

2023

2024

2025

Month Names

All

PRODUCT NAMES

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

8.48%

Conversion Rate

Social Media

4M

Total Views

96K

Total Likes

604K

Total Clicks

Customer Reviews

3.67

Average Ratings

Conversion Rate by Month Name

Views, Clicks, and Likes

Average Rating by Month Name

Conversion Rate by Product Name

Clicks, Views, Likes by Month Name

Sum of Rating by ProductName

2023

2024

2025

CONVERSION DETAILS

Month Names

All

PRODUCT NAMES

☐ 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

8.48%

Conversion Rate

Count of JourneyID by Action

100%

View672

Click355

Drop-off185

Purchase57

8.5%

Conversion Rate by Month Name

20%

19.61%

7.55%

6.00%

6.45%

4.48%

8.33%

10.53%

8.33%

16.00%

5.08%

10.34%

0%

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Dec

Conversion Rate by Product Name

Boxing Gloves2.70%

Climbing Rope2.70%

Cycling Helmet2.94%

Ice Skates5.13%

Running Shoes5.13%

Dumbbells5.26%

Tennis Racket5.41%

Hockey Stick5.56%

Basketball6.45%

Swim Goggles6.67%

Soccer Ball7.41%

Yoga Mat8.33%

Football Helmet10.00%

Baseball Glove11.11%

Fitness Tracker11.76%

Golf Clubs12.12%

Volleyball13.51%

Surfboard13.89%

Kayak17.86%

Ski Boots20.69%

0%

10%

20%

Conversion Rate

ProductName	January	February	March	April	May	June	July	August	September	October
Ski Boots	150.00%	33.33%	100.00%					0.00%		
Kayak	0.00%			20.00%		100.00%	100.00%		33.33%	
Surfboard		50.00%	25.00%	33.33%	0.00%				50.00%	
Volleyball	50.00%					100.00%		50.00%		
Golf Clubs	50.00%							33.33%	25.00%	
Fitness Tracker	50.00%				50.00%				33.33%	
Baseball Glove	33.33%		20.00%							20.00%
Football Helmet	100.00%	100.00%		0.00%				25.00%		
Yoga Mat	0.00%					100.00%	33.33%			
Soccer Ball	0.00%								100.00%	
Swim Goggles									25.00%	
Basketball			0.00%	50.00%						
Hockey Stick		33.33%						33.33%		
Tennis Racket									50.00%	20.00%
Dumbbells			0.00%			33.33%				
Ice Skates							66.67%			
Running Shoes					16.67%				100.00%	
Total	19.61%	7.55%	6.00%	6.45%	4.48%	8.33%	10.53%	8.33%	16.00%	

2023

2024

2025

SOCIAL MEDIA DETAILS

Month Names

All

CONTENT TYPE

☐ BLOG

☐ NEWS LETTER

☐ SOCIAL MEDIA

☐ VIDEO

4M

Total Views

96K

Total Likes

604K

Total Clicks

Clicks, Views, Likes by Month Name

Sum of Clicks

Sum of Likes

Sum of Views



Content Type Views by Month Name

BLOG

NEWS LETTER

SOCIAL MEDIA

VIDEO



PRODUCT NAMES

☐ Baseball Glove

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☐ Ice Skates

☐ Kayak

☐ Running Shoes

☐ Ski Boots

2023

2024

2025

CUSTOMER REVIEW DETAILS

Month Names

All

SENTIMENT CAT...

☐ Mixed Negative

☐ Mixed Positive

☐ Negative

☐ Neutral

☐ Positive

3.67

Average Ratings

Count of CustomerID by Rating

Rating	Count of CustomerID
1	26
2	57
3	88
4	140
5	135

Count of CustomerID by SentimentCategory

SentimentCategory	Count of CustomerID
Positive	275
Negative	82
Mixed Ne...	60
Mixed Po...	21
Neutral	8

Count of ReviewID by MonthNameShort and SentimentCategory

MonthNameShort	Mixed Negative	Mixed Positive	Negative	Neutral	Positive
Jan	6	13	24	0	0
Feb	1	5	25	0	0
Mar	6	8	6	0	30
Apr	4	2	4	0	31
May	8	3	2	0	17
Jun	3	1	3	0	21
Jul	5	4	5	0	16
Aug	4	8	4	0	29
Sep	1	6	1	0	19
Oct	5	1	10	0	23
Nov	4	3	4	0	20
Dec	3	2	3	0	20

PRODUCT NAMES

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☐ Hockey Stick

☐ Ice Skates

☐ Kayak

☐ Running Shoes

Average of Rating and Count of ReviewID by CustomerID and SentimentCategory

Average of Rating	Mixed Negative	Mixed Positive	Negative	Neutral	Positive
1	0	0	1	0	0
2	0	0	2	0	0
3	1	0	0	1	0
4	0	0	0	0	5
5	0	0	0	0	8