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| | 2017 | 2016 | |
|--|---------------|---------------|-------------------|
| | 2,716,772.00 | 2,130,039.00 | 586,733.00 |
| | 1,336,510.96 | 1,167,682.81 | 168,828.15 |
| | 1,380,261.04 | 962,356.19 | 417,904.85 |
| | 50.81% | 45.18% | 5.62% |
| | 163,006.32 | 119,282.18 | 43,724.14 |
| | 630,583.01 | 470,779.21 | 159,803.80 |
| | 368,670.69 | 187,677.55 | 180,993.14 |

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店铺浏览量分析.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

微软雅黑 11 A A 常规 条件格式 插入 删除 排序和筛选 查找和选择

粘贴 李体 对齐方式 数字 格式 单元格 编辑

D10 350

| 日期 | 浏览量 | 访问量 | PC端浏览量 | 移动端浏览量 | 日平均浏览量 |
|-----------|------|------|--------|--------|--------|
| 2018/3/1 | 1200 | 600 | 750 | 450 | 956 |
| 2018/3/2 | 645 | 350 | 340 | 305 | 956 |
| 2018/3/3 | 898 | 420 | 480 | 418 | 956 |
| 2018/3/4 | 1100 | 500 | 600 | 500 | 956 |
| 2018/3/5 | 950 | 430 | 450 | 500 | 956 |
| 2018/3/6 | 750 | 360 | 300 | 450 | 956 |
| 2018/3/7 | 860 | 440 | 400 | 460 | 956 |
| 2018/3/8 | 1600 | 1000 | 600 | 1000 | 956 |
| 2018/3/9 | 900 | 350 | 350 | 550 | 956 |
| 2018/3/10 | 1050 | 500 | 600 | 450 | 956 |
| 2018/3/11 | 750 | 280 | 450 | 300 | 956 |
| 2018/3/12 | 600 | 160 | 380 | 220 | 956 |
| 2018/3/13 | 860 | 300 | 420 | 440 | 956 |
| 2018/3/14 | 950 | 420 | 580 | 370 | 956 |
| 2018/3/15 | 1500 | 650 | 620 | 880 | 956 |
| 2018/3/16 | 1200 | 550 | 600 | 600 | 956 |
| 2018/3/17 | 800 | 330 | 450 | 350 | 956 |
| 2018/3/18 | 950 | 380 | 380 | 570 | 956 |
| 2018/3/19 | 750 | 400 | 420 | 330 | 956 |
| 2018/3/20 | 800 | 360 | 420 | 380 | 956 |

