

# Marketing Overview Analysis

Conversion Rate

Social Media

Customers Review



Year

- 2023
- 2024
- 2025

Quarter

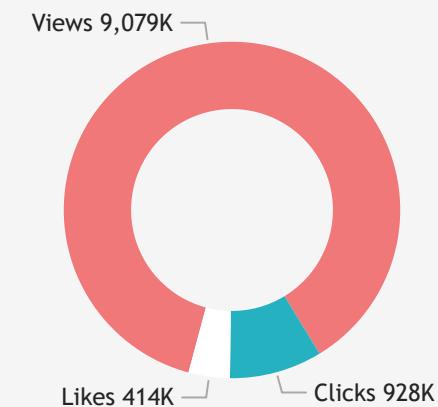
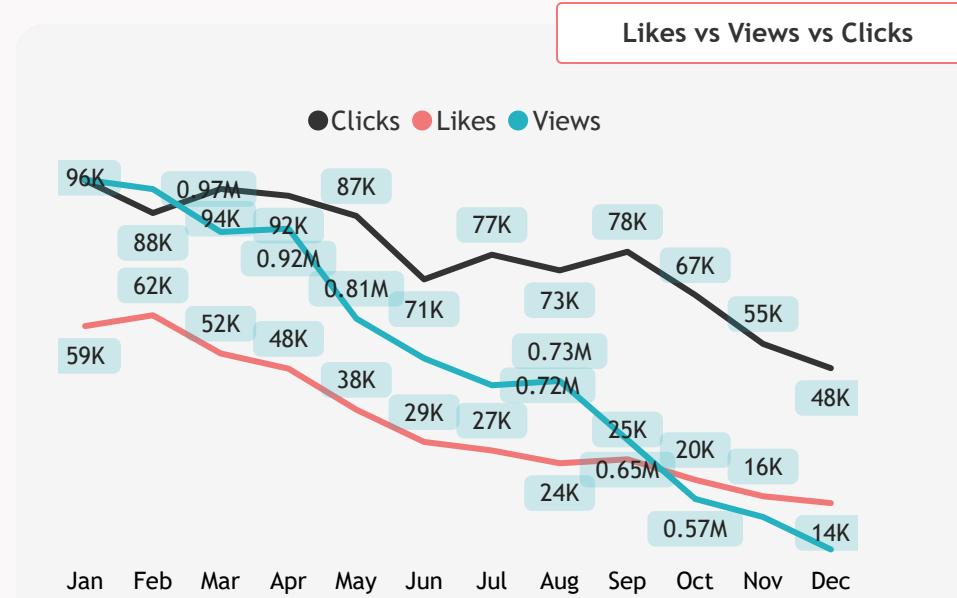
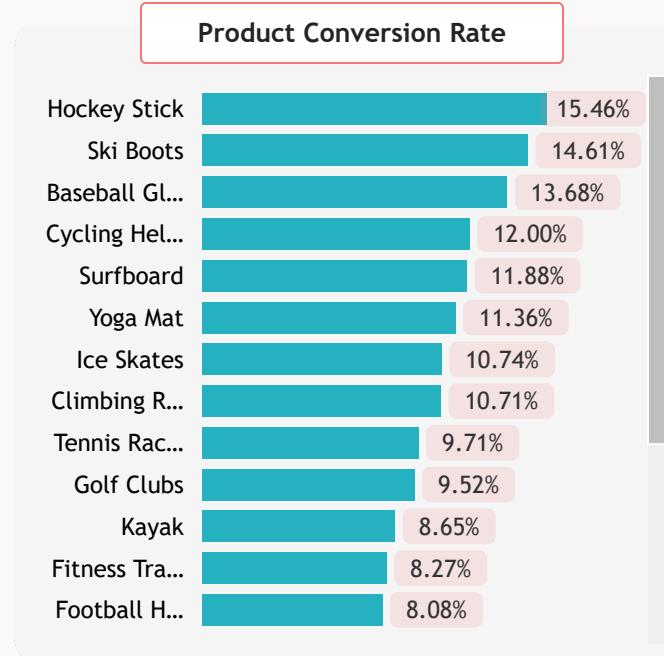
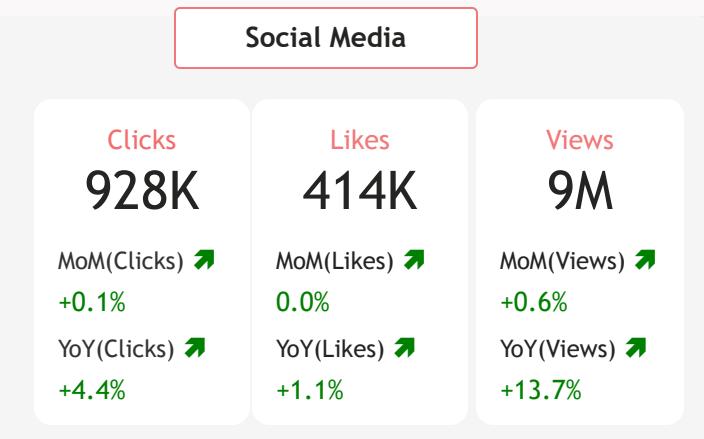
- Q1
- Q2
- Q3
- Q4

