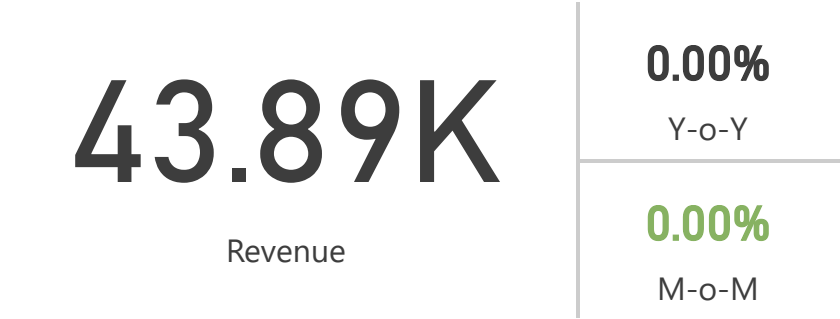




Market Analysis Dashboard:

This dashboard provides a comprehensive analysis of product sales, customer engagement, and sentiment trends across multiple years. It enables stakeholders to monitor performance metrics, optimize marketing strategies, and improve customer satisfaction.

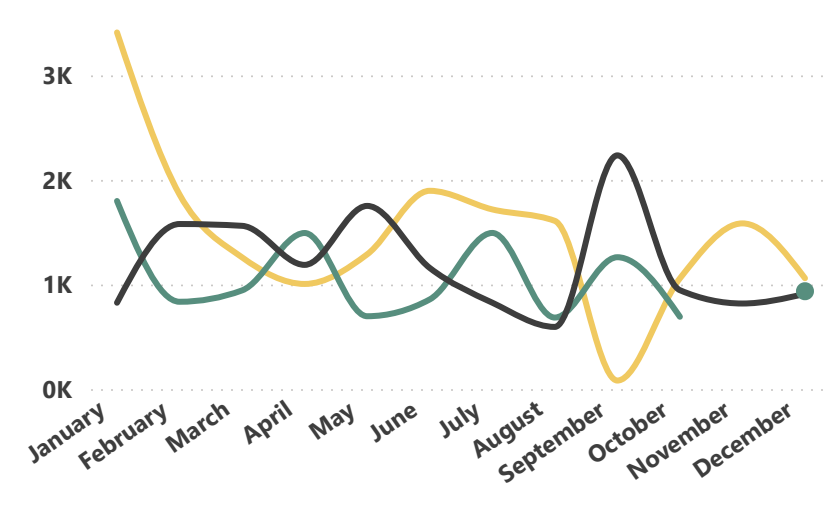
This is how much revenue we generated...



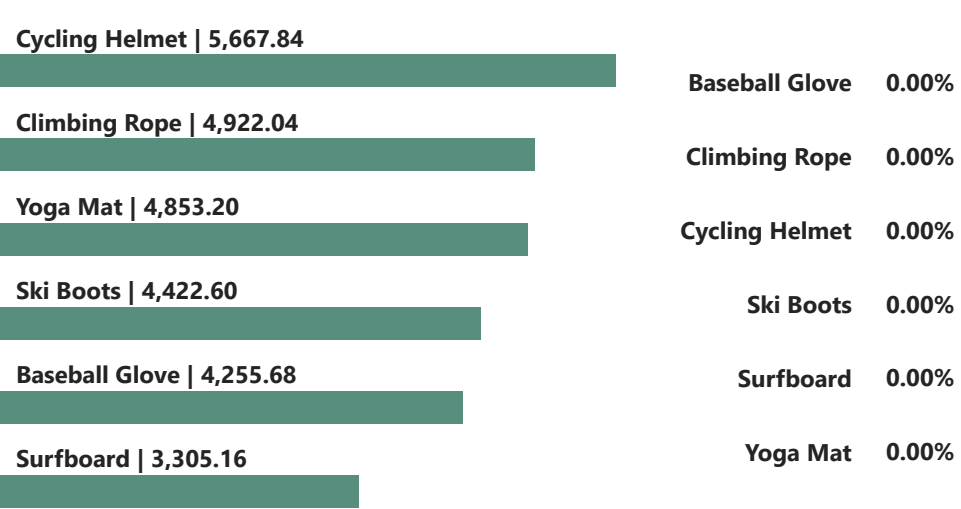
...and distribution between Male & Female...



