

Overview

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

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

9.5 %

Conversion Rate

Social Media

90,79,276

Views

17,85,010

Clicks

4,14,122

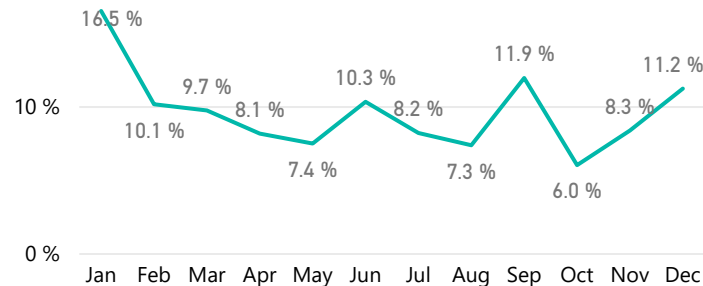
Likes

Customer Reviews

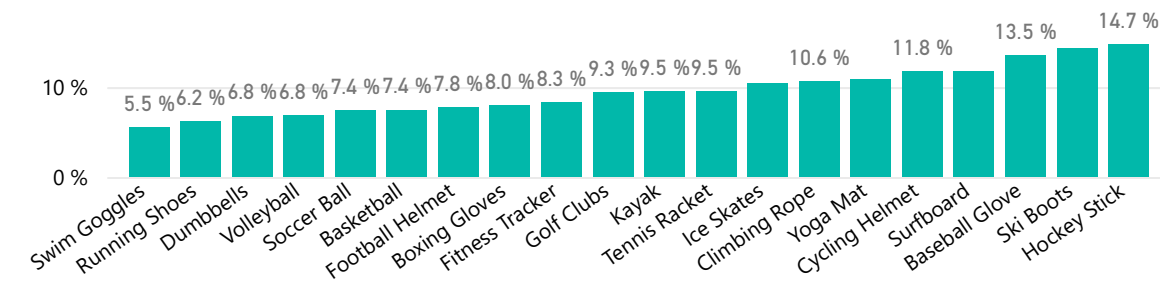
3.7

Rating (Average)

