Overview

2023 | 2024 | 2025

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

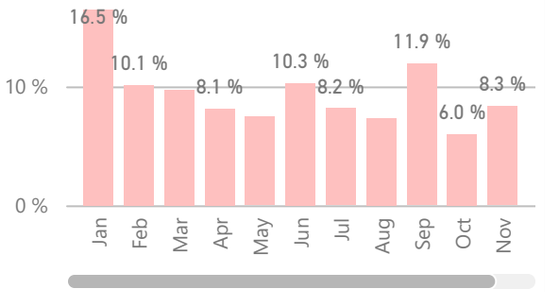
Product Name

- [ ] 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

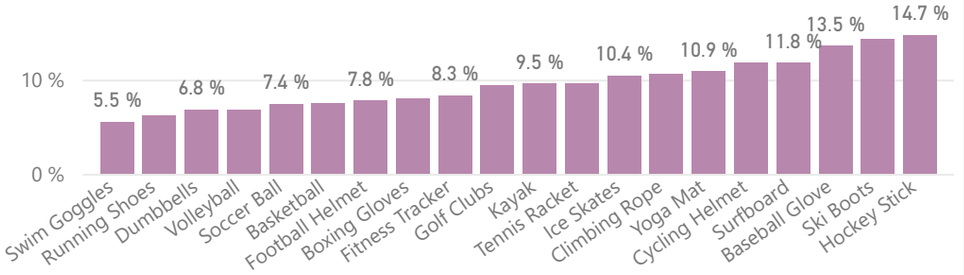
Conversion

9.5 %
Conversion Rate

Conversion Rate by Month



Conversion Rate by Product Name

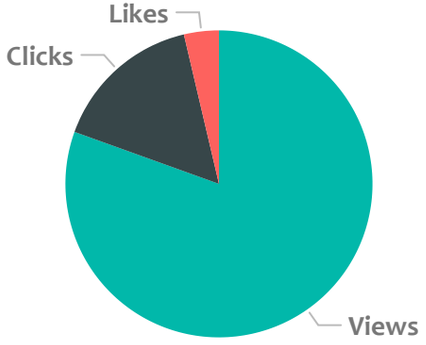


Social Media

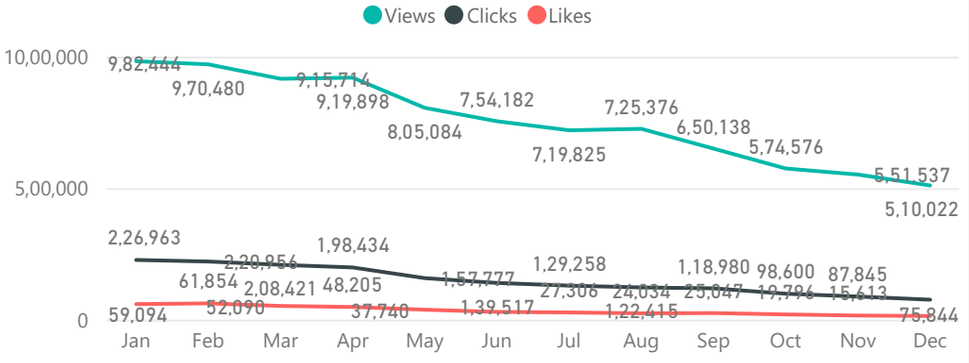
90,79,276
Views

17,85,010
Clicks

4,14,122
Likes



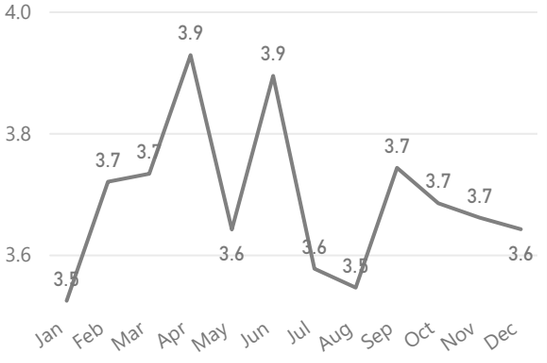
Views, Clicks and Likes by MonthNameShort