Sheet1 Sheet2 Sheet3

转化率分析.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

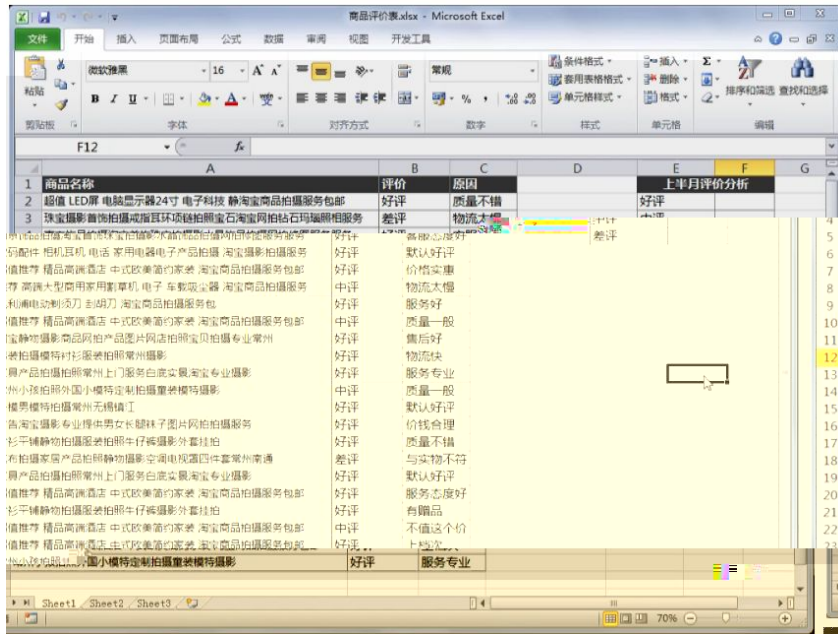
微软雅黑 10 A A 常规 条件格式 插入 删除 排序和筛选 查找和选择

粘贴 李体 对齐方式 数字 格式 单元格 编辑

D2

| 流量项目 | 访客数 | 成交数 | 成交转化率 |
|--------|------|-----|-------|
| 淘内免费流量 | 1300 | 120 | |
| 淘外流量 | 600 | 43 | |
| 淘内收费流量 | 760 | 100 | |
| 搜索引擎 | 320 | 30 | |
| 直接访问 | 98 | 5 | |
| 1100 | 1300 | 90 | |

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Microsoft Excel 窗口: 本月度销售分析.xlsx

菜单栏: 文件, 开始, 插入, 页面布局, 公式, 数据, 审阅, 视图, 开发工具

工具栏: 粘贴, 宋体, 11, A, 会计专用, 条件格式, 插入, 删除, 排序和筛选, 查找和选择, 单元格格式, 编辑

| 1 | A | B | C | D | E | F | G | H | I | J | K |
|----|------|-----|------|-----|----------|------------|---|---|---|---|---|
| | 销售地区 | 销售员 | 商品名称 | 数量 | 单价 (¥) | 销售金额 (¥) | | | | | |
| 2 | 广州 | 白雪 | 数码相机 | 100 | 2,000.00 | 200,000.00 | | | | | |
| 3 | 广州 | 白雪 | 数码相机 | 68 | 3,500.00 | 238,000.00 | | | | | |
| 4 | 广州 | 白雪 | 数码相机 | 80 | 3,000.00 | 240,000.00 | | | | | |
| 5 | 广州 | 白雪 | 数码相机 | 8 | 4,500.00 | 36,000.00 | | | | | |
| 6 | 广州 | 白雪 | 冰箱 | 98 | 900.00 | 88,200.00 | | | | | |
| 7 | 广州 | 白雪 | 冰箱 | 12 | 780.00 | 9,360.00 | | | | | |
| 8 | 广州 | 白雪 | 冰箱 | 56 | 1,500.00 | 84,000.00 | | | | | |
| 9 | 广州 | 白雪 | 冰箱 | 30 | 1,080.00 | 32,400.00 | | | | | |
| 10 | 深圳 | 杨光明 | 数码相机 | 56 | 5,000.00 | 280,000.00 | | | | | |
| 11 | 深圳 | 杨光明 | 数码相机 | 90 | 4,300.00 | 387,000.00 | | | | | |
| 12 | 深圳 | 杨光明 | 数码相机 | 95 | 9,800.00 | 931,000.00 | | | | | |
| 13 | 深圳 | 杨光明 | 数码相机 | 80 | 7,800.00 | 624,000.00 | | | | | |
| 14 | 深圳 | 李青山 | 电话 | 56 | 900.00 | 50,400.00 | | | | | |
| 15 | 深圳 | 李青山 | 电话 | 15 | 1,420.00 | 21,300.00 | | | | | |
| 16 | 深圳 | 杨光明 | 电话 | 80 | 1,500.00 | 120,000.00 | | | | | |
| 17 | 深圳 | 杨光明 | 电话 | 60 | 1,299.00 | 77,940.00 | | | | | |
| 18 | 深圳 | 杨光明 | 电话 | 75 | 1,599.00 | 119,925.00 | | | | | |
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客户性别分析.xlsx - Microsoft Excel

| 近两月访客数据统计 | | | |
|-------------|--------|-----|-----|
| 月份 | 女 | 男 | |
| 1月份 | 360 | 140 | |
| 2月份 | 500 | 220 | |
| 总计 | 860 | 360 | |
| 近两月成交顾客数据统计 | | | |
| 月份 | 商品成交总数 | 女 | 男 |
| 1月份 | 300 | 220 | 80 |
| 2月份 | 460 | 320 | 160 |
| 总计 | | | |