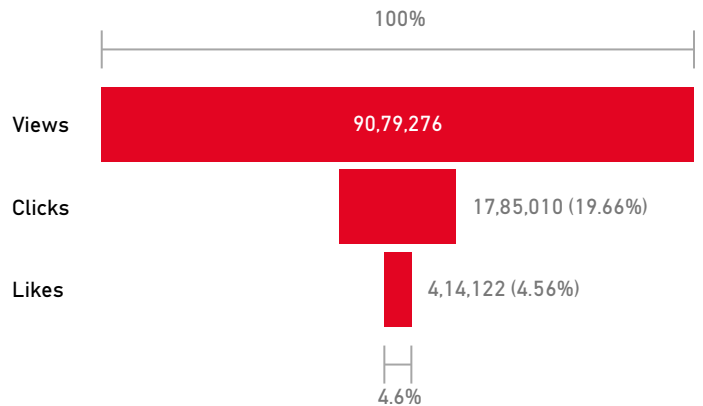
Conversion Rate by MonthNameShort



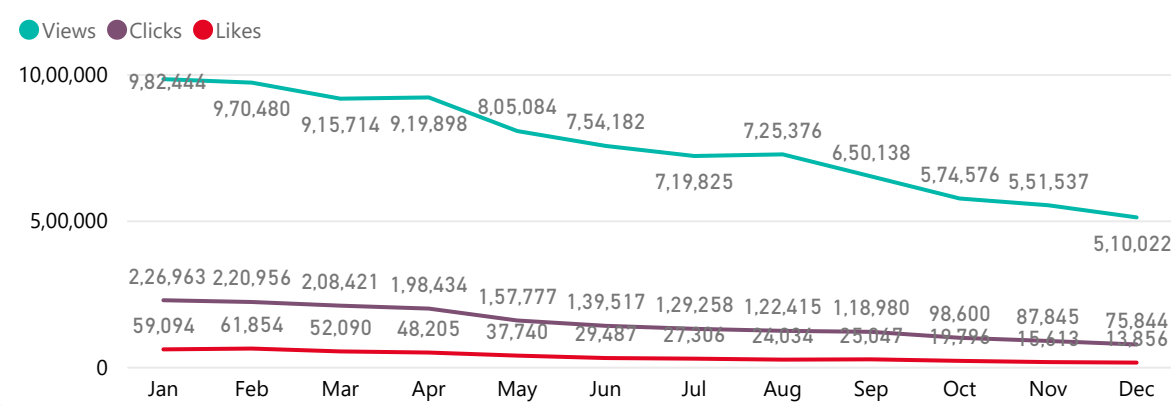
Conversion Rate by ProductName



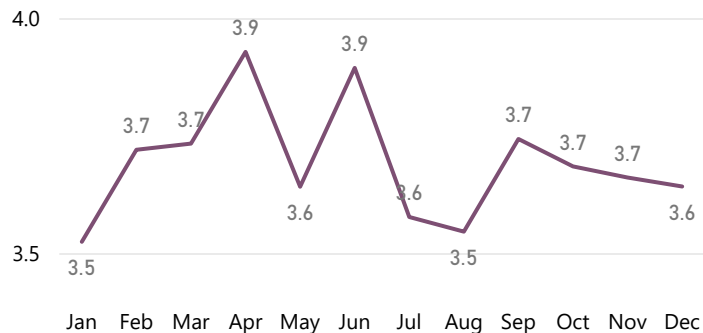
Views, Clicks and Likes



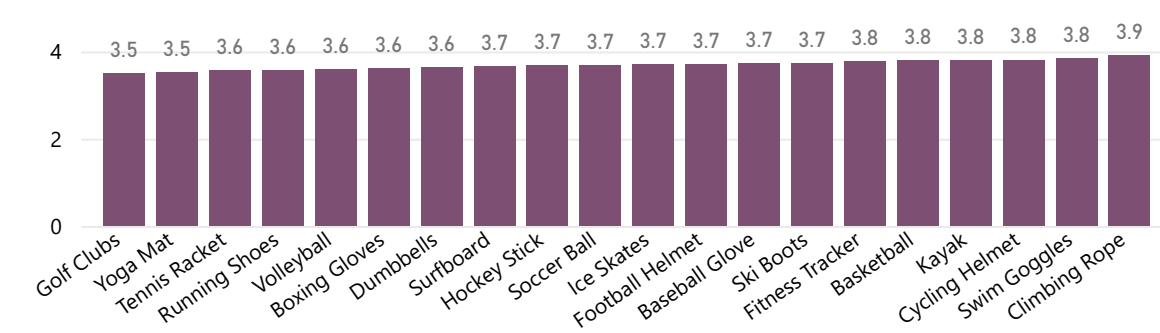
Views, Clicks and Likes by MonthNameShort



Rating (Average) by MonthNameShort



Rating (Average) by ProductName



Conversion Details

2023

2024

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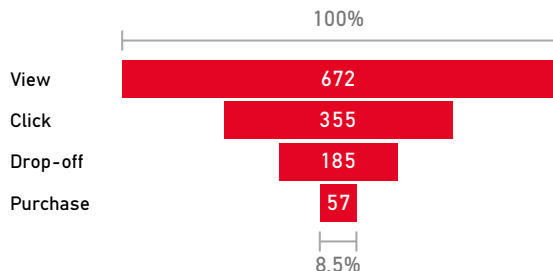
ProductName

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- ☐ Soccer Ball
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- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐ Volleyball
- ☐ Yoga Mat

