

Overview

Year

20232024>

MonthNameShort

JanFebMarAprMayJunJulAugSepOctNovDec

- ProductName
- ☐ 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

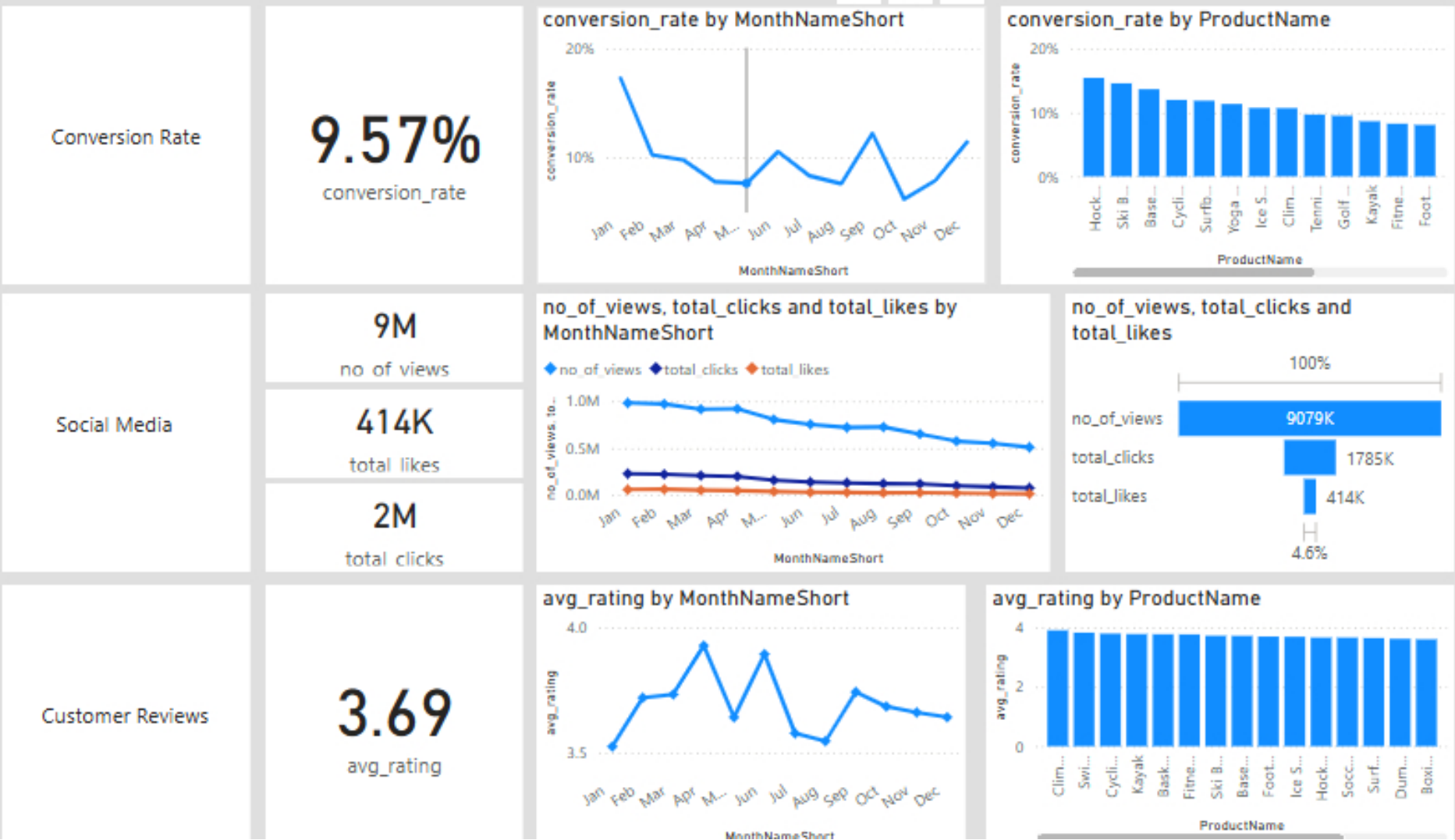
☐ Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat



