																\sim
Overview																
	2023	2024	2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	

Product NameBaseball GloveBasketballBoxing GlovesClimbing RopeCycling HelmetDumbbellsFitness Tracker	Conversion	9.57% Conversion Rate	Conversion Rate by Month 20% 17.31% 12.20% 11.41% 10% 9.76% 10.53% 12.20% 11.41% 10% 7.57% 7.88% 6.15% Jan Feb Mar Apr May Jun Jul Aug sep Oct Nov Dec	Conversion Rate by Product Name Swim Goggles Running Shoes Soccer Ball Lice Skates Lice Skates Lice Skates Soccer Ball Soccer Ball Lice Skates Lice Skates Soccer Ball Soccer Ball Lice Skates Soccer Ball Soccer B
 Football Helmet Golf Clubs 		2M Clicks	Views, Clicks and Likes 100%	Views, Clicks and Likes by Month Views Clicks Likes 0.9M 0.8M0.7M 0.8M0.7M 0.7M
 Hockey Stick Ice Skates Kayak 	Social Media	414K Likes	Views 9M Clicks 2M	0.8M 0.9M 0.7M 0.7M 0.7M 0.7M 0.7M 0.7M 0.6M 0.2M 0.2M 0.2M 0.1M 0.1M 0.1M 0.1M 0.1M 0.1M 0.1M 0.1
 Running Shoes Ski Boots 		9M Views	Likes 0M	0.0M 0.0M 0.0M 0.0M 0.0M 0.0M 0.0M 0.0M
 Soccer Ball Surfboard Swim Goggles Tennis Racket Volleyball Yoga Mat 	Customer Reviews	3.69 Rating Average	Rating Average by Month 4.0 3.93 3.89 3.8 3.72 3.71 3.74 3.6 3.52 3.68 3.66 3.64 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jon Sep Oct Nov Dec 10	ClimSwimSwimSwimSwimSwimSwimSwim3.8Cycli3.8Fayak3.8Bask3.8Foot3.8Surfb3.7Surfb3.7Socce3.7Socce3.7Surfb3.7Surfb3.7Surfb3.7Socce3.7Socce3.7Socce3.7Socce3.7Surfb3.7Surfb3.7Surfb3.7Socce3.7Socce3.7Socce3.7Socce3.7Socce3.7Surfb3.6Socce3.7Socce<

				\checkmark													\sim
Conversion Details																	
	2023	2024	2025		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	



 \sim

9.57%

Conversion Rate

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





Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	22.22%	50.00%
Basketball		50.00%	16.67%	20.00%					12.50%		12.50%
Boxing Gloves	9.09%					10.00%	8.33%	12.50%		11.11%	10.00%
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%	9.09%	
Cycling Helmet		33.33%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%	8.33%	
Dumbbells			16.67%	12.50%		40.00%			10.00%	11.11%	20.00%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%		7.69%
Football Helmet	25.00%	28.57%	7.69%	16.67%			8.33%	11.11%	10.00%		
Golf Clubs	12.50%	11.11%		10.00%	14.29%		16.67%	25.00%	12.50%		
Hockey Stick	22.22%	40.00%	11.11%		25.00%		12.50%	10.00%	20.00%		14.29%
Ice Skates			12.50%			9.09%	30.00%	16.67%	22.22%	11.11%	20.00%
Kayak		16.67%	20.00%	8.33%		16.67%	11.11%		10.00%	14.29%	
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%		14.29%
Ski Boots	100.00%	10.00%	20.00%	12.50%	11.11%	10.00%	12.50%	40.00%			
Soccer Ball	75.00%		8.33%	9.09%				10.00%	14.29%		9.09%
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	15.38%			11.11%	10.00%	
Total	17.31%	10.24%	9.76%	7.73%	7.61%	10.53%	8.29%	7.57%	12.20%	6.15%	7.88%