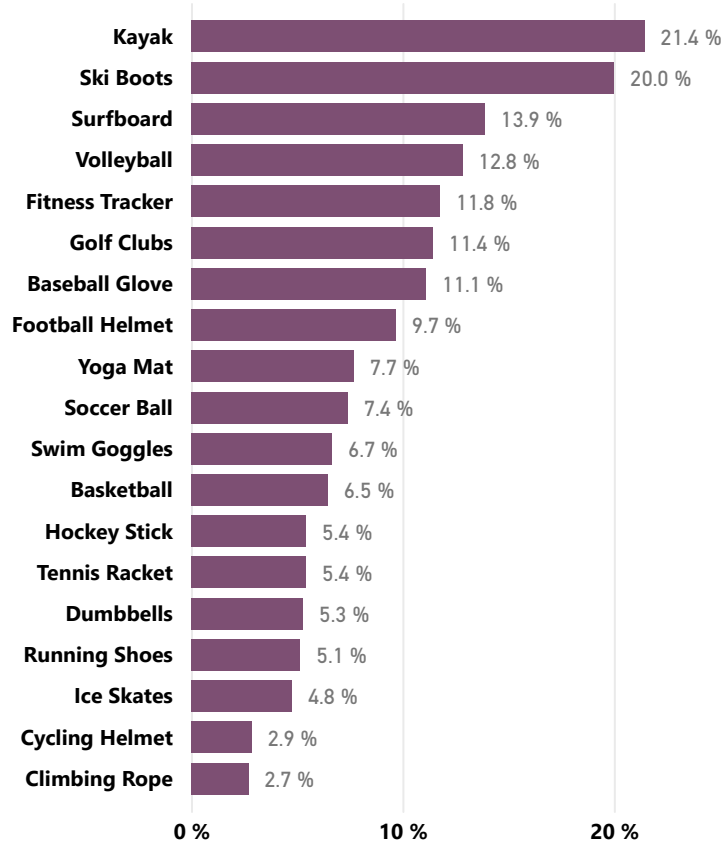
8.5 %

Conversion
Rate

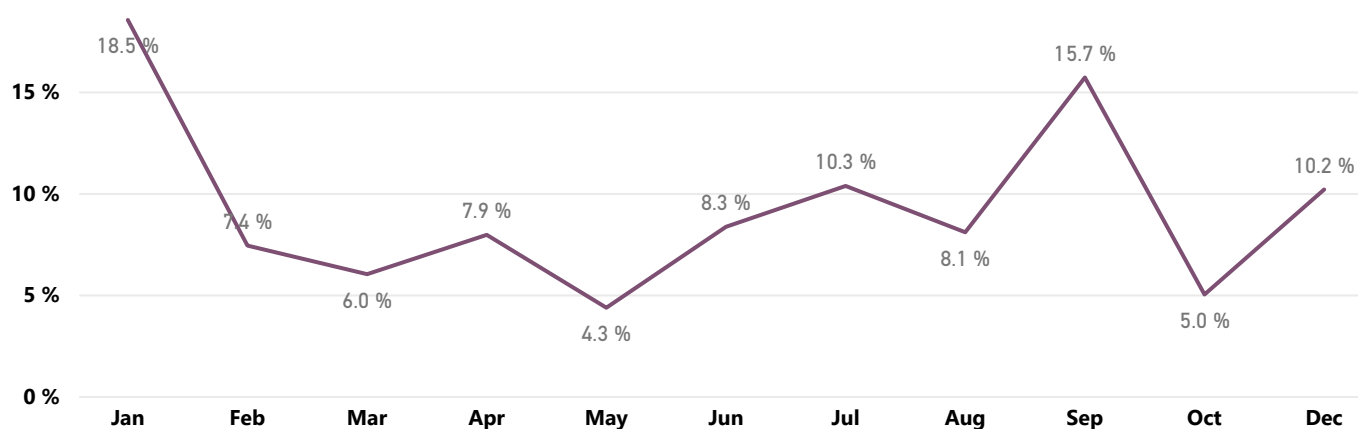
Number of Customer Journeys by Action



Conversion Rate by ProductName



Conversion Rate by MonthNameShort



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Kayak	0.0 %			40.0 %		100.0 %	100.0 %		33.3 %			100.0 %	21.4 %
Ski Boots	150.0 %	33.3 %	100.0 %					0.0 %					20.0 %
Surfboard		50.0 %	25.0 %	33.3 %	0.0 %				50.0 %				13.9 %
Volleyball	40.0 %					100.0 %		50.0 %		0.0 %			12.8 %
Fitness Tracker	50.0 %				50.0 %				33.3 %			33.3 %	11.8 %
Golf Clubs	33.3 %							33.3 %	25.0 %	0.0 %		25.0 %	11.4 %
Baseball Glove	33.3 %		20.0 %							200.0 %			11.1 %
Football Helmet	100.0 %	100.0 %		0.0 %				25.0 %					9.7 %
Yoga Mat	0.0 %					100.0 %	33.3 %						7.7 %
Soccer Ball	0.0 %								100.0 %		0.0 %		7.4 %
Swim Goggles									25.0 %			33.3 %	6.7 %
Basketball			0.0 %	50.0 %								100.0 %	6.5 %
Hockey Stick		33.3 %						33.3 %					5.4 %
Tennis Racket									50.0 %	20.0 %			5.4 %
Dumbbells			0.0 %			33.3 %						16.7 %	5.3 %
Running Shoes					16.7 %				100.0 %				5.1 %
Ice Skates							66.7 %						4.8 %
Cycling Helmet				20.0 %			0.0 %				0.0 %		2.9 %
Climbing Rope							50.0 %				0.0 %		2.7 %
Total	18.5 %	7.4 %	6.0 %	7.9 %	4.3 %	8.3 %	10.3 %	8.1 %	15.7 %	5.0 %		10.2 %	8.5 %

