

Overview

- 202320242025
- JanFebMarAprMayJunJulAugSeptOctNovDec

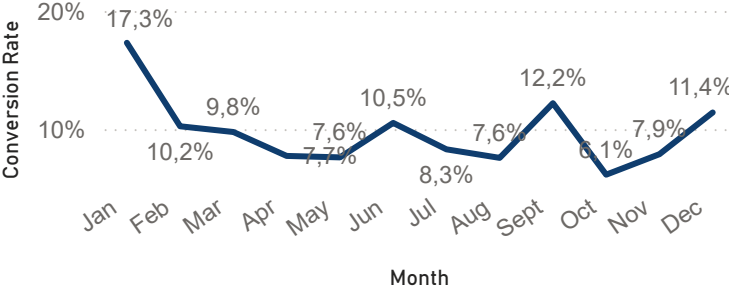
Products

- ☐ 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

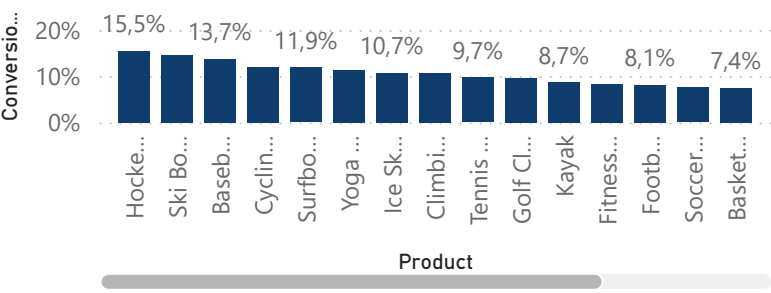
Conversion

9,57%
Conversion Rate

Conversion Rate by Month



Conversion Rate by Product



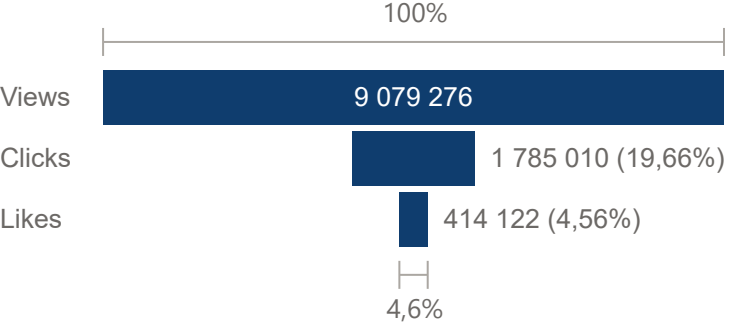
Social Media

9 079 276
Views

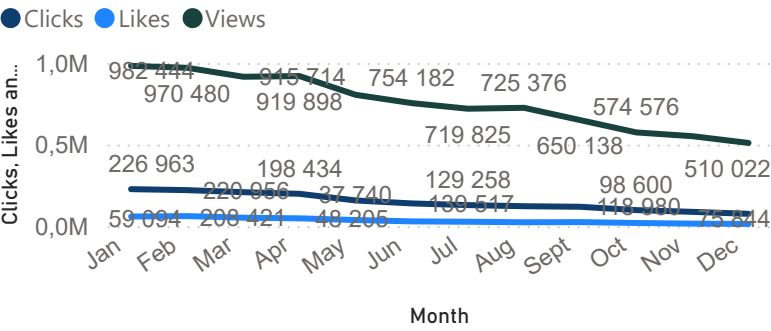
1 785 010
Clicks

414 122
Likes

Views, Clicks and Likes



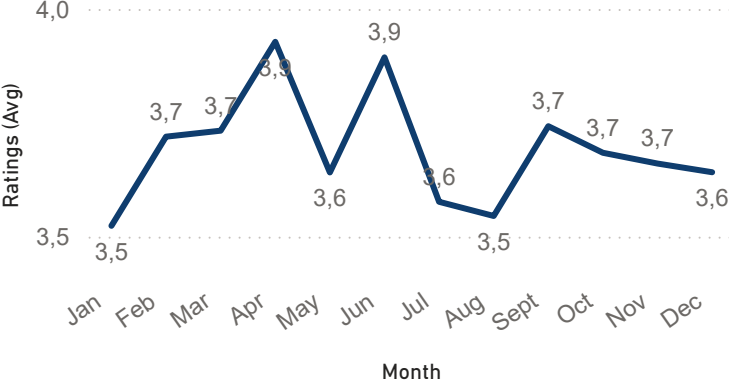
Clicks, Likes and Views by Month



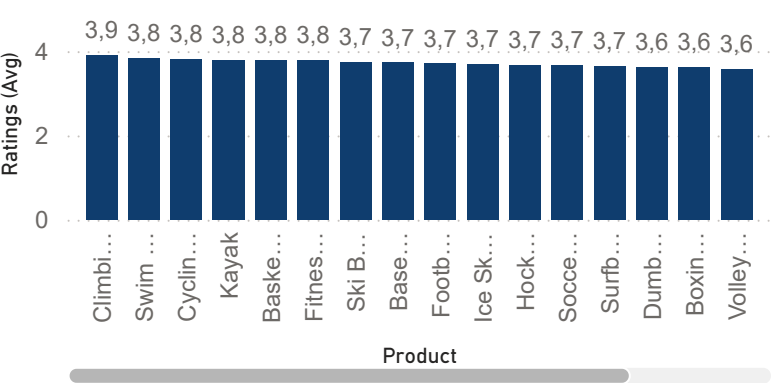
Customer Reviews

3,7
Ratings (Avg)

Ratings (Avg) by Month



Ratings (Avg) by Product



Conversion Details

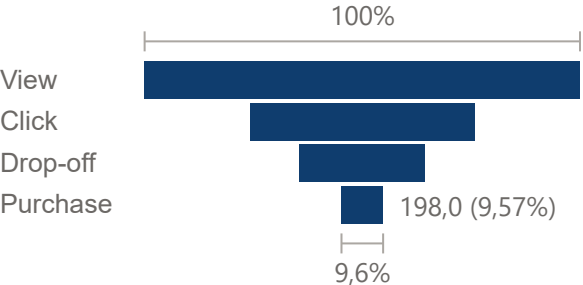
Product

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- ☐ Tennis Racket
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- ☐ Yoga Mat

