

Marketing Overview Analysis

Conversion Rate

Social Media

Customers Review



- Year
- ☐ 2023
  - ☐ 2024
  - ☐ 2025

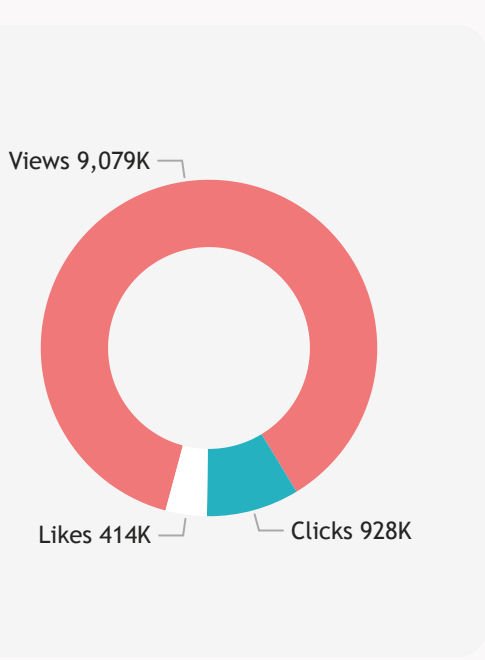
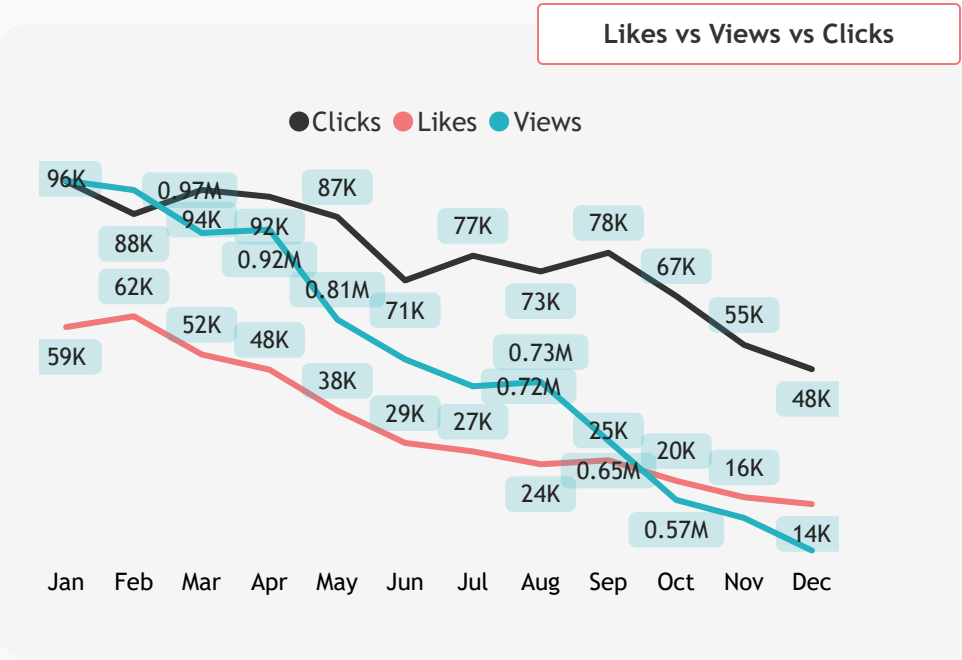