Product Category

All

Product Name

All



# Marketing Conversion Rate Analysis

[Overview](#)
[Social Media](#)
[Customers Review](#)


Year

 2023
  2024
  2025

Quarter

 Q1
  Q2
  Q3
  Q4

Product Category

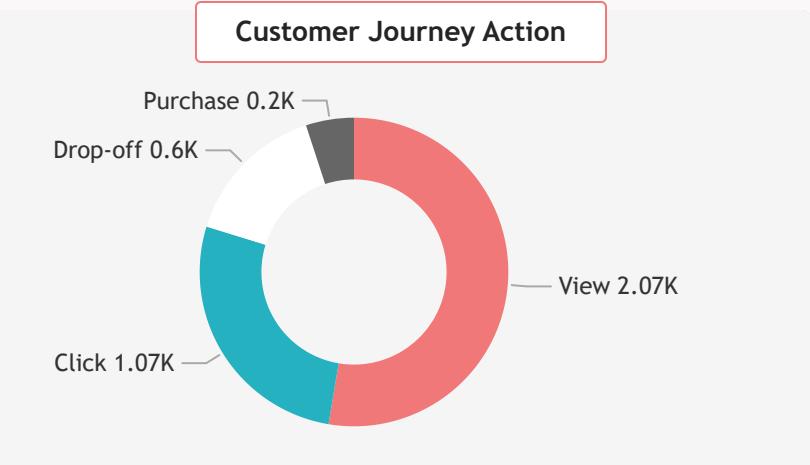
 High
  Low
  Medium

Country

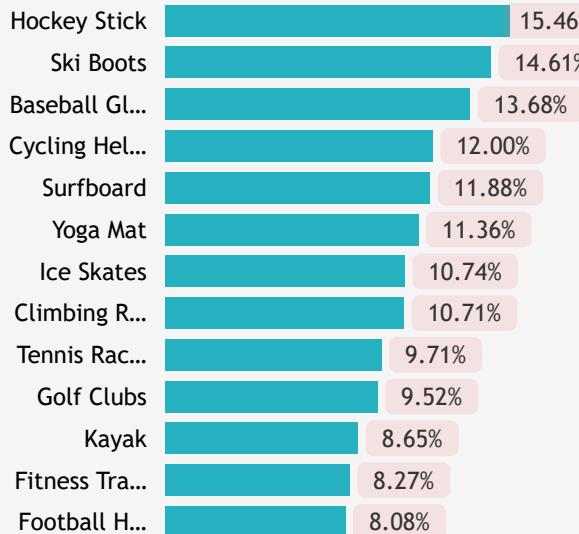
All

City

All



### Product Conversion Rate



### Monthly Product Details

Month	Name	Short Product Name	Jan		Feb		Mar		Apr	
			Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR
January	Baseball Glove	Baseball Glove	22.22%	0.67	12.50%	0.50	7.69%	0.38	0.44	
February	Basketball			0.71	50.00%	1.00	16.67%	1.50	20.00%	1.00
March	Boxing Gloves		9.09%	0.64		1.20			1.10	
April	Climbing Rope		11.11%	0.11	20.00%	1.00	28.57%	0.71	12.50%	0.63
May	Cycling Helmet			0.38	33.33%	0.50	20.00%	1.20	30.00%	0.50
