

Overview

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

- ☐ 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

8.5%
Conversion Rate

2,982,369
Views

Social Media

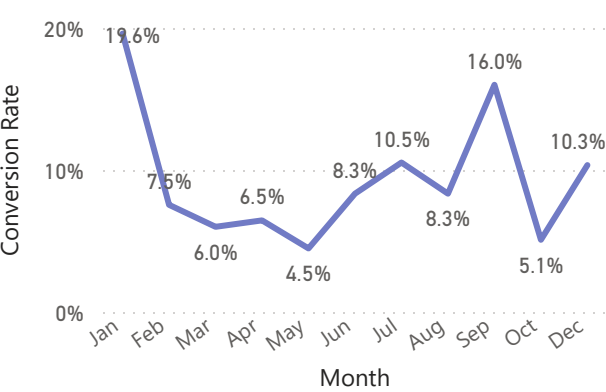
458,345
Clicks

73,618
Likes

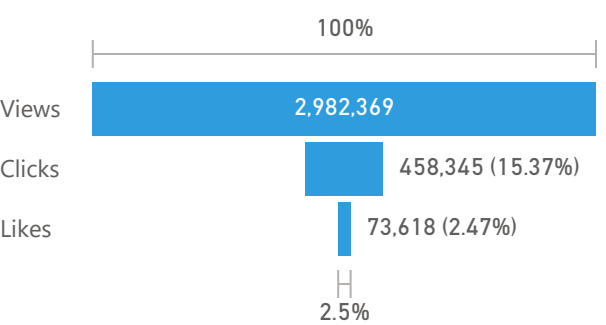
Customer Reviews

3.67
Rating (Average)

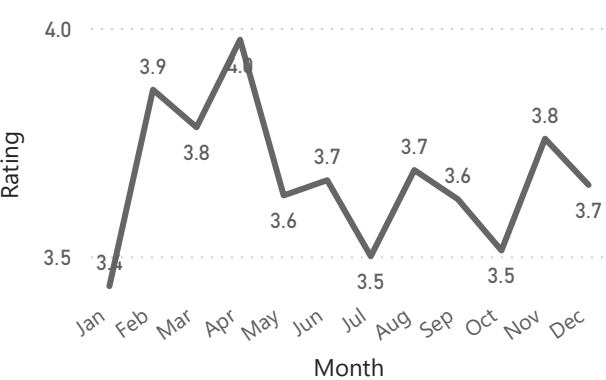
Conversion Rate by Month