顾客年龄统计.xlsx - Microsoft Excel

| 年龄 | 人数 | 占比 |
|--------|------|------|
| 18-24 | 120 | 12% |
| 25-30 | 180 | 18% |
| 31-35 | 250 | 25% |
| 36-40 | 300 | 30% |
| 41-45 | 150 | 15% |
| 46-50 | 80 | 8% |
| 51-55 | 40 | 4% |
| 56-60 | 20 | 2% |
| 61-65 | 10 | 1% |
| 66-70 | 5 | 0.5% |
| 71-75 | 2 | 0.2% |
| 76-80 | 1 | 0.1% |
| 81-85 | 1 | 0.1% |
| 86-90 | 1 | 0.1% |
| 91-95 | 1 | 0.1% |
| 96-100 | 1 | 0.1% |
| 总计 | 1000 | 100% |

城市成交量.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

微软雅黑 16 A A

B I U 背景色 边框 对齐方式 数字 格式 单元格 编辑

条件格式 插入 删除 排序和筛选 查找和选择

常用表格格式 单元表格格式 格式

C5

| | A | B | C | D | E | F | G | H | I | J | K |
|----|---------|------|---|---|---|---|---|---|---|---|---|
| 1 | 城市成交量统计 | | | | | | | | | | |
| 2 | 城市 | 成交量 | | | | | | | | | |
| 3 | 北京 | 3380 | | | | | | | | | |
| 4 | 上海 | 4590 | | | | | | | | | |
| 5 | 重庆 | 2810 | | | | | | | | | |
| 6 | 广州 | 2500 | | | | | | | | | |
| 7 | 深圳 | 3650 | | | | | | | | | |
| 8 | 成都 | 3000 | | | | | | | | | |
| 9 | 济南 | 2800 | | | | | | | | | |
| 10 | 天津 | 3100 | | | | | | | | | |
| 11 | 西安 | 2260 | | | | | | | | | |
| 12 | 武汉 | 3980 | | | | | | | | | |
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Sheet1 Sheet2 Sheet3

消费等级.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

微软雅黑 16 A A

B I U 背景色 边框 对齐方式 数字 格式 单元格 编辑

条件格式 插入 删除 排序和筛选 查找和选择

常用表格格式 单元表格格式 格式

G19

| | A | B | C | D | E | F | G | H | I | J |
|----|--------|------|---|---|---|---|---|---|---|---|
| 1 | 消费水平等级 | 消费指数 | | | | | | | | |
| 2 | 低 | 8% | | | | | | | | |
| 3 | 较低 | 10% | | | | | | | | |
| 4 | 中 | 48% | | | | | | | | |
| 5 | 较高 | 26% | | | | | | | | |
| 6 | 高 | 8% | | | | | | | | |
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Sheet1 Sheet2 Sheet3

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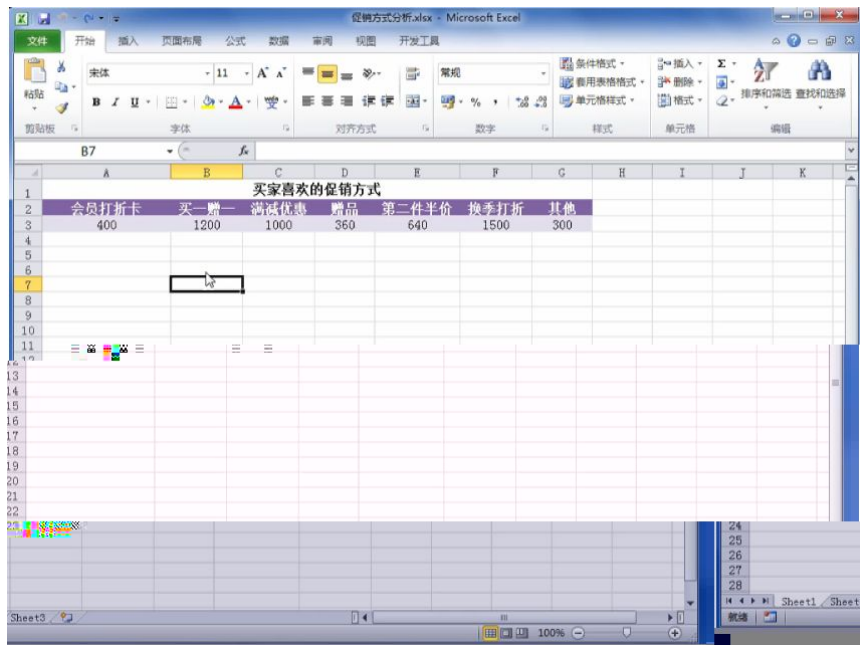
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新老顾客数量统计.xlsx - Microsoft Excel