Conversion Rate by Product Name



Social Media De		2023	202	4	2025	~	Ja	an	Feb	Mar	Apr	Мау	, Ji	un Ju	ul A	Aug	Sep	Oct	Nov	Dec
Product Name ∨ □ Baseball Glove	2M Clicks			Views, Clicks and Likes 100%									Views, Clicks and Likes by Month • Views • Clicks • Likes							
 Basketball Boxing Gloves Climbing Rope 	414K Likes		View				9M 2M				1.0M 0.5M	0.9M	0.8M	0.8N 0.9M	1 0.8M	0.7M	0.7M	0.8M 0.7M	0.7M	0.7M
 Cycling Helmet Dumbbells Fitness Tracker 	9M Views		Likes				⊢∣ 4.6%	0M			0.0M	0.0101	0.0101	0.0101 0.010	1 0.1M 1 0.0M • May	0.0M	0.0M	0.1M 0.2M 0.0M 0.0M Aug Sep	0.0M	0.1M 0.9M 0.0M Nov Dec
Golf Clubs	Product Name ▼ ⊡ Yoga Mat	Jan 31580	Feb 28158	Mar 52713	Apr 10780	May 31771	Jun 33308	Jul 33718	Aug 22406	Sep 49439	Oct 39341	Nov 26326	Dec 55935	Total 415475			-	onth and (21
 Hockey Stick Ice Skates 	 ↔ Volleyball ↔ Tennis Racket ↔ Swim Goggles ↔ Surfboard 	29792 36334 36897 32519	54627 35889 52963 31159	19909 44419 55886 42078	31620 46824 60553 33436	36506 37739 41549 26400	39255 26095 44365 47241	18017 35013 47888 25136	51927 33712 41970 31172	40794 16676 35906 34762	39014 63622 29070 33590	21680 33641 32037 22087	16642 32808 30801 30726	442772 509885	0.3M					
KayakRunning Shoes	 	70840 31443 64438 28503	44013 38999 42083 27203	45605 40746 38939 62912	44650 29373 46895 43985	50338 34049 46450 45907	45396 20780 46244 41656	52638 48228 39299 14214	44089 73092 46978 34039	28681 25526 50311 44027	16990 26679 38327 51268	42046 56362 44990 26035	31876 28551 15408 35556	517162 453828 520362	0.2M		h	III	h	
 Ski Boots Soccer Ball 	 Ice Skates Hockey Stick Golf Clubs Football Helmet 	78993 45606 50227 47453	31351 44112 37103 26734	45753 41120 47568 24365	34799 34398 36629 50730	46525 29398 41758 46520	35413 52651 46249 25601	31818 34609 56892 44983	24755 20639 30218 33825	47907 24058 36298 28898	41289 27754 42975 31376	22715 45623 29352 35426	33991 40213 19380 11722							Ш
 Surfboard Swim Goggles Tennis Racket 	 Fitness Tracker Dumbbells Cycling Helmet Climbing Rope 	44936 47683 34994 58515	33491 27013 38845 85097	16919 41998 33639 35497	27925 49572 38762 72556	24629 35449 43685 30532	26307 30616 52622 25361	47636 27557 29759 26695	40049 18524 34262 41281	29443 31991 47991 28283	34049 23276 41116 20127	28044 30577 27388 62700	51538 21678 37173 28733	460236	0.1M					
 Volleyball Yoga Mat 	 → Boxing Gloves → Basketball → Baseball Glove Total 	37046 57605 42753 908157	59495 53498 54556 846389	69342 58662 45170 863240	45308 42754 32940 814489	25019 41072 38036 753332	53528 12754		32646 53483 49112 758179	24798 59048 46735 731572	28547 20066 21132 669608		13930 33746 23467 593874	529860	0.0M S	anfeb	Mar Apr _M	iay jun jul _A	¹⁹ Seb O	"thoy Dec

Customer Review Details

R



	Number o Reviews
3.69	400
ating Average	200 80
	0

2023



2024

2025



Feb

Mar

Mav

Apr

Jan



Sep

Oct

Nov

Jul

Jun

Aug

Product Name \sim Sentim **ReviewDate CustomerID ReviewText Baseball Glove** 1 Customer support was very helpful. Saturday, February 25, 2023 Positive Basketball Saturday, June 17, 2023 1 The product is okay, but the instructions were unclear. Mixed N Thursday, November 23, 2023 1 I love this product, will buy again! **Boxing Gloves** Positive Monday, April 01, 2024 1 Five stars for the quick delivery. Positive Climbing Rope Thursday, January 09, 2025 1 Exceeded my expectations! Positive Cycling Helmet Saturday, September 16, 2023 2 Great purchase, very satisfied. Positive Tuesday, November 21, 2023 2 Not worth the money. Mixed N Dumbbells Monday, January 08, 2024 2 Not worth the money. Negativ Fitness Tracker Tuesday, January 09, 2024 2 Product did not meet my expectations. Negativ Football Helmet Friday, February 16, 2024 2 Not worth the money. Mixed N 2 Average experience, nothing special. Tuesday, October 15, 2024 Mixed N Golf Clubs Wednesday, November 06, 2024 2 The build quality is impressive. Positive Hockey Stick Monday, February 10, 2025 2 Terrible customer service, would not buy again. Negativ Friday, March 14, 2025 2 The quality is top-notch. Ice Skates Positive Sunday, May 25, 2025 2 Five stars for the quick delivery. Positive 2 The build quality is impressive. Monday, June 30, 2025 Positive **Running Shoes** 2 Great purchase, very satisfied. Sunday, July 20, 2025 Positive Saturday, October 04, 2025 2 Not worth the money. Negativ Ski Boots Monday, January 09, 2023 3 Shipping was fast and the item was well-packaged. Positive



● Mixed Neg... ● Mixed Posi... ● Negative ● Neutral ● Positive



Dec

Soccor Ball

Kayak