

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

Conversion

Conversion Rate
9.57%

Social Media

Views
9,079,276

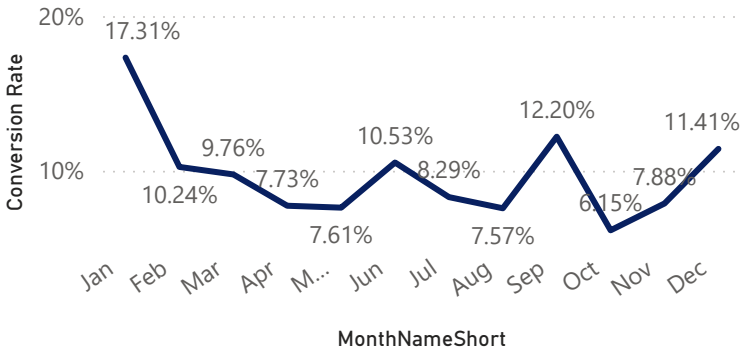
Clicks
1,785,010

Likes
414,122

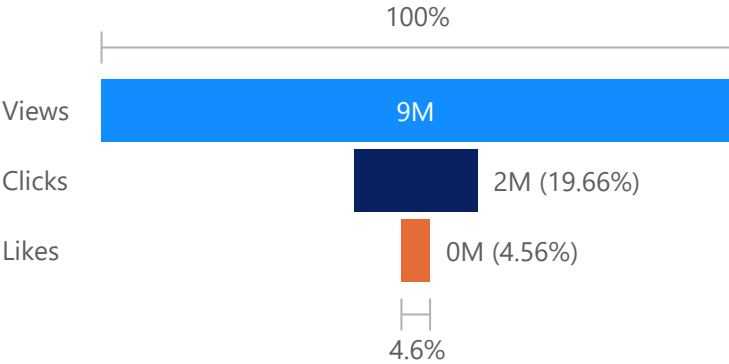
Customer Reviews

Rating (Average)
3.69

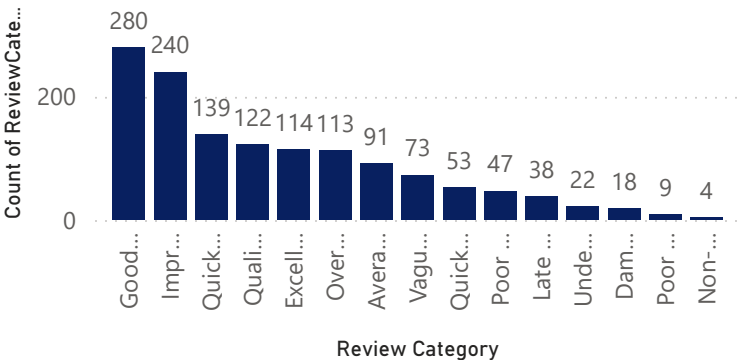
Conversion Rate by Month



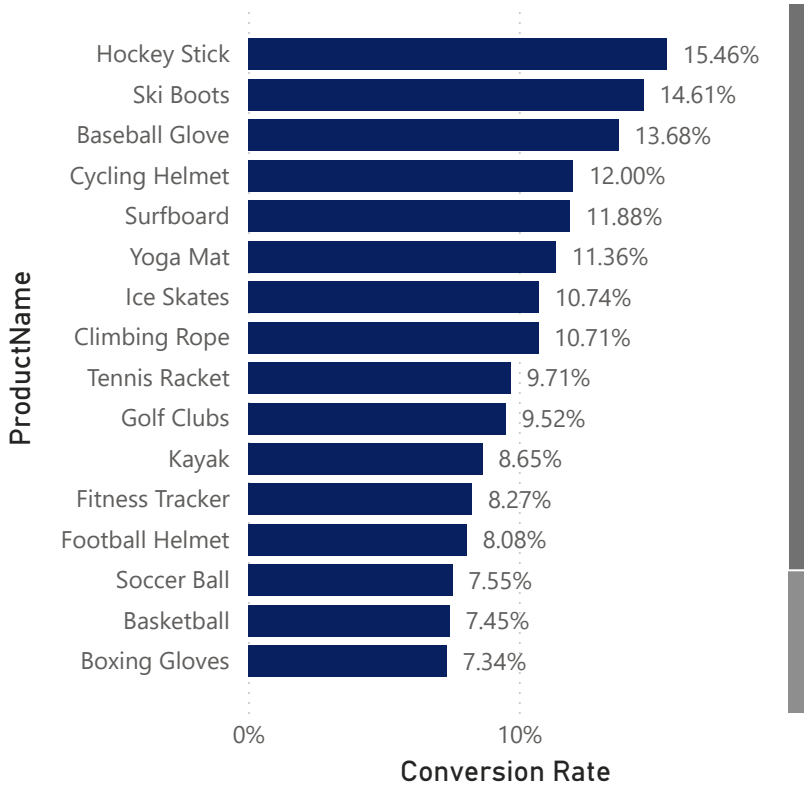
Views, Clicks and Likes



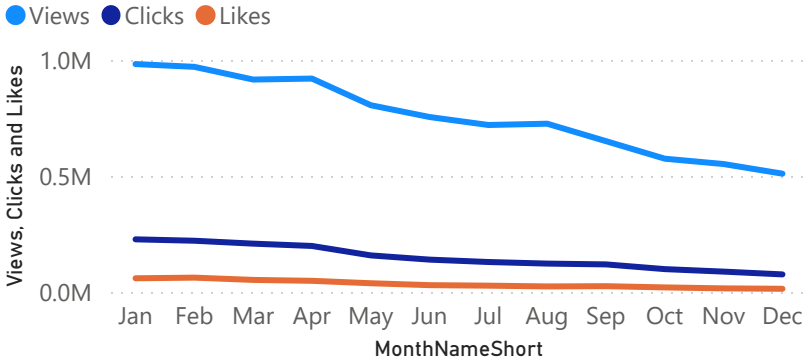
Count of Review Category



Conversion Rate by Product



Views, Clicks and Likes by Month



Conversion Details

SHOP.COM

We - Promise - Comfort

ProductName

☐ Baseball Glove

☐ Basketball

☐ Boxing Gloves

☐ Climbing Rope

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☐ Ski Boots

☐ Soccer Ball

☐ Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat

Conversion Rate

9.57%

% Customer Action Trend

View

Click

Drop-off

Purchase

100%

52.6%

27.1%

15.2%

5.0%

9.6%

Conversion Rate by Month

20%

10%

0%

17.31%

10.24%

9.76%

7.73%

7.61%

10.53%

8.29%

7.57%

12.20%

6.15%

7.88%

11.41%

Jan

Feb

Mar

Apr

M...

Jun

Jul

Aug

Sep

Oct

Nov

Dec

MonthNameShort