| 日期 | 老客户 | 新客户 |
|----------|-----|-----|
| 2018/4/1 | 0 | 50 |
| 2018/4/2 | 1 | 48 |
| 2018/4/3 | 0 | 65 |
| 2018/4/4 | 1 | 65 |
| 2018/4/5 | 2 | 45 |
| 2018/4/6 | 1 | 56 |
| 2018/4/7 | 0 | 49 |
| 2018/4/8 | 2 | 59 |
| 2018/4/9 | 3 | 56 |
| 8/4/10 | 2 | 58 |
| 8/4/11 | 4 | 34 |
| 8/4/12 | 5 | 49 |
| 8/4/13 | 5 | 56 |
| 8/4/14 | 6 | 65 |
| 8/4/15 | 3 | 63 |
| 8/4/16 | 6 | 69 |
| 8/4/17 | 6 | 75 |
| 9/1/18 | 5 | 79 |

店铺销售记录.xlsx - Microsoft Excel

| 订单编号 | 买家会员名 | 买家支付宝账号 | 联系手机 | 宝贝标题名称 |
|--------------------|-----------|-------------|-------------|-----------------------------------|
| 889056655458875056 | 追风少年 | 189****4551 | 189****4551 | 超值 LED屏 电脑显示器24寸 电子科技 韩淘宝商品拍摄服务包邮 |
| 154222459555755598 | 爱吃鱼的鱼 | 171****4525 | 171****4525 | 珠宝摄影首饰拍摄戒指耳环项链钻石蓝宝石玛瑙玉石玛瑙相机镜头 |
| 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 淘宝饰品拍摄淘宝宝饰珠宝拍摄水晶饰品拍摄网店修图服务服务 |
| 115433655875421267 | love_wei | 151****9856 | 151****9856 | 数码配件 相机耳机 电话 家用电器电子产品拍摄 淘宝摄影拍摄服务 |
| 124569841155223502 | 爱淘 | 187****4574 | 187****4574 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 155874541354553124 | 网名不重要 | 168****4545 | 168****4545 | 推荐 高端大型商用家用投影机 电子 车载吸尘器 淘宝商品拍摄服务 |
| 165987544451579742 | 朕是皇上 | 185****5661 | 185****5661 | 飞利浦电动剃须刀 剃须刀 淘宝商品拍摄服务包 |
| 844235785135458654 | 乐天派 | 145****4584 | 145****4584 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特衬衫服装拍摄常州摄影 |
| 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 家具产品拍摄常州上门服务白底实景淘宝专享 摄影 |
| 541235458835512126 | 追风少年 | 183****7545 | 183****7545 | 常州小孩拍摄外国小模特定制拍摄服装模特摄影 |
| 122545354225487635 | 你若安好，便是晴天 | 187****5475 | 187****5475 | 外模男模特拍摄常州无棒植工 |
| 547886544254785854 | 明天会更好 | 177****7545 | 177****7545 | 广告淘宝摄影专业提供男女长腿妹子模特 片网拍摄服务 |
| 123659455786554532 | 我是一只蚂蚁 | 186**** | 186**** | |



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销售报表分析1.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

