

Overview

ProductName

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

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

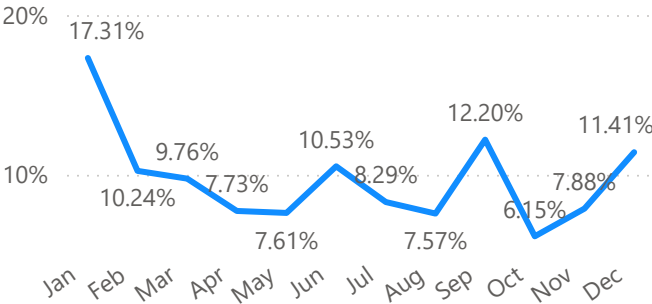
Dec

Conversion

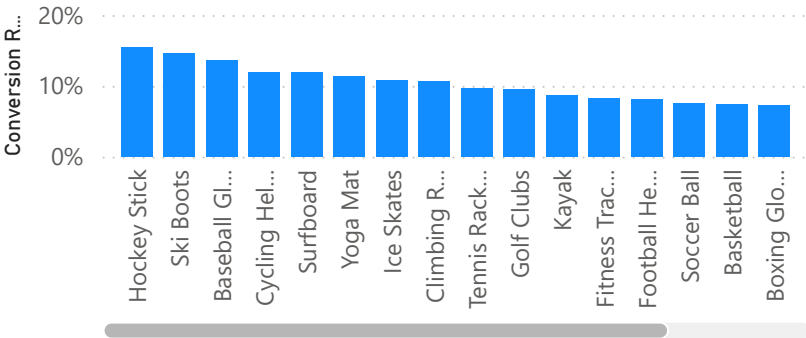
9.57%

Conversion Rate

Conversion Rate for the Year



Conversion Rate per Product



Social Media

9079K

Views

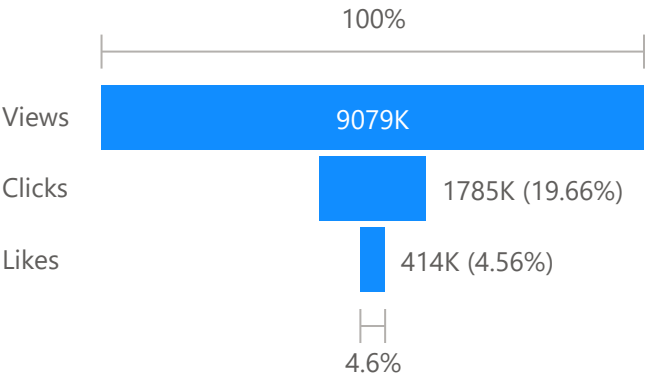
1785K

Clicks

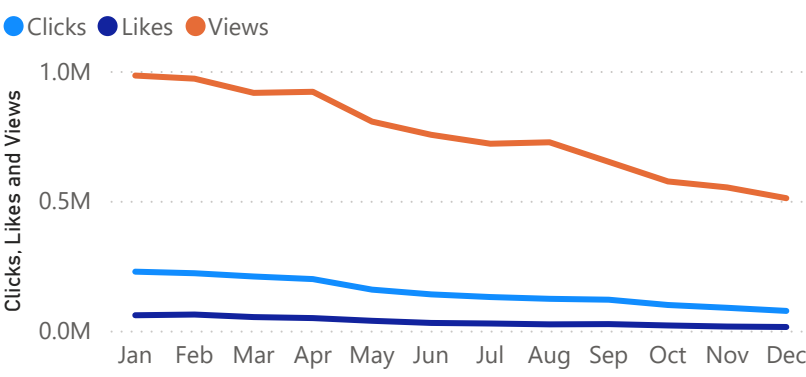
414K

Likes

Views, Clicks and Likes



Clicks, Likes and Views by the Month

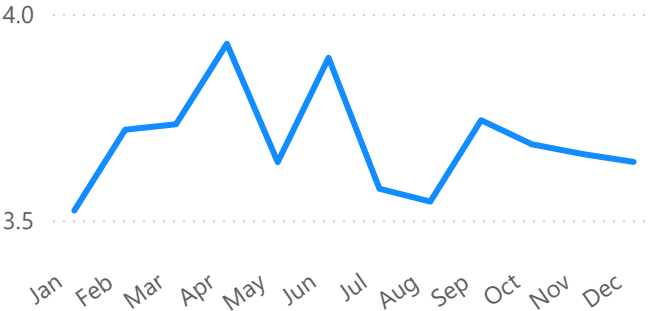


Customer Reviews

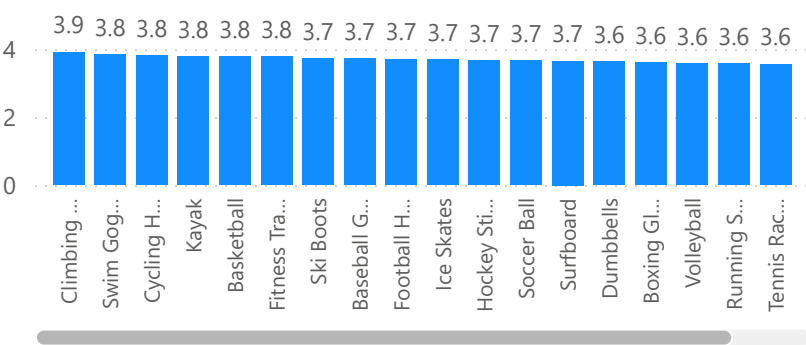
3.69

Rating (Average)

Average Rating for the Month



Average Rating by Product



Conversion Details

- 2023
- 2024
- 2025

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

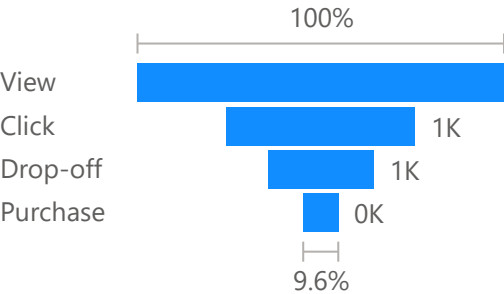
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- ☐ Yoga Mat