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%	11.4%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%		9.7%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%				8.1%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Basketball		50.0%	16.7%	20.0%							12.5%	33.3%	7.4%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	10.0%	28.6%	7.3%
Volleyball	22.2%			11.1%		33.3%		10.0%				12.5%	7.1%
Dumbbells			16.7%	12.5%		40.0%			10.0%	11.1%	20.0%	8.3%	7.0%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.3%
Swim Goggles	20.0%							14.3%	14.3%			33.3%	5.6%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.4%	9.6%

Conversion Rate by Product

15.46%

14.61%

13.68%

12.00%

11.88%

11.36%

10.74%

10.71%

9.71%

9.52%

8.65%

8.27%

8.08%

7.55%

7.45%

7.34%

7.07%

7.02%

6.25%

5.62%

Hockey Stick

Ski Boots

Baseball Glove

Cycling Helmet

Surfboard

Yoga Mat

Ice Skates

Climbing Rope

Tennis Racket

Golf Clubs

Kayak

Fitness Tracker

Football Helmet

Soccer Ball

Basketball

Boxing Gloves

Volleyball

Dumbbells

Running Shoes

Swim Goggles

0%10%

Conversion Rate

Social Media

SHOP.COM

We - Promise - Comfort

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☐ Ski Boots

☐ Soccer Ball

☐ Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat

Views

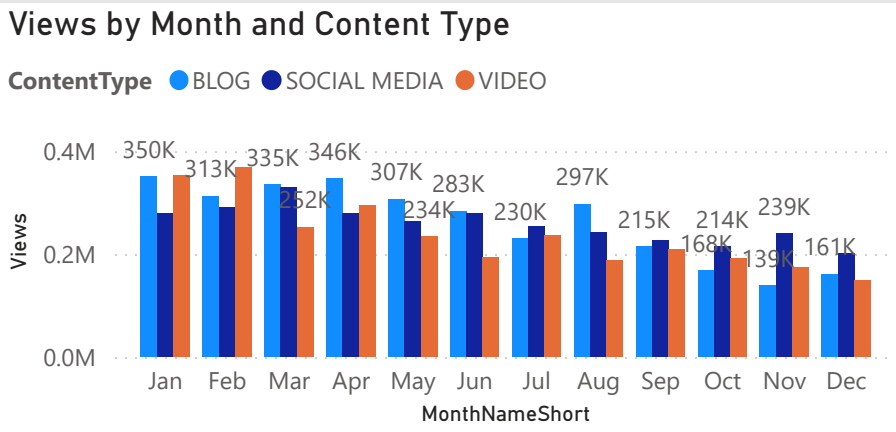
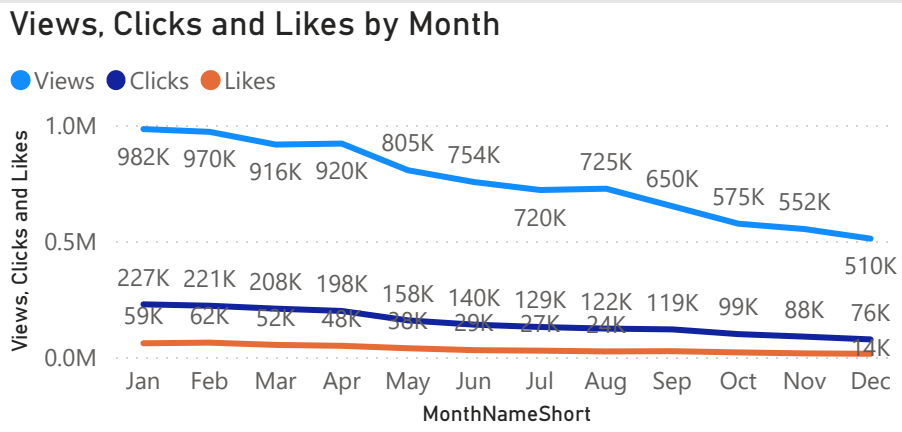
9,079,276

