

CONVERSION DETAILS

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

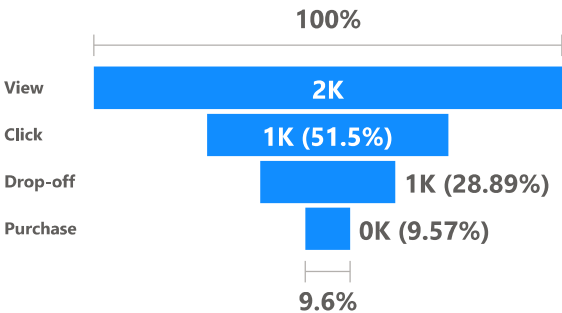
ProductName

- ☐ 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

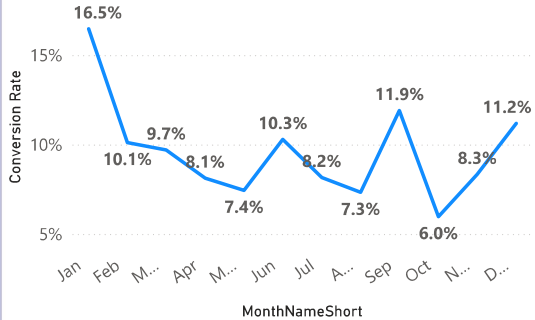
9.45%

Conversion Rate

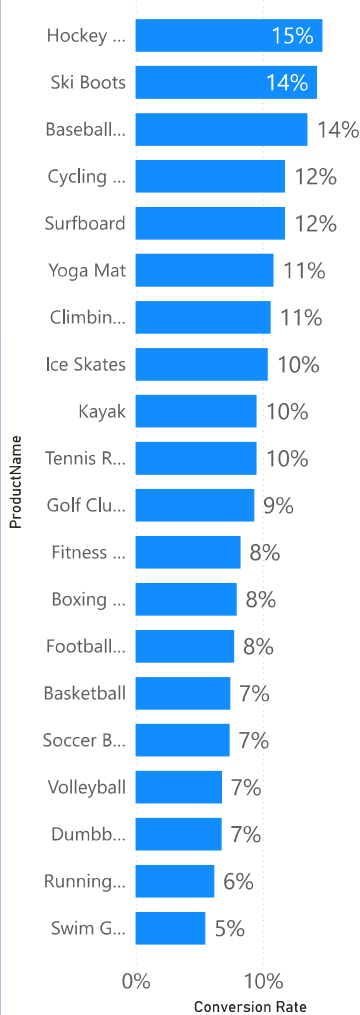
Number of CX Journey by Action



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%