剪贴板 字体 对齐方式 数字 样式 单元格 编辑

数值 条件格式 插入 删除 排序和筛选 查找和选择

E13 239

| | A | B | C | D | E | F | G | H | I | J | K |
|---|----------|----------|------|--------|--------|-------|----|---------|---|---|---|
| 1 | 日期 | 商品编码 | 商品名称 | 商品单价 | 销售价格 | 折扣率 | 数量 | 商品总额 | | | |
| 2 | 2018/4/1 | JSE89-01 | 女士风衣 | 399.00 | 329.00 | 17.5% | 12 | 3948.00 | | | |
| 3 | 2018/4/1 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 9 | 801.00 | | | |
| 4 | 2018/4/2 | JSE89-02 | 女士风衣 | 239.00 | 239.00 | 0.0% | 15 | 3585.00 | | | |
| 5 | 2018/4/2 | JAF58-01 | 女士T恤 | 65.00 | 65.00 | 0.0% | 13 | 845.00 | | | |
| 6 | 2018/4/2 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 12 | 1068.00 | | | |
| 7 | 2018/4/3 | OTSQP-02 | 女士衬衫 | 119.00 | 119.00 | 0.0% | 8 | 952.00 | | | |
| 8 | 2018/4/3 | JSE89-01 | 女士风衣 | 399.00 | 329.00 | 17.5% | 10 | 3290.00 | | | |
| 9 | 2018/4/4 | | | | | | | | | | |

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近期宝贝销售记录.xlsx - Microsoft Excel

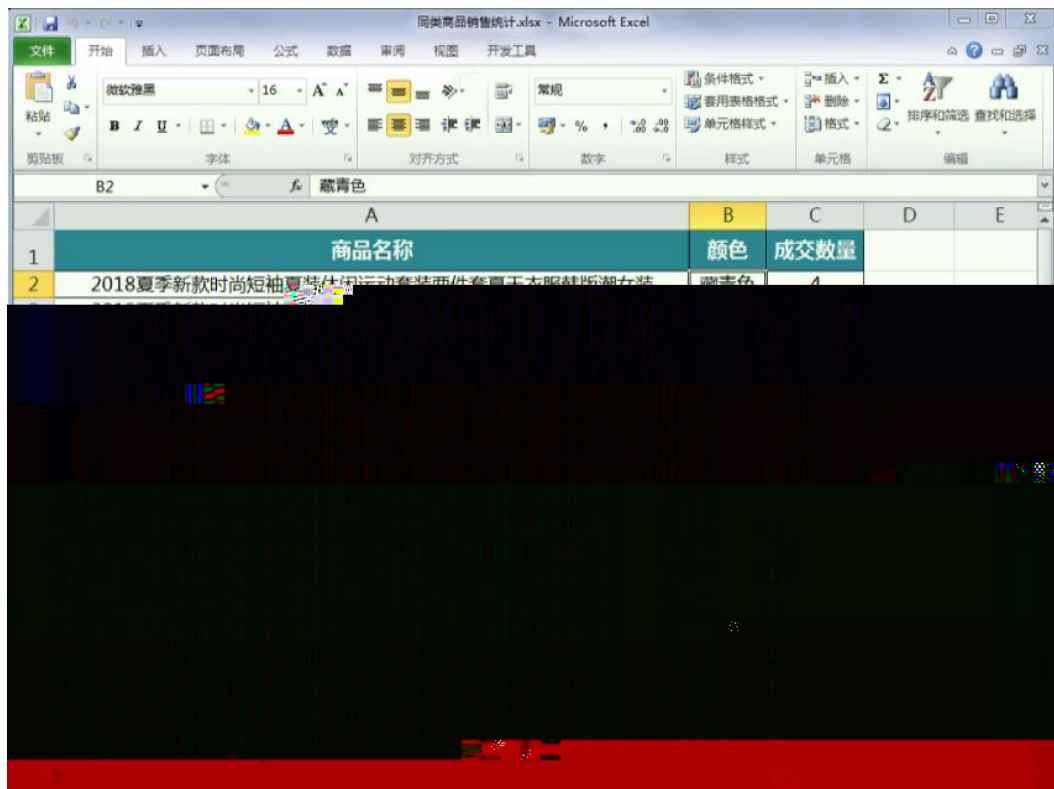
| 1 | A | B | C | D | E |
|----|--------------------|----------|-------------|-------------|-----------------------------|
| 2 | 订单编号 | 买家会员名 | 买家支付宝账号 | 联系电话 | 宝贝标题名称 |
| 3 | 115433655875421267 | love_wei | 151****9856 | 151****9856 | 男装拍摄模特衫服装拍照常州摄影 |
| 4 | 15422245955* | 要吃鱼的鱼 | 171****4525 | 171****4525 | 男装拍摄模特衫服装拍照常州摄影 |
| 5 | 124569841155223502 | 姜淘 | 187****4574 | 187****4574 | 超值推荐 精品高档酒店 中式欧美简约家装 淘宝商品拍摄 |
| 6 | 254843548765123574 | 燕子 | 181****9856 | 181****9856 | 常州小孩拍照外国小童特定制拍摄童装模特衫 |
| 7 | 184235789012345678 | 王自利 城市 | 134****2568 | 134****2568 | 女装拍摄模特衫服装拍照常州摄影 |
| 8 | 147890123456789012 | 陈子豪 961 | 187****4574 | 187****4574 | 男装拍摄模特衫服装拍照常州摄影 |
| 9 | 123456789012345678 | 陈子豪 961 | 187****4574 | 187****4574 | 男装拍摄模特衫服装拍照常州摄影 |
| 10 | 184235789012345678 | 王自利 城市 | 134****2568 | 134****2568 | 女装拍摄模特衫服装拍照常州摄影 |
| 11 | 152345678901234567 | 陈子豪 961 | 187****4574 | 187****4574 | 男装拍摄模特衫服装拍照常州摄影 |
| 12 | 184235789012345678 | 王自利 城市 | 134****2568 | 134****2568 | 女装拍摄模特衫服装拍照常州摄影 |

