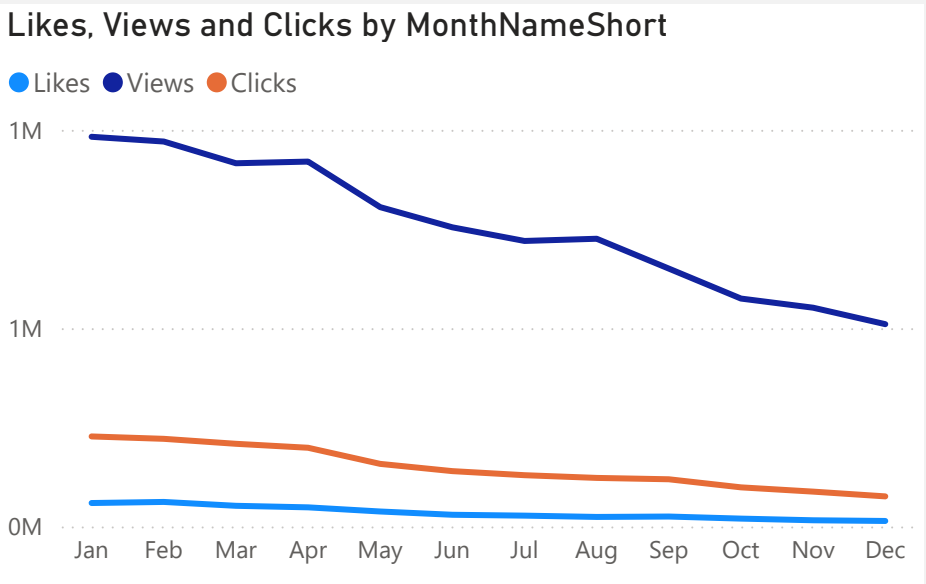
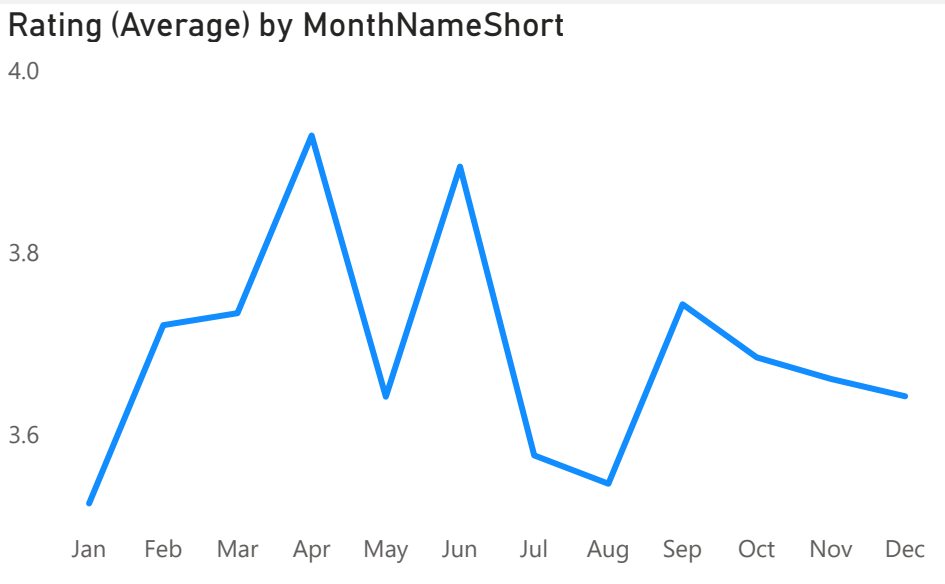
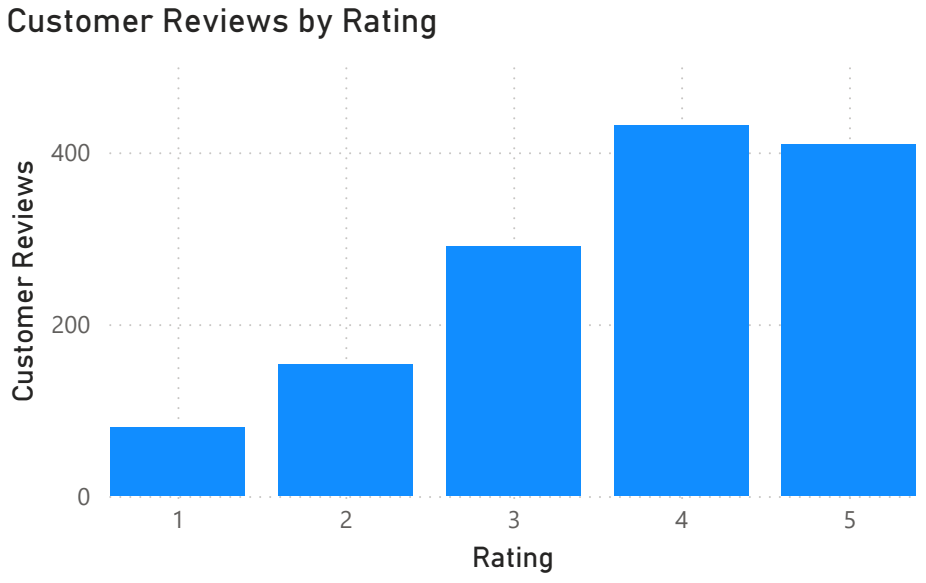
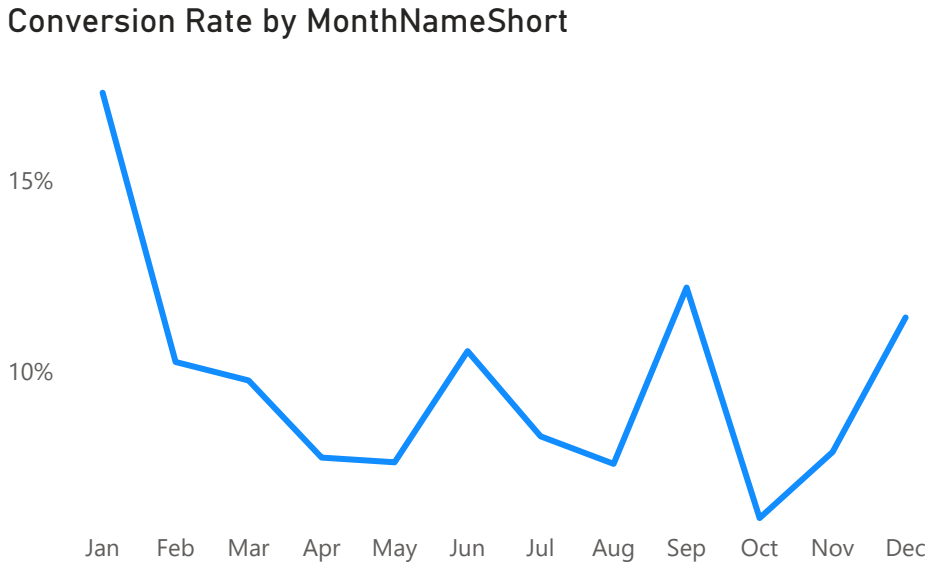
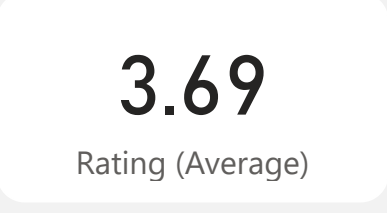
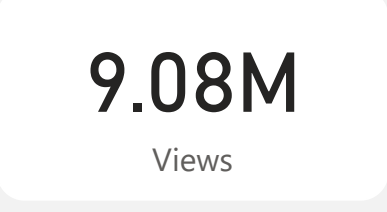
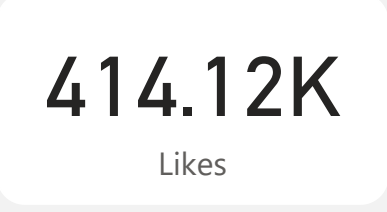
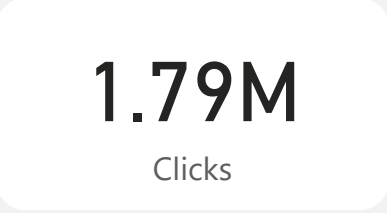
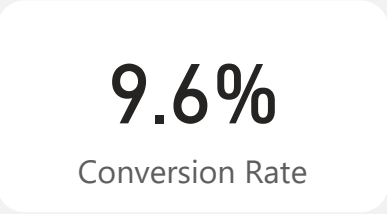