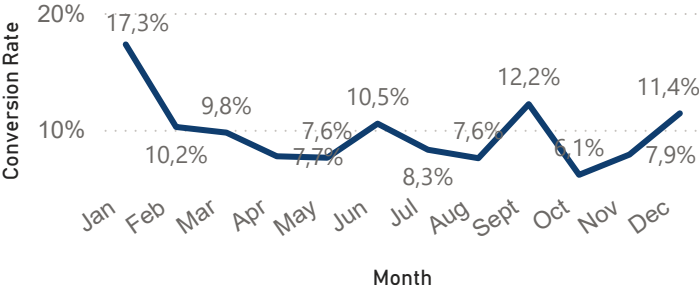
9,57%

Conversion
Rate

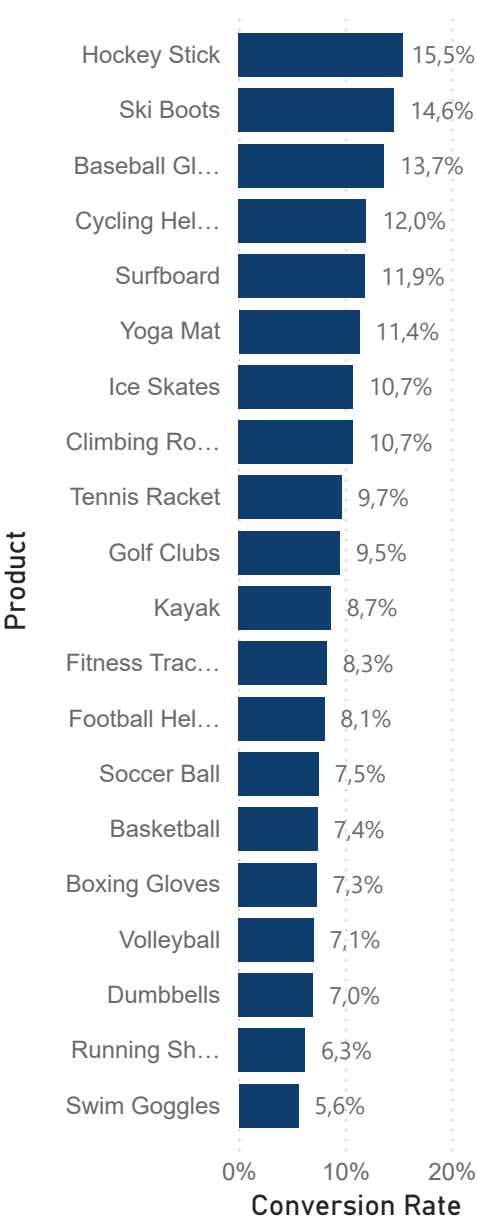
Total Customer Journeys by Action



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

- 202320242025
- JanFebMarAprMayJunJulAugSeptOctNovDec

Product

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- ☐ Basketball
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- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐ Volleyball
- ☐ Yoga Mat

