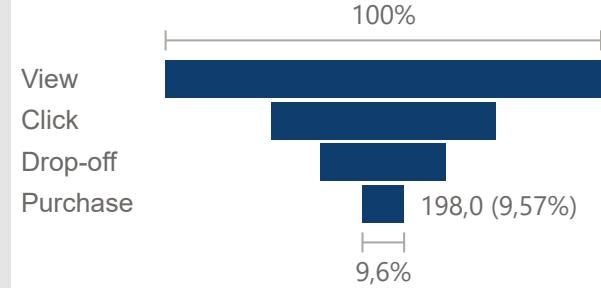
Nov

Dec

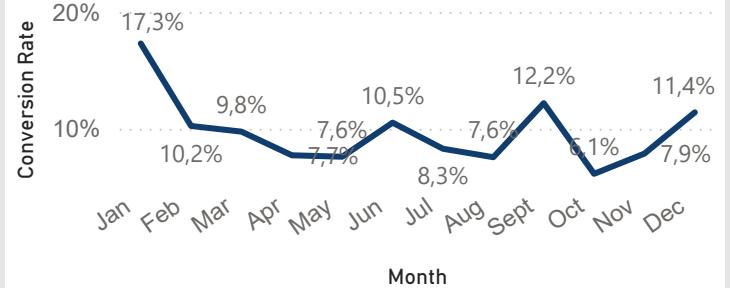
- Product
- Baseball Glove
 - Basketball
 - Boxing Gloves
 - Climbing Rope
 - Cycling Helmet
 - Dumbbells
 - Fitness Tracker
 - Football Helmet
 - Golf Clubs
 - Hockey Stick
 - Ice Skates
 - Kayak
 - Running Shoes
 - Ski Boots
 - Soccer Ball
 - Surfboard
 - Swim Goggles
 - Tennis Racket
 - Volleyball
 - Yoga Mat

9,57%
Conversion
Rate

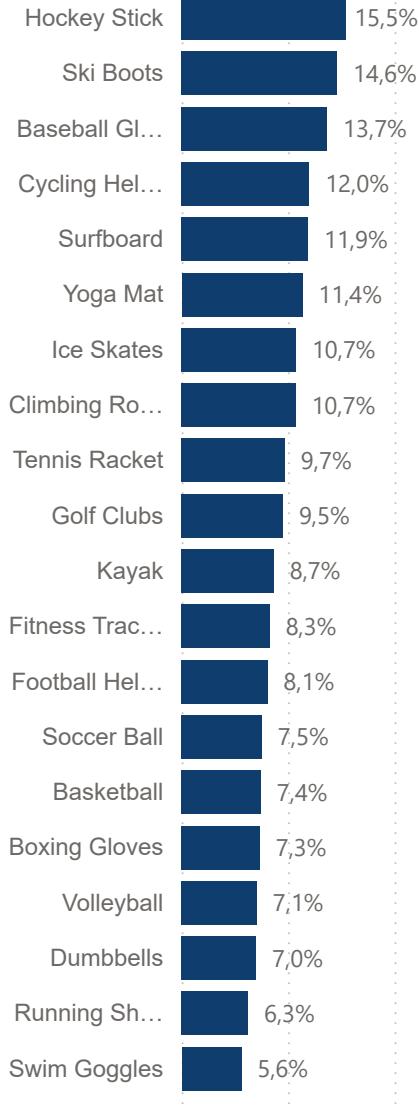
Total Customer Journeys by Action



Conversion Rate by Month



Conversion Rate by Product



Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Hockey Stick	22,22%	40,00%	11,11%		25,00%		12,50%	10,00%	20,00%		14,29%	57,14%	15,46%
Ski Boots	100,00%	10,00%	20,00%	12,50%	11,11%	10,00%	12,50%	40,00%					14,61%
Baseball Glove	22,22%	12,50%	7,69%		11,11%	11,11%	12,50%		40,00%	22,22%	50,00%		13,68%
Cycling Helmet		33,33%	20,00%	30,00%	16,67%	8,33%		14,29%	10,00%	8,33%			12,00%
Surfboard	33,33%	8,33%	10,00%	11,11%	150,00%	15,38%			11,11%	10,00%			11,88%
Yoga Mat	40,00%	12,50%	11,11%			16,67%	30,77%				16,67%		11,36%
Ice Skates			12,50%			9,09%	30,00%	16,67%	22,22%	11,11%	20,00%	25,00%	10,74%
Climbing Rope	11,11%	20,00%	28,57%	12,50%	6,67%	12,50%	14,29%	14,29%	7,69%	9,09%			10,71%
Tennis Racket	33,33%	7,69%	25,00%	12,50%	25,00%	11,11%			28,57%	7,14%	20,00%		9,71%
Golf Clubs	12,50%	11,11%		10,00%	14,29%		16,67%	25,00%	12,50%			10,00%	9,52%
Kayak		16,67%	20,00%	8,33%		16,67%	11,11%		10,00%	14,29%		16,67%	8,65%
Fitness Tracker	16,67%		10,00%		8,33%	33,33%			16,67%		7,69%	14,29%	8,27%
Football Helmet	25,00%	28,57%	7,69%	16,67%			8,33%	11,11%	10,00%				8,08%
Soccer Ball	75,00%		8,33%	9,09%				10,00%	14,29%		9,09%		7,55%
Basketball		50,00%	16,67%	20,00%				12,50%		12,50%	33,33%		7,45%
Boxing Gloves	9,09%				10,00%	8,33%	12,50%		11,11%	10,00%	28,57%		7,34%
Volleyball	22,22%			11,11%		33,33%		10,00%			12,50%		7,07%
Dumbbells			16,67%	12,50%		40,00%			10,00%	11,11%	20,00%	8,33%	7,02%
Running Shoes	12,50%	8,33%		10,00%	10,00%				20,00%		14,29%		6,25%
Swim Goggles		20,00%					14,29%	14,29%			33,33%		5,62%
Total	17,31%	10,24%	9,76%	7,73%	7,61%	10,53%	8,29%	7,57%	12,20%	6,15%	7,88%	11,41%	9,57%