Conversion Details

Year

20232024>

MonthNameShort

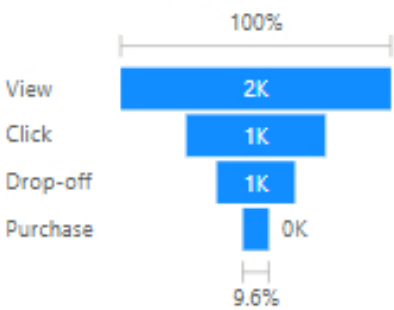
JanFebMarAprMayJunJulAugSepOctNovDec

ProductName

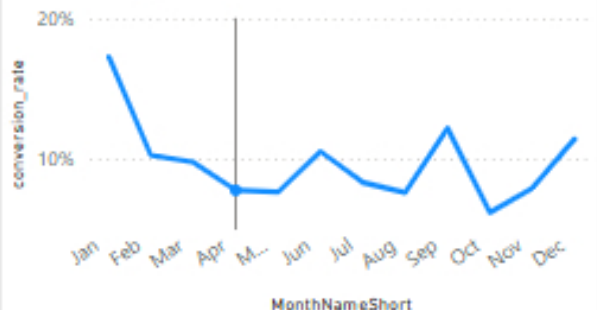
- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Hel...
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐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