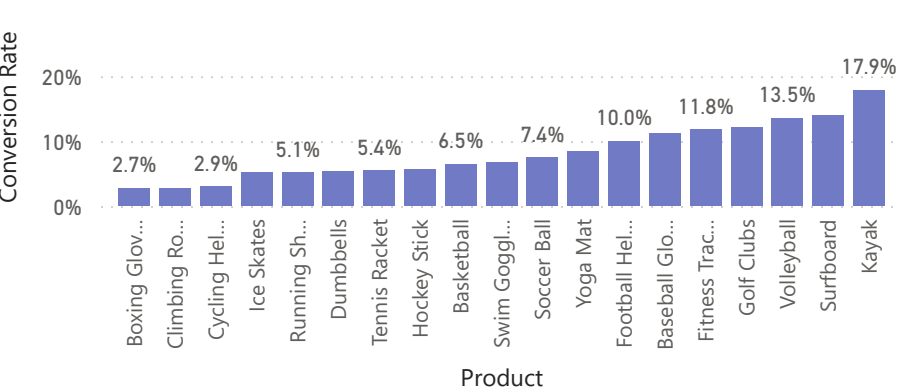
Views, Clicks and Likes



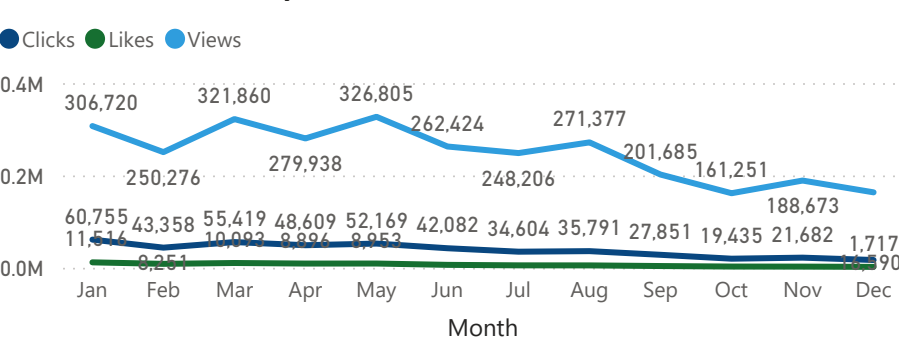
Average Rating by Month



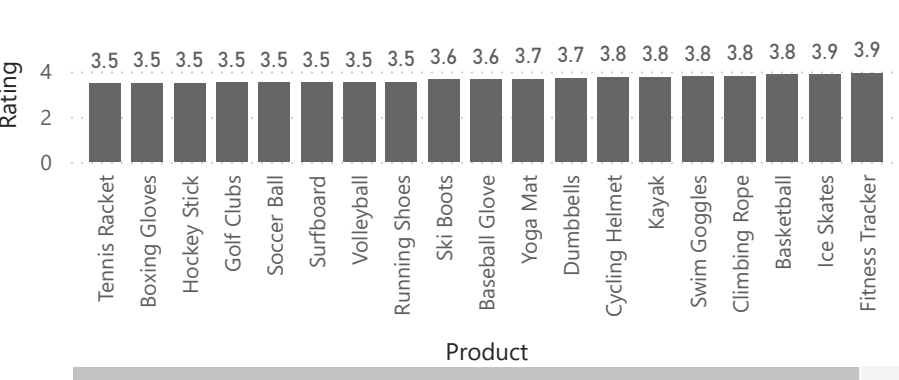
Conversion Rate by Product



Clicks, Likes and Views by Month



Average Rating by Product



Conversion Details

Product Name

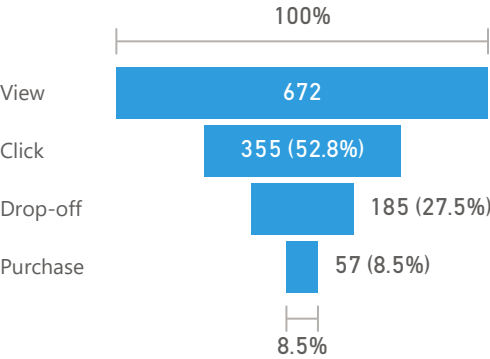
- ☐ Baseball Glove
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8.5%