OVERVIEW

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 Hel...
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐ Volleyball
- ☐ Yoga Mat



Conversion Rate Details

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 Hel...

☐ Golf Clubs

☐ Hockey Stick

☐ Ice Skates

☐ Kayak

☐ Running Shoes

☐ Ski Boots

☐ Soccer Ball

☐ Surfboard

☐ Swim Goggles

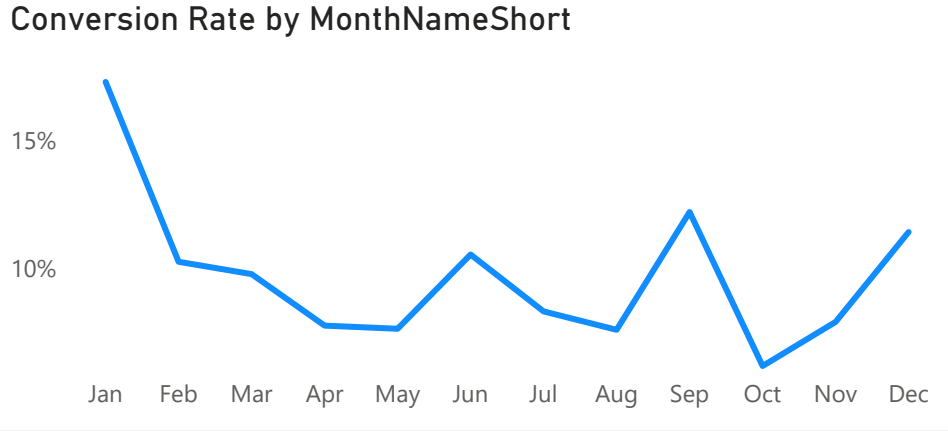
☐ Tennis Racket

☐ Volleyball

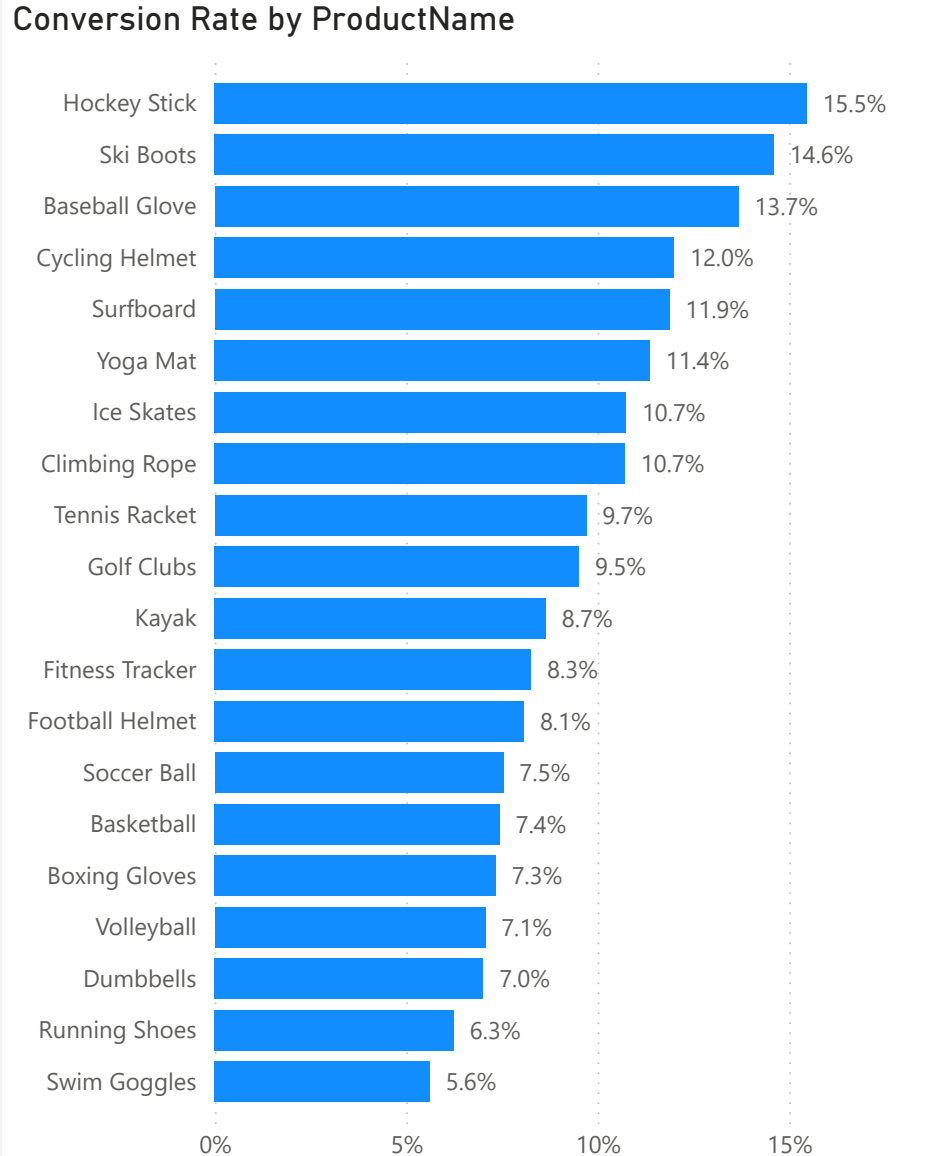
☐ Yoga Mat

9.6%

Conversion Rate



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%				
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%	
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%		
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%		
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%		
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%	
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%			
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%	
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.5%



