

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

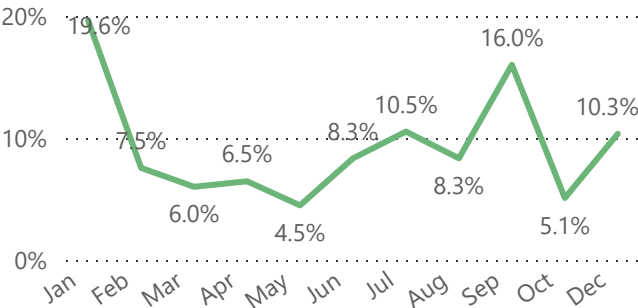
Yoga Mat

Conversion Rate

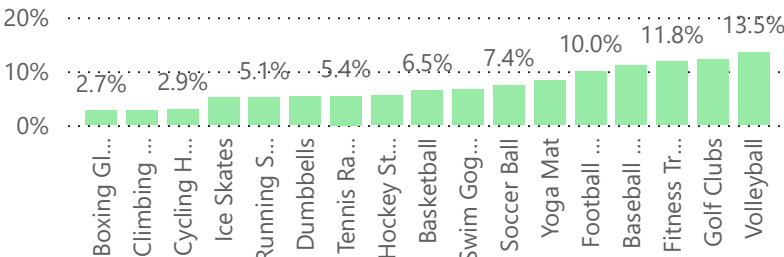
8.5%

ConversionRate

ConversionRate by MonthNameShort



ConversionRate by ProductName



Social Media

2982369

Views

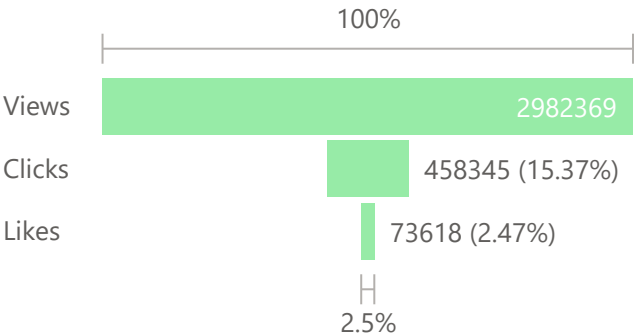
73,618

Likes

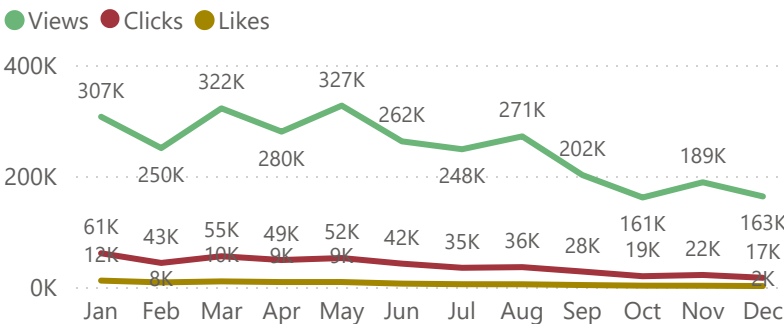
4,58,345

Clicks

Views, Clicks and Likes



Views, Clicks and Likes by MonthNameShort

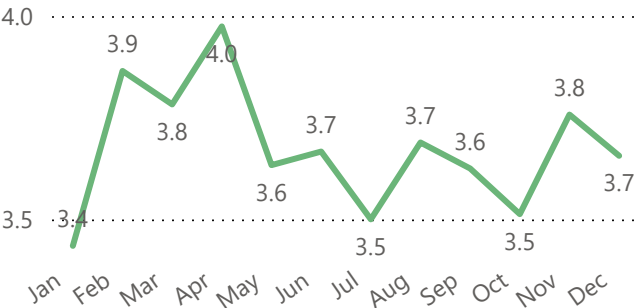


AVG Rating

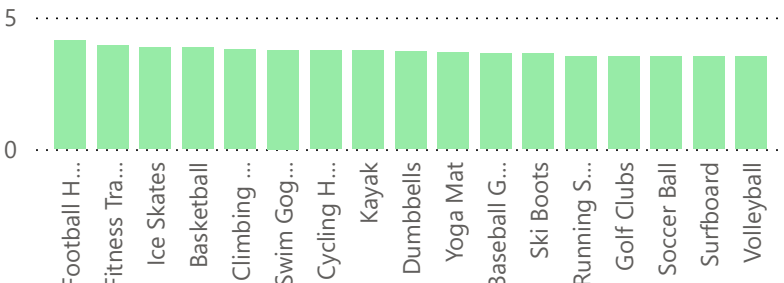
3.7

Avg_rating

Avg_rating by MonthNameShort



Avg_rating by ProductName



Conversion Details

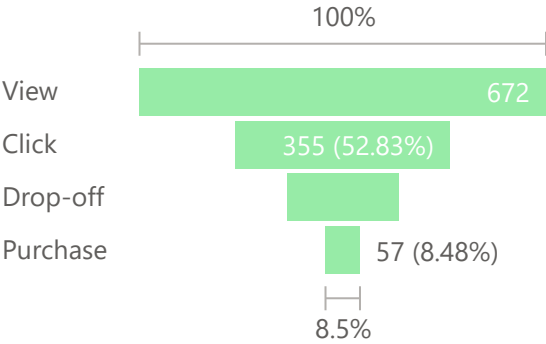