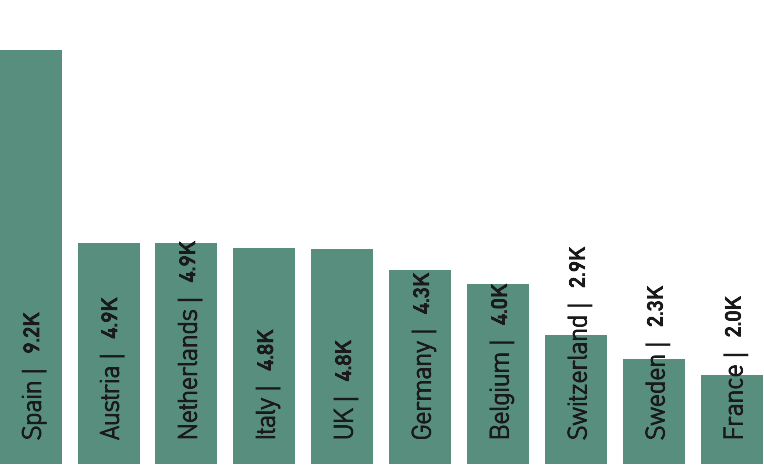
... and the trends in 2023 vs 2024 vs 2025.



Revenue of Top 6 Products which drove the increase and decrease in revenue.



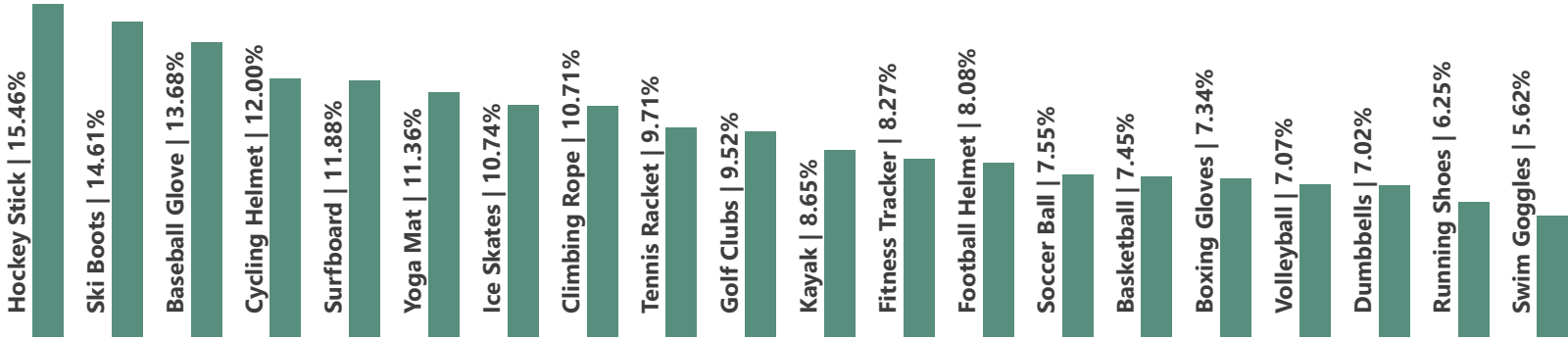
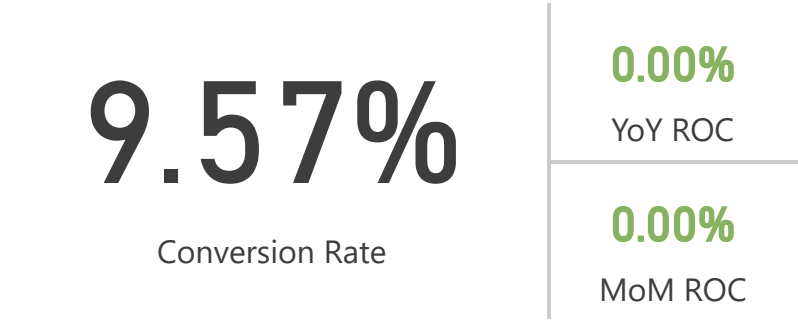
Revenue generated from different country