Social Media Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

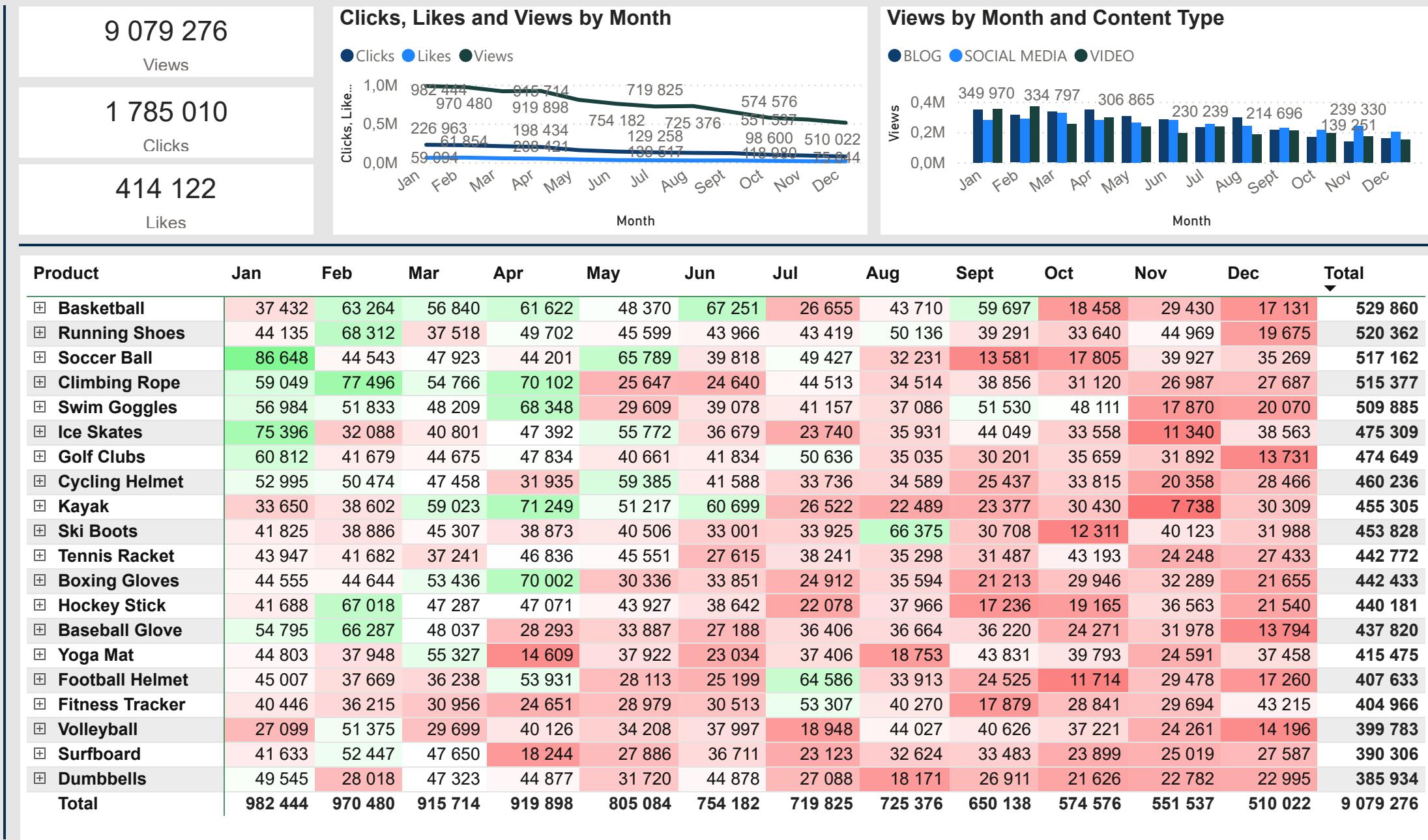
Sept

Oct

Nov

Dec

Product	▼
<input type="checkbox"/> Baseball Glove	
<input type="checkbox"/> Basketball	
<input type="checkbox"/> Boxing Gloves	
<input type="checkbox"/> Climbing Rope	
<input type="checkbox"/> Cycling Helmet	
<input type="checkbox"/> Dumbbells	
<input type="checkbox"/> Fitness Tracker	
<input type="checkbox"/> Football Helmet	
<input type="checkbox"/> Golf Clubs	
<input type="checkbox"/> Hockey Stick	
<input type="checkbox"/> Ice Skates	
<input type="checkbox"/> Kayak	
<input type="checkbox"/> Running Shoes	
<input type="checkbox"/> Ski Boots	
<input type="checkbox"/> Soccer Ball	
<input type="checkbox"/> Surfboard	
<input type="checkbox"/> Swim Goggles	
<input type="checkbox"/> Tennis Racket	
<input type="checkbox"/> Volleyball	
<input type="checkbox"/> Yoga Mat	



Customer Review Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

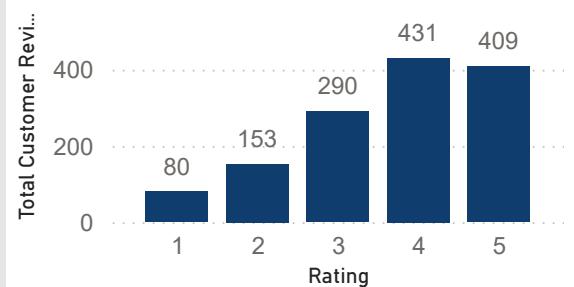
Nov

Dec

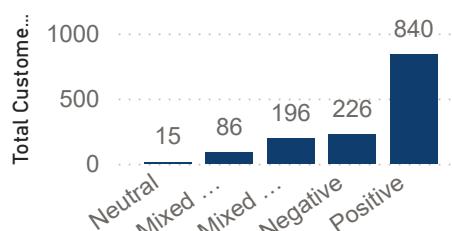
- Sentiment**
- Mixed Negative
 - Mixed Positive
 - Negative
 - Neutral
 - Positive

3,69
Ratings (Avg)

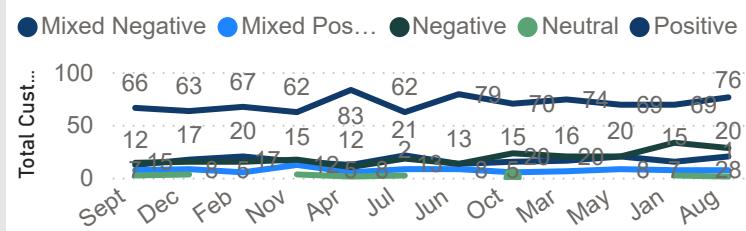
Total Customer Reviews by Rating



Total Customer Reviews by Sentiment



Total Customer Reviews by Month and Sentiment



- Product**
- Baseball Glove
 - Basketball
 - Boxing Gloves
 - Climbing Rope
 - Cycling Helmet
 - Dumbbells
 - Fitness Tracker
 - Football Helmet
 - Golf Clubs
 - Hockey Stick