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29,82,369

Views

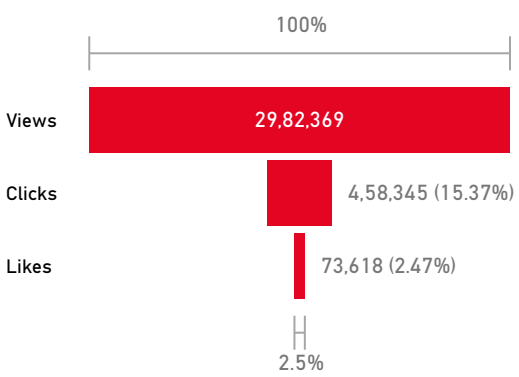
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Clicks

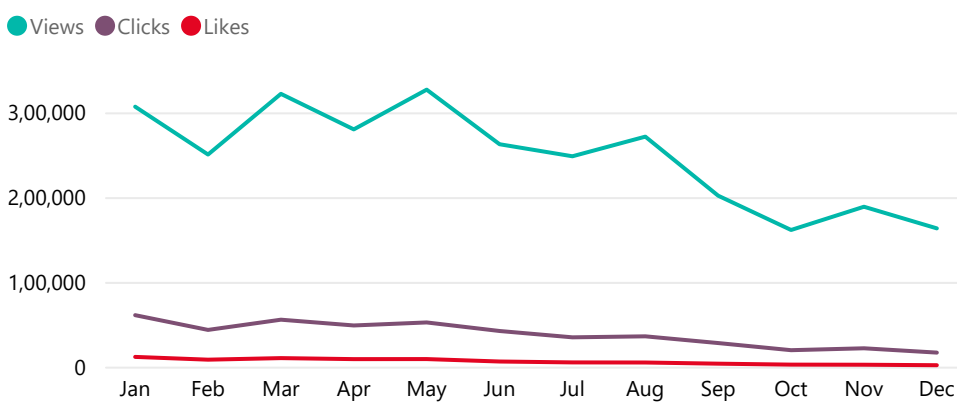
73,618

Likes

Views, Clicks and Likes

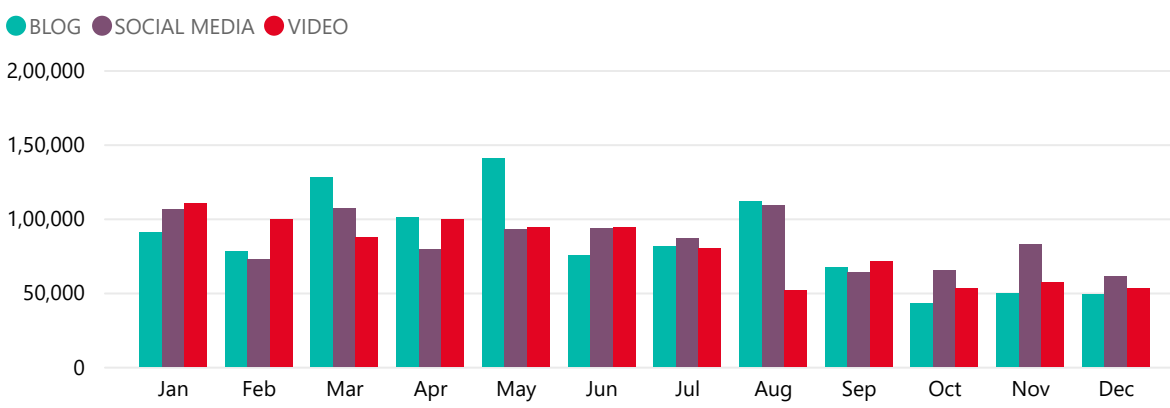


Views, Clicks and Likes by MonthNameShort



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ice Skates	24,930	7,328	16,653	23,452	20,491	26,598	19,069	21,315	14,286	6,409	8,614	4,847	1,93,99
Cycling Helmet	25,338	27,375	11,683	3,361	20,590	12,765	18,013	20,288	13,209	11,006	10,851	7,925	1,82,40
Basketball	18,865	16,556	19,914	24,274	32,437	15,888	12,483	12,972	9,547	8,277	5,817	2,622	1,79,65
Running Shoes	12,249	27,100	17,674	16,748	11,307	12,546	8,554	18,670	21,838	9,896	8,029	9,865	1,74,47
Tennis Racket	17,132	16,504	11,818	14,623	22,097	11,458	18,196	12,145	9,034	16,015	11,421	11,185	1,71,62
Fitness Tracker	13,626	6,857	13,382	11,932	15,440	6,662	33,365	6,764	7,505	10,479	18,154	23,329	1,67,49
Climbing Rope	17,110	8,315	22,579	21,384	17,235	14,622	14,655	6,404	23,466	5,650	6,310	6,304	1,64,03
Golf Clubs	10,812	20,106	20,023	10,137	16,084	9,355	18,227	12,455	13,482	15,510	14,777	1,133	1,62,10
Swim Goggles	13,925	22,888	19,241	7,796	17,593	16,241	12,715	22,180	10,880	6,418	3,367	3,379	1,56,62
Soccer Ball	21,152	3,858	8,629	5,569	23,228	13,655	18,471	13,811	4,390	3,221	19,238	17,206	1,52,42
Hockey Stick	14,637	14,562	30,037	16,666	13,113	12,545	8,265	11,115		7,095	12,025	10,509	1,50,56