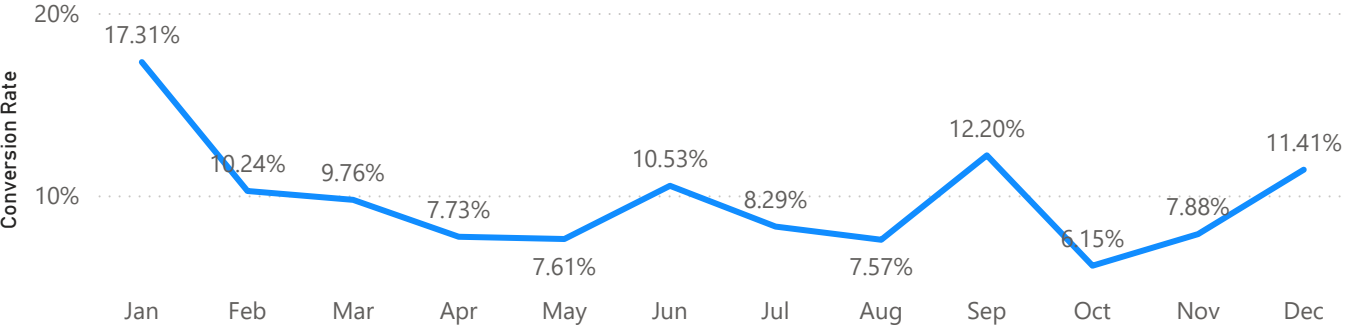
9.57%

Conversion  
Rate

Number of Customer Journeys by Action

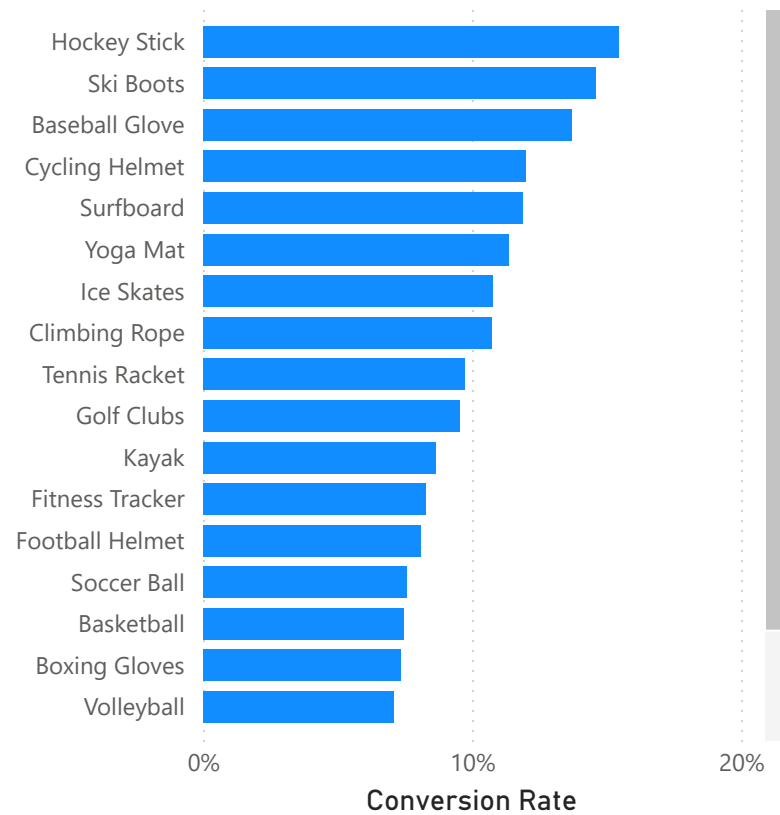


Conversion Rate by the Month



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	22.22%
Basketball		50.00%	16.67%	20.00%					12.50%	
Boxing Gloves	9.09%					10.00%	8.33%	12.50%		11.11%
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%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%	
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%	
Hockey Stick	22.22%	40.00%	11.11%		25.00%		12.50%	10.00%	20.00%	
Ice Skates			12.50%			9.09%	30.00%	16.67%	22.22%	11.11%
Kayak		16.67%	20.00%	8.33%		16.67%	11.11%		10.00%	14.29%
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%	
