

# Overview Marketing Analytics

2023

2024

2025

January

February

March

April

May

June



Product ...

☐ Baseball Glove

☐ Basketball

☐ Boxing Gloves

☐ Climbing Rope

☐ Cycling Helmet

☐ Dumbbells

☐ Fitness Tracker

☐ Football Hel...

☐ Golf Clubs

☐ Hockey Stick

☐ Ice Skates

☐ Kayak

☐ Running Shoes

☐ Ski Boots

☐ Soccer Ball

☐ Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

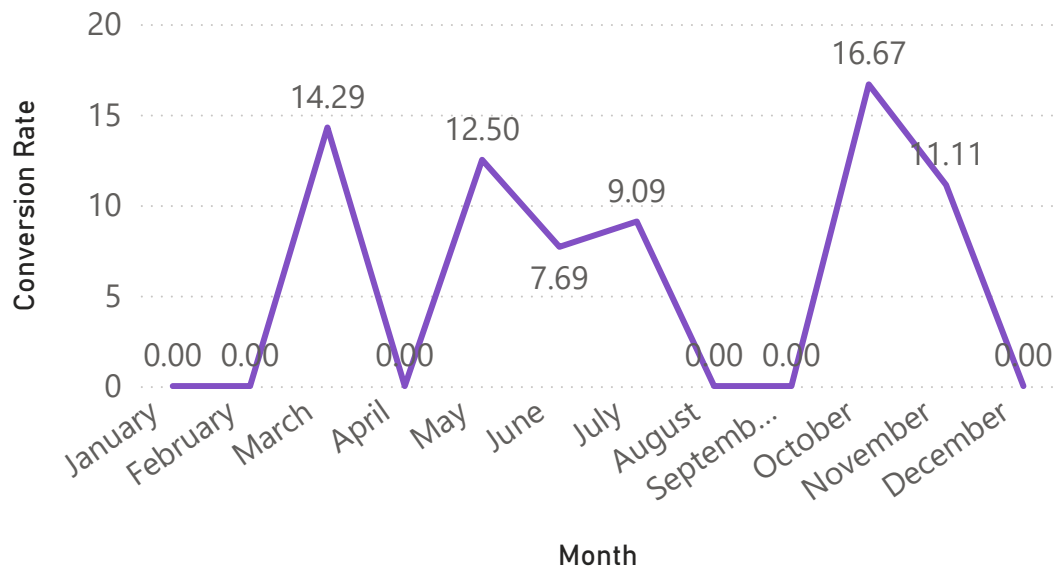
☐ Yoga Mat

CONVERSION

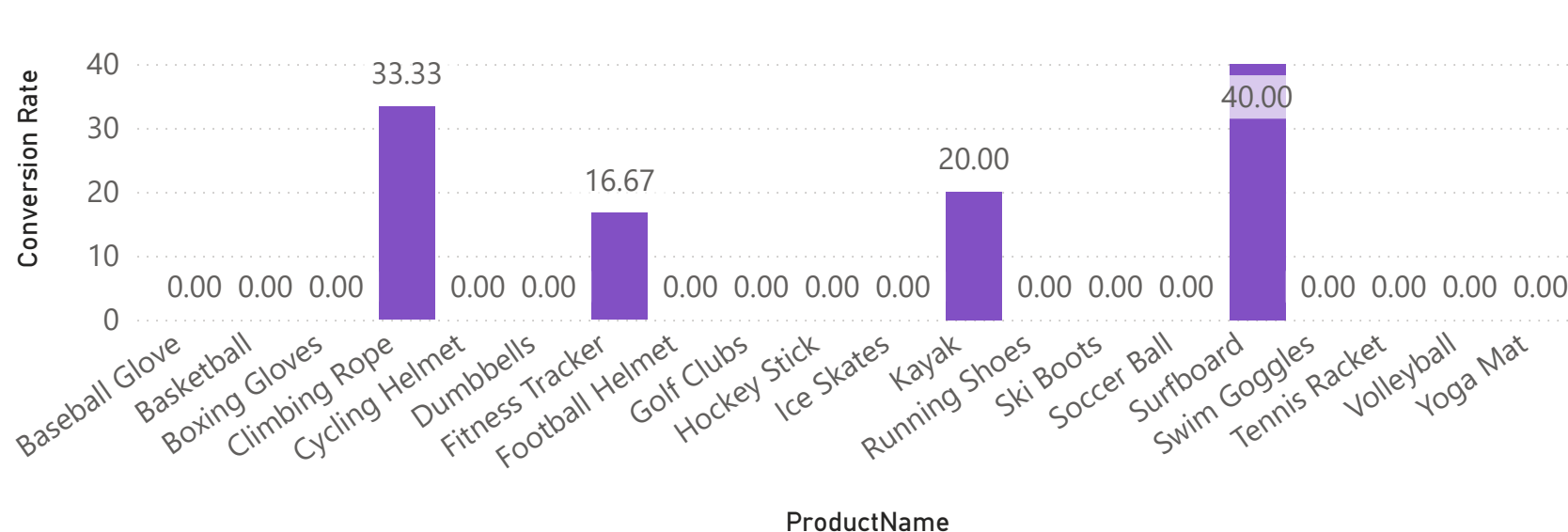
6.00

Conversion Rate

Conversion Rate by Month



Conversion Rate by ProductName



SOCIAL  
MEDIA

227045

Sum of Views

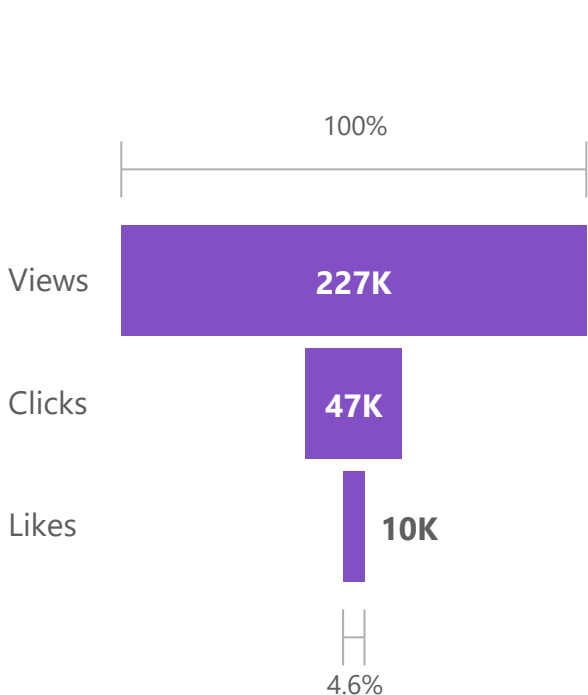
46951

Sum of Clicks

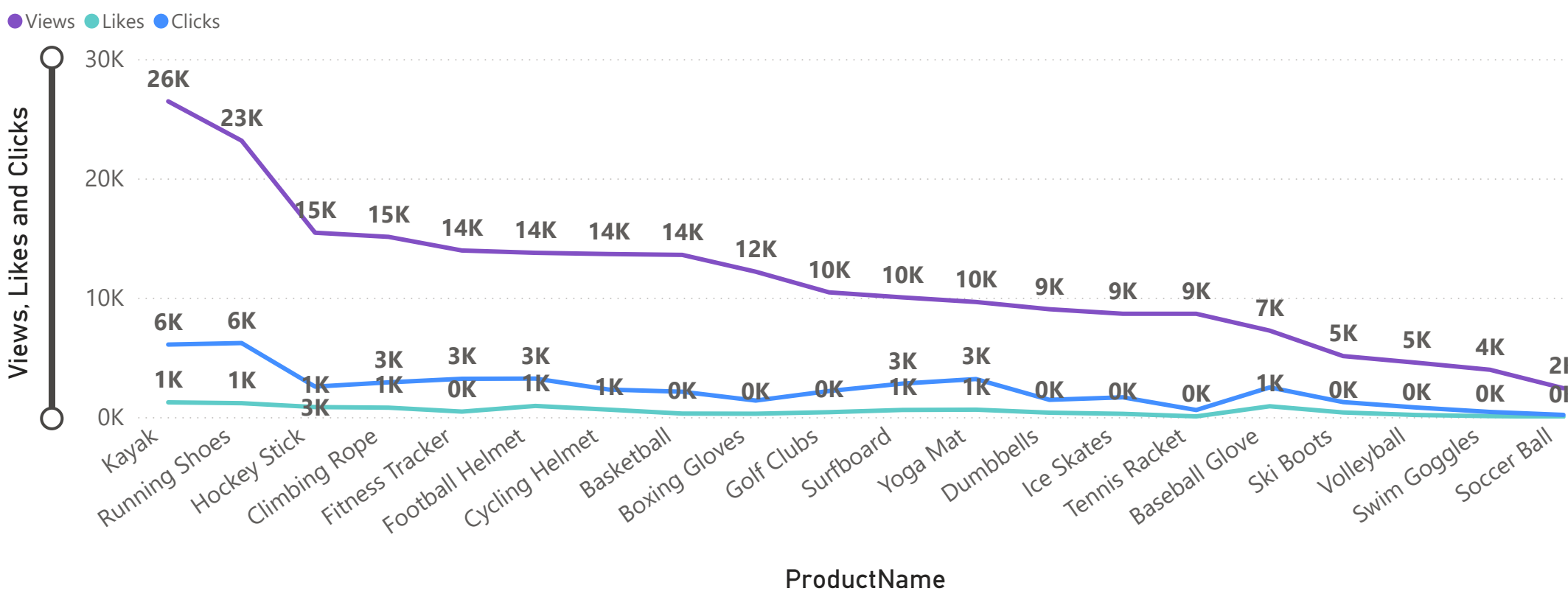
10446

Sum of Likes

Views, Clicks and Likes



Views, Likes and Clicks by ProductName