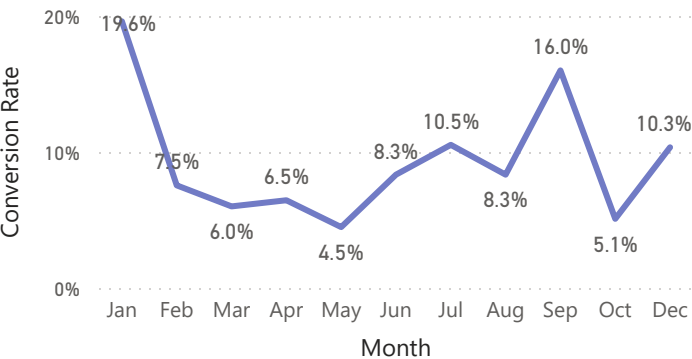
Conversion Rate

2023	2024	2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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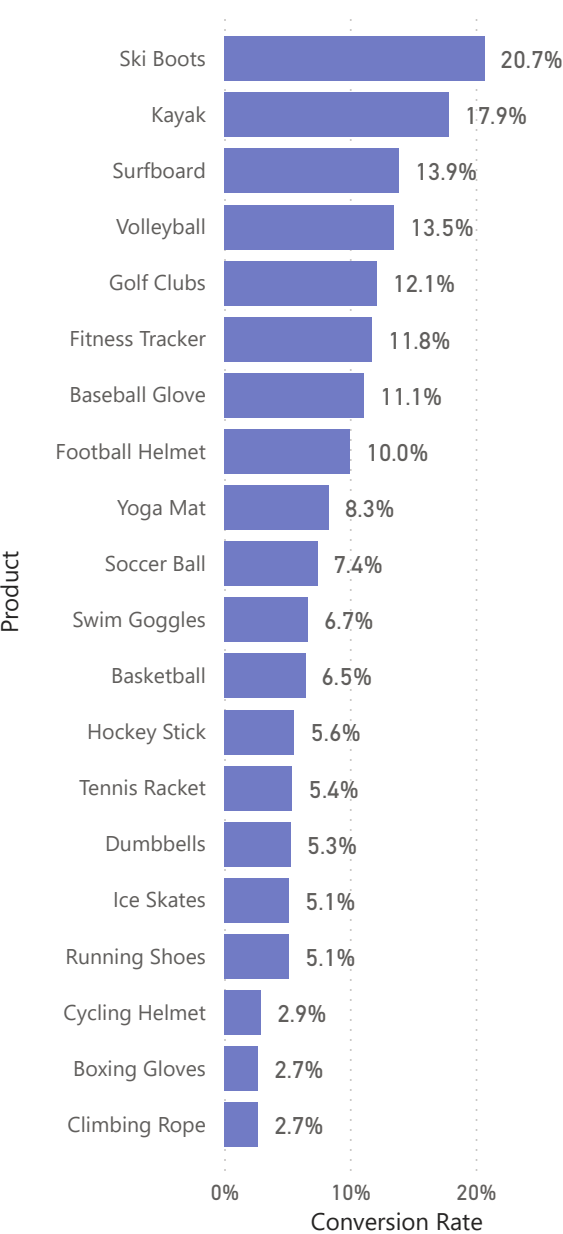
Number of Customer Visits by Action



Conversion Rate by Month



Conversion Rate by Product



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

Product Name

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2,982,369

Views

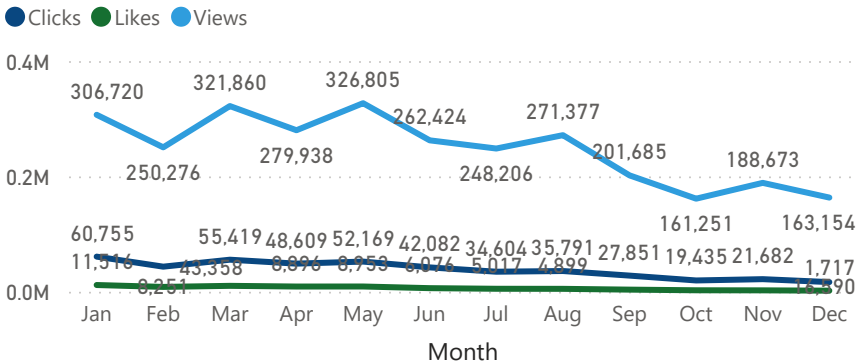
458,345

Clicks

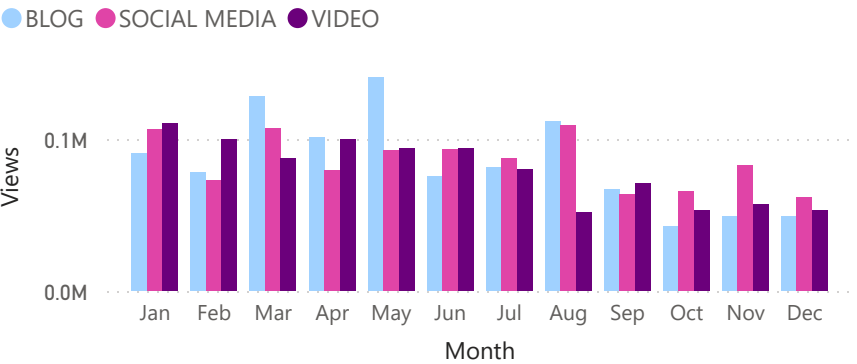
73,618

Likes

Clicks, Likes and Views by Month



Views by Month and Content Type



Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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	115,041
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	179,652
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	116,467
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	164,034
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	182,404
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	140,980
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	167,495
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	130,761
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	162,101
Hockey Stick	14,637	14,562	30,037	16,666	13,113	12,545	8,265	11,115		7,095	12,025	10,509	150,569
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	193,992
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	137,654
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	174,476
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	141,049
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	152,428
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	101,262
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	156,623
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	171,628
Volleyball	269	12,067	17,684	18,889	16,939	19,054	8,922	13,506	11,600	6,228	7,078	3,353	135,589
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	108,164
Total	306,720	250,276	321,860	279,938	326,805	262,424	248,206	271,377	201,685	161,251	188,673	163,154	2,982,369

