

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

2.98M

Views

Social Media

458.35K

Clicks

74K

Likes

3.67

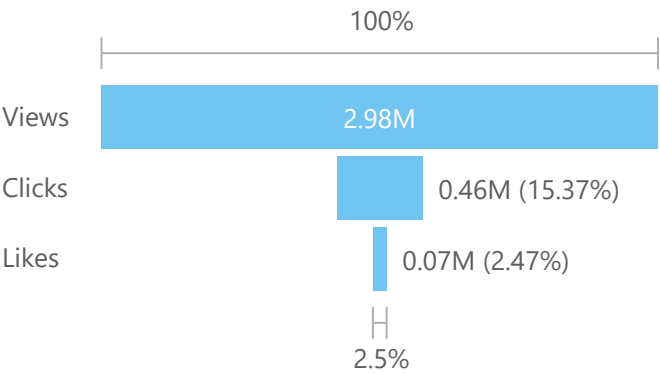
Average rating

Customer Reviews

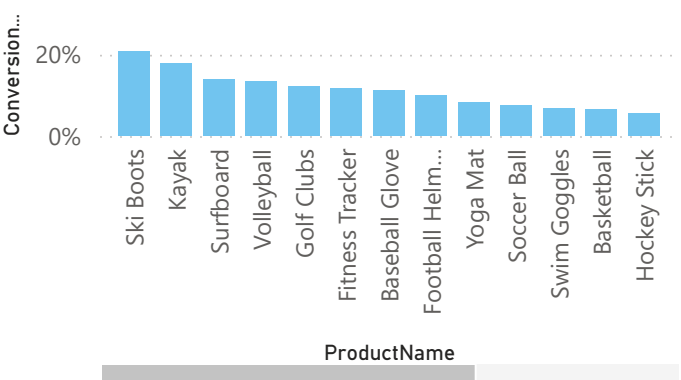
8.48%

Conversion Rate

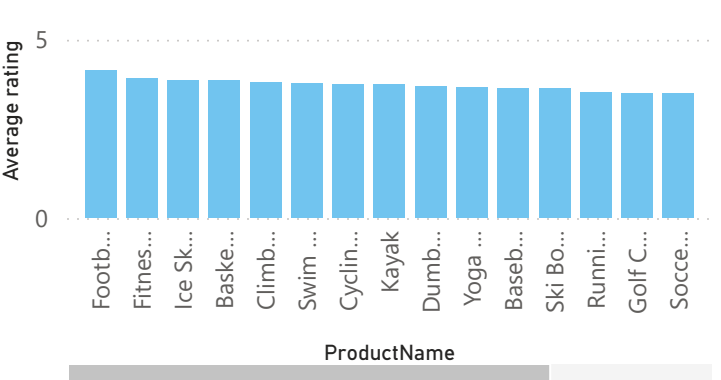
Views, Clicks and Likes



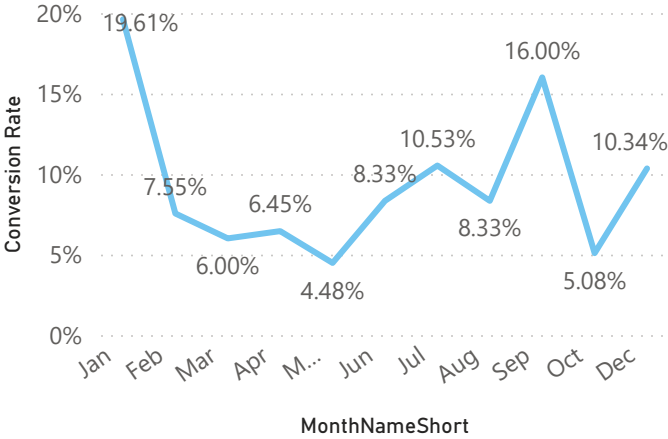