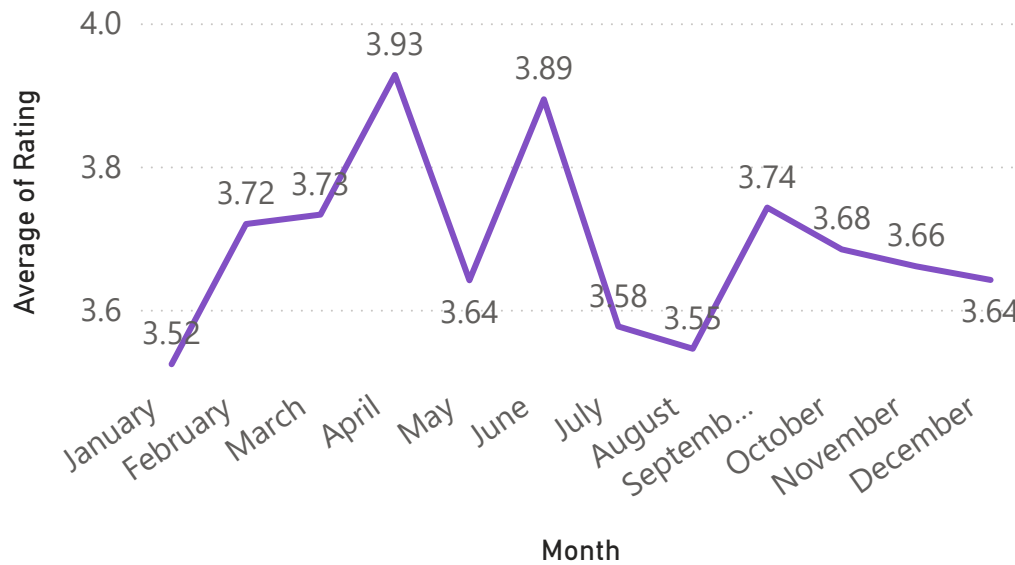


CUSTOMER  
REVIEWS

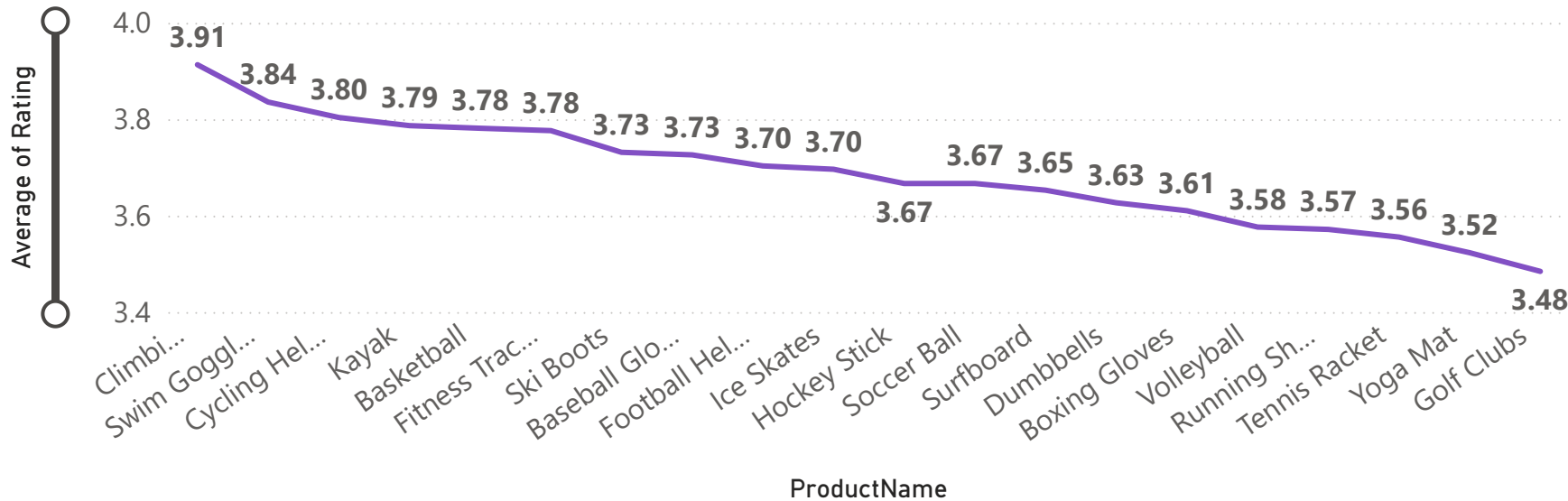
3.69

Average of  
Rating

Average of Rating by Month



Average of Rating by ProductName



Conversion Details

2023

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☐ Soccer Ball

☐ Surfboard

☐ Swim Goggles

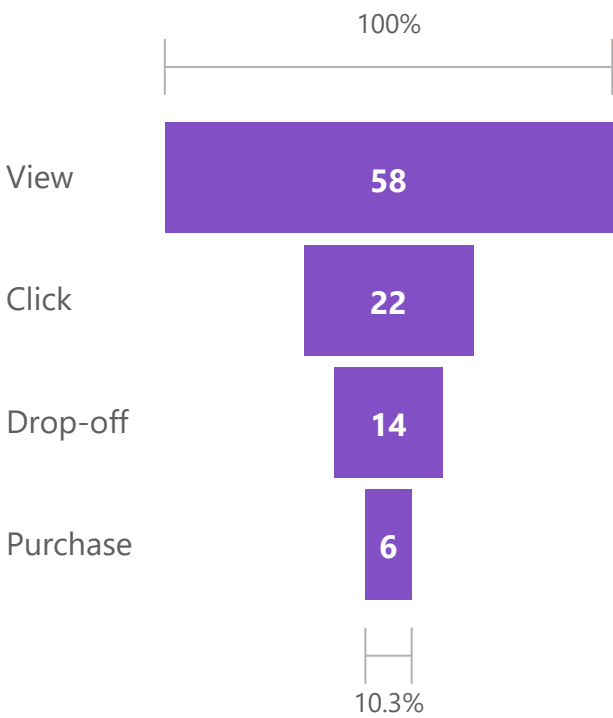
☐ Tennis Racket

☐ Volleyball

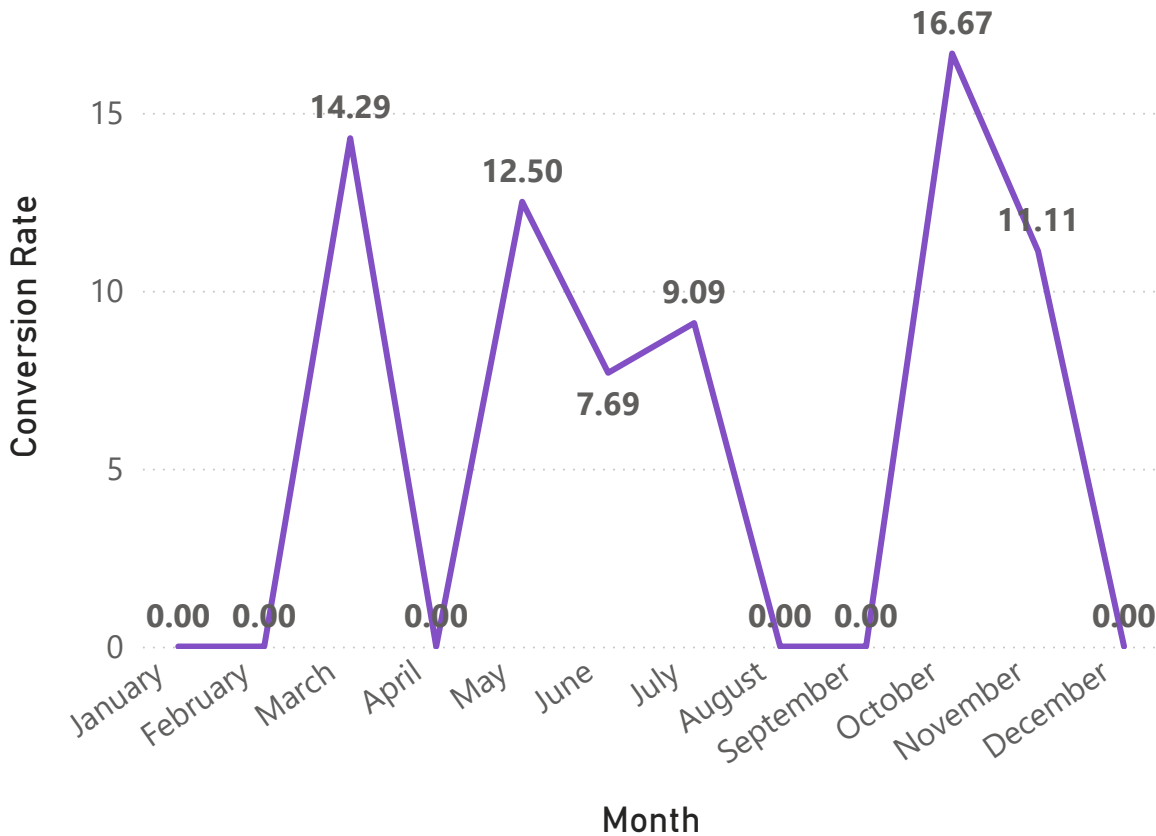