 - Ice Skates
 - Kayak
 - Running Shoes
 - Ski Boots
 - Soccer Ball
 - Surfboard

ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
01 January 2023	10	Shipping was fast and the item was well-packaged.	Positive	5
01 January 2023	46	The color was different from what was shown.	Negative	1
02 January 2023	68	Shipping was fast and the item was well-packaged.	Positive	5
03 January 2023	23	Customer support was very helpful.	Positive	5
03 January 2023	68	Customer support was very helpful.	Positive	4
03 January 2023	87	Terrible customer service, would not buy again.	Negative	1
04 January 2023	69	Good quality, but could be cheaper.	Mixed Positive	3
04 January 2023	75	Not satisfied, the product broke after a week.	Negative	1
05 January 2023	80	Not satisfied, the product broke after a week.	Negative	1
05 January 2023	83	I had a bad experience with this product.	Negative	1
06 January 2023	95	Excellent product, highly recommend!	Positive	5
06 January 2023	96	I love this product, will buy again!	Positive	4
07 January 2023	62	The product stopped working after a month.	Negative	1
09 January 2023	3	Shipping was fast and the item was well-packaged.	Positive	4
09 January 2023	36	Not worth the money.	Negative	2
10 January 2023	21	Not satisfied, the product broke after a week.	Negative	1
11 January 2023	40	Amazing value for the price.	Positive	5
11 January 2023	76	Good quality, but could be cheaper.	Positive	4
11 January 2023	83	Not worth the money.	Mixed Negative	3

Total Customer Reviews by Ratings and Sentiment

