

Marketing Dashboard

2023

2024

2025

ene

feb

mar

abr

may

jun

jul

ago

sept

oct

nov

dic

- 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

9,57 %

Conversion Rate

Social Media

1.785.010

clicks

9.079.276

Views

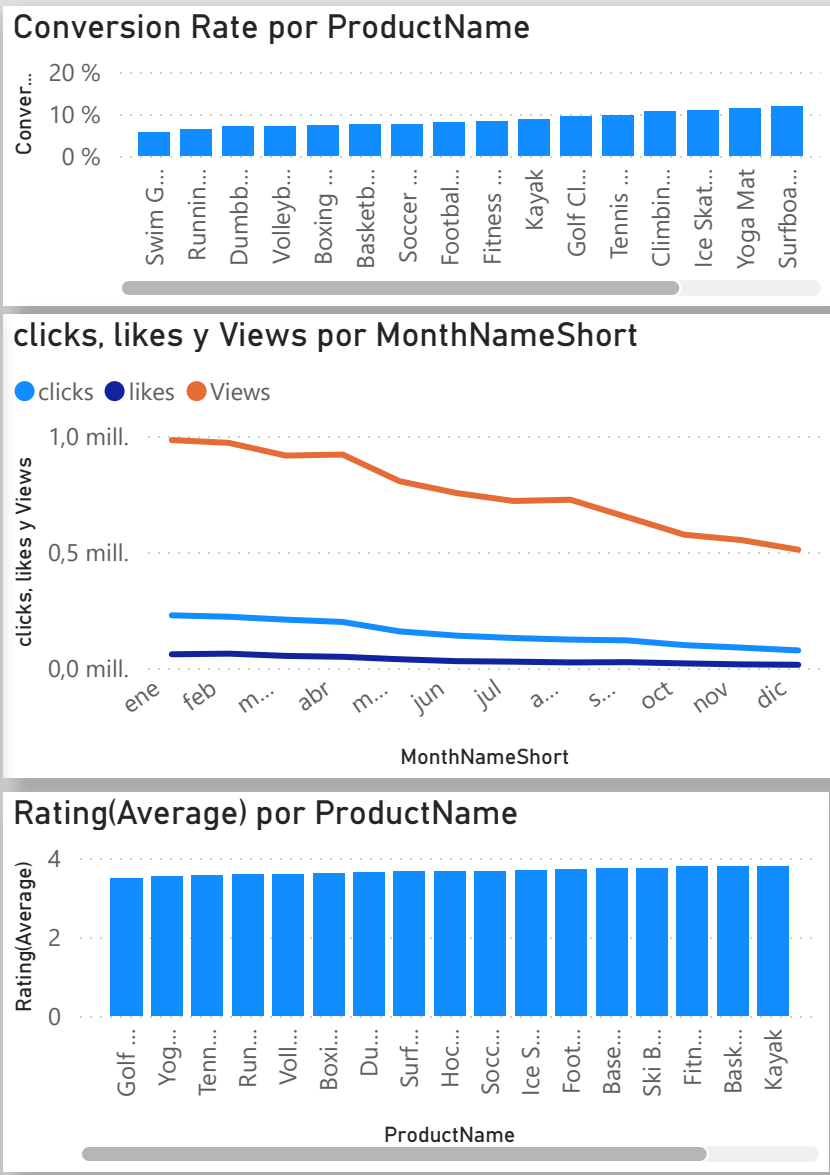
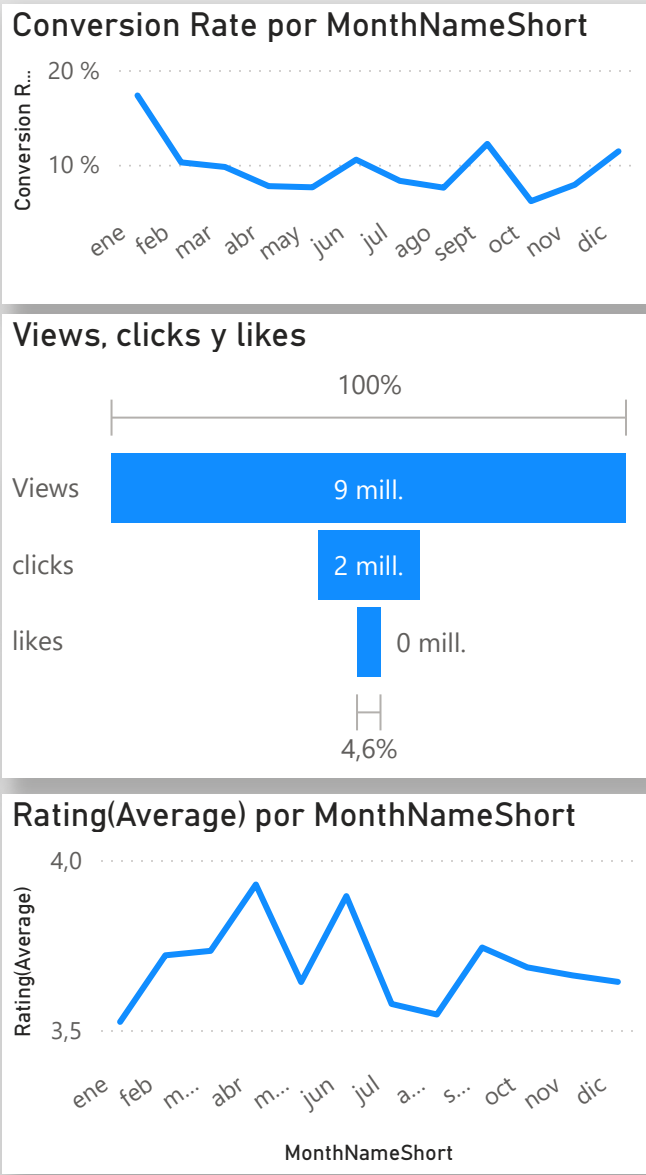
414.122