Customer Review Details

Sentiment Category

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

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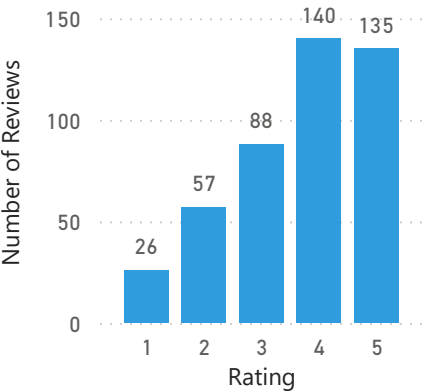
3.67

Rating (Average)

Review Date	CustomerID	Review Text	Sentiment Category	Rating
2/15/2024	49	Amazing value for the price.	Positive	5
5/4/2024	79	Amazing value for the price.	Positive	5
5/9/2024	50	Amazing value for the price.	Positive	5
6/15/2024	72	Amazing value for the price.	Positive	5
6/25/2024	6	Amazing value for the price.	Positive	5
7/7/2024	14	Amazing value for the price.	Positive	5
8/4/2024	92	Amazing value for the price.	Positive	5
9/5/2024	54	Amazing value for the price.	Positive	5
10/9/2024	47	Amazing value for the price.	Positive	5
10/15/2024	98	Amazing value for the price.	Positive	5
1/3/2024	50	Average experience, nothing special.	Negative	2
1/5/2024	98	Average experience, nothing special.	Mixed Negative	3
1/12/2024	49	Average experience, nothing special.	Negative	2
1/29/2024	16	Average experience, nothing special.	Mixed Negative	3
2/13/2024	28	Average experience, nothing special.	Mixed Negative	3
2/25/2024	94	Average experience, nothing special.	Negative	2
2/28/2024	18	Average experience, nothing special.	Mixed Negative	3
3/4/2024	59	Average experience, nothing special.	Negative	2
3/7/2024	44	Average experience, nothing special.	Mixed Negative	3
3/13/2024	27	Average experience, nothing special.	Mixed Negative	3

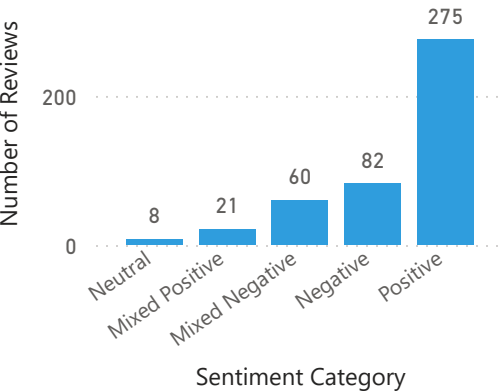
202320242025

Number of Reviews by Rating

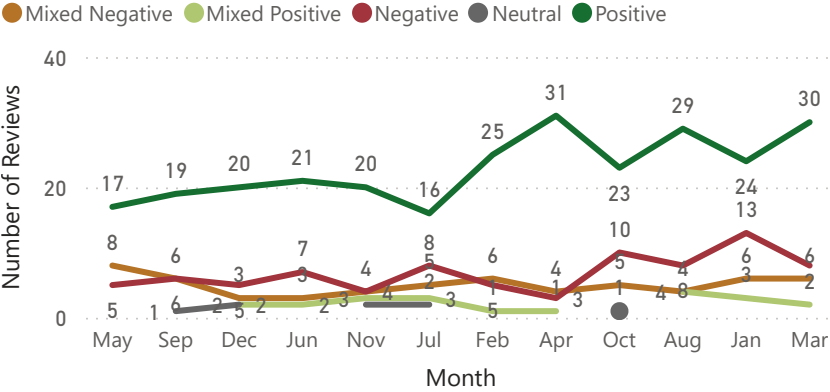


JanFebMarAprMayJunJulAugSepOctNovDec

Number of Reviews by Sentiment Category



Number of Reviews by Month and Sentiment Category



Customer Rating by Number of Reviews, CustomerID, and Sentiment Category