ProductName

- ☐ 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

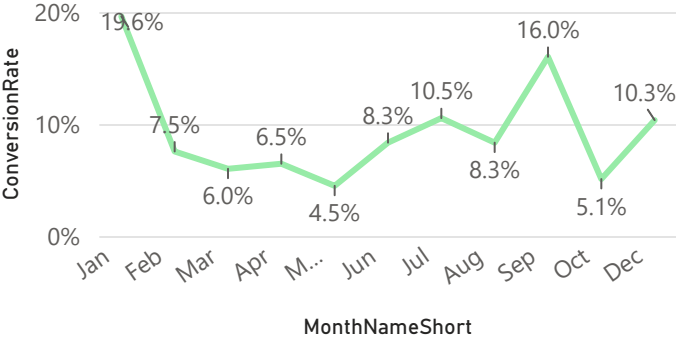
8.5%

ConversionRate

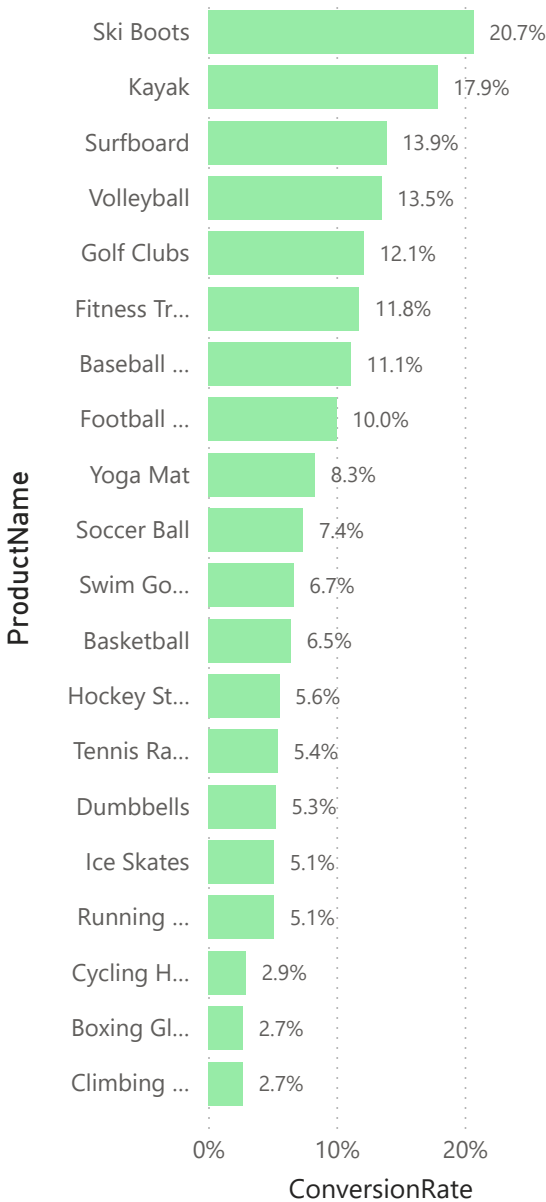
No of customer journey by Action



ConversionRate by MonthName



ConversionRate by ProductName



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Dec	Total
Baseball Glove	33.3%		20.0%							200.0%		11.1%
Basketball				50.0%							100.0%	6.5%
Boxing Gloves							33.3%					2.7%
Climbing Rope							50.0%					2.7%
Cycling Helmet				20.0%								2.9%
Dumbbells						33.3%					16.7%	5.3%
Fitness Tracker	50.0%				50.0%				33.3%		33.3%	11.8%
Football Helmet	100.0%	100.0%						25.0%				10.0%
Golf Clubs	50.0%							33.3%	25.0%		25.0%	12.1%