Clicks

1,785,010

Likes

414,122



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Basketball	37,432	63,264	56,840	61,622	48,370	67,251	26,655	43,710	59,697	18,458	29,430	17,131	529,860
Running Shoes	44,135	68,312	37,518	49,702	45,599	43,966	43,419	50,136	39,291	33,640	44,969	19,675	520,362
Soccer Ball	86,648	44,543	47,923	44,201	65,789	39,818	49,427	32,231	13,581	17,805	39,927	35,269	517,162
Climbing Rope	59,049	77,496	54,766	70,102	25,647	24,640	44,513	34,514	38,856	31,120	26,987	27,687	515,377
Swim Goggles	56,984	51,833	48,209	68,348	29,609	39,078	41,157	37,086	51,530	48,111	17,870	20,070	509,885
Ice Skates	75,396	32,088	40,801	47,392	55,772	36,679	23,740	35,931	44,049	33,558	11,340	38,563	475,309
Golf Clubs	60,812	41,679	44,675	47,834	40,661	41,834	50,636	35,035	30,201	35,659	31,892	13,731	474,649
Cycling Helmet	52,995	50,474	47,458	31,935	59,385	41,588	33,736	34,589	25,437	33,815	20,358	28,466	460,236
Kayak	33,650	38,602	59,023	71,249	51,217	60,699	26,522	22,489	23,377	30,430	7,738	30,309	455,305
Ski Boots	41,825	38,886	45,307	38,873	40,506	33,001	33,925	66,375	30,708	12,311	40,123	31,988	453,828
Tennis Racket	43,947	41,682	37,241	46,836	45,551	27,615	38,241	35,298	31,487	43,193	24,248	27,433	442,772
Boxing Gloves	44,555	44,644	53,436	70,002	30,336	33,851	24,912	35,594	21,213	29,946	32,289	21,655	442,433
Hockey Stick	41,688	67,018	47,287	47,071	43,927	38,642	22,078	37,966	17,236	19,165	36,563	21,540	440,181
Baseball Glove	54,795	66,287	48,037	28,293	33,887	27,188	36,406	36,664	36,220	24,271	31,978	13,794	437,820
Yoga Mat	44,803	37,948	55,327	14,609	37,922	23,034	37,406	18,753	43,831	39,793	24,591	37,458	415,475
Football Helmet	45,007	37,669	36,238	53,931	28,113	25,199	64,586	33,913	24,525	11,714	29,478	17,260	407,633
Fitness Tracker	40,446	36,315	30,056	34,651	38,070	30,513	53,207	40,370	17,870	38,841	30,604	43,315	404,866
Total	982,444	970,480	915,714	919,898	805,084	754,182	719,825	725,376	650,138	574,576	551,537	510,022	9,079,276

Customer Review

SHOP.COM

We - Promise - Comfort

ReviewCategory

☐ Average (UX)