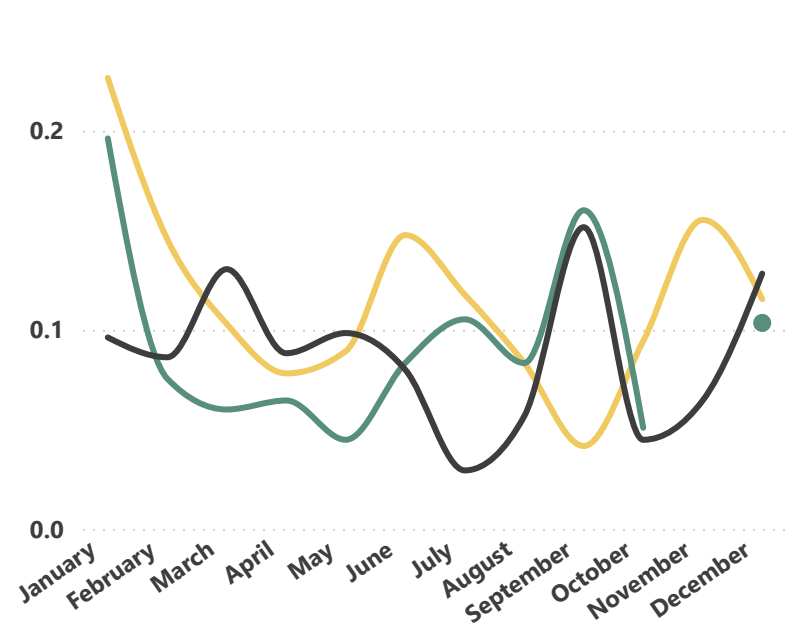
ProductName	2023	2024	2025	Total
Baseball Glove	1,964.16	1,309.44	982.08	4,255.68
Basketball	675.36	450.24	450.24	1,575.84
Boxing Gloves	1,573.92	262.32	524.64	2,360.88
Climbing Rope	1,640.68	410.17	2,871.19	4,922.04
Cycling Helmet	2,361.60	472.32	2,833.92	5,667.84
Dumbbells	78.63	52.42	78.63	209.68
Fitness Tracker	590.04	786.72	786.72	2,163.48
Football Helmet	179.00	134.25	44.75	358.00
Golf Clubs	326.36	326.36	163.18	815.90
Hockey Stick	1,390.64	347.66	869.15	2,607.45
Ice Skates	242.82	75.12	150.24	468.18

This is how much revenue we generated...

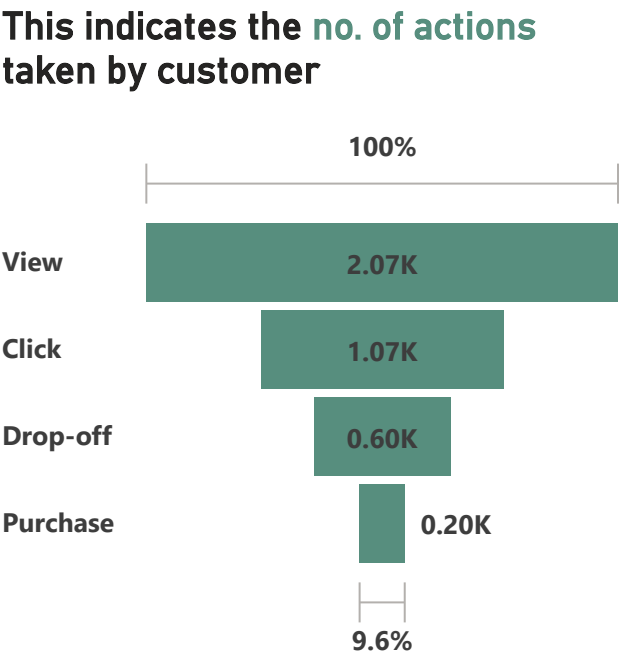
This is the Conversion Rate of Products...