商品分配方案分析.xlsx - Microsoft Excel

| 1 | 商品分配分析 | | | | | |
|-----|--------|--------|-----------|------|--------|------|
| 2 | 商品名称 | 商品成本 | 平均售出时间(天) | 商品毛利 | 商品分配数量 | 毛利合计 |
| 3 | 女士服装 | 120.00 | 25 | | | |
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| 退货、退款原因分析.xlsx - Microsoft Excel | | | | | | |
|---|-----------------------------------|---------|---------|---------|---|--|
| 文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具 | | | | | | |
| 微软雅黑 16 A A 常规 条件格式 插入 删除 格式 排序和筛选 查找和选择 B I U 背景 文字 对齐方式 数字 样式 单元格 编辑 | | | | | | |
| E20 | | | | | | |
| | D | E | F | G | H | |
| 1 | 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 | | |
| 2 | 女装 百搭条纹翻领衬衫女 2018夏装新款chic直筒中袖衬衣女 | 质量问题 | 部分退款 | ¥20.00 | | |
| 3 | 2018夏季新款时尚休闲运动服装套装女夏天短袖女休闲两件套潮夏装 | 描述与商品不符 | 全部退款 | ¥139.00 | | |
| 4 | 2018春秋新款时尚休闲运动服装套装春秋装时髦卫衣女装两件套韩版潮 | 发错商品 | 全部退款 | ¥128.00 | | |
| 5 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 质量问题 | 部分退款 | ¥30.00 | | |
| 6 | 运动套装女夏季新款2018韩版短袖七分裤休闲两件套夏天时尚夏装潮 | 发错商品 | 全部退款 | ¥69.00 | | |
| 7 | 运动套装女2018夏季新款休闲两件套时尚夏天短袖显瘦运动套装潮 | 质量问题 | 部分退款 | ¥10.00 | | |
| 8 | 运动服套装女2018夏季新款韩版夏天短袖时尚休闲两件套夏季七分裤 | 发错商品 | 全部退款 | ¥89.00 | | |
| 9 | 2018夏季新款韩版时尚运动服装套装女夏天休闲两件套短袖宽松薄款 | 发错商品 | 全部退款 | ¥199.00 | | |
| 10 | 夏季新款时尚休闲运动服装套装2018女韩版时尚潮流两件套一件套 | 质量问题 | 部分退款 | ¥30.00 | | |
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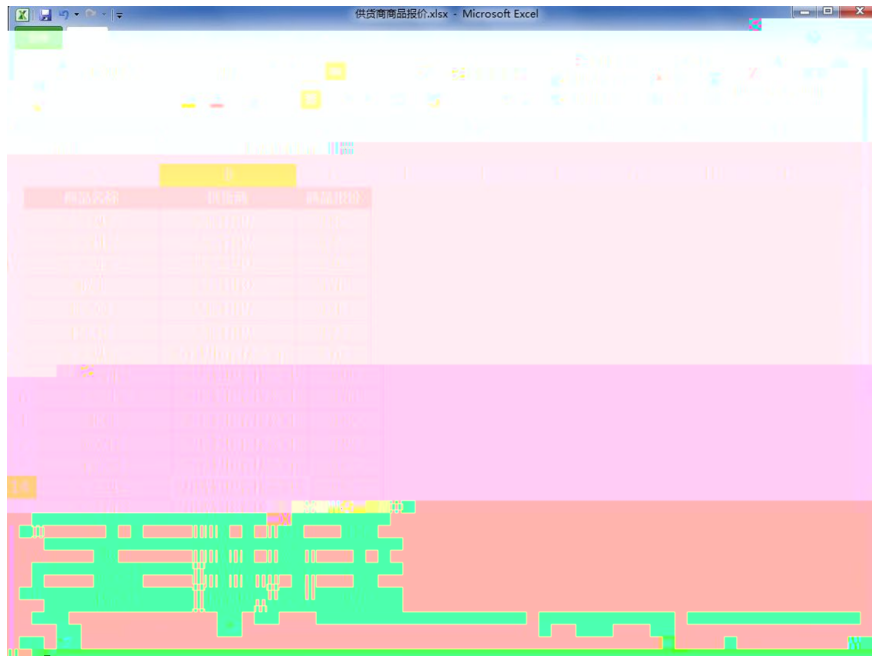
商品成本趋势图.xlsx - Microsoft Excel