☐ Damaged Shortly

☐ Excellent CSO

☐ Good Quality

ProductName

☐ Baseball Glove

☐ Basketball

☐ Boxing Gloves

☐ Climbing Rope

☐ Cycling Helmet

☐ Dumbbells

☐ Fitness Tracker

☐ Football Helmet

☐ Golf Clubs

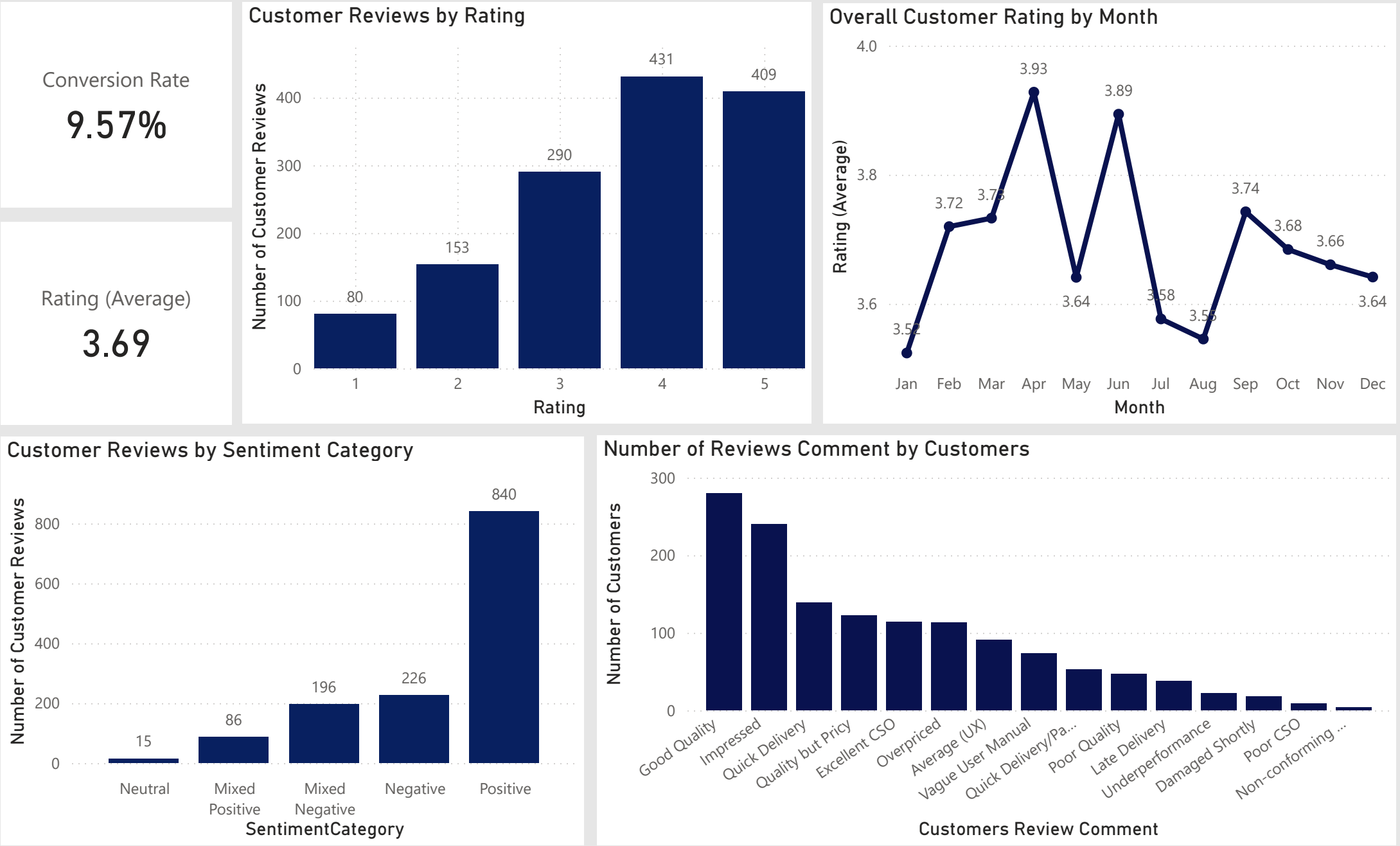
☐ Hockey Stick

☐ Ice Skates

☐ Kayak

☐ Running Shoes

☐ Ski Boots



Engaqement Review

2023

2024

2025

Jan

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Content Type

- ☐ BLOG
- ☐ SOCIAL MEDIA
- ☐ VIDEO

ProductName

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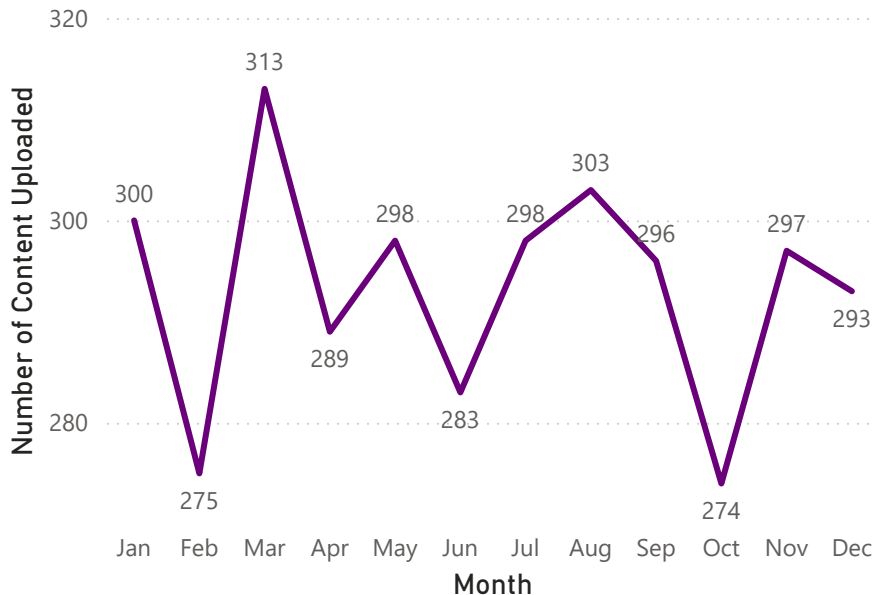
Total Content...