... and the trends in 2023 vs 2024 vs 2025



ProductName		Conversion Rate	MoM ROC	YoY ROC
Baseball Glove	▲	13.68%	0.00%	0.00%
Basketball	▲	7.45%	0.00%	0.00%
Boxing Gloves	▲	7.34%	0.00%	0.00%
Climbing Rope	▲	10.71%	0.00%	0.00%
Cycling Helmet	▲	12.00%	0.00%	0.00%
Dumbbells	▲	7.02%	0.00%	0.00%
Fitness Tracker	▲	8.27%	0.00%	0.00%
Football Helmet	▲	8.08%	0.00%	0.00%
Golf Clubs	▲	9.52%	0.00%	0.00%
Hockey Stick	▲	15.46%	0.00%	0.00%
Ice Skates	▲	10.74%	0.00%	0.00%
Kayak	▲	8.65%	0.00%	0.00%
Running Shoes	▲	6.25%	0.00%	0.00%



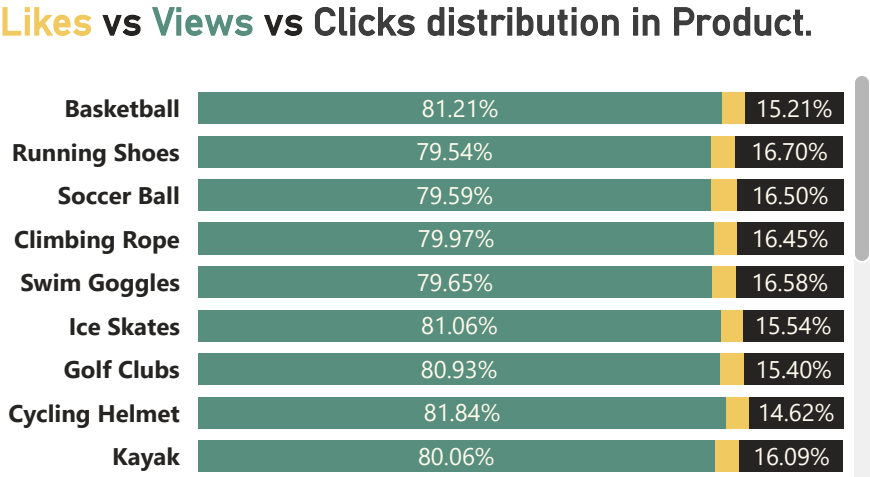
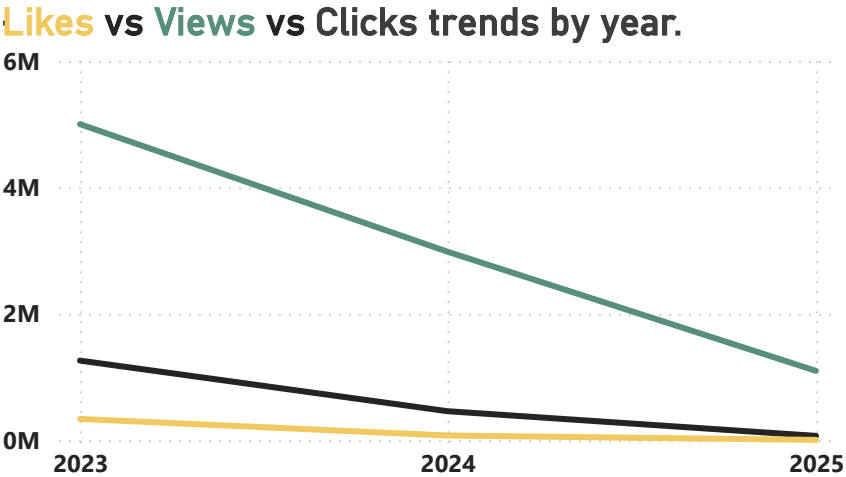
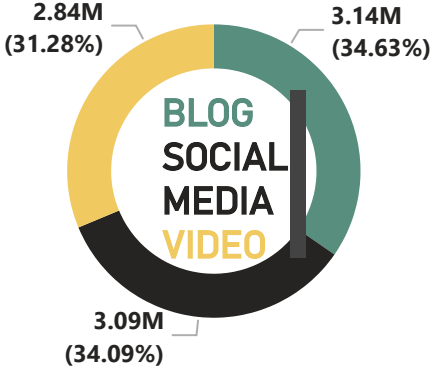
202320242025