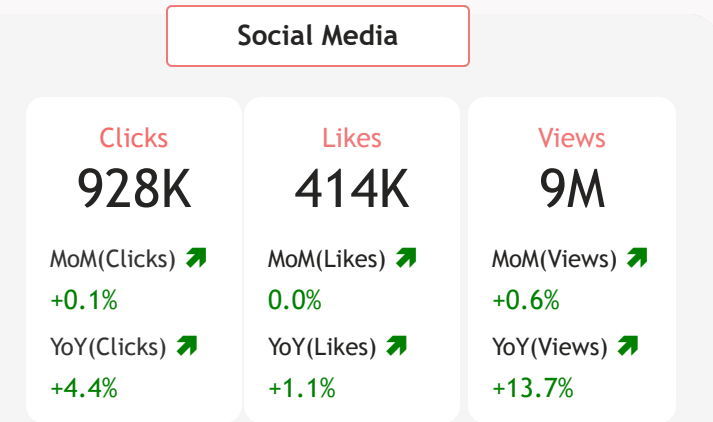
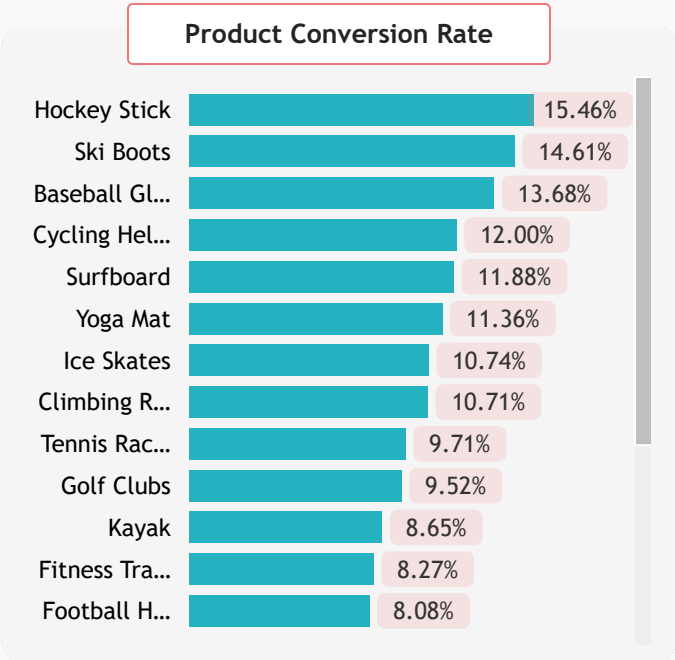
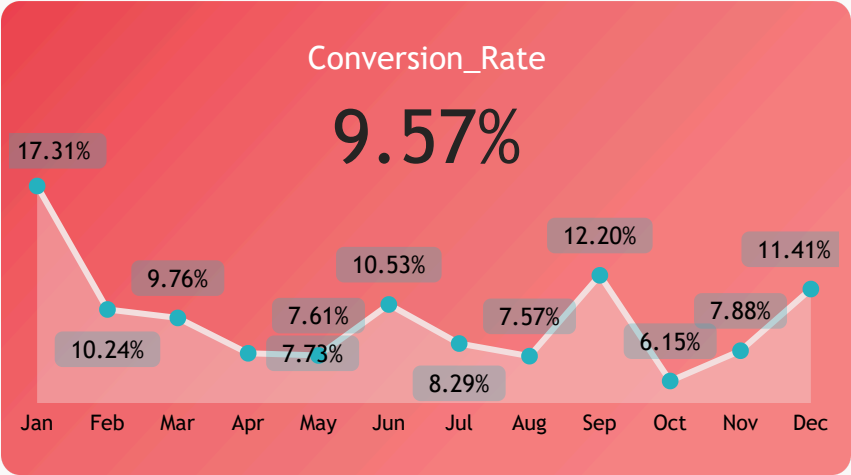
- Quarter
- ☐ Q1
  - ☐ Q2
  - ☐ Q3
  - ☐ Q4

