

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
- ☐ Yoga Mat

9.45%

Conversion Rate

9M

Views

Social Media

2M

Clicks

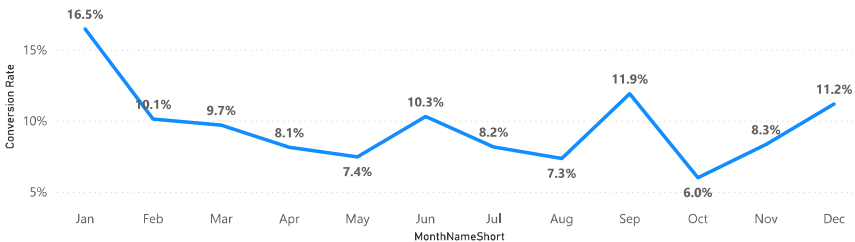
414K

Likes

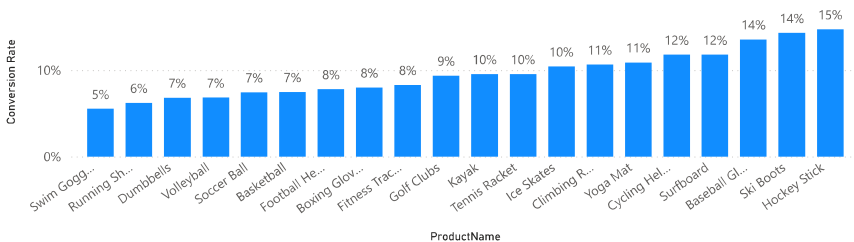
3.69

Average Rating

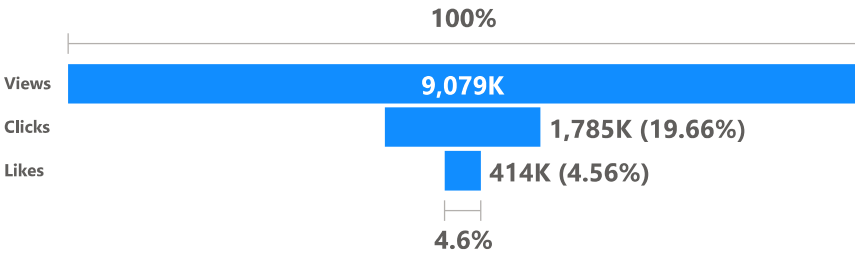
Conversion Rate by MonthNameShort



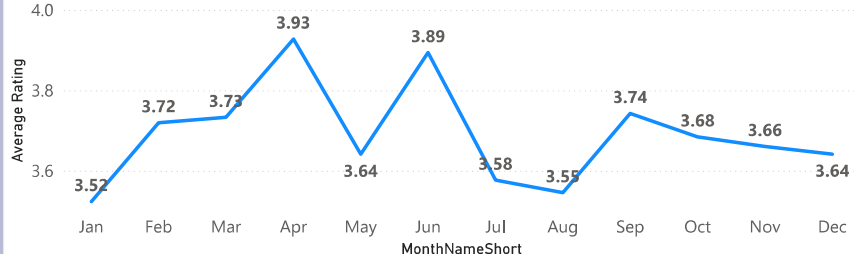
Conversion Rate by ProductName



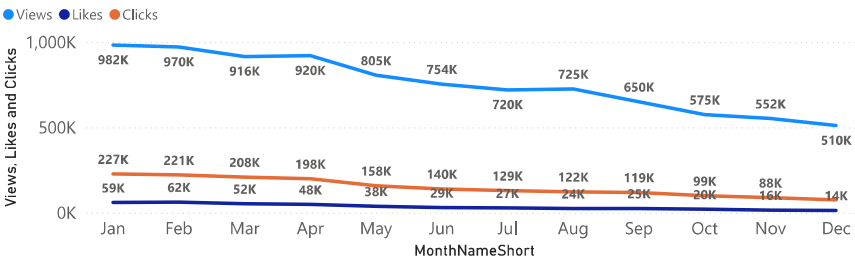