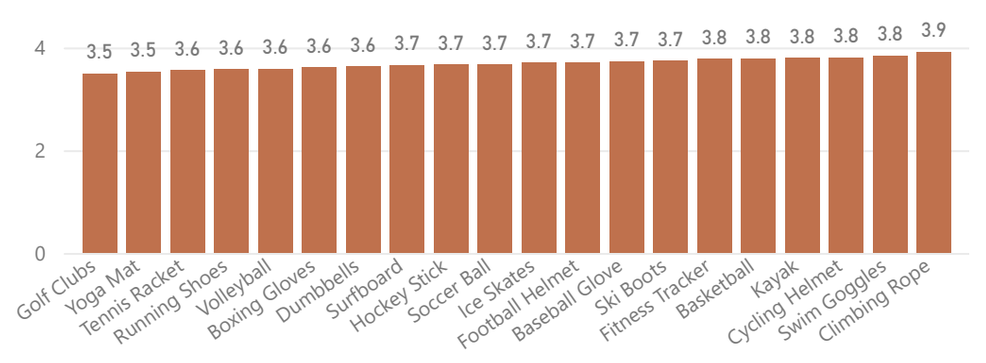
Customer Reviews

3.7
Rating (Average)

Rating (Average) by Month



Rating (Average) by Product Name



view - clicks...IDHAR KS (58))

```
        ContentID,
        CampaignID,
        ProductID,
        UPPER(REPLACE(ContentType, 'Social media', 'SOCIAL MEDIA')) AS ContentType,
        LEFT(ViewsClicksCombined, CHARINDEX('-', ViewsClicksCombined) - 1) AS Views,
        RIGHT(ViewsClicksCombined, LEN(ViewsClicksCombined) - CHARINDEX('-', ViewsClicksCombined)) AS Clicks,
        Likes,   -- no comma after this if it is not the last column
        FORMAT(CONVERT(DATE, EngagementDate), 'dd.MM.yyyy') AS EngagementDate
    FROM dbo.engagement_data
```

100 % | No issues found | Ln: 16 | Ch: 35 | SPC | CRLF

Results | Messages

	EngagementID	ContentID	ContentType	Likes	EngagementDate	CampaignID	ProductID	ViewsClicksCombined
1	1	39	Blog	190	2023-08-30	1	9	1883-671
2	2	48	Blog	114	2023-03-28	18	20	5280-532
3	3	16	video	32	2023-12-08	7	14	1905-204
4	4	43	Video	17	2025-01-21	19	20	2766-257
5	5	16	newsletter	306	2024-02-21	6	15	5116-1524
6	6	32	Socialmedia	648	2023-06-18	18	19	8237-1641
7	7	33	SOCIALMEDIA	1	2025-10-01	12	2	750-34
8	8	47	Blog	1	2025-03-31	17	6	891-35

	EngagementID	ContentID	CampaignID	ProductID	ContentType	Views	Clicks	Likes	EngagementDate
1	1	39	1	9	BLOG	1883	671	190	30.08.2023
2	2	48	18	20	BLOG	5280	532	114	28.03.2023
3	3	16	7	14	VIDEO	1905	204	32	08.12.2023
4	4	43	19	20	VIDEO	2766	257	17	21.01.2025
5	6	32	18	19	SOCIALM...	8237	1641	648	18.06.2023
6	7	33	12	2	SOCIALM...	750	34	1	01.10.2025
7	8	47	17	6	BLOG	891	35	1	31.03.2025
8	9	48	13	16	BLOG	5571	1527	123	19.03.2024

Query executed successfully. | SHRIDHARKS\SQLEXPRESS (16.0... | SHRIDHARKS\SHRIDHAR KS... | PortfolioProject_Marke... | 00:00:01 | 8,142 rows