June	Dumbbells			0.36		0.29	16.67%	0.50	12.50%	0.75
July	Fitness Tracker		16.67%	0.17		0.54	10.00%	0.50	0.23	
August	Football Helmet		25.00%	0.75	28.57%	0.57	7.69%	0.31	16.67%	0.67
September	Golf Clubs		12.50%	0.88	11.11%	0.56		0.63	10.00%	0.30
October	Hockey Stick		22.22%	0.33	40.00%	0.80	11.11%		0.23	
November	Ice Skates			0.15		0.38	12.50%	1.00	0.53	
December	Kayak			1.29	16.67%	1.17	20.00%	0.60	8.33%	0.83
Total			17.31%	0.59	10.24%	0.58	9.76%	0.62	7.73%	0.47

# Marketing Social Media Analysis

[Overview](#)
[Conversion Rate](#)
[Customers Review](#)


## Social Media

**Clicks**  
**928K**

MoM(Clicks) ↗  
+0.1%  
YoY(Clicks) ↗  
+4.4%

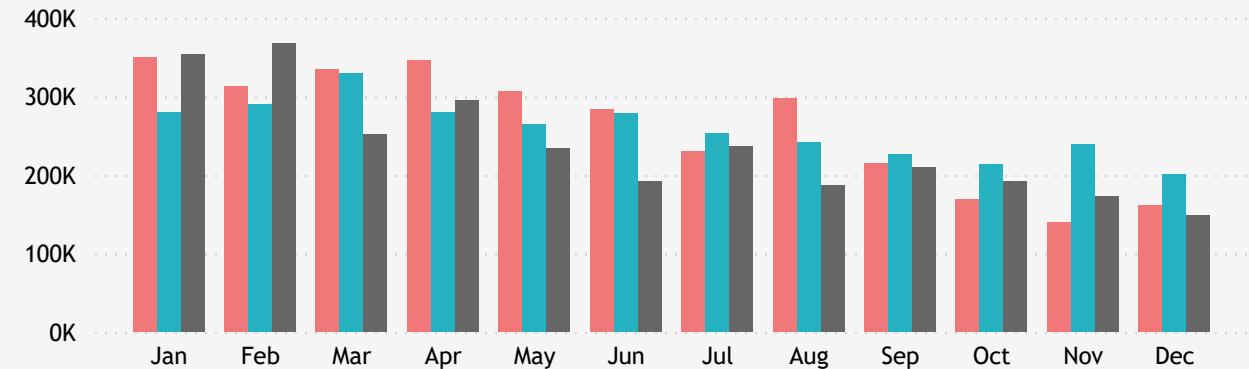
**Likes**  
**414K**

MoM(Likes) ↗  
0.0%  
YoY(Likes) ↗  
+1.1%

**Views**  
**9M**

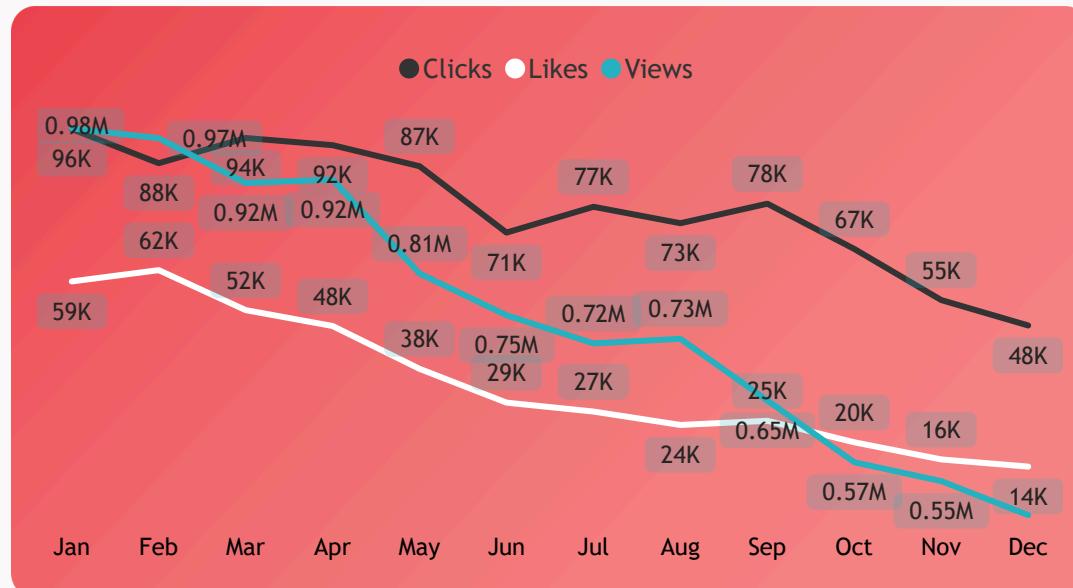
MoM(Views) ↗  
+0.6%  
YoY(Views) ↗  
+13.7%

