

EDGEFLOW OUTFITTERS MARKETING REPORT

Faith Ochanya Ochigbo

ProductName

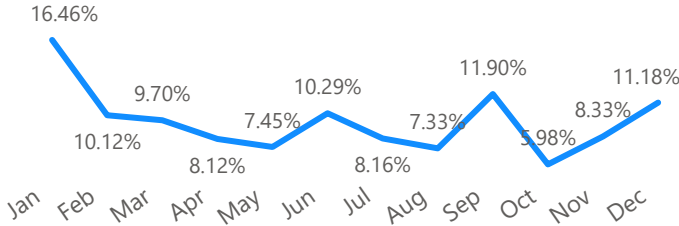
- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐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

Conversion

9.45%

Conversion Rate

Conversion Rate by Month

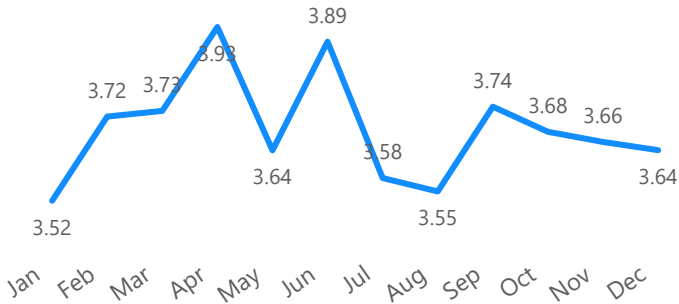


Customer Reviews

3.69

Average Rating

Average Rating by Month



Social Media Stats

529K

Likes

2M

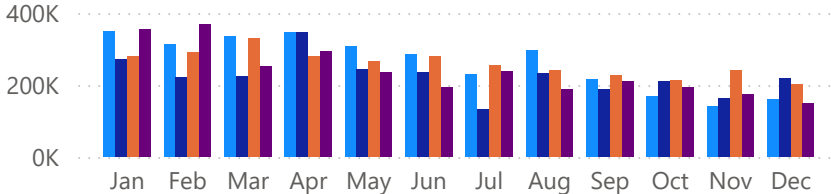
Clicks

12M

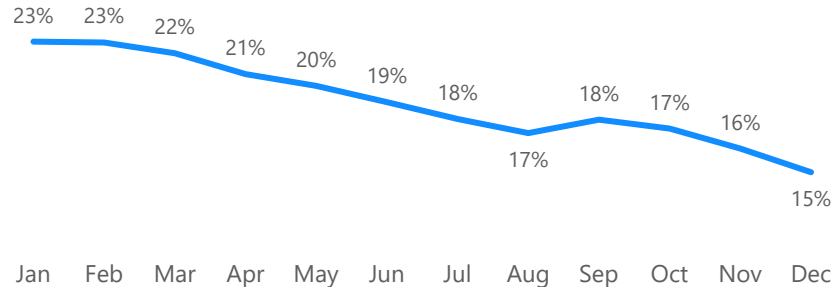
Views

Views, Clicks & Likes by Month and Content Type

ContentType Blog Newsletter Socialmedia Video



Click Through Rate by Month



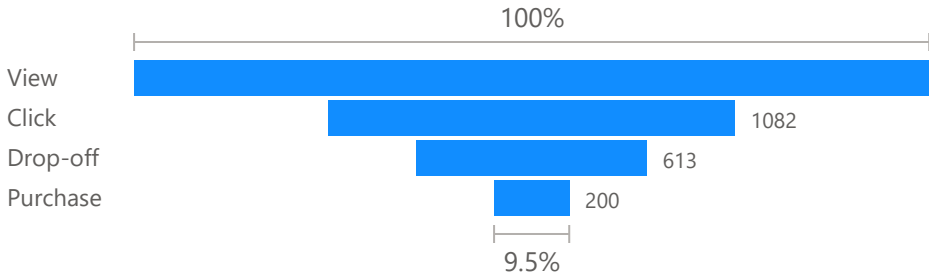
ProductName

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Conversion Rate

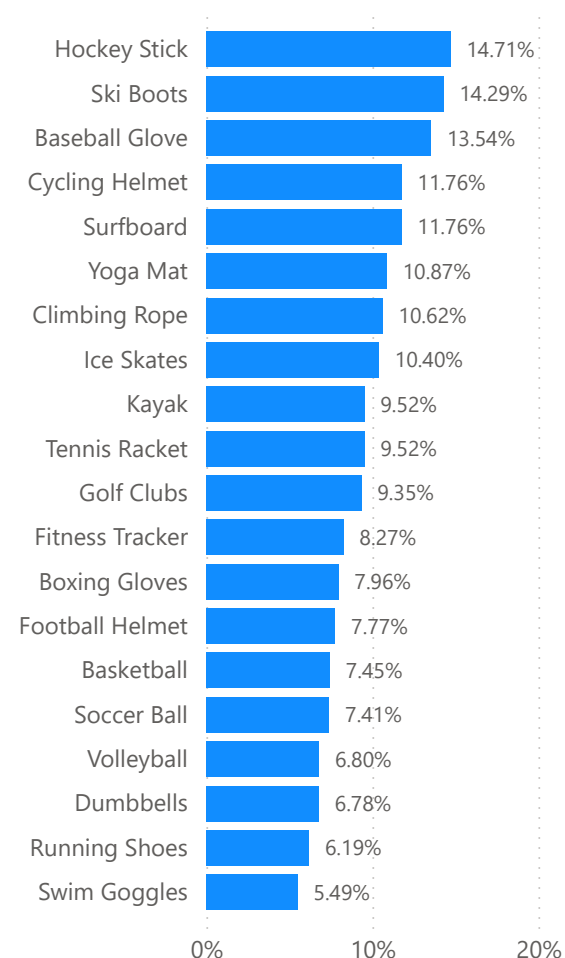
Customer Journeys by Action



Coveration Rate Matrix - Product by Month

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Hockey Stick	18.18%	40.00%	11.11%		22.22%		12.50%	9.09%	20.00%
Ski Boots	100.00%	10.00%	16.67%	12.50%	11.11%	10.00%	12.50%	40.00%	
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%
Cycling Helmet		28.57%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	14.29%			11.11%
Yoga Mat	40.00%	12.50%	11.11%			14.29%	30.77%		
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%
Ice Skates			12.50%			8.33%	30.00%	16.67%	20.00%
Kayak		16.67%	20.00%	16.67%		16.67%	11.11%		10.00%
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			25.00%
Golf Clubs	11.11%	11.11%		10.00%	14.29%		15.38%	25.00%	12.50%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%
Boxing Gloves	8.33%					9.09%	8.33%	11.11%	
Football Helmet	20.00%	28.57%	7.69%	14.29%			8.33%	11.11%	10.00%
Total	16.46%	10.12%	9.70%	8.12%	7.45%	10.29%	8.16%	7.33%	11.90%

Conversion Rate by Product



ProductName

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- ☐ Climbing Rope
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529K