Hockey Stick		33.3%						33.3%				5.6%
Ice Skates							66.7%					5.1%
Kayak				20.0%		100.0%	100.0%		33.3%		100.0%	17.9%
Running Shoes					16.7%				100.0%			5.1%
Ski Boots	150.0%	33.3%	100.0%					0.0%				20.7%
Soccer Ball	0.0%								100.0%			7.4%
Surfboard		50.0%	25.0%	33.3%	0.0%				50.0%			13.9%
Swim Goggles									25.0%		33.3%	6.7%
Tennis Racket									50.0%	20.0%		5.4%
Volleyball	50.0%					100.0%		50.0%				13.5%
Yoga Mat						100.0%	33.3%					8.3%
Total	19.6%	7.5%	6.0%	6.5%	4.5%	8.3%	10.5%	8.3%	16.0%	5.1%	10.3%	8.5%

Social Media Details

- 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

2982369

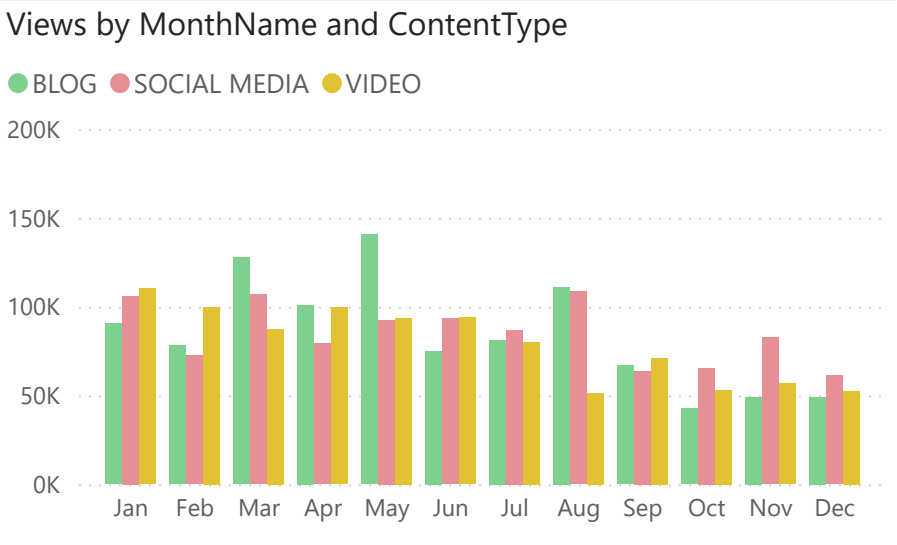
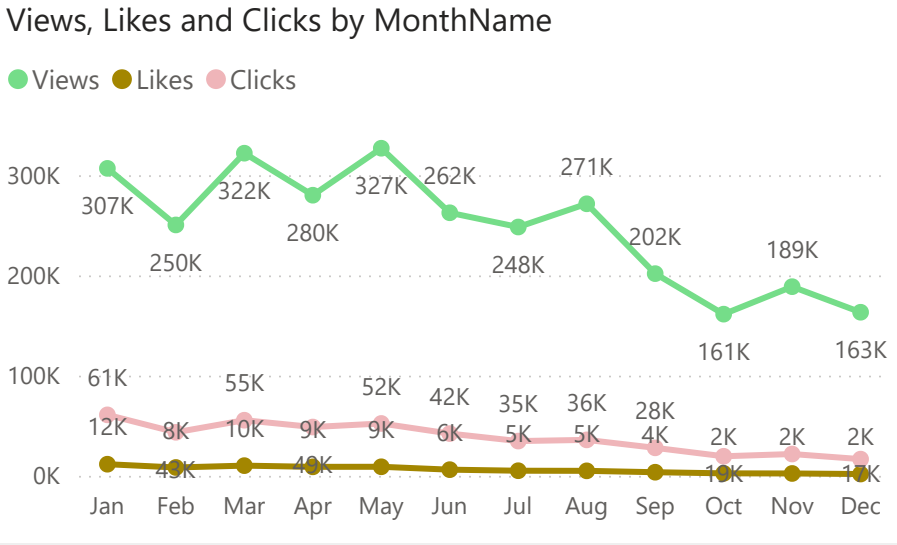
Views