9.57%  
conversion\_rate

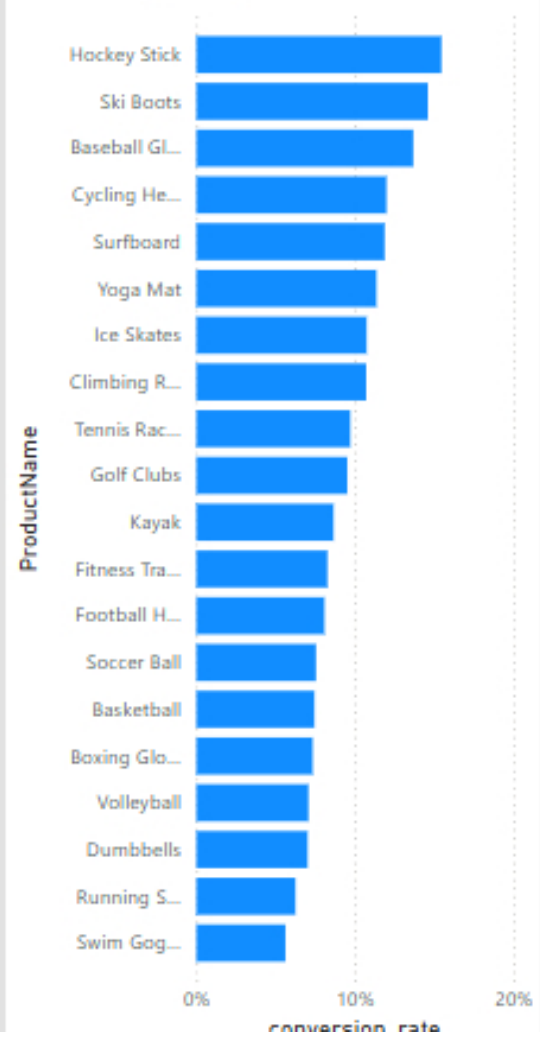
no\_of\_journey by Action



conversion\_rate by MonthNameShort



conversion\_rate by ProductName



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	22.22%	50.00%	
Basketball		50.00%	16.67%	20.00%					12.50%		12.50%	33.33%
Boxing Gloves	9.09%					10.00%	8.33%	12.50%		11.11%	10.00%	28.57%
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%	9.09%		
Cycling Helmet		33.33%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%	8.33%		
Dumbbells			16.67%	12.50%		40.00%			10.00%	11.11%	20.00%	8.33%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%		7.69%	14.29%
Football Helmet	25.00%	28.57%	7.69%	16.67%			8.33%	11.11%	10.00%			
Golf Clubs	12.50%	11.11%		10.00%	14.29%		16.67%	25.00%	12.50%			10.00%
Hockey Stick	22.22%	40.00%	11.11%		25.00%		12.50%	10.00%	20.00%		14.29%	57.14%
Ice Skates			12.50%			9.09%	30.00%	16.67%	22.22%	11.11%	20.00%	25.00%
Kayak		16.67%	20.00%	8.33%		16.67%	11.11%		10.00%	14.29%		16.67%
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%		14.29%	
Ski Boots	100.00%	10.00%	20.00%	12.50%	11.11%	10.00%	12.50%	40.00%				
Soccer Ball	75.00%		8.33%	9.09%				10.00%	14.29%		9.09%	
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	15.38%			11.11%	10.00%		
Swim Goggles	20.00%							14.29%	14.29%			33.33%
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			28.57%	7.14%	20.00%	
Volleyball	22.22%			11.11%		33.33%		10.00%				12.50%
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%

## Customer Review Details

Year

2023

2024



MonthNameShort

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

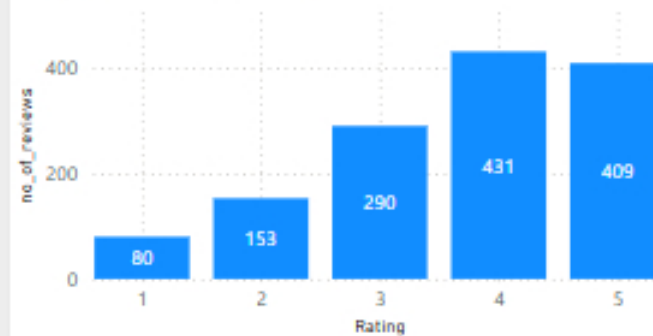
ProductName

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- ☐ Basketball
- ☐ Boxing Gloves
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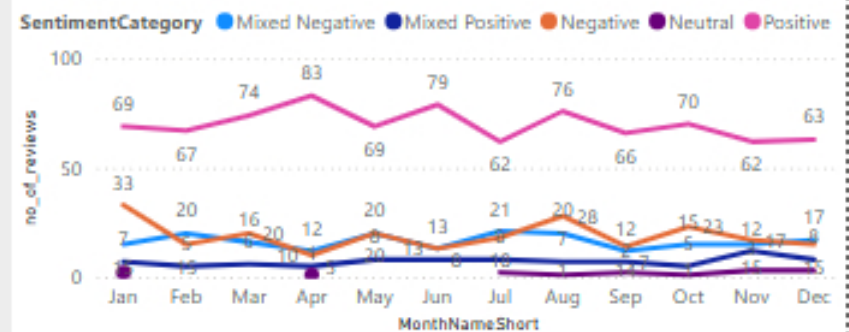
3.69