likes

Customer Review

3,69

Rating(Average)



Conversion Details

202320242025

enefebmarabrmayjunjulagoseptoctnovdic

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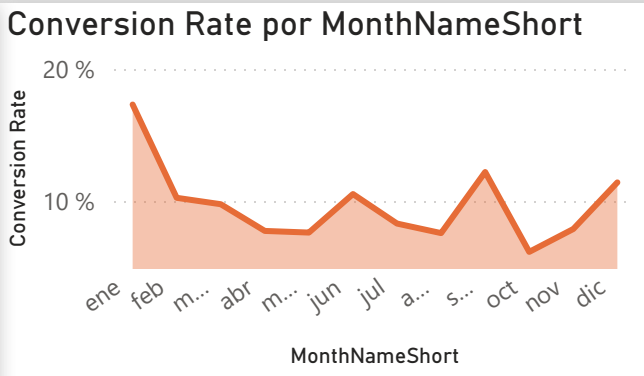
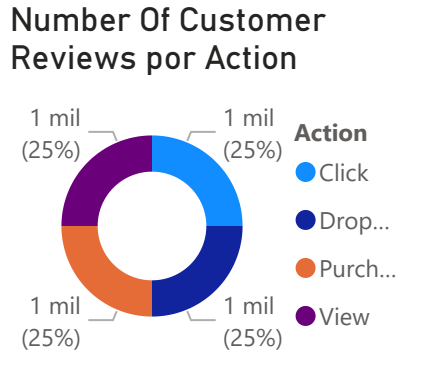
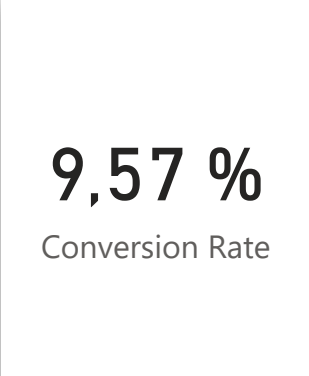
☐ Surfboard