9 079 276

Views

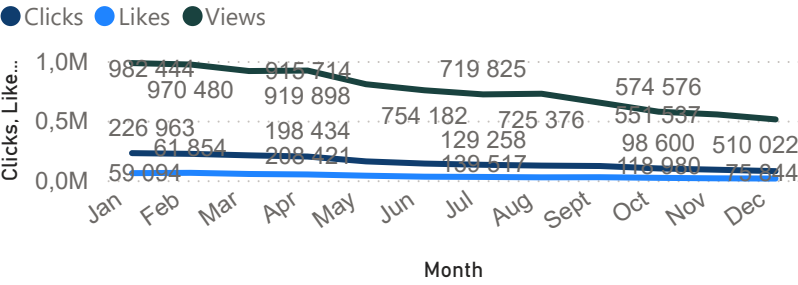
1 785 010

Clicks

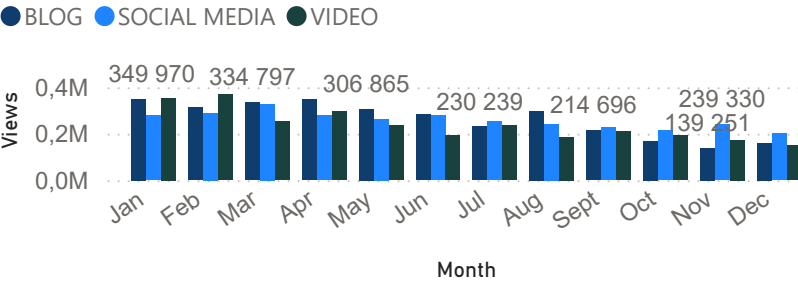
414 122

Likes

Clicks, Likes and Views by Month



Views by Month and Content Type



Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
+ Basketball	37 432	63 264	56 840	61 622	48 370	67 251	26 655	43 710	59 697	18 458	29 430	17 131	529 860
+ Running Shoes	44 135	68 312	37 518	49 702	45 599	43 966	43 419	50 136	39 291	33 640	44 969	19 675	520 362
+ Soccer Ball	86 648	44 543	47 923	44 201	65 789	39 818	49 427	32 231	13 581	17 805	39 927	35 269	517 162
+ Climbing Rope	59 049	77 496	54 766	70 102	25 647	24 640	44 513	34 514	38 856	31 120	26 987	27 687	515 377
+ Swim Goggles	56 984	51 833	48 209	68 348	29 609	39 078	41 157	37 086	51 530	48 111	17 870	20 070	509 885
+ Ice Skates	75 396	32 088	40 801	47 392	55 772	36 679	23 740	35 931	44 049	33 558	11 340	38 563	475 309
+ Golf Clubs	60 812	41 679	44 675	47 834	40 661	41 834	50 636	35 035	30 201	35 659	31 892	13 731	474 649
+ Cycling Helmet	52 995	50 474	47 458	31 935	59 385	41 588	33 736	34 589	25 437	33 815	20 358	28 466	460 236
+ Kayak	33 650	38 602	59 023	71 249	51 217	60 699	26 522	22 489	23 377	30 430	7 738	30 309	455 305
+ Ski Boots	41 825	38 886	45 307	38 873	40 506	33 001	33 925	66 375	30 708	12 311	40 123	31 988	453 828
+ Tennis Racket	43 947	41 682	37 241	46 836	45 551	27 615	38 241	35 298	31 487	43 193	24 248	27 433	442 772