| 商品名称 | 日期 | 成本价格 |
|------|------------|------|
| 女士风衣 | 2018年4月1日 | ¥150 |
| 女士风衣 | 2018年4月2日 | ¥169 |
| 女士风衣 | 2018年4月3日 | ¥120 |
| 女士风衣 | 2018年4月4日 | ¥180 |
| 女士风衣 | 2018年4月5日 | ¥156 |
| 女士风衣 | 2018年4月6日 | ¥143 |
| 女士风衣 | 2018年4月7日 | ¥120 |
| 女士风衣 | 2018年4月8日 | ¥143 |
| 女士风衣 | 2018年4月9日 | ¥150 |
| 女士风衣 | 2018年4月10日 | ¥143 |
| 女士风衣 | 2018年4月11日 | ¥143 |
| 女士风衣 | 2018年4月12日 | ¥150 |
| 女士风衣 | 2018年4月13日 | ¥165 |
| 女士风衣 | 2018年4月14日 | ¥140 |
| 女士风衣 | 2018年4月15日 | ¥185 |
| 女士风衣 | 2018年4月16日 | ¥163 |
| 女士风衣 | 2018年4月17日 | ¥140 |
| 女士风衣 | 2018年4月18日 | ¥159 |
| 女士风衣 | 2018年4月19日 | ¥140 |
| 女士风衣 | 2018年4月20日 | ¥140 |
| 女士风衣 | 2018年4月21日 | ¥143 |
| 女士风衣 | 2018年4月22日 | ¥178 |
| 女士风衣 | 2018年4月23日 | ¥150 |

货物采购明细.xlsx - Microsoft Excel

金××鞋服有限公司

| 日期 | 采购名称 | 数量 | 单价 | 总价 |
|-----------|------|-----|-----|-----|
| 2018/4/1 | ... | ... | ... | ... |
| 2018/4/2 | ... | ... | ... | ... |
| 2018/4/3 | ... | ... | ... | ... |
| 2018/4/4 | ... | ... | ... | ... |
| 2018/4/5 | ... | ... | ... | ... |
| 2018/4/6 | ... | ... | ... | ... |
| 2018/4/7 | ... | ... | ... | ... |
| 2018/4/8 | ... | ... | ... | ... |
| 2018/4/9 | ... | ... | ... | ... |
| 2018/4/10 | ... | ... | ... | ... |
| 2018/4/11 | ... | ... | ... | ... |
| 2018/4/12 | ... | ... | ... | ... |
| 2018/4/13 | ... | ... | ... | ... |
| 2018/4/14 | ... | ... | ... | ... |
| 2018/4/15 | ... | ... | ... | ... |
| 2018/4/16 | ... | ... | ... | ... |
| 2018/4/17 | ... | ... | ... | ... |
| 2018/4/18 | ... | ... | ... | ... |
| 2018/4/19 | ... | ... | ... | ... |
| 2018/4/20 | ... | ... | ... | ... |
| 2018/4/21 | ... | ... | ... | ... |
| 2018/4/22 | ... | ... | ... | ... |
| 2018/4/23 | ... | ... | ... | ... |
| 2018/4/24 | ... | ... | ... | ... |
| 2018/4/25 | ... | ... | ... | ... |
| 2018/4/26 | ... | ... | ... | ... |
| 2018/4/27 | ... | ... | ... | ... |
| 2018/4/28 | ... | ... | ... | ... |
| 2018/4/29 | ... | ... | ... | ... |
| 2018/4/30 | ... | ... | ... | ... |