## Monthly Content Type Views

Content Type ● BLOG ● SOCIAL MEDIA ● VIDEO


## Product Social Media Details

ProductName	Views	Likes	Clicks	ContentType	Total Price
Yoga Mat	131,617	6912	14314	BLOG	485.32
Yoga Mat	153,017	7911	15286	SOCIAL MEDIA	485.32
Yoga Mat	130,841	5977	12324	VIDEO	485.32
Volleyball	106,176	4758	11894	BLOG	42.80
Volleyball	168,486	6844	18068	SOCIAL MEDIA	42.80
Volleyball	125,121	7143	10969	VIDEO	42.80
Tennis Racket	142,275	5313	13682	BLOG	36.07
Tennis Racket	139,719	4914	13436	SOCIAL MEDIA	36.07
Tennis Racket	160,778	6236	19777	VIDEO	36.07
Swim Goggles	130,775	6251	13543	BLOG	145.97
Swim Goggles	177,473	6846	18396	SOCIAL MEDIA	145.97
Swim Goggles	201,637	11014	20874	VIDEO	145.97
<b>Total</b>	<b>9,079,276</b>	<b>414122</b>	<b>927722</b>		<b>4,108.11</b>


All
All

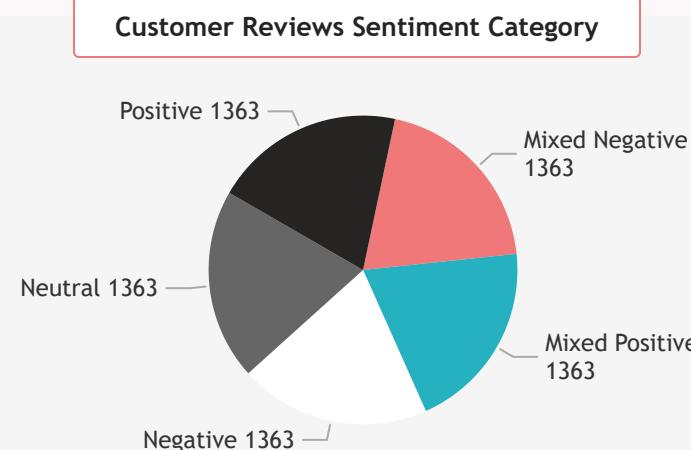
# Marketing Customers Reviews Analysis

[Overview](#)
[Conversion Rate](#)
[Social Media](#)


- Year
- 2023
  - 2024
  - 2025
- Quarter
- Q1
  - Q2
  - Q3
  - Q4

- Product Category
- High
  - Low
  - Medium

- Country
- All
- City
- All



ReviewText	SentimentCategory	Rating	ProductID	CustomerID	YearMonthShort
Customer support was very helpful.	Positive	10	15	46	2025-Jan
Amazing value for the price.	Positive	5	11	25	2025-Jul
Amazing value for the price.	Positive	5	3	21	2025-Nov
Amazing value for the price.	Positive	5	9	49	2024-Feb
Amazing value for the price.	Positive	5	11	62	2023-Aug
Amazing value for the price.	Positive	5	3	17	2025-Mar
Amazing value for the price.	Positive	5	6	18	2023-Jun
Amazing value for the price.	Positive	5	4	72	2024-Jun
Amazing value for the price.	Positive	5	9	98	2024-Oct
Amazing value for the price.	Positive	5	1	65	2023-Feb
Amazing value for the price.	Positive	5	1	80	2023-Nov
Amazing value for the price.	Positive	5	2	3	2023-Aug
<b>Total</b>					
<b>5025</b>					

**Customer Reviews Rating**