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Avg Monthly Content

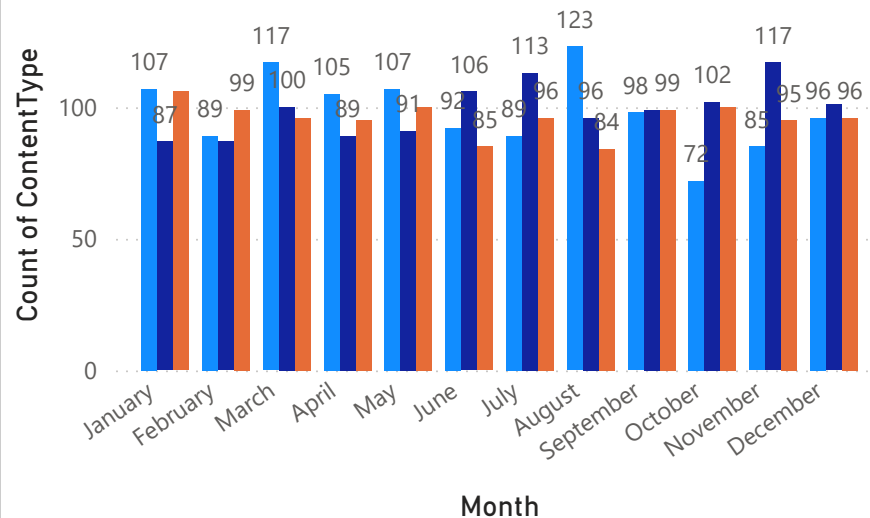
293

Total Content Uploaded by Month



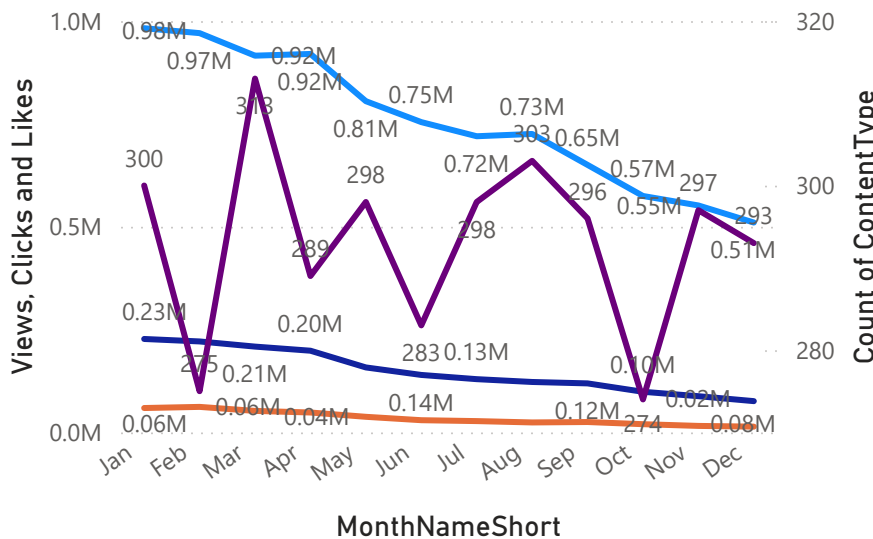
Content Type Uploaded by Month

ContentType ● BLOG ● SOCIAL MEDIA ● VIDEO



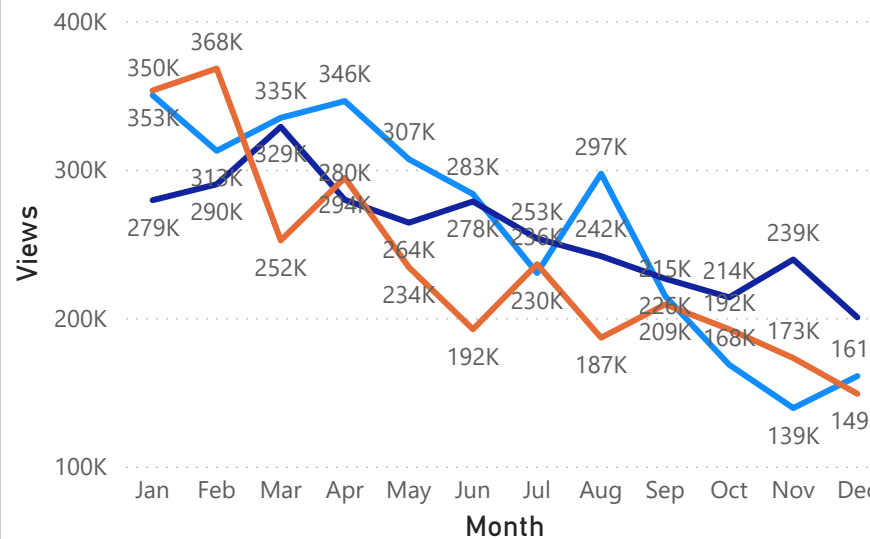
