

Marketing Analysis - Overview

Overview

Conversion Details

Content Details

Review Details

Clear

ProductName

Baseball Glove

Basketball

Boxing Gloves

Climbing Rope

Cycling Helmet

Dumbbells

ContentType

BLOG

SOCIAL MEDIA

VIDEO

1,785,010

Clicks

414,122

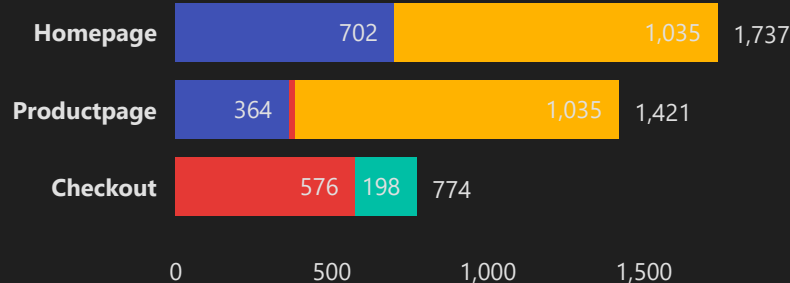
Likes

9,079,276

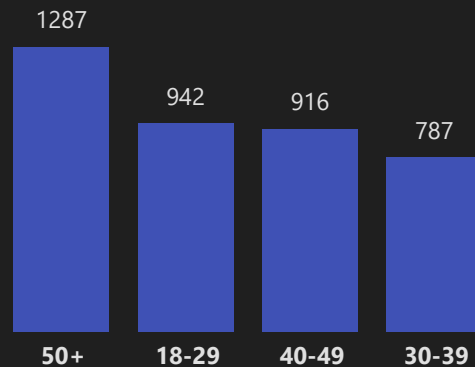
Views

Count of Action by Stage

Action Click Drop-off Purchase View



Number of Actions by AgeCategory



Year

2023

2024

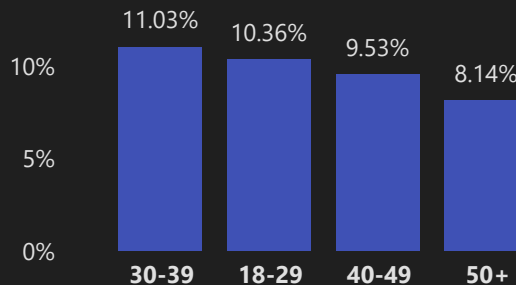
2025

Conversion

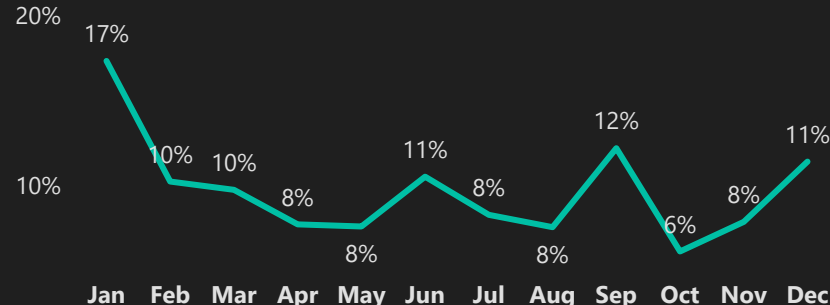
9.57%

Conversion Rate

Conversion Rate by AgeCategory



Monthly Conversion Rating



Monthly Filter

Jan

Feb

Mar

Customer Reviews

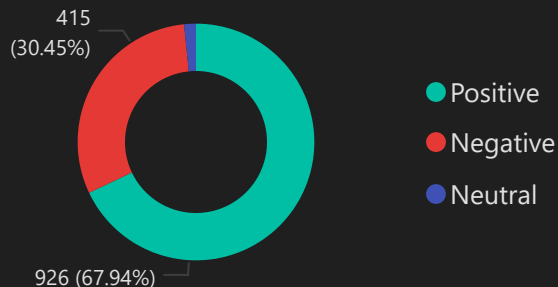
3.69

Avg Rating

Monthly Avg Rating



Count of Review by Sentiment Bucket



Conversion Details

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ProductName

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Year

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Monthly Filter

Jan

Feb

Mar

Conversion

9.57%

Conversion Rate

Conversion Rate by AgeCategory

11.03%10.36%9.53%8.14%

30-3918-2940-4950+

Number of Customers Journey by Action

ViewClickDrop-offPurchase

100%

51.5%

28.89%

9.57%

9.6%

Conversion Rate By Product Name

Hockey Stick15%

Ski Boots15%

Baseball Glove14%

Cycling Helmet12%

Surfboard12%

Yoga Mat11%

Ice Skates11%

Climbing Rope11%

Tennis Racket10%

Golf Clubs10%

Kayak9%

Fitness Tracker8%

Football Helmet8%

Soccer Ball8%

Basketball7%

Boxing Gloves7%

Volleyball7%

Dumbbells7%

Running Shoes6%

Swim Goggles6%

0%10%20%

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

Content Details

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Dumbbells

Year

2023

2024

2025

Monthly Filter

Jan

Feb

Mar

ContentType

BLOG

SOCIAL MEDIA

VIDEO

458,345

Clicks

73,618

Likes

2,982,369

Views

Count of Action by Stage

Action Click Drop-off Purchase View

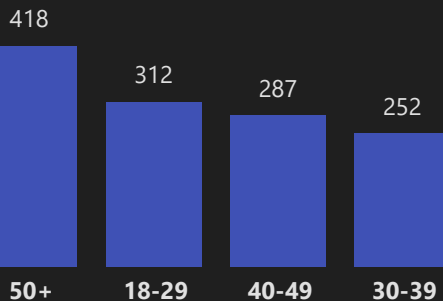