Views, Clicks and Likes



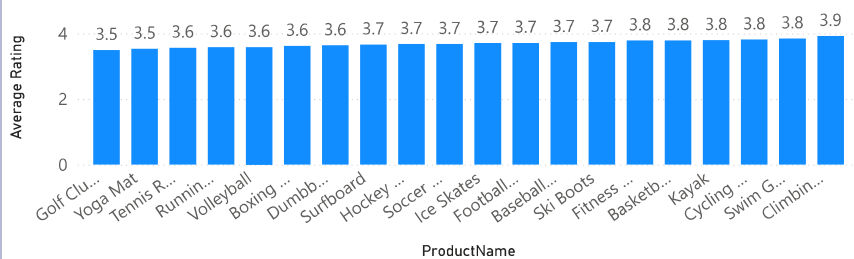
Average Rating by MonthNameShort



Views, Likes and Clicks by MonthNameShort



Average Rating by ProductName



CONVERSION DETAILS

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

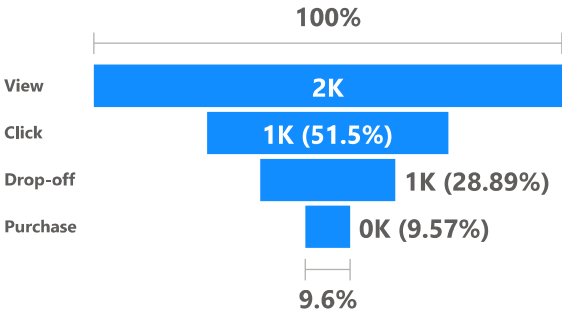
Dec

ProductName

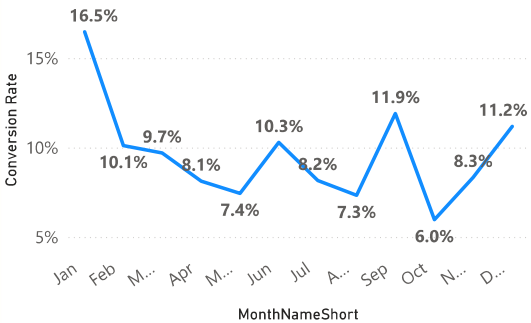
- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐ Volleyball
- ☐ Yoga Mat