Conversion Rate by Product



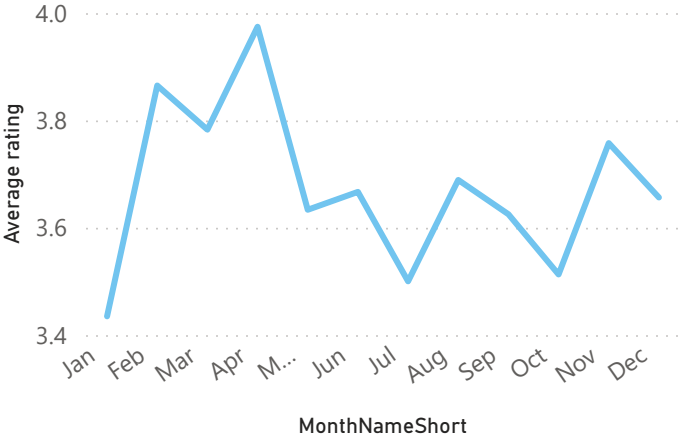
Average rating by ProductName



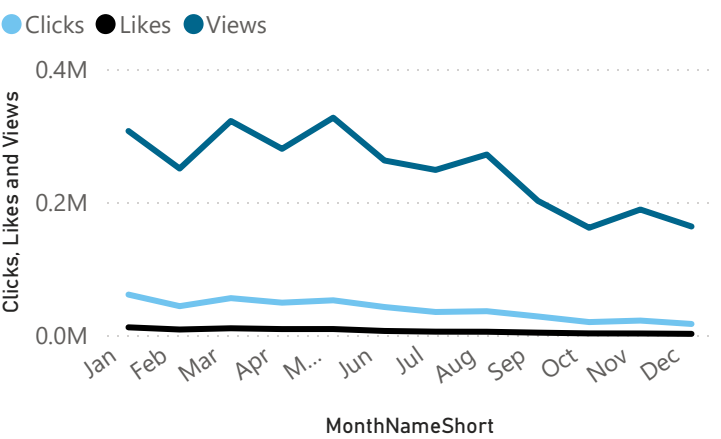
Conversion Rate by Month



Average rating by Month



Clicks, Likes and Views by Month



Conversion Details

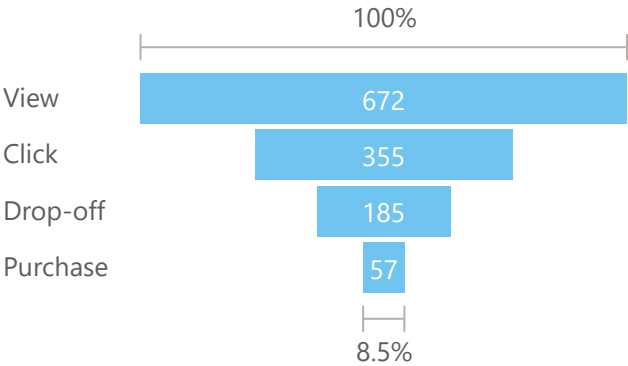
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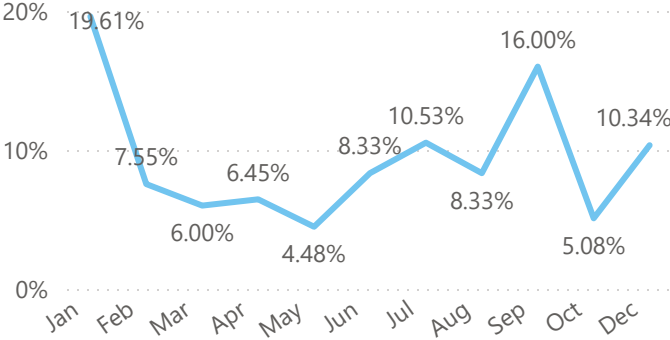
8.48%