avg\_rating

no\_of\_reviews by Rating

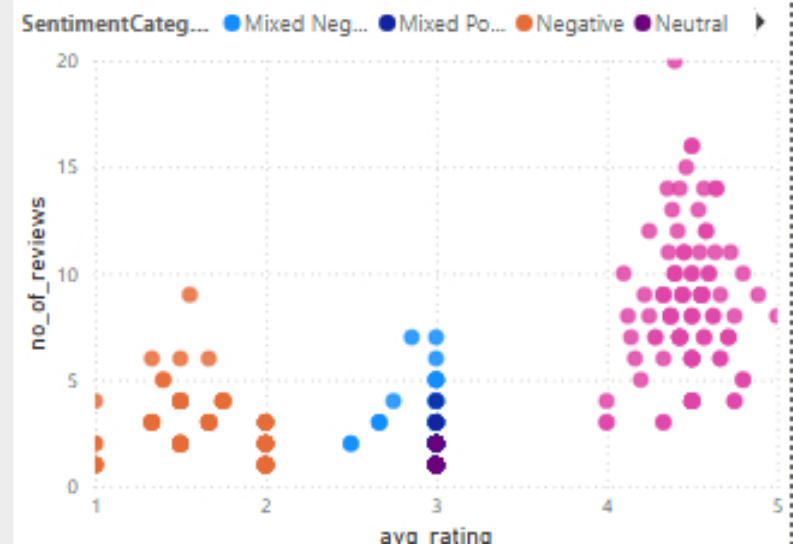


no\_of\_reviews by MonthNameShort and SentimentCategory



ReviewDate	CustomerID	ReviewText	SentimentCategory
01 January 2023	46	The color was different from what was shown.	Negative
03 January 2023	87	Terrible customer service, would not buy again.	Negative
04 January 2023	75	Not satisfied, the product broke after a week.	Negative
05 January 2023	80	Not satisfied, the product broke after a week.	Negative
05 January 2023	83	I had a bad experience with this product.	Negative
07 January 2023	62	The product stopped working after a month.	Negative
10 January 2023	21	Not satisfied, the product broke after a week.	Negative
11 January 2023	83	Product did not meet my expectations.	Negative
08 February 2023	89	The product stopped working after a month.	Negative
17 February 2023	24	I had a bad experience with this product.	Negative
08 March 2023	6	The product stopped working after a month.	Negative
17 March 2023	99	Not worth the money.	Negative
29 April 2023	34	I had a bad experience with this product.	Negative
03 May 2023	50	The product stopped working after a month.	Negative
19 May 2023	30	Terrible customer service, would not buy again.	Negative
11 July 2023	49	Not satisfied, the product broke after a week.	Negative
20 July 2023	7	Terrible customer service, would not buy again.	Negative

avg\_rating and no\_of\_reviews by CustomerID and SentimentCategory





## Social Media

ProductName

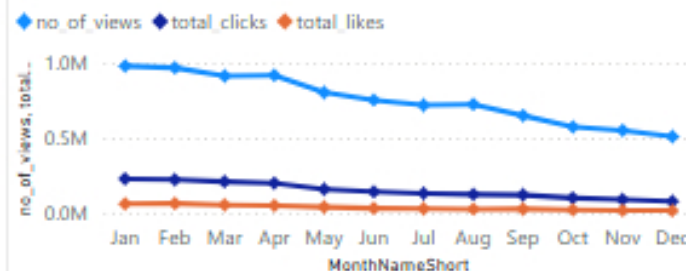
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9M  
no of views

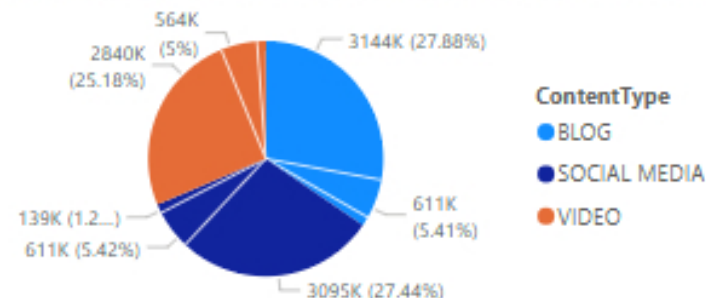
414K  
total likes

2M  
total clicks

no\_of\_views, total\_clicks and total\_likes by MonthNameShort



no\_of\_views, total\_clicks and total\_likes by ContentType



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794	437820
Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131	529860
Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655	442433
Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687	515377
Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466	460236
Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995	385934
Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215	404966
Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260	407633
Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731	474649
Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540	440181
Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563	475309
Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309	455305
Running Shoes	44135	68312	37518	49702	45599	43966	43419	50136	39291	33640	44969	19675	520362
Ski Boots	41825	38886	45307	38873	40506	33001	33925	66375	30708	12311	40123	31988	453828
Soccer Ball	86648	44543	47923	44201	65789	39818	49427	32231	13581	17805	39927	35269	517162
Surfboard	41633	52447	47650	18244	27886	36711	23123	32624	33483	23899	25019	27587	390306
Swim Goggles	56984	51833	48209	68348	29609	39078	41157	37086	51530	48111	17870	20070	509885
Tennis Racket	43947	41682	37241	46836	45551	27615	38241	35298	31487	43193	24248	27433	442772
Volleyball	27000	51375	20600	40126	34208	37007	18048	44027	40626	37221	24261	14106	399783
Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	9079276

Parameter

- ☒ no\_of\_views
- ☐ total\_clicks
- ☐ total\_likes