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

414K
Likes

9M
Views

2M
Clicks



Customer Engagement Product

Basketball 197
Running Shoes 197
Climbing Rope 190
Soccer Ball 190
Swim Goggles 186
Hockey Stick 180
Ski Boots 180
Golf Clubs 176
Boxing Gloves 175

ProductName	January	February	March	April	May	June	July	August	September	October	November	December
⊕ Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794
⊕ Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131
⊕ Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655
⊕ Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687
⊕ Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466
⊕ Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995
⊕ Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215
⊕ Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260
⊕ Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731
⊕ Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540
⊕ Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563
⊕ Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309

202320242025

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Country

All

SentimentCateg...

All

ProductName

All

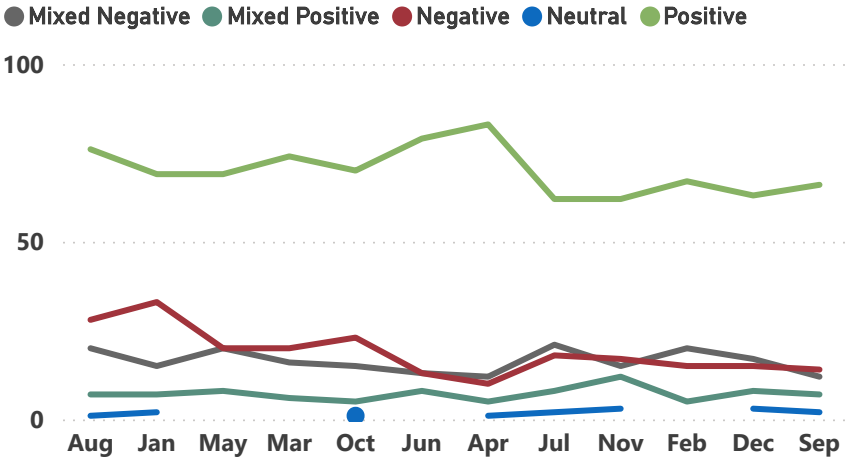
Rating

3.69