Conversion Rate

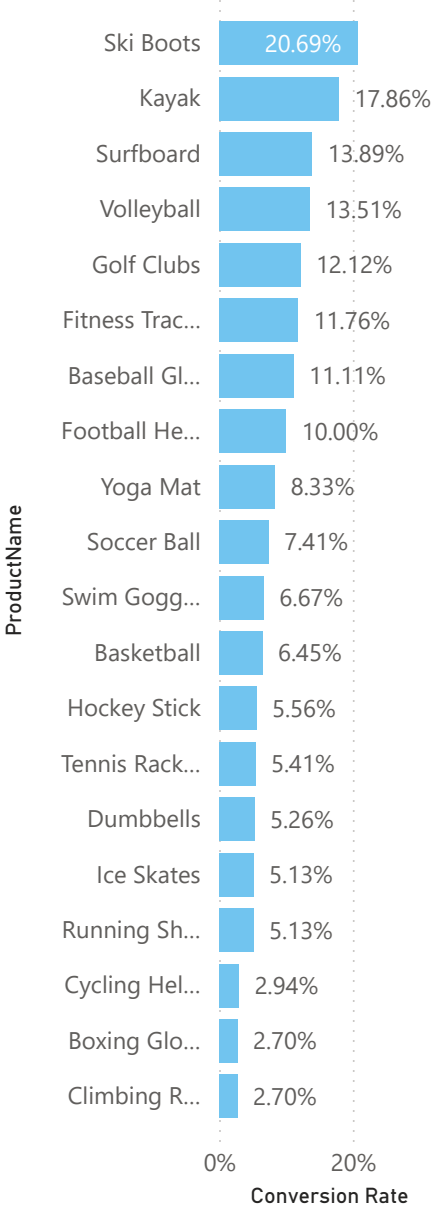
Number of Customer Journey by Action



Conversion Rate by Month



Conversion Rate by Product



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	33.33%		20.00%							200.00%			11.11%
Basketball			0.00%	50.00%								100.00%	6.45%
Boxing Gloves		0.00%					33.33%						2.70%
Climbing Rope							50.00%				0.00%		2.70%
Cycling Helmet				20.00%			0.00%				0.00%		2.94%
Dumbbells			0.00%			33.33%						16.67%	5.26%
Fitness Tracker	50.00%				50.00%				33.33%			33.33%	11.76%
Football Helmet	100.00%	100.00%		0.00%				25.00%					10.00%
Golf Clubs	50.00%							33.33%	25.00%	0.00%		25.00%	12.12%
Hockey Stick		33.33%						33.33%					5.56%
Ice Skates							66.67%						5.13%
Kayak	0.00%			20.00%		100.00%	100.00%		33.33%			100.00%	17.86%
Running Shoes					16.67%				100.00%				5.13%
Ski Boots	150.00%	33.33%	100.00%					0.00%					20.69%
Soccer Ball	0.00%								100.00%		0.00%		7.41%
Surfboard		50.00%	25.00%	33.33%	0.00%				50.00%				13.89%
Swim Goggles									25.00%			33.33%	6.67%
Tennis Racket									50.00%	20.00%			5.41%
Total	19.61%	7.55%	6.00%	6.45%	4.48%	8.33%	10.53%	8.33%	16.00%	5.08%		10.34%	8.48%

Social Media

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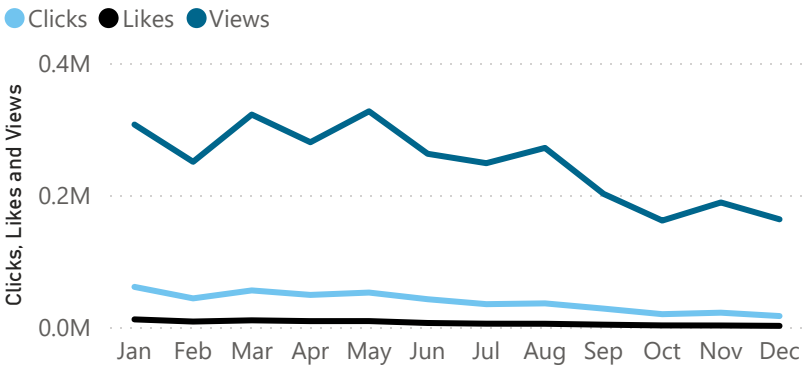
458.35K