73,618

Likes

4,58,345

Clicks



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Baseball Glove	12708	10225	10760	3974	7928	6808	8006	8166	13859	12199	14048	6360
Basketball	18865	16556	19914	24274	32437	15888	12483	12972	9547	8277	5817	2622
Boxing Gloves	11582	5955	17748	13199	14655	14235	5240	9687	1112	6708	8940	7406
Climbing Rope	17110	8315	22579	21384	17235	14622	14655	6404	23466	5650	6310	6304
Cycling Helmet	25338	27375	11683	3361	20590	12765	18013	20288	13209	11006	10851	7925
Dumbbells	13520	12037	25234	19992	11345	17481	4481	14074	10978	6411	2965	2462
Fitness Tracker	13626	6857	13382	11932	15440	6662	33365	6764	7505	10479	18154	23329
Football Helmet	20181	6961	4619	20404	19677	16422	9437	14035	442	4667	12696	1220
Golf Clubs	10812	20106	20023	10137	16084	9355	18227	12455	13482	15510	14777	1133
Hockey Stick	14637	14562	30037	16666	13113	12545	8265	11115		7095	12025	10509
Ice Skates	24930	7328	16653	23452	20491	26598	19069	21315	14286	6409	8614	4847
Kayak	15237	5431	13488	18630	11613	17290	5622	13807	11928	9117	3435	12056
Running Shoes	12249	27100	17674	16748	11307	12546	8554	18670	21838	9896	8029	9865
Ski Boots	8773	8819	21162	13974	17547	6156	8913	15060	5560	3821	14985	16279
Soccer Ball	21152	3858	8629	5569	23228	13655	18471	13811	4390	3221	19238	17206
Surfboard	18024	6100	11370	8141	12737	11430	4040	8074	7177	4078	2588	5585
Total	306720	250276	321860	279938	326805	262424	248206	271377	201685	161251	188673	163154

Customer Review Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Country

All

SentimentCateg...

All

ProductName

☐ Baseball Glove☐ Basketball

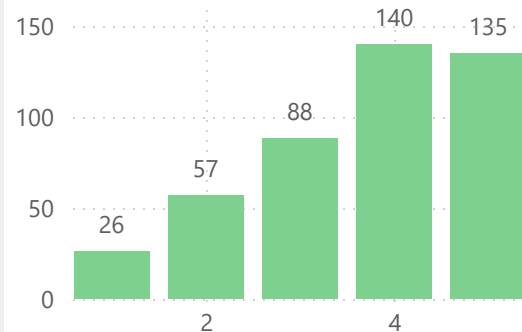
☐ Boxing Gloves

☐ Climbing Rope

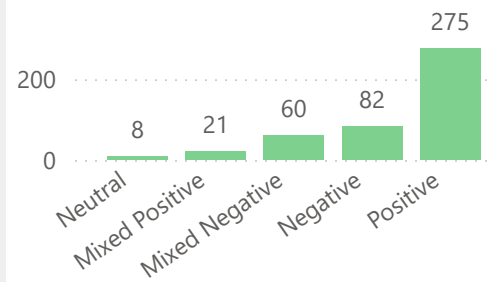
☐ Cycling Helmet☐ Dumbbells☐ Fitness Tracker☐ Football Helmet☐ Golf Clubs☐ Hockey Stick☐ Ice Skates☐ Kayak☐ Running Shoes☐ Ski Boots☐ Soccer Ball☐ Surfboard