Homepage 237 350 587

Productpage 118 322 443

Checkout 182 57 239

0 200 400 600

Number of Actions by AgeCategory



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ice Skates	24930	7328	16653	23452	20491	26598	19069	21315	14286	6409	8614	
Cycling Helmet	25338	27375	11683	3361	20590	12765	18013	20288	13209	11006	10851	
Basketball	18865	16556	19914	24274	32437	15888	12483	12972	9547	8277	5817	
Running Shoes	12249	27100	17674	16748	11307	12546	8554	18670	21838	9896	8029	
Tennis Racket	17132	16504	11818	14623	22097	11458	18196	12145	9034	16015	11421	1
Fitness Tracker	13626	6857	13382	11932	15440	6662	33365	6764	7505	10479	18154	2
Climbing Rope	17110	8315	22579	21384	17235	14622	14655	6404	23466	5650	6310	
Golf Clubs	10812	20106	20023	10137	16084	9355	18227	12455	13482	15510	14777	
Swim Goggles	13925	22888	19241	7796	17593	16241	12715	22180	10880	6418	3367	
Soccer Ball	21152	3858	8629	5569	23228	13655	18471	13811	4390	3221	19238	1
Hockey Stick	14637	14562	30037	16666	13113	12545	8265	11115		7095	12025	1
Ski Boots	8773	8819	21162	13974	17547	6156	8913	15060	5560	3821	14985	1
Dumbbells	13520	12037	25234	19992	11345	17481	4481	14074	10978	6411	2965	
Kayak	15237	5431	13488	18630	11613	17290	5622	13807	11928	9117	3435	1
Volleyball	269	12067	17684	18889	16939	19054	8922	13506	11600	6228	7078	
Football Helmet	20181	6961	4619	20404	19677	16422	9437	14035	442	4667	12696	
Boxing Gloves	11582	5955	17748	13199	14655	14235	5240	9687	1112	6708	8940	
Baseball Glove	12708	10225	10760	3974	7928	6808	8006	8166	13859	12199	14048	
Yoga Mat	16650	11232	8153	6793	4749	1213	11523	16849	11392	7146	2335	1
Surfboard	18924	6199	11379	8141	13737	11439	4949	8974	7177	4979	2588	
Total	306720	250276	321860	279938	326805	262424	248206	271377	201685	161251	188673	16

Monthly Clicks Performance:
Current vs. Previous Month

16590!

Goal: 21682 (-23.48%)

Monthly Likes Performance:
Current vs. Previous Month

1717!

Goal: 2277 (-24.59%)

Monthly Views Performance:
Current vs. Previous Month

163154!