☐ Yoga Mat

6.00  
Conversion Rate

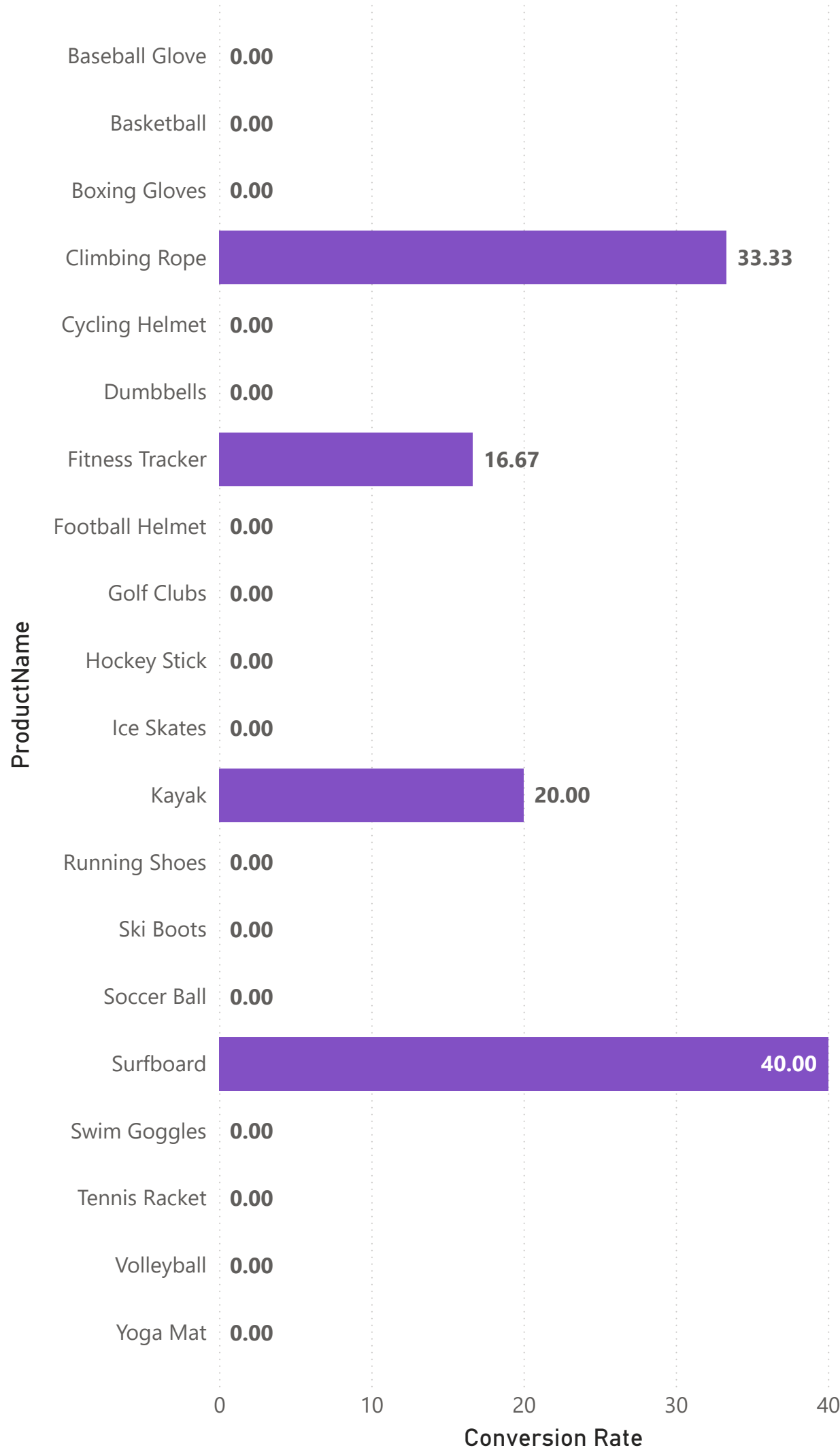
Count of JourneyID by Action



Conversion Rate by Month



Conversion Rate by ProductName



ProductName	January	February	March	April	May	June	July	August	September	October	November	December	Total
Surfboard					100.00	33.33	0.00						40.00
Climbing Rope			100.00		0.00			0.00		33.33			33.33
Kayak				0.00			50.00		0.00				20.00