Ski Boots	8,773	8,819	21,162	13,974	17,547	6,156	8,913	15,060	5,560	3,821	14,985	16,279	1,41,04
Dumbbells	13,520	12,037	25,234	19,992	11,345	17,481	4,481	14,074	10,978	6,411	2,965	2,462	1,40,98
Kayak	15,237	5,431	13,488	18,630	11,613	17,290	5,622	13,807	11,928	9,117	3,435	12,056	1,37,65
Volleyball	269	12,067	17,684	18,889	16,939	19,054	8,922	13,506	11,600	6,228	7,078	3,353	1,35,58
Football Helmet	20,181	6,961	4,619	20,404	19,677	16,422	9,437	14,035	442	4,667	12,696	1,220	1,30,76
Boxing Gloves	11,582	5,955	17,748	13,199	14,655	14,235	5,240	9,687	1,112	6,708	8,940	7,406	1,16,46
Baseball Glove	12,708	10,225	10,760	3,974	7,928	6,808	8,006	8,166	13,859	12,199	14,048	6,360	1,15,04
Yoga Mat	16,650	11,232	8,153	6,793	4,749	1,213	11,523	16,849	11,392	7,146	2,335	10,129	1,08,16
Surfboard	18,024	6,100	11,379	8,141	12,737	11,430	4,049	8,074	7,177	4,978	3,588	5,585	1,01,26
Total	3,06,720	2,50,276	3,21,860	2,79,938	3,26,805	2,62,424	2,48,206	2,71,377	2,01,685	1,61,251	1,88,673	1,63,154	29,82,369

Views by MonthNameShort and ContentType



2023	2024	2025		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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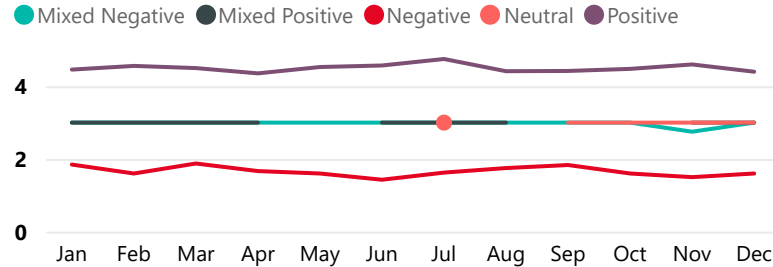
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All

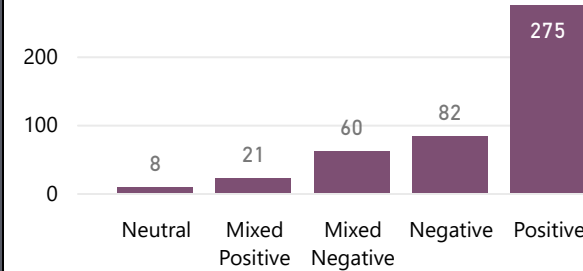
All

Rating
(Average)

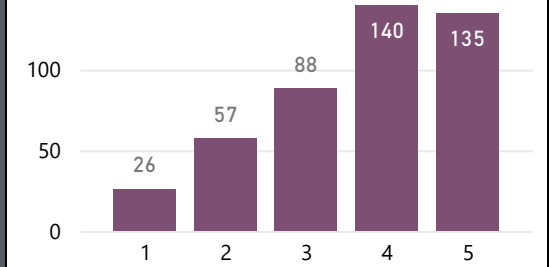
● Mixed Negative ● Mixed Positive ● Negative ● Neutral ● Positive