Goal: 188673 (-13.53%)

Customer Review Details

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Dumbbells

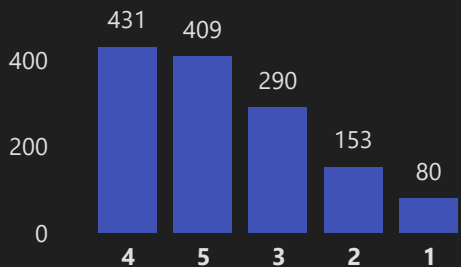
3.69

Avg Rating

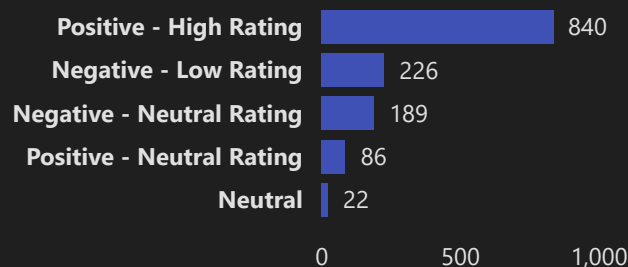
1,363

Number of Reviews

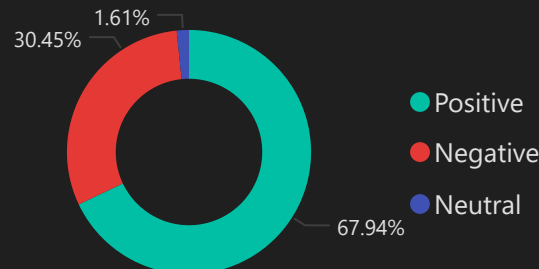
Number of Customers Review by Rating



Number of Customers Review by SentimentCategory



Count of Review by Sentiment Bucket



Year

2023

2024

2025

Monthly Filter

Jan

Feb

Mar

ReviewDate	CustomerName	ReviewText	Rating	SentimentCategory
1/1/2023	Chris Davis	Shipping was fast and the item was well-packaged.	5	Positive - High Rating
1/1/2023	Chris Johnson	The color was different from what was shown.	1	Negative - Low Rating
1/2/2023	David Gonzalez	Shipping was fast and the item was well-packaged.	5	Positive - High Rating
1/3/2023	David Gonzalez	Customer support was very helpful.	4	Positive - High Rating
1/3/2023	Emma Hernandez	Terrible customer service, would not buy again.	1	Negative - Low Rating
1/3/2023	Isabella Garcia	Customer support was very helpful.	5	Positive - High Rating
1/4/2023	David Smith	Not satisfied, the product broke after a week.	1	Negative - Low Rating
1/4/2023	Emma Gonzalez	Good quality, but could be cheaper.	3	Positive - Neutral Rating
1/5/2023	Emily Jones	I had a bad experience with this product.	1	Negative - Low Rating
1/5/2023	Laura Jones	Not satisfied, the product broke after a week.	1	Negative - Low Rating
1/6/2023	Emily Gonzalez	I love this product, will buy again!	4	Positive - High Rating
1/6/2023	James Jones	Excellent product, highly recommend!	5	Positive - High Rating
1/7/2023	Michael Hernandez	The product stopped working after a month.	1	Negative - Low Rating
1/9/2023	Emma Johnson	Not worth the money.	2	Negative - Low Rating
1/9/2023	Robert Hernandez	Shipping was fast and the item was well-packaged.	4	Positive - High Rating
1/10/2023	Olivia Gonzalez	Not satisfied, the product broke after a week.	1	Negative - Low Rating
1/11/2023	Emily Jones	Not worth the money.	3	Negative - Neutral Rating
1/11/2023	Emily Jones	Product did not meet my expectations.	1	Negative - Low Rating
1/11/2023	Michael Lopez	Good quality, but could be cheaper.	4	Positive - High Rating
1/11/2023	Olivia Thomas	Amazing value for the price.	5	Positive - High Rating
1/12/2023	Daniel Thomas	Customer support was very helpful.	5	Positive - High Rating

Country Filter

Austria

Belgium

France

Germany

Italy

Netherlands

Spain

Sweden

Switzerland

UK