3.7
Avg_rating

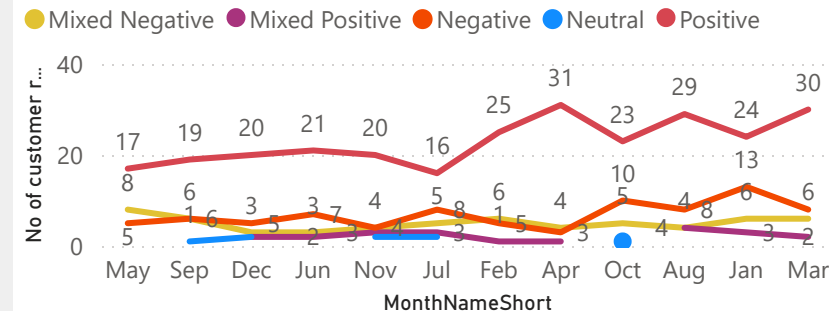
No of customer reviews by Rating



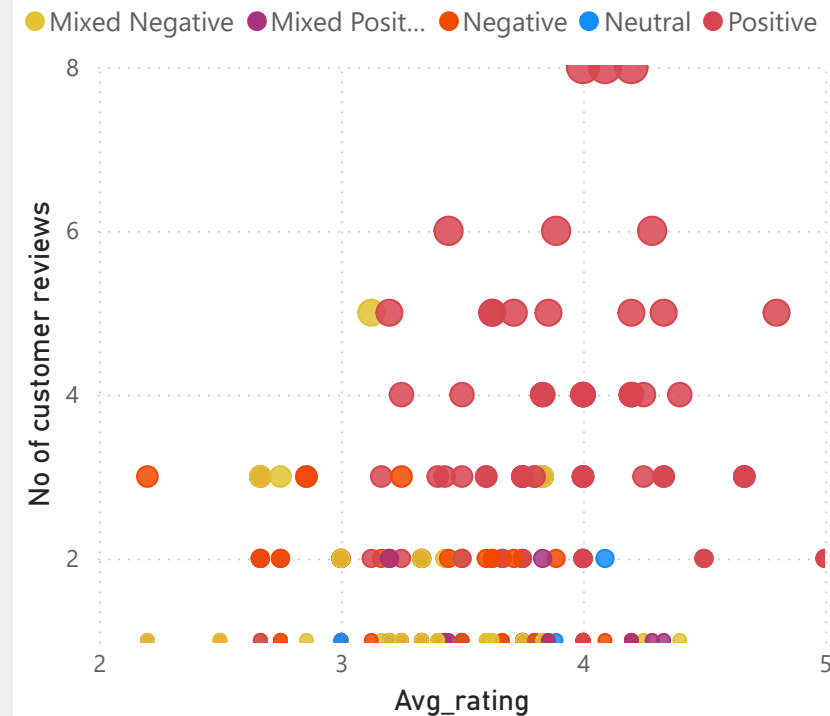
No of customer reviews by
SentimentCategory



No of customer reviews by MonthNameShort and SentimentCategory



Avg_rating, No of customer reviews by CustomerID and SentimentCategory



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
04 January 2024	34	The quality is top-notch.	Positive	5
01 February 2024	35	The quality is top-notch.	Positive	5
06 February 2024	20	The quality is top-notch.	Positive	5
16 February 2024	45	The quality is top-notch.	Positive	5
01 March 2024	13	The quality is top-notch.	Positive	5
15 March 2024	16	The quality is top-notch.	Positive	5
19 March 2024	69	The quality is top-notch.	Positive	5
21 March 2024	48	The quality is top-notch.	Positive	5
28 March 2024	58	The quality is top-notch.	Positive	5
02 April 2024	40	The quality is top-notch.	Positive	5
06 April 2024	92	The quality is top-notch.	Positive	5
22 April 2024	17	The quality is top-notch.	Positive	5
23 April 2024	11	The quality is top-notch.	Positive	5
26 April 2024	88	The quality is top-notch.	Positive	5
25 May 2024	5	The quality is top-notch.	Positive	5
15 June 2024	17	The quality is top-notch.	Positive	5
30 June 2024	34	The quality is top-notch.	Positive	5
08 July 2024	60	The quality is top-notch.	Neutral	4
11 July 2024	85	The quality is top-notch.	Positive	5