Fitness Tracker					0.00	0.00			0.00		50.00	0.00	16.67
Baseball Glove				0.00			0.00	0.00					0.00
Basketball			0.00										0.00
Boxing Gloves		0.00	0.00	0.00			0.00		0.00			0.00	0.00
Cycling Helmet			0.00	0.00								0.00	0.00
Dumbbells				0.00	0.00	0.00		0.00					0.00
Football Helmet	0.00		0.00		0.00	0.00		0.00	0.00				0.00
Golf Clubs	0.00	0.00		0.00			0.00				0.00	0.00	0.00
Hockey Stick		0.00		0.00	0.00	0.00				0.00			0.00
Ice Skates							0.00	0.00			0.00	0.00	0.00
Running Shoes					0.00		0.00	0.00		0.00	0.00		0.00
Ski Boots							0.00		0.00		0.00	0.00	0.00
Soccer Ball						0.00		0.00			0.00		0.00
Swim Goggles		0.00							0.00		0.00		0.00
Tennis Racket				0.00		0.00							0.00
Volleyball		0.00			0.00	0.00		0.00	0.00				0.00
Yoga Mat		0.00							0.00				0.00
Total	0.00	0.00	14.29	0.00	12.50	7.69	9.09	0.00	0.00	16.67	11.11	0.00	6.00