☐ Swim Goggles

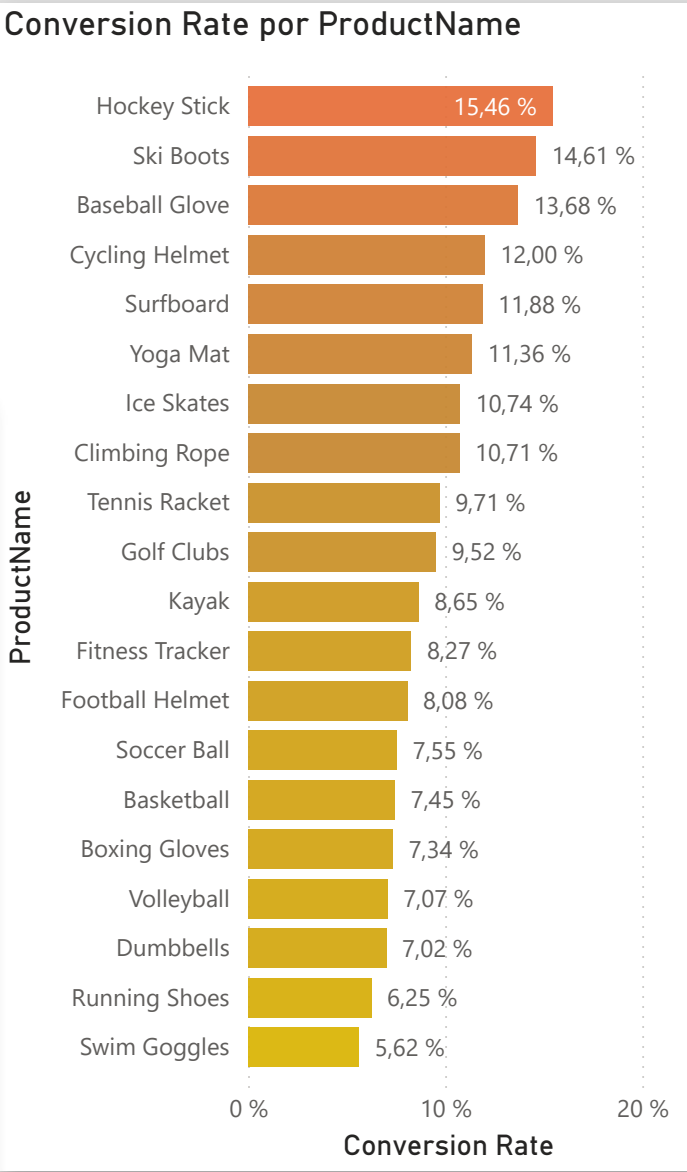
☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat



ProductName	ene	feb	mar	abr	may	jun	jul	ago	sept	oct
Yoga Mat	40,00 %	12,50 %	11,11 %			16,67 %	30,77 %			
Volleyball	22,22 %			11,11 %		33,33 %		10,00 %		
Tennis Racket	33,33 %	7,69 %	25,00 %	12,50 %	25,00 %	11,11 %			28,57 %	7,14 %
Swim Goggles	20,00 %							14,29 %	14,29 %	
Surfboard	33,33 %	8,33 %	10,00 %	11,11 %	150,00 %	15,38 %			11,11 %	10,00 %
Soccer Ball	75,00 %		8,33 %	9,09 %				10,00 %	14,29 %	
Ski Boots	100,00 %	10,00 %	20,00 %	12,50 %	11,11 %	10,00 %	12,50 %	40,00 %		
Running Shoes	12,50 %	8,33 %		10,00 %	10,00 %				20,00 %	
Kayak		16,67 %	20,00 %	8,33 %		16,67 %	11,11 %		10,00 %	14,29 %
Ice Skates			12,50 %			9,09 %	30,00 %	16,67 %	22,22 %	11,11 %
Hockey Stick	22,22 %	40,00 %	11,11 %		25,00 %		12,50 %	10,00 %	20,00 %	
Golf Clubs	12,50 %	11,11 %		10,00 %	14,29 %		16,67 %	25,00 %	12,50 %	
Football Helmet	25,00 %	28,57 %	7,69 %	16,67 %			8,33 %	11,11 %	10,00 %	
Fitness Tracker	16,67 %		10,00 %		8,33 %	33,33 %			16,67 %	
Dumbbells			16,67 %	12,50 %		40,00 %			10,00 %	11,11 %
Cycling Helmet		33,33 %	20,00 %	30,00 %	16,67 %	8,33 %		14,29 %	10,00 %	8,33 %
Climbing Rope	11,11 %	20,00 %	28,57 %	12,50 %	6,67 %	12,50 %	14,29 %	14,29 %	7,69 %	9,09 %
Total	17,31 %	10,24 %	9,76 %	7,73 %	7,61 %	10,53 %	8,29 %	7,57 %	12,20 %	6,15 %