Product Category

All

Product Name

All



Marketing Conversion Rate Analysis

Overview

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Year

- ☐ 2023
- ☐ 2024
- ☐ 2025

Quarter

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

Product Category

- ☐ High
- ☐ Low
- ☐ Medium

Country

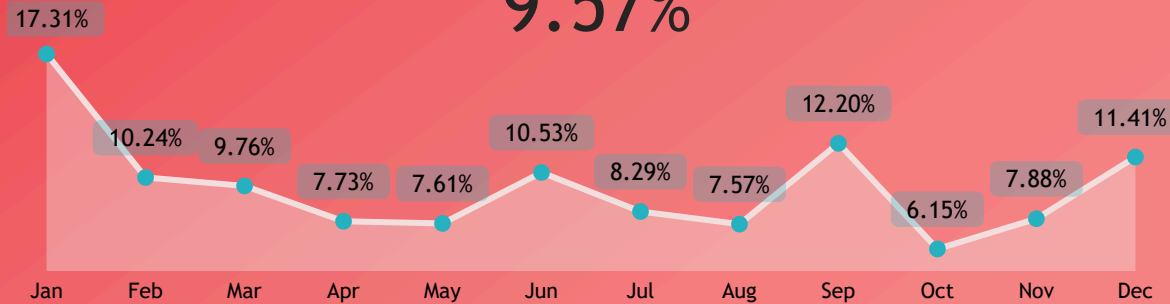
All

City

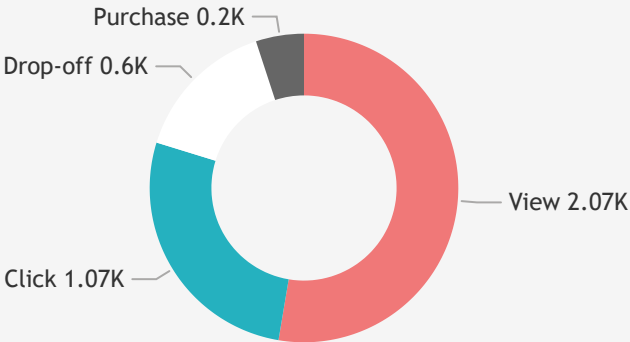
All

Conversion\_Rate

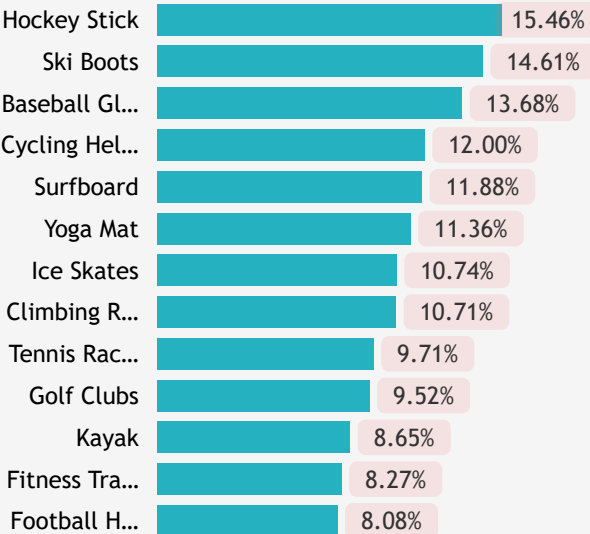
9.57%



Customer Journey Action



Product Conversion Rate



Monthly Product Details

MonthNameShort	Jan		Feb		Mar		Apr	
ProductName	Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR
Baseball Glove	22.22%	0.67	12.50%	0.50	7.69%	0.38		0.44
Basketball		0.71	50.00%	1.00	16.67%	1.50	20.00%	1.00
Boxing Gloves	9.09%	0.64		1.20		1.10		0.33
Climbing Rope	11.11%	0.11	20.00%	1.00	28.57%	0.71	12.50%	0.63
Cycling Helmet		0.38	33.33%	0.50	20.00%	1.20	30.00%	0.50
Dumbbells		0.36		0.29	16.67%	0.50	12.50%	0.75
Fitness Tracker	16.67%	0.17		0.54	10.00%	0.50		0.23
Football Helmet	25.00%	0.75	28.57%	0.57	7.69%	0.31	16.67%	0.67
Golf Clubs	12.50%	0.88	11.11%	0.56		0.63	10.00%	0.30
Hockey Stick	22.22%	0.33	40.00%	0.80	11.11%			0.23
Ice Skates		0.15		0.38	12.50%	1.00		0.53
Kayak		1.29	16.67%	1.17	20.00%	0.60	8.33%	0.83
Running Shoes	12.50%	0.88	8.33%	0.58		0.83	10.00%	0.40
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