Monthly Views, Clicks, Likes and Content Upload

Views ● Clicks ● Likes ● Count of ContentType ●



Content Views by Month

ContentType ● BLOG ● SOCIAL MEDIA ● VIDEO



Content/Conversion Trend

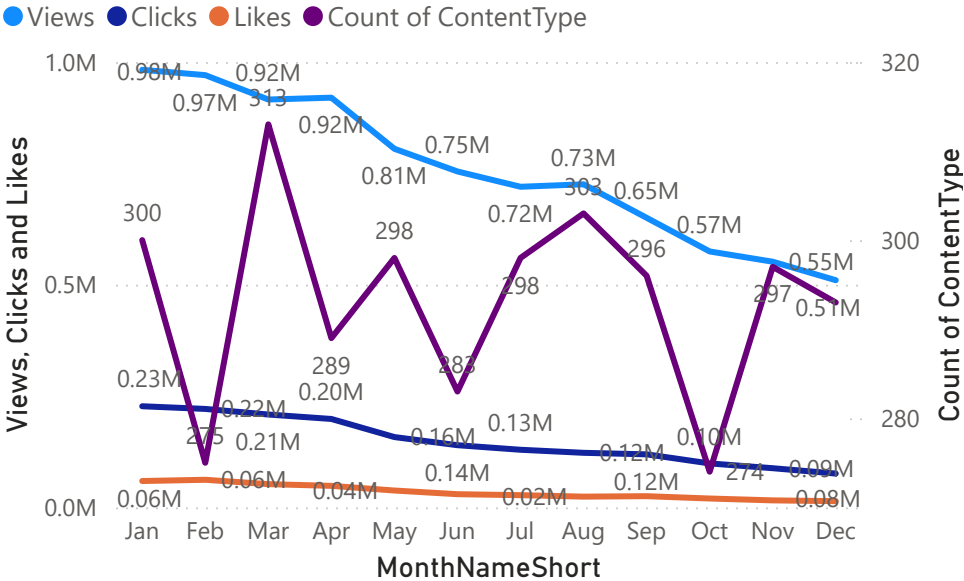
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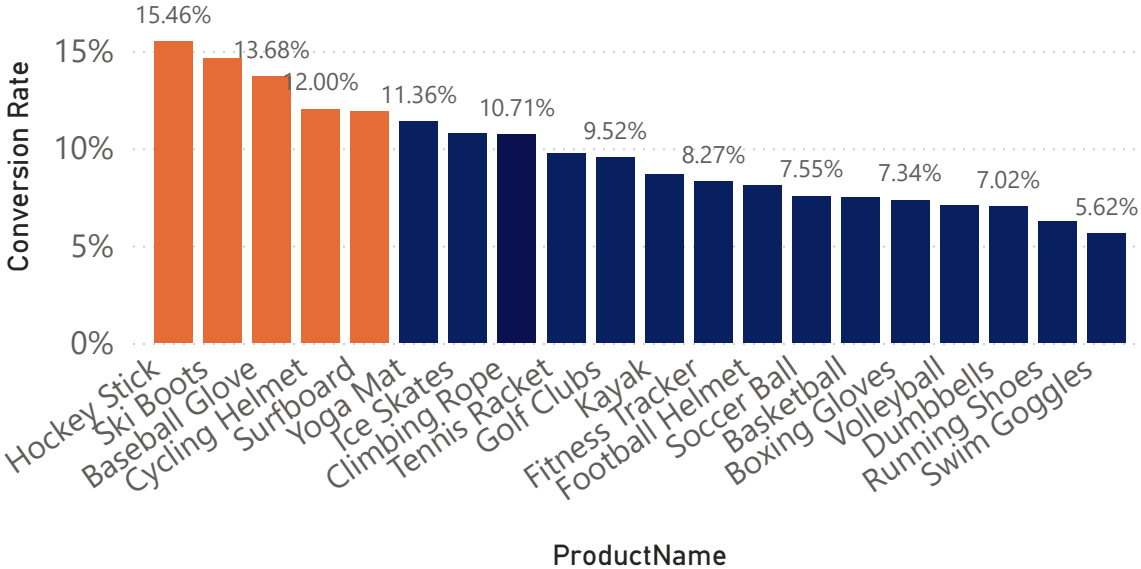
ProductName