Social Media
Details

- ProductName ▾
- ☐

Baseball Glove
- ☐

Basketball
- ☐

Boxing Gloves
- ☐

Climbing Rope
- ☐

Cycling Helmet
- ☐

Dumbbells
- ☐

Fitness Tracker
- ☐

Football Hel...
- ☐

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

1.79M

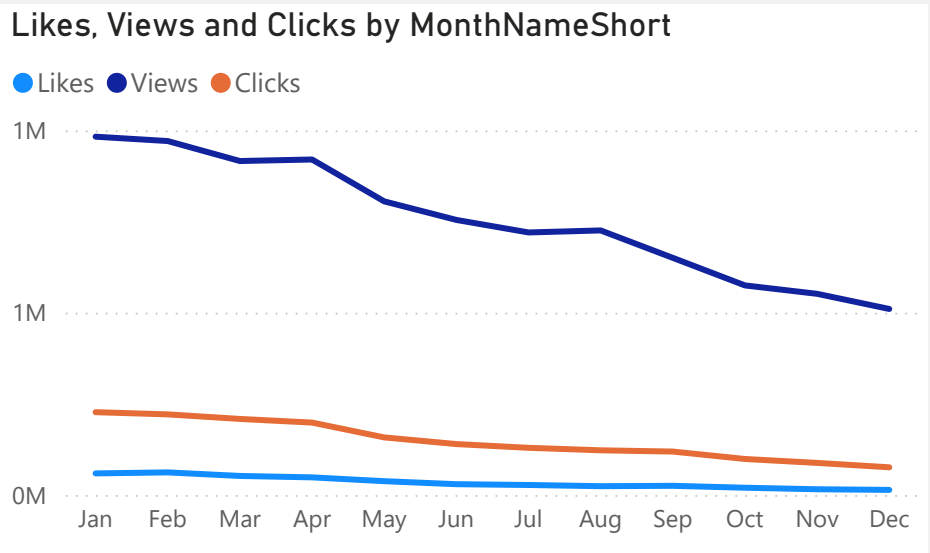
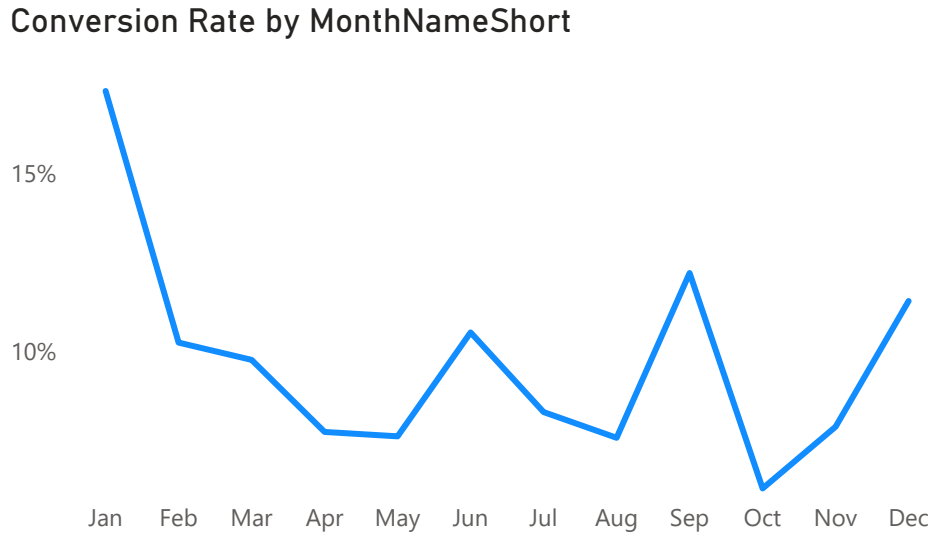
Clicks

414.12K

Likes

9.08M

Views



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

Conversion rate shows a good sign with nearly 10%, rebounds back with 10,2% in Dec after reaching one of its end in Nov with on above 5% a little.

There is a decline in social media throughout the year, with views are dropping in overall and the clicks and likes are low compare to views.

The customer reviews remained consistent, with the average of 3.7 throughout the year

Although stable and being consistent, with below 4.0 we need more focus on the reviews to improve the customer satisfaction.



Targeting to increase the conversion rate, push the marketing on the products with high conversion rate, more seasonal promotions or personalized customer to attract the buying on products.

Improving and searching for more content formats for more diverse approach such as videos or interacting with users to over turn the declined in interactions.

Develop plans to address the pain point in customer satisfaction, coming up first with the low rating to resolve issues, aiming to increase the rating to at least 4.0.