Year

- ☐ 2023
- ☐ 2024
- ☐ 2025

Quarter

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

Product Category

All

Product Name

All

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) ↗

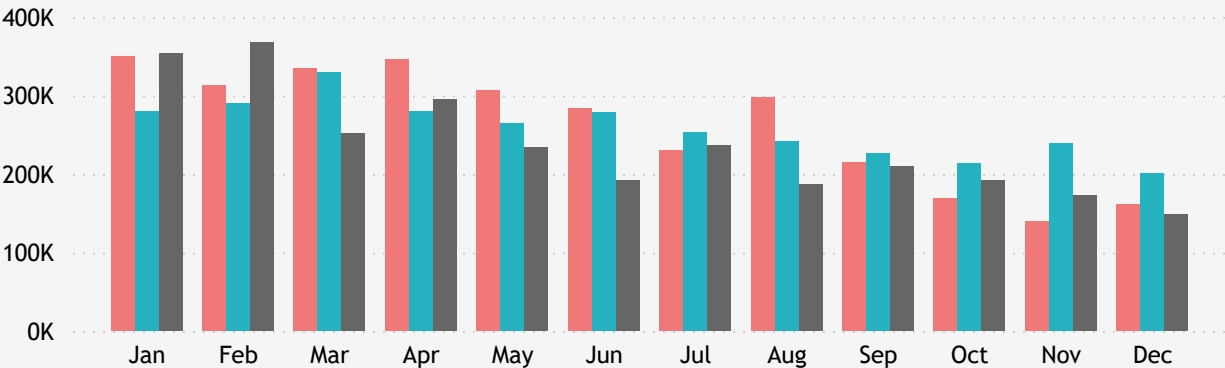
+0.6%

YoY(Views) ↗

+13.7%

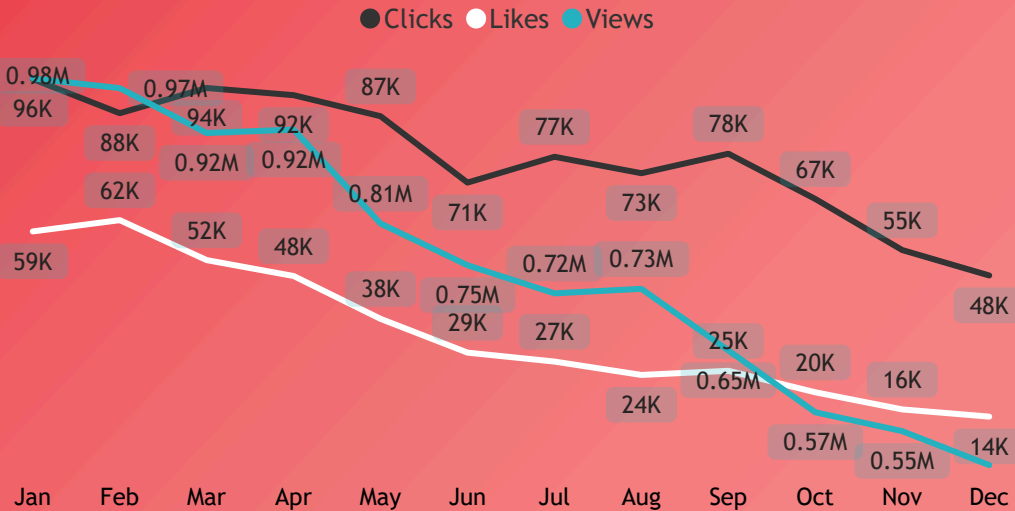
Monthly Content Type Views

ContentType ● 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
Total	9,079,276	414122	927722		4,108.11



# Marketing Customers Reviews Analysis

Overview

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Year

☐ 2023

☐ 2024

☐ 2025

Quarter

☐ Q1

☐ Q2

☐ Q3

☐ Q4

Product Category

☐ High

☐ Low

☐ Medium

Country

All

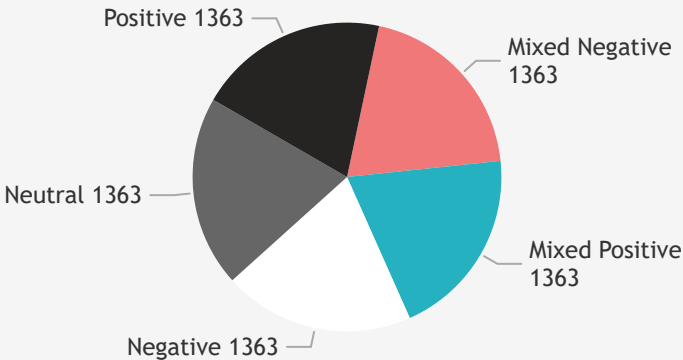


City

All



Customer Reviews Sentiment Category



Total\_Customers

100

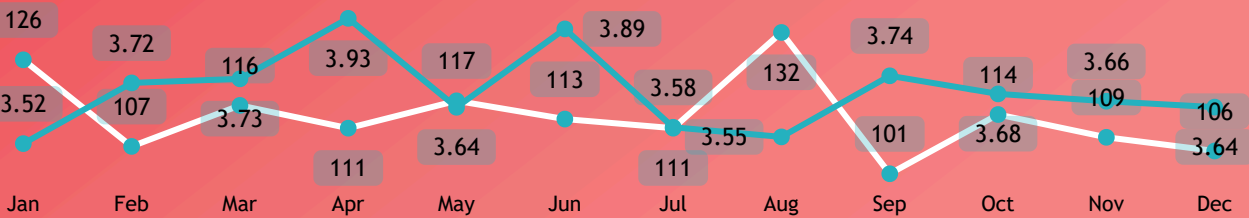
Total\_Reviews

1363

Total\_Reviews

3.69

● Count of CustomerID ● Average\_Rating



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
Total		5025			

Customer Reviews Rating