Clicks

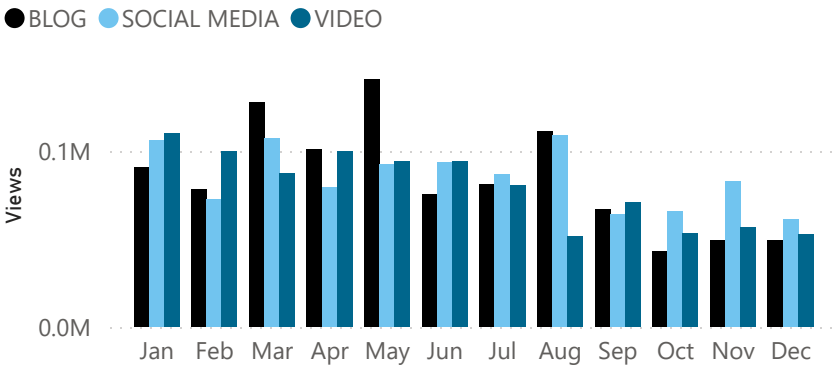
74K

Likes

Clicks, Likes and Views by Month



Views by Month



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Ice Skates	24930.00	7328.00	16653.00	23452.00	20491.00	26598.00	19069.00	21315.00	14286.00	6409.00
Cycling Helmet	25338.00	27375.00	11683.00	3361.00	20590.00	12765.00	18013.00	20288.00	13209.00	11006.00
Basketball	18865.00	16556.00	19914.00	24274.00	32437.00	15888.00	12483.00	12972.00	9547.00	8277.00
Running Shoes	12249.00	27100.00	17674.00	16748.00	11307.00	12546.00	8554.00	18670.00	21838.00	9896.00
Tennis Racket	17132.00	16504.00	11818.00	14623.00	22097.00	11458.00	18196.00	12145.00	9034.00	16015.00
Fitness Tracker	13626.00	6857.00	13382.00	11932.00	15440.00	6662.00	33365.00	6764.00	7505.00	10479.00
Climbing Rope	17110.00	8315.00	22579.00	21384.00	17235.00	14622.00	14655.00	6404.00	23466.00	5650.00
Golf Clubs	10812.00	20106.00	20023.00	10137.00	16084.00	9355.00	18227.00	12455.00	13482.00	15510.00
Swim Goggles	13925.00	22888.00	19241.00	7796.00	17593.00	16241.00	12715.00	22180.00	10880.00	6418.00
Soccer Ball	21152.00	3858.00	8629.00	5569.00	23228.00	13655.00	18471.00	13811.00	4390.00	3221.00
Hockey Stick	14637.00	14562.00	30037.00	16666.00	13113.00	12545.00	8265.00	11115.00		7095.00
Ski Boots	8773.00	8819.00	21162.00	13974.00	17547.00	6156.00	8913.00	15060.00	5560.00	3821.00
Dumbbells	13520.00	12037.00	25234.00	19992.00	11345.00	17481.00	4481.00	14074.00	10978.00	6411.00
Kayak	15237.00	5431.00	13488.00	18630.00	11613.00	17290.00	5622.00	13807.00	11928.00	9117.00
Volleyball	269.00	12067.00	17684.00	18889.00	16939.00	19054.00	8922.00	13506.00	11600.00	6228.00
Football Helmet	20181.00	6961.00	4619.00	20404.00	19677.00	16422.00	9437.00	14035.00	442.00	4667.00
Boxing Gloves	11582.00	5955.00	17748.00	13199.00	14655.00	14235.00	5240.00	9687.00	1112.00	6708.00
Total	306720.00	250276.00	321860.00	279938.00	326805.00	262424.00	248206.00	271377.00	201685.00	161251.00

Customer Review

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

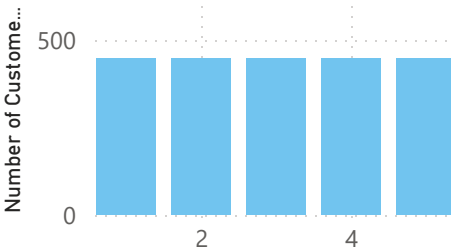
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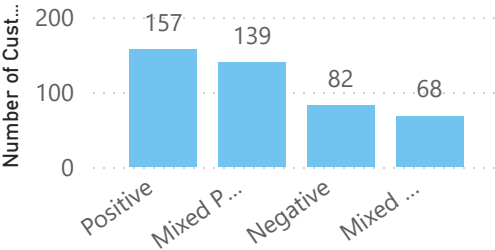
3.67

Average rating

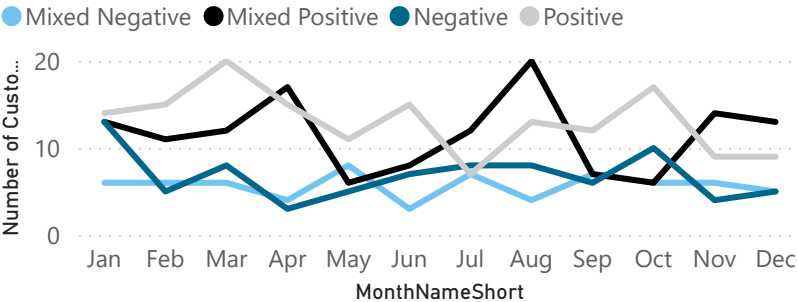
Number of Customer Reviews by Rating



Number of Customer Reviews by SentimentCategory



Number of Customer Reviews by Month



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
15 February 2024	49	Amazing value for the price.	Positive	5
04 May 2024	79	Amazing value for the price.	Positive	5
09 May 2024	50	Amazing value for the price.	Positive	5
15 June 2024	72	Amazing value for the price.	Positive	5
25 June 2024	6	Amazing value for the price.	Positive	5
07 July 2024	14	Amazing value for the price.	Positive	5
04 August 2024	92	Amazing value for the price.	Positive	5
05 September 2024	54	Amazing value for the price.	Positive	5
09 October 2024	47	Amazing value for the price.	Positive	5
15 October 2024	98	Amazing value for the price.	Positive	5
03 January 2024	50	Average experience, nothing special.	Negative	2
05 January 2024	98	Average experience, nothing special.	Mixed Negative	3
12 January 2024	49	Average experience, nothing special.	Negative	2
29 January 2024	16	Average experience, nothing special.	Mixed Negative	3
13 February 2024	28	Average experience, nothing special.	Mixed Negative	3
25 February 2024	94	Average experience, nothing special.	Negative	2
28 February 2024	18	Average experience, nothing special.	Mixed Negative	3
04 March 2024	59	Average experience, nothing special.	Negative	2
07 March 2024	44	Average experience, nothing special.	Mixed Negative	3

Average rating and Number of Customer Reviews by CustomerID and SentimentCategory