Social Media Details

- ProductName
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☐ Boxing Gloves

☐ Climbing Rope

☐ Cycling Helmet

☐ Dumbbells

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☐ Football Helmet

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☐ Running Shoes

☐ Ski Boots

☐ Soccer Ball

☐ Surfboard

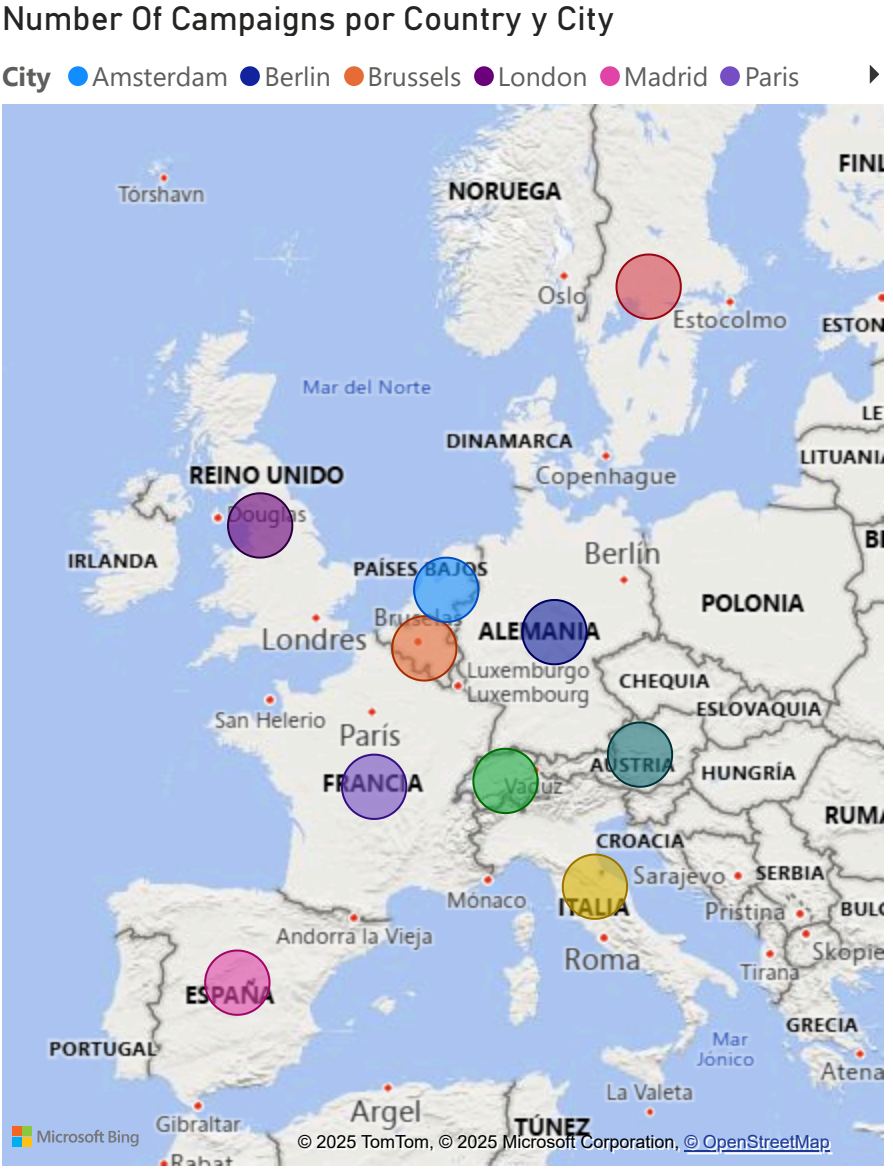
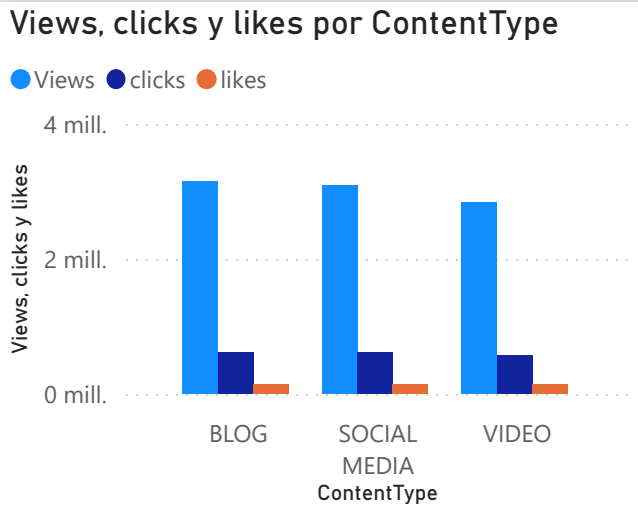
☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat

Total Clicks
1.785.010
Total Likes
414.122
Total Views
9.079.276



ProductName	ene	feb	mar	abr	may	jun	jul	ago	sept	oct	nov	dic	Total
Baseball Glove	32	22	32	17	23	16	26	11	24	30	14	25	272
Basketball	12	5	14	4	38	18	31	24	40	12	25	19	242
Boxing Gloves	5	14	20	23	24	21	31	17	10	14	18	16	213
Climbing Rope	23	22	39	39	26	34	7	19	25	17	15	4	270
Cycling Helmet	16	18	24	22	9	23	23	19	18		27	14	213
Dumbbells	31	12	18	25	18	22	23	41	19	19	11	33	272
Fitness Tracker	33	16	24	25	12	53	17	27	12	25	25	18	287
Football Helmet	16	16	25	18	26	26	16	16	27	25	12	14	237
Golf Clubs	28	20	5	26	16	13	19	31	4	8	31	22	223
Hockey Stick	13	28	22	10	30	14	12	33	8	21	12	28	231
Ice Skates	28	22	27	28	16	4	37	26	14	45	14	31	292
Kayak	25	33	38	31	25	12	19	26	15	14	30	16	284
Running Shoes	41	12	9	12	10	17	14	23	21	26	30	10	225
Ski Boots	8	14	9	22	20	19	26	24	12	22	21	21	250
Total	444	398	433	436	426	440	397	468	378	420	399	386	5025

Customer Review Details

2023

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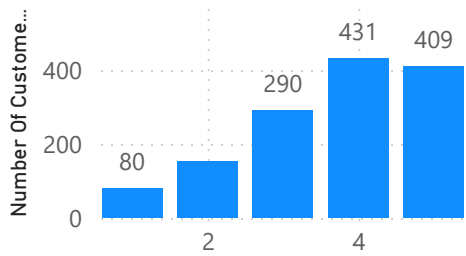
☐ Volleyball