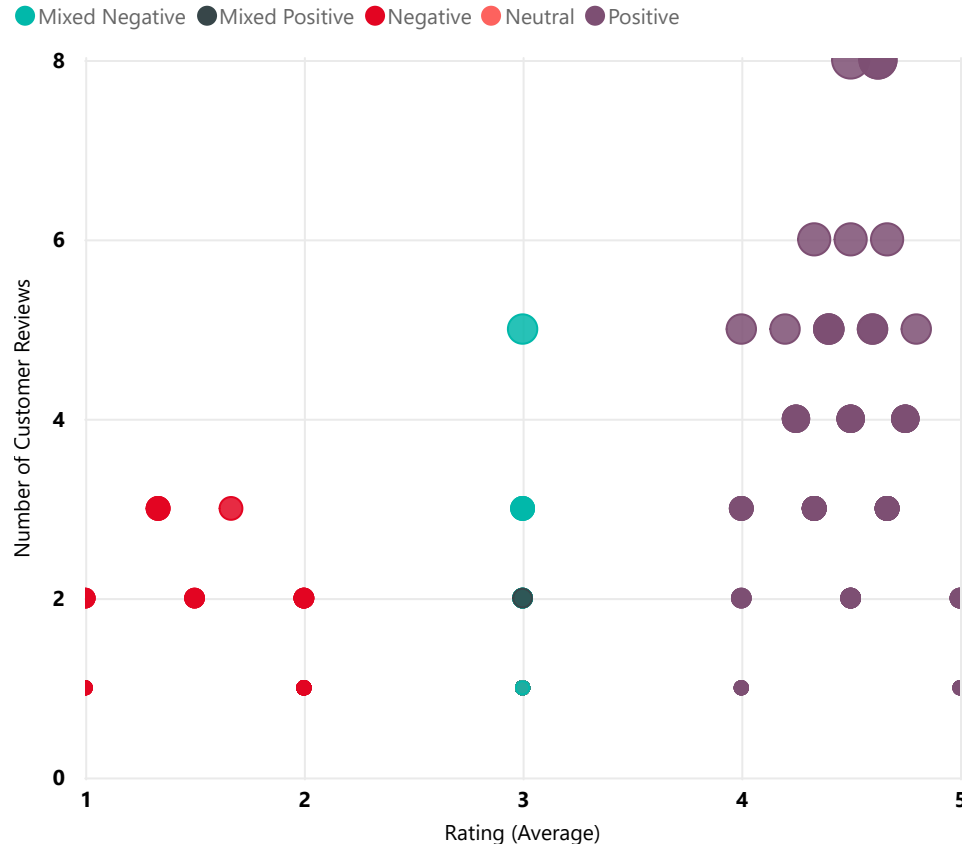
275



1/8



● Mixed Negative ● Mixed Positive ● Negative ● Neutral ● Positive



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
02 January 2024	89	Good quality, but could be cheaper.	Positive	4
02 January 2024	71	Not worth the money.	Negative	2
03 January 2024	50	Average experience, nothing special.	Negative	2
03 January 2024	75	Exceeded my expectations!	Positive	5
03 January 2024	45	Not worth the money.	Negative	2
03 January 2024	99	Product did not meet my expectations.	Negative	2
03 January 2024	11	Shipping was fast and the item was well-packaged.	Positive	4
03 January 2024	23	Terrible customer service, would not buy again.	Negative	1
04 January 2024	34	The quality is top-notch.	Positive	4
05 January 2024	98	Average experience, nothing special.	Mixed Negative	3
05 January 2024	58	I had a bad experience with this product.	Negative	1
06 January 2024	82	Customer support was very helpful.	Positive	4
07 January 2024	89	Excellent product, highly recommend!	Positive	5
07 January 2024	55	Product did not meet my expectations.	Negative	2
08 January 2024	2	Not worth the money.	Negative	2
08 January 2024	80	The quality is top-notch.	Positive	4
09 January 2024	12	Excellent product, highly recommend!	Positive	5
09 January 2024	2	Product did not meet my expectations.	Negative	2
11 January 2024	91	Great purchase, very satisfied.	Positive	4
12 January 2024	49	Average experience, nothing special.	Negative	2
13 January 2024	22	Shipping was fast and the item was well-packaged.	Positive	5
14 January 2024	53	Customer support was very helpful.	Positive	4
14 January 2024	81	Customer support was very helpful.	Positive	5