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Monthly Views, Clicks, Likes and Content Upload



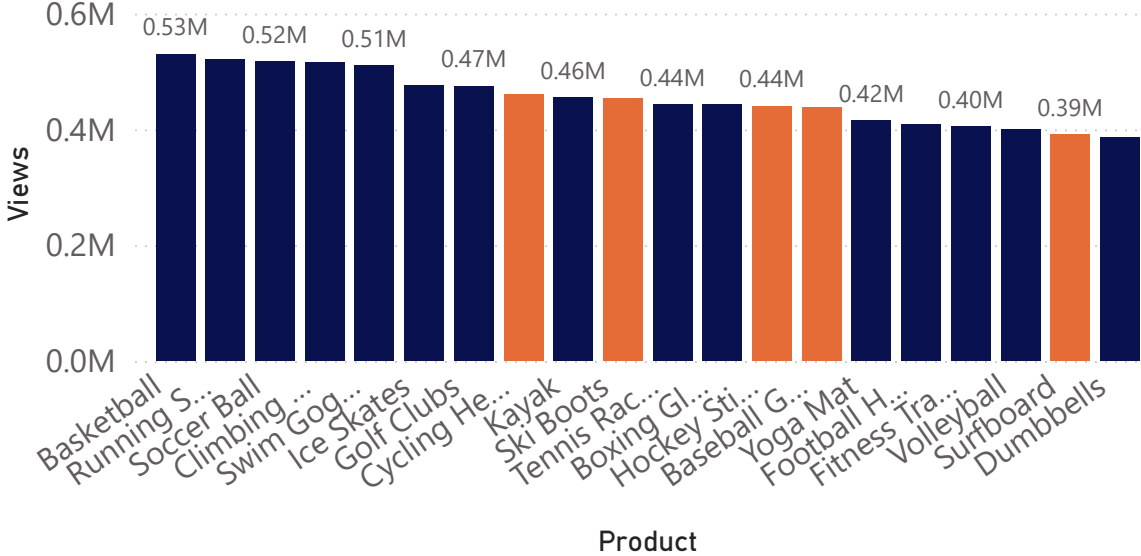
Conversion Rate by Product



Yearly Conversion Rate by Product

ProductName	2023	2024	2025	Total
Hockey Stick	21.62%	5.56%	20.83%	15.46%
Ski Boots	17.86%	20.69%	6.25%	14.61%
Baseball Glove	18.18%	11.11%	11.54%	13.68%
Cycling Helmet	15.15%	2.94%	18.18%	12.00%
Surfboard		13.89%	18.92%	11.88%
Yoga Mat	18.75%	8.33%	6.25%	11.36%
Ice Skates	18.42%	5.13%	9.09%	10.74%
Climbing Rope	10.00%	2.70%	20.00%	10.71%
Tennis Racket	17.14%	5.41%	6.45%	9.71%
Golf Clubs	11.76%	12.12%	5.26%	9.52%
Total	11.58%	8.48%	8.55%	9.57%