☐ Yoga Mat

3,69

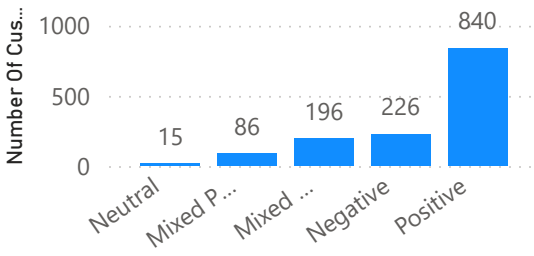
Rating(Average)

Number Of Customer Reviews por Rating



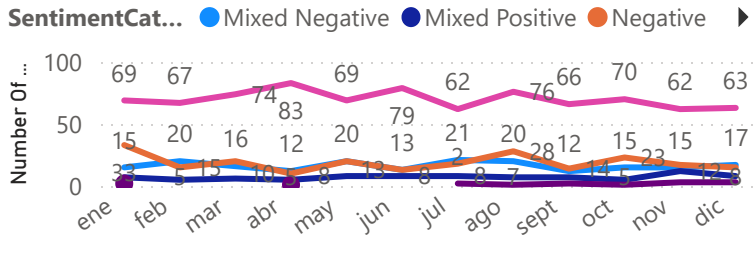
Rating	Number Of Customer Reviews
1	80
2	150
3	290
4	431
5	409

Number Of Customer Reviews por SentimentCategory



SentimentCategory	Number Of Customer Reviews
Neutral	15
Mixed Positive	86
Mixed Negative	196
Negative	226
Positive	840


Number Of Customer Reviews por MonthNameShort y SentimentCategory



Month	Mixed Negative	Mixed Positive	Negative
ene	15	3	69
feb	15	5	67
mar	16	10	74
abr	12	9	83
may	20	13	69
jun	13	2	79
jul	21	2	62
ago	8	7	76
sept	20	12	66
oct	15	14	70
nov	23	15	62
dic	17	17	63

ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating	City	Country
06/01/2023	96	I love this product, will buy again!	Positive	4	Vienna	Austria
11/01/2023	76	Good quality, but could be cheaper.	Positive	4	Vienna	Austria
22/01/2023	98	The product arrived late.	Negative	2	Vienna	Austria
15/02/2023	51	Not worth the money.	Mixed Negative	3	Vienna	Austria
01/03/2023	11	Not worth the money.	Mixed Negative	3	Vienna	Austria
06/03/2023	58	The product is okay, but the instructions were unclear.	Mixed Negative	3	Vienna	Austria
07/03/2023	96	Customer support was very helpful.	Positive	5	Vienna	Austria
19/03/2023	76	I love this product, will buy again!	Positive	4	Vienna	Austria
23/03/2023	11	Not worth the money.	Mixed Negative	3	Vienna	Austria
23/04/2023	100	Customer support was very helpful.	Positive	4	Vienna	Austria
09/05/2023	31	I love this product, will buy again!	Positive	5	Vienna	Austria
16/05/2023	11	Good quality, but could be cheaper.	Positive	4	Vienna	Austria
17/05/2023	31	Great purchase, very satisfied.	Positive	4	Vienna	Austria
08/06/2023	96	Great purchase, very satisfied.	Positive	4	Vienna	Austria
11/06/2023	86	Shipping was fast and the item was well-packaged.	Positive	4	Vienna	Austria
17/06/2023	86	Five stars for the quick delivery.	Positive	4	Vienna	Austria
27/06/2023	11	Average experience, nothing special.	Mixed Negative	3	Vienna	Austria
09/07/2023	9	Disappointed with the performance.	Negative	2	Vienna	Austria

Number Of Customer Reviews por Country



Country	Mixed Negative	Mixed Positive	Negative
Spain	15	3	69
France	15	5	67
Germany	16	10	74
Italy	12	9	83
UK	20	13	69
Poland	13	2	79
Austria	21	2	62
Sweden	8	7	76
Norway	20	12	66
Finland	15	14	70
Belarus	23	15	62
Romania	17	17	63