9.45%
Conversion Rate

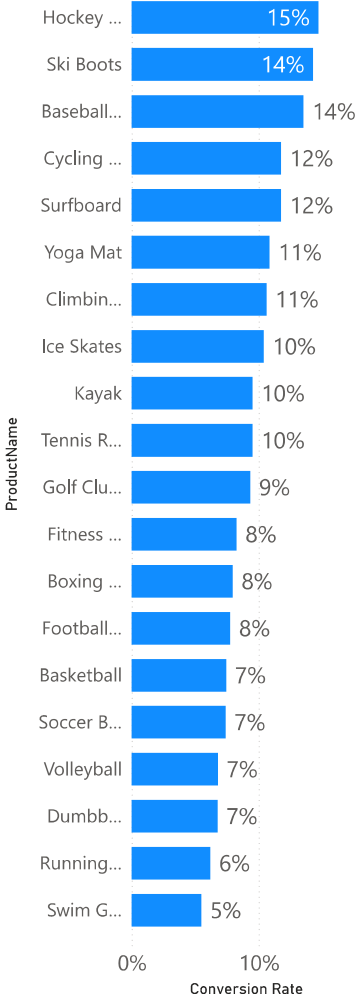
Number of CX Journey by Action



Conversion Rate by MonthNameShort



Conversion Rate by ProductName



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick	18.2%	40.0%	11.1%		22.2%		12.5%	9.1%	20.0%		14.3%	57.1%	14.7%
Ski Boots	100.0%	10.0%	16.7%	12.5%	11.1%	10.0%	12.5%	40.0%					14.3%
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	20.0%	50.0%		13.5%
Cycling Helmet		28.6%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			11.8%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	14.3%			11.1%	10.0%			11.8%
Yoga Mat	40.0%	12.5%	11.1%			14.3%	30.8%					16.7%	10.9%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.6%
Ice Skates			12.5%			8.3%	30.0%	16.7%	20.0%	11.1%	18.2%	25.0%	10.4%
Kayak		16.7%	20.0%	16.7%		16.7%	11.1%		10.0%	14.3%		16.7%	9.5%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			25.0%	6.7%	20.0%		9.5%
Golf Clubs	11.1%	11.1%		10.0%	14.3%		15.4%	25.0%	12.5%			10.0%	9.3%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Boxing Gloves	8.3%					9.1%	8.3%	11.1%		11.1%	20.0%	28.6%	8.0%
Football Helmet	20.0%	28.6%	7.7%	14.3%			8.3%	11.1%	10.0%				7.8%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	12.5%		9.1%		7.4%
Volleyball	18.2%			11.1%		33.3%		10.0%				12.5%	6.8%
Dumbbells			16.7%	12.5%		40.0%			10.0%	9.1%	20.0%	8.3%	6.8%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.2%
Total	16.5%	10.1%	9.7%	8.1%	7.4%	10.3%	8.2%	7.3%	11.9%	6.0%	8.3%	11.2%	9.5%

SOCIAL MEDIA

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

9,079,276

Views

1,785,010

Clicks

414,122

Likes

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

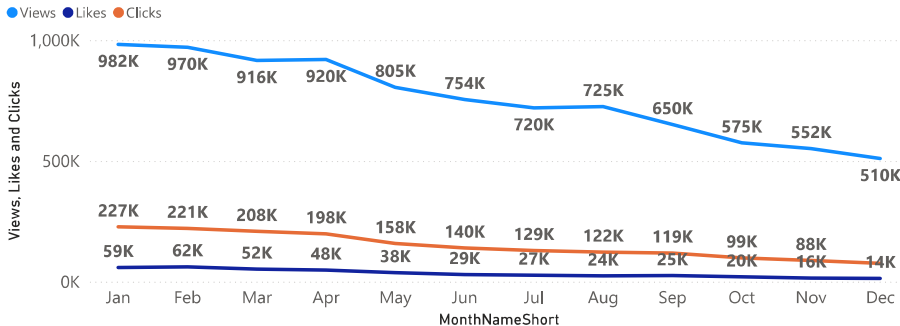
☐ Swim Goggles

☐ Tennis Racket

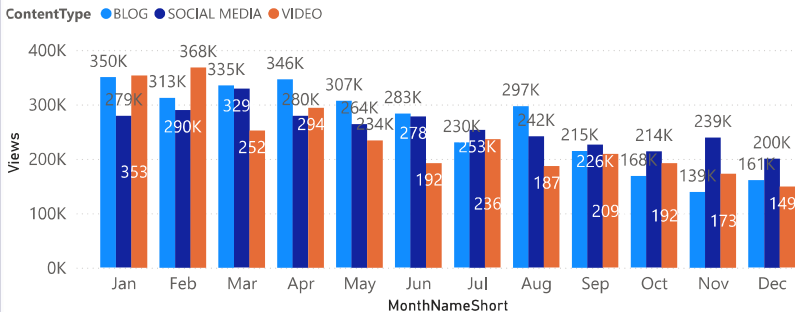
☐ Volleyball

☐ Yoga Mat

Views, Likes and Clicks by MonthNameShort



Views by MonthNameShort and ContentType



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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
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
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
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
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
Dumbbells	49,545	28,018	47,323	44,877	31,720	44,878	27,088	18,171	26,911	21,626	22,782	22,995	385,934
Fitness Tracker	40,446	36,215	30,956	24,651	28,979	30,513	53,307	40,270	17,879	28,841	29,694	43,215	404,966
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
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
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
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
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
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
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
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
Surfboard	41,633	52,447	47,650	18,244	27,886	36,711	23,123	32,624	33,483	23,899	25,019	27,587	390,306
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
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
Volleyball	27,099	51,375	29,699	40,126	34,208	37,997	18,948	44,027	40,626	37,221	24,261	14,196	399,783
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

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

1.65

Average Rating

SentimentCateg...