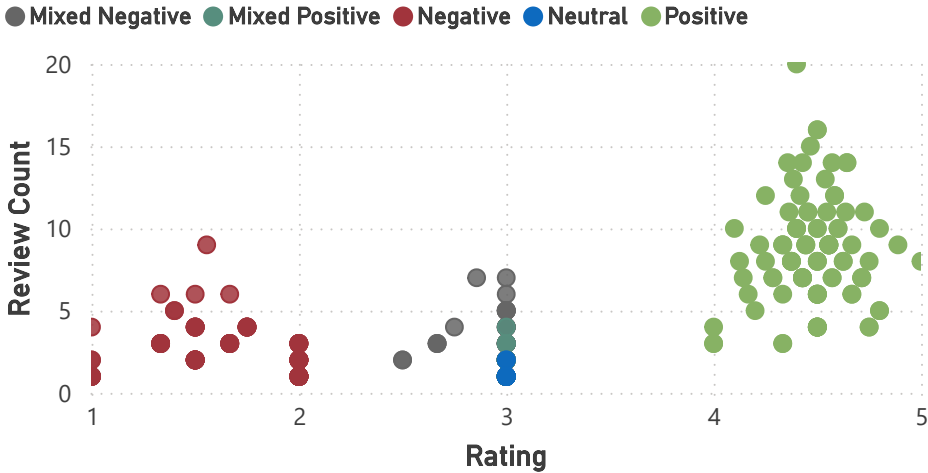
Mixed Nega...Mixed Posi...NegativeNeutralPositive

14.38%16.58%61.63%

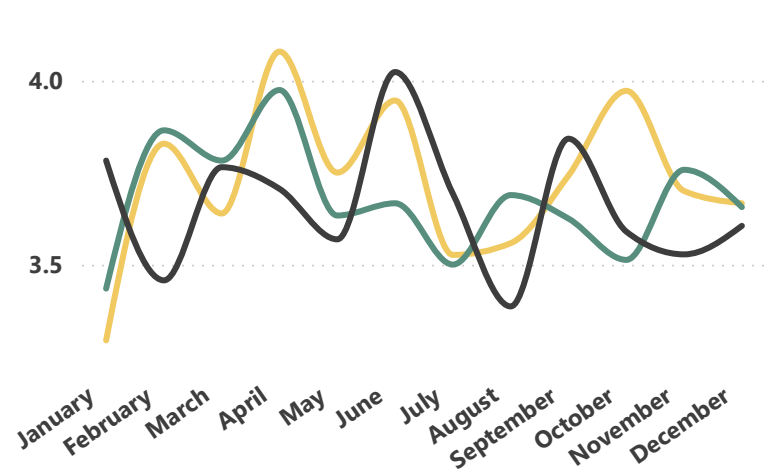
Sentiment Category trends in month.






No. of Customer distribution based on Rating



Trends in 2023 vs 2024 vs 2025



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
Sunday, January 01, 2023	10	Shipping was fast and the item was well-packaged.	Positive	5
Sunday, January 01, 2023	46	The color was different from what was shown.	Negative	1
Monday, January 02, 2023	68	Shipping was fast and the item was well-packaged.	Positive	5
Tuesday, January 03, 2023	23	Customer support was very helpful.	Positive	5
Tuesday, January 03, 2023	68	Customer support was very helpful.	Positive	4
Tuesday, January 03, 2023	87	Terrible customer service, would not buy again.	Negative	1
Wednesday, January 04, 2023	69	Good quality, but could be cheaper.	Mixed Positive	3
Wednesday, January 04, 2023	75	Not satisfied, the product broke after a week.	Negative	1
Thursday, January 05, 2023	80	Not satisfied, the product broke after a week.	Negative	1
Thursday, January 05, 2023	83	I had a bad experience with this product.	Negative	1
Friday, January 06, 2023	95	Excellent product, highly recommend!	Positive	5