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%	
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%	
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			28.57%	7.14%
Volleyball	22.22%			11.11%		33.33%		10.00%		
Total	17.31%	10.24%	9.76%	7.73%	7.61%	10.53%	8.29%	7.57%	12.20%	6.15%

Conversion Rate by Product



Social Media Details

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9079K

Views

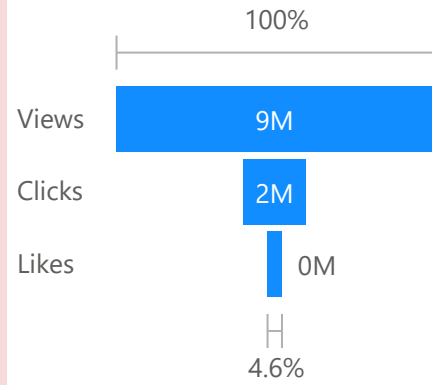
1785K

Clicks

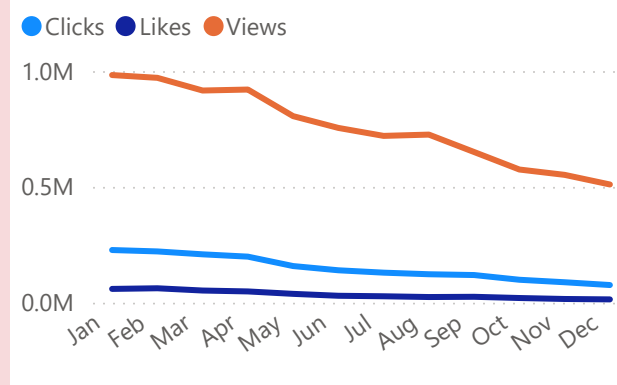
414K

Likes

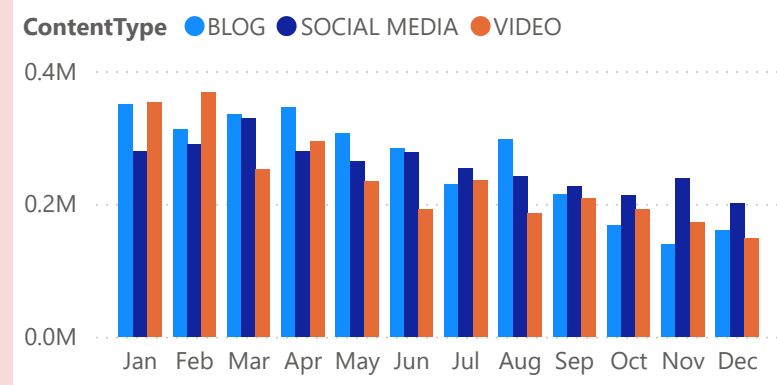
Views, Clicks and Likes



Clicks, Likes and Views by Month



Views by Month and Content Type



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
Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	9079276