☐ Mixed Negative

☐ Mixed Positive

☒ Negative

☐ Neutral

☐ Positive

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

ProductName	ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
Football Helmet	Sunday, January 01, 2023	46	The color was different from what was shown.	Negative	1
Golf Clubs	Tuesday, January 03, 2023	87	Terrible customer service, would not buy again.	Negative	1
Fitness Tracker	Wednesday, January 04, 2023	75	Not satisfied, the product broke after a week.	Negative	1
Dumbbells	Thursday, January 05, 2023	83	I had a bad experience with this product.	Negative	1
Ski Boots	Thursday, January 05, 2023	80	Not satisfied, the product broke after a week.	Negative	1
Dumbbells	Saturday, January 07, 2023	62	The product stopped working after a month.	Negative	1
Golf Clubs	Monday, January 09, 2023	36	Not worth the money.	Negative	2
Volleyball	Tuesday, January 10, 2023	21	Not satisfied, the product broke after a week.	Negative	1
Running Shoes	Wednesday, January 11, 2023	83	Product did not meet my expectations.	Negative	1
Ski Boots	Thursday, January 12, 2023	79	Disappointed with the performance.	Negative	2
Dumbbells	Sunday, January 22, 2023	98	The product arrived late.	Negative	2
Football Helmet	Thursday, January 26, 2023	25	The product arrived late.	Negative	2
Ice Skates	Wednesday, February 08, 2023	89	The product stopped working after a month.	Negative	1
Ski Boots	Friday, February 17, 2023	24	I had a bad experience with this product.	Negative	1
Fitness Tracker	Sunday, March 05, 2023	25	Not worth the money.	Negative	2
Ice Skates	Tuesday, March 07, 2023	28	Disappointed with the performance.	Negative	2
Volleyball	Wednesday, March 08, 2023	6	The product stopped working after a month.	Negative	1
Baseball Glove	Friday, March 17, 2023	99	Not worth the money.	Negative	1
Surfboard	Saturday, March 18, 2023	35	Average experience, nothing special.	Negative	2
Surfboard	Tuesday, April 11, 2023	7	Not worth the money.	Negative	2
Hockey Stick	Monday, April 24, 2023	7	The product arrived late.	Negative	2
Tennis Racket	Saturday, April 29, 2023	34	I had a bad experience with this product.	Negative	1
Yoga Mat	Wednesday, May 03, 2023	50	The product stopped working after a month.	Negative	1
Volleyball	Tuesday, May 09, 2023	22	Disappointed with the performance.	Negative	2
Boxing Gloves	Friday, May 19, 2023	30	Terrible customer service, would not buy again.	Negative	1
Tennis Racket	Tuesday, May 23, 2023	59	Not worth the money.	Negative	2
Climbing Rope	Sunday, June 18, 2023	72	Average experience, nothing special.	Negative	2
Basketball	Wednesday, June 21, 2023	64	Average experience, nothing special.	Negative	2
Ski Boots	Tuesday, July 04, 2023	48	Not worth the money.	Negative	2
Hockey Stick	Sunday, July 09, 2023	9	Disappointed with the performance.	Negative	2
Soccer Ball	Tuesday, July 11, 2023	49	Not satisfied, the product broke after a week.	Negative	1
Cycling Helmet	Friday, July 14, 2023	92	Average experience, nothing special.	Negative	2
Surfboard	Sunday, July 16, 2023	86	Not worth the money.	Negative	2