 Revenu Details		 Conversion Rate Details		 Social Media Details		 Review Details		 Customer Details
Customer ID	Customer Name	Email	Age	Gender	City	Country	Rating	Sentiment Score
1	Emma Anderson	emma.anderson@example.com	50	Male	Berlin	Germany	4.20	0.22
2	Sarah Brown	sarah.brown@example.com	37	Female	Madrid	Spain	3.23	0.09
3	Robert Hernandez	robert.hernandez@example.com	26	Female	Amsterdam	Netherlands	3.76	0.18
4	David Garcia	david.garcia@example.com	25	Male	Stockholm	Sweden	3.69	0.32
5	Emma Miller	emma.miller@example.com	41	Female	Madrid	Spain	3.82	0.22
6	Daniel Rodriguez	daniel.rodriguez@example.com	31	Male	Brussels	Belgium	3.68	0.21
7	Laura Miller	laura.miller@example.com	35	Male	Brussels	Belgium	3.31	0.21
8	James Gonzalez	james.gonzalez@example.com	18	Female	Stockholm	Sweden	3.58	0.17
9	Emily Thomas	emily.thomas@example.com	29	Male	Vienna	Austria	3.50	0.26
10	Chris Davis	chris.davis@example.com	46	Female	Berlin	Germany	3.10	0.03
11	Emma Garcia	emma.garcia@example.com	54	Male	Vienna	Austria	3.69	0.12
12	James Lopez	james.lopez@example.com	43	Female	Brussels	Belgium	4.00	0.16
13	David Wilson	david.wilson@example.com	50	Male	London	UK	3.75	0.39
14	Olivia Wilson	olivia.wilson@example.com	60	Male	Madrid	Spain	4.20	0.44
15	Emma Martinez	emma.martinez@example.com	32	Male	Zurich	Switzerland	4.00	0.28
16	Michael Martinez	michael.martinez@example.com	40	Male	Rome	Italy	3.60	0.10
17	Daniel Thomas	daniel.thomas@example.com	46	Female	Berlin	Germany	3.95	0.21
18	Robert Lopez	robert.lopez@example.com	38	Female	Rome	Italy	4.00	0.24
19	Emma Wilson	emma.wilson@example.com	36	Female	Amsterdam	Netherlands	3.89	0.22
20	David Johnson	david.johnson@example.com	22	Male	London	UK	3.67	0.23
21	Olivia Gonzalez	olivia.gonzalez@example.com	40	Female	Madrid	Spain	3.60	0.16

Name

Alex Garcia

Revenue

43.89K

Duration Spent

612.74K

Views

9M

Clicks

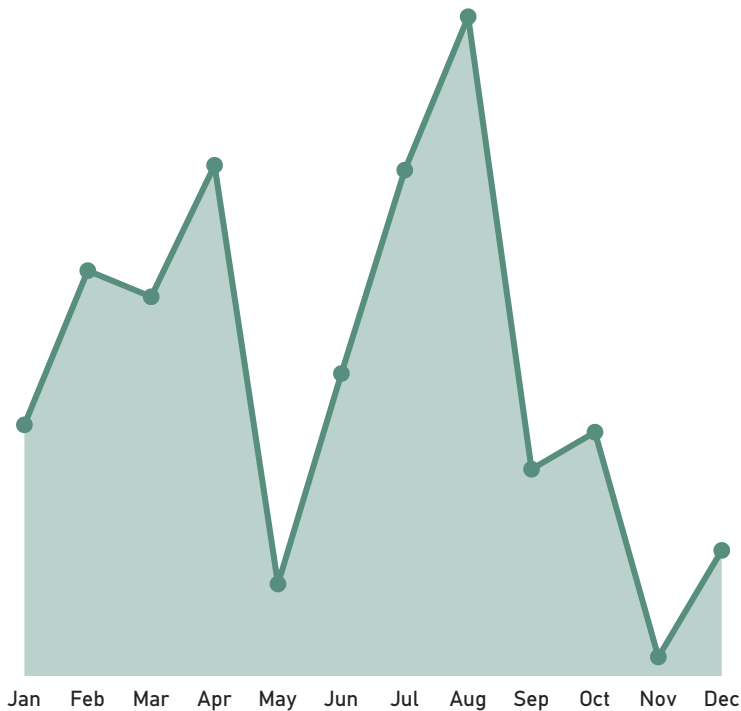
2M

Likes

414K

Conversion Rate

9.57%



Views

9M

Clicks

2M

Likes

414K

● Views ● Clicks ● Likes

5M

0M

2023

2024

2025