# Customer Review Details

2023

2024

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January

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## Sentiment Category

- ☐ Mixed Negative
- ☐ Mixed Positive
- ☐ Negative
- ☐ Neutral
- ☐ Positive

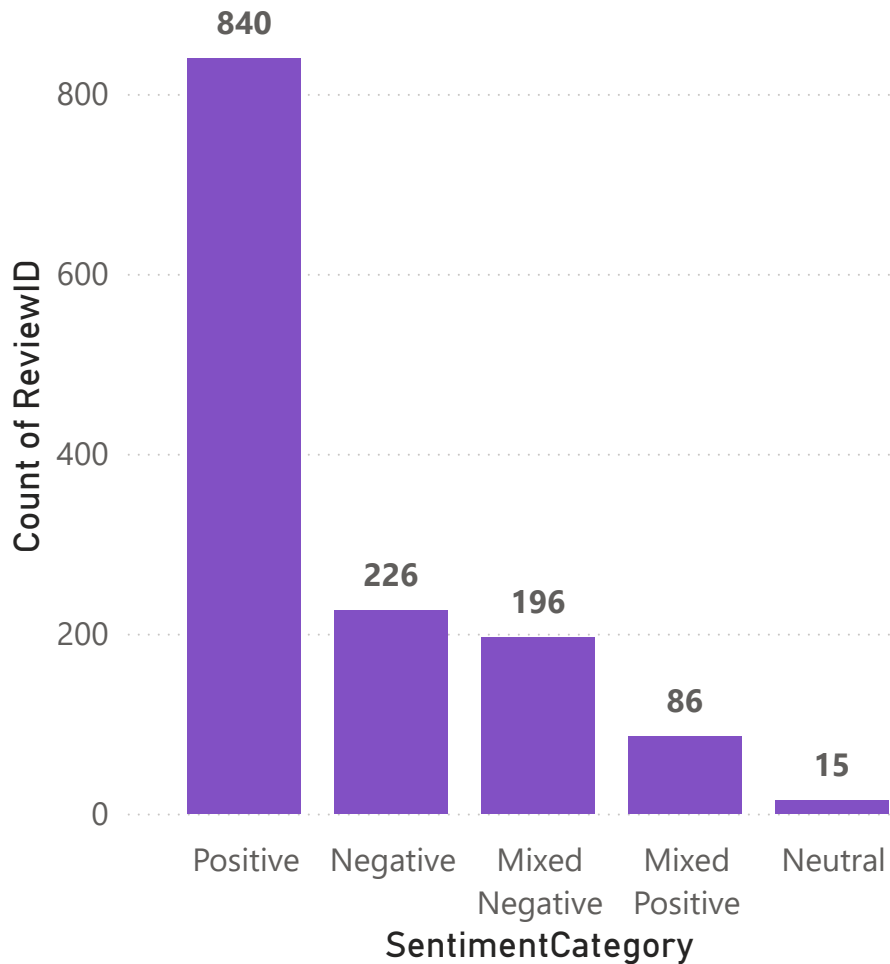
## Product Name

- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes

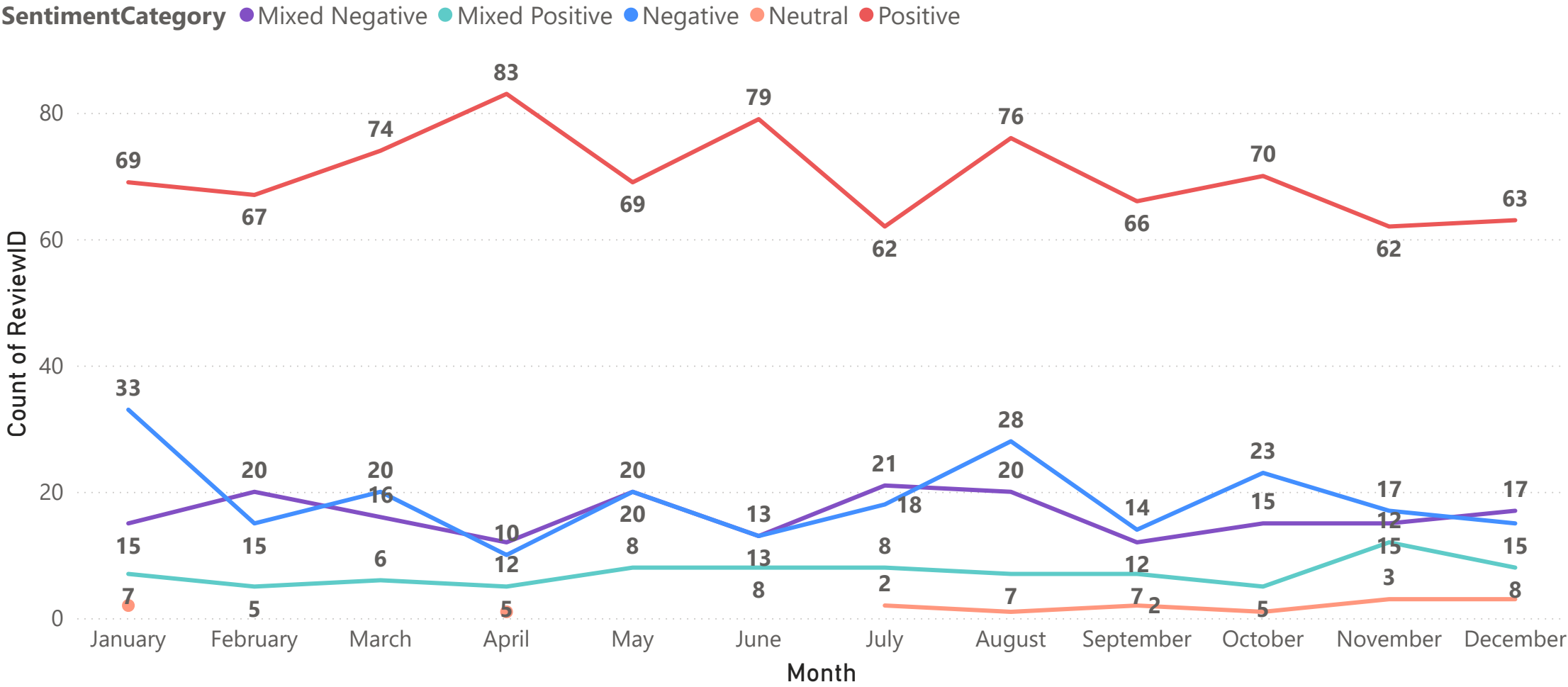
3.69

Average of Rating

Count of ReviewID by SentimentCategory



Count of ReviewID by Month and SentimentCategory



ReviewDate	CustomerID	ReviewText	Sentiment Category	Sum of Rating
31 July 2025	25	Amazing value for the price.	Positive	5
09 November 2025	21	Amazing value for the price.	Positive	5
15 February 2024	49	Amazing value for the price.	Positive	5
19 August 2023	62	Amazing value for the price.	Positive	5
27 March 2025	17	Amazing value for the price.	Positive	5
26 June 2023	18	Amazing value for the price.	Positive	5
15 June 2024	72	Amazing value for the price.	Positive	5
15 October 2024	98	Amazing value for the price.	Positive	5
04 August 2023	3	Amazing value for the price.	Positive	5
25 June 2024	6	Amazing value for the price.	Positive	5
08 April 2023	7	Amazing value for the price.	Positive	5
07 July 2024	14	Amazing value for the price.	Positive	5
08 April 2023	22	Amazing value for the price.	Positive	5
08 November 2023	24	Amazing value for the price.	Positive	5
06 September 2023	33	Amazing value for the price.	Positive	5
11 January 2023	40	Amazing value for the price.	Positive	5
16 June 2023	42	Amazing value for the price.	Positive	5
Total				5025

Count of ReviewID by Rating