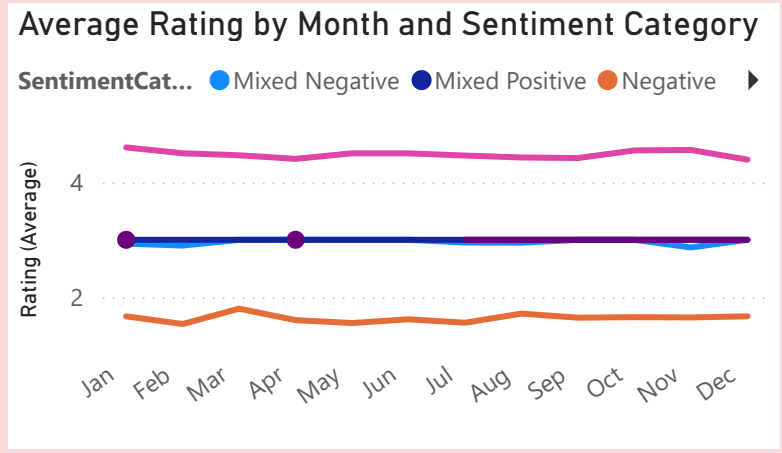
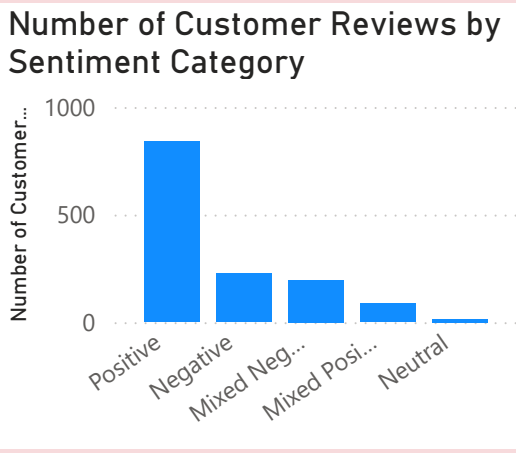
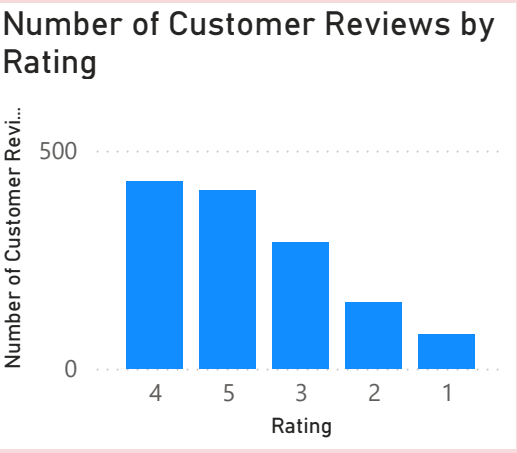
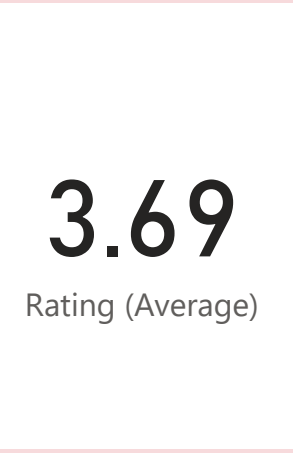
# Customer Review

## Sentiment

- ☐ Mixed Negative
- ☐ Mixed Positive
- ☐ Negative
- ☐ Neutral
- ☐ Positive

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- ☐ Running Shoes
- ☐ Ski Boots



ReviewDate	CustomerID	ReviewText	SentimentCategory	Sum
Saturday, February 25, 2023	1	Customer support was very helpful.	Positive	
Thursday, January 09, 2025	1	Exceeded my expectations!	Positive	
Sunday, May 25, 2025	2	Five stars for the quick delivery.	Positive	
Monday, June 30, 2025	2	The build quality is impressive.	Positive	
Wednesday, November 06, 2024	2	The build quality is impressive.	Positive	
Friday, August 04, 2023	3	Amazing value for the price.	Positive	
Wednesday, February 07, 2024	3	Excellent product, highly recommend!	Positive	
Wednesday, April 17, 2024	3	Five stars for the quick delivery.	Positive	
Wednesday, March 20, 2024	3	The build quality is impressive.	Positive	
Monday, December 16, 2024	4	Customer support was very helpful.	Positive	
Friday, August 22, 2025	4	Excellent product, highly recommend!	Positive	
Tuesday, June 18, 2024	4	I love this product, will buy again!	Positive	
Thursday, July 13, 2023	4	The build quality is impressive.	Positive	
Monday, December 25, 2023	5	Exceeded my expectations!	Positive	
Wednesday, October 01, 2025	5	Shipping was fast and the item was well-packaged.	Positive	
Sunday, January 26, 2025	5	The build quality is impressive.	Positive	
Saturday, May 25, 2024	5	The build quality is impressive.	Positive	
Total				