Likes

2M

Clicks

12M

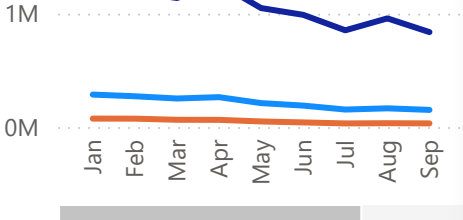
Views

20%

Click Through Rate

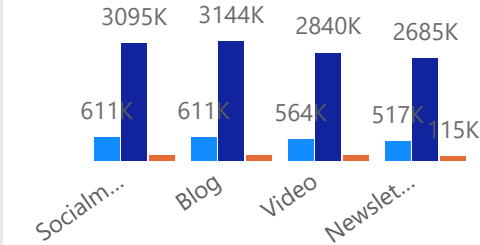
Views, Clicks & Likes by Month

Clicks Views Likes



Views, Clicks & Likes by Content Type

Clicks Views Likes



Click Through Rate Matrix Month by Content Type

MonthNameShort	Blog	Newsletter	Socialmedia	Video	Total
Jan	22%	22%	22%	25%	23%
Feb	23%	23%	23%	22%	23%
Mar	21%	19%	25%	22%	22%
Apr	21%	19%	22%	21%	21%
May	19%	22%	20%	20%	20%
Jun	18%	21%	19%	19%	19%
Jul	18%	19%	18%	17%	18%
Aug	17%	18%	17%	17%	17%
Sep	18%	17%	18%	20%	18%
Oct	19%	18%	17%	15%	17%
Nov	17%	17%	16%	15%	16%
Dec	15%	15%	14%	15%	15%
Total	19%	19%	20%	20%	20%

Views, Clicks & Likes by Product

ProductName	Clicks	Views	Likes
Running Shoes	139019	660923	31106
Soccer Ball	127671	623257	30009
Yoga Mat	118852	578549	29590
Basketball	127290	676568	29583
Swim Goggles	125861	637380	29382
Golf Clubs	119239	617481	28716
Kayak	117854	592064	28213
Hockey Stick	116785	578316	27862
Baseball Glove	113642	565119	27452
Ice Skates	126104	639254	27339
Climbing Rope	129554	643901	27238
Boxing Gloves	114522	571937	26512
Dumbbells	110629	567244	25002
Volleyball	107516	577999	24961
Surfboard	104928	498753	24622
Ski Boots	100651	541893	23915
Cycling Helmet	99694	542610	23685
Football Helmet	107613	529241	23367
Tennis Racket	107464	617016	22967
Fitness Tracker	87073	505085	17205
Total	2301961	11764590	528726

SentimentC...

▼

- ☐

Mixed Negative
- ☐

Mixed Positive
- ☐

Negative
- ☐

Neutral

ProductName

▼

- ☐

Baseball Glove
- ☐

Basketball
- ☐

Boxing Gloves
- ☐

Climbing Rope
- ☐

Cycling Helmet
- ☐

Dumbbells
- ☐

Fitness Tracker
- ☐

Football Helmet
- ☐

Golf Clubs
- ☐

Hockey Stick
- ☐

Ice Skates
- ☐

Kayak
- ☐

Running Shoes
- ☐

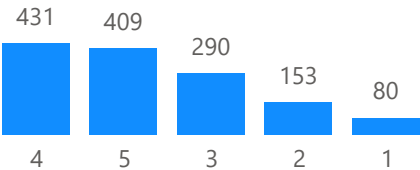
Ski Boots
- ☐

Soccer Ball

3.69

Average Rating

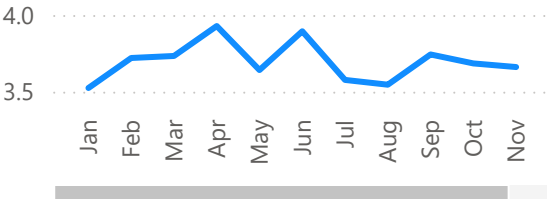
Number of Customer Reviews by Rating



Number of Customer Reviews by Sentiments



Average Rating by Month



CustomerID	ProductName	ReviewText	Rating
1	Ice Skates	Exceeded my expectations!	5
1	Kayak	Customer support was very helpful.	5
1	Running Shoes	I love this product will buy again!	4
1	Yoga Mat	Five stars for the quick delivery.	4
1	Yoga Mat	The product is okay but the instructions were unclear.	3
10	Baseball Glove	Customer support was very helpful.	4
10	Cycling Helmet	Customer support was very helpful.	4
10	Fitness Tracker	Shipping was fast and the item was well-packaged.	5
10	Fitness Tracker	The product is okay but the instructions were unclear.	3
10	Football Helmet	Not worth the money.	2
10	Hockey Stick	Not worth the money.	2
10	Hockey Stick	Shipping was fast and the item was well-packaged.	5
10	Hockey Stick	The product stopped working after a month.	1
10	Soccer Ball	The product is okay but the instructions were unclear.	3