+ Boxing Gloves	44 555	44 644	53 436	70 002	30 336	33 851	24 912	35 594	21 213	29 946	32 289	21 655	442 433
+ Hockey Stick	41 688	67 018	47 287	47 071	43 927	38 642	22 078	37 966	17 236	19 165	36 563	21 540	440 181
+ Baseball Glove	54 795	66 287	48 037	28 293	33 887	27 188	36 406	36 664	36 220	24 271	31 978	13 794	437 820
+ Yoga Mat	44 803	37 948	55 327	14 609	37 922	23 034	37 406	18 753	43 831	39 793	24 591	37 458	415 475
+ Football Helmet	45 007	37 669	36 238	53 931	28 113	25 199	64 586	33 913	24 525	11 714	29 478	17 260	407 633
+ Fitness Tracker	40 446	36 215	30 956	24 651	28 979	30 513	53 307	40 270	17 879	28 841	29 694	43 215	404 966
+ Volleyball	27 099	51 375	29 699	40 126	34 208	37 997	18 948	44 027	40 626	37 221	24 261	14 196	399 783
+ Surfboard	41 633	52 447	47 650	18 244	27 886	36 711	23 123	32 624	33 483	23 899	25 019	27 587	390 306
+ Dumbbells	49 545	28 018	47 323	44 877	31 720	44 878	27 088	18 171	26 911	21 626	22 782	22 995	385 934
Total	982 444	970 480	915 714	919 898	805 084	754 182	719 825	725 376	650 138	574 576	551 537	510 022	9 079 276

Customer Review Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

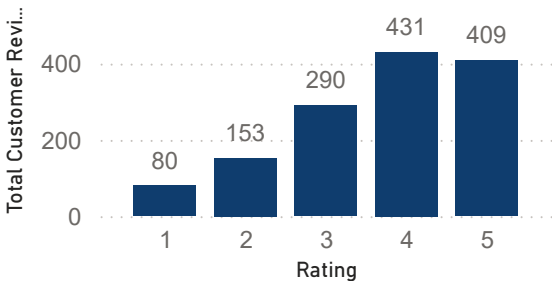
Dec

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

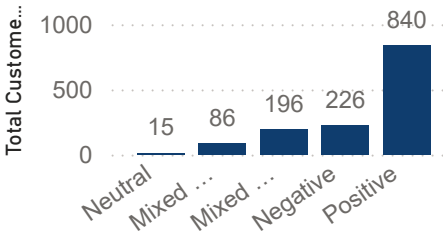
3,69

Ratings (Avg)

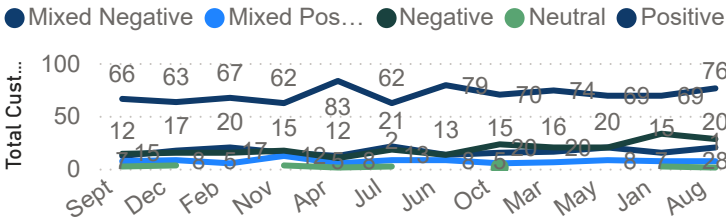
Total Customer Reviews by Rating



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
- Softball

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