Views by Product



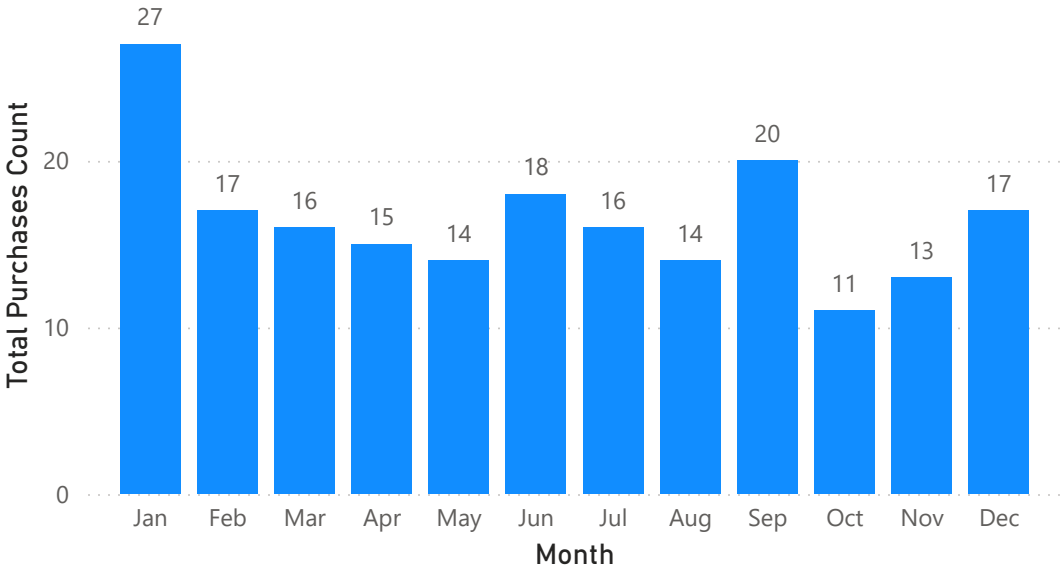
Product Purchase Review



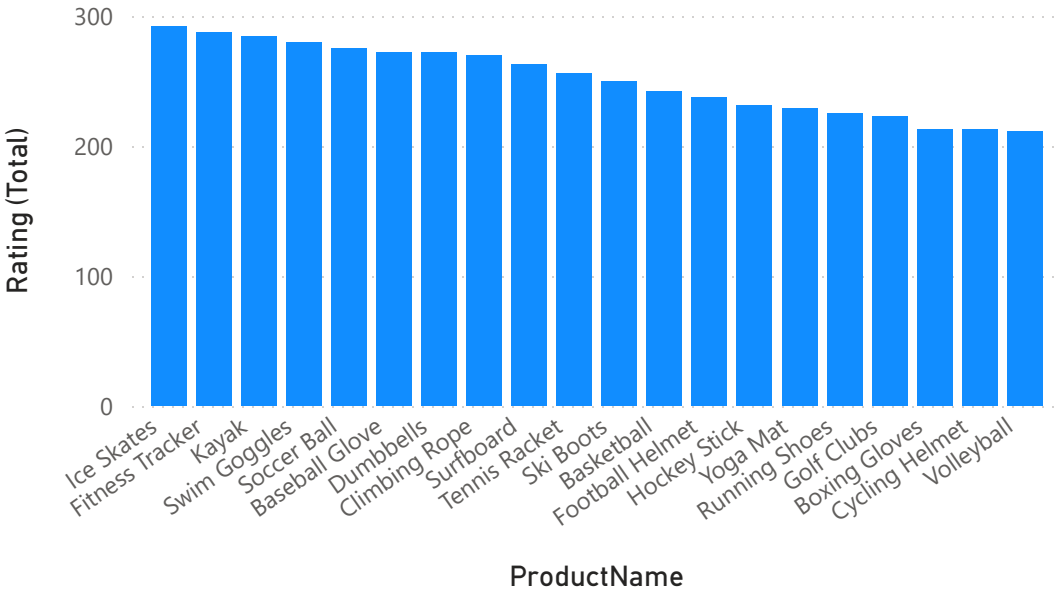
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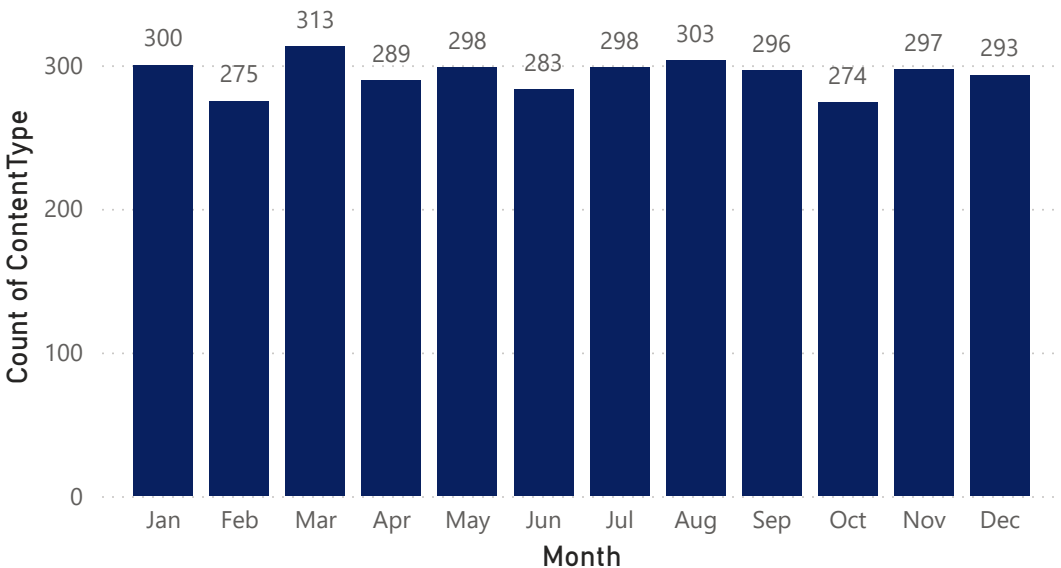
Total Purchases by Month



Rating (Total) by ProductName



Content Upload by Month



Total Purchases Count by ProductName