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商品库存数量.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I | J | K |
|----|----|-------|------|------|------|---|---|---|---|---|---|
| 1 | 月份 | 笔记本电脑 | 台式电脑 | 数码相机 | 智能手机 | | | | | | |
| 2 | 1月 | 182 | 263 | 85 | 678 | | | | | | |
| 3 | 2月 | 206 | 325 | 73 | 825 | | | | | | |
| 4 | 3月 | 168 | 287 | 69 | 530 | | | | | | |
| 5 | 4月 | 224 | 309 | 105 | 620 | | | | | | |
| 6 | 5月 | 212 | 278 | 95 | 789 | | | | | | |
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商品库存分析.xlsx - Microsoft Excel

| 商品名称 | 品牌 | 入库日期 | 销售数量 | 入库数量 | 出库数量 | 库存数量 | 库存状态 |
|------|-----|------------|------|------|------|------|------|
| 牛奶 | 蒙牛 | 2013-01-01 | 20 | 50 | 45 | 25 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 18 | 45 | 30 | 35 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 20 | 50 | 42 | 28 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 16 | 30 | 40 | 6 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 25 | 35 | 25 | 35 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 19 | 30 | 20 | 20 | 20 |
| 爽肤水 | Za | 2013-01-01 | 20 | 50 | 55 | 15 | 20 |
| 爽肤水 | 自然堂 | 2013-01-01 | 15 | 40 | 30 | 25 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 28 | 30 | 25 | 33 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 16 | 20 | 14 | 20 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 22 | 18 | 20 | 20 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 20 | 25 | 35 | 10 | 20 |

单一商品库存状态分析.xlsx - Microsoft Excel

| 商品名称 | 品牌 | 入库日期 | 销售数量 | 入库数量 | 出库数量 | 库存数量 | 库存状态 |
|------|-----|------------|------|------|------|------|------|
| 牛奶 | 蒙牛 | 2013-01-01 | 20 | 50 | 45 | 25 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 18 | 45 | 30 | 35 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 20 | 50 | 42 | 28 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 16 | 30 | 40 | 6 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 25 | 35 | 25 | 35 | 20 |
| 牛奶 | 蒙牛 | 2013-01-01 | 19 | 30 | 20 | 20 | 20 |
| 爽肤水 | Za | 2013-01-01 | 20 | 50 | 55 | 15 | 20 |
| 爽肤水 | 自然堂 | 2013-01-01 | 15 | 40 | 30 | 25 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 28 | 30 | 25 | 33 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 16 | 20 | 14 | 20 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 22 | 18 | 20 | 20 | 20 |
| 爽肤水 | 欧莱雅 | 2013-01-01 | 20 | 25 | 35 | 10 | 20 |

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商品库存状态分析.xlsx - Microsoft Excel

| 日期 | 库存 | 入库 | 出库 | 库存积压值 |
|-----------|----|----|----|-------|
| 2018/5/1 | 15 | 10 | 8 | 20 |
| 2018/5/2 | | 5 | 10 | 20 |
| 2018/5/3 | | 10 | 6 | 20 |
| 2018/5/4 | | 8 | 5 | 20 |
| 2018/5/5 | | 5 | 8 | 20 |
| 2018/5/6 | | 10 | 7 | 20 |
| 2018/5/7 | | 5 | 9 | 20 |
| 2018/5/8 | | 8 | 10 | 20 |
| 2018/5/9 | | 15 | 8 | 20 |
| 2018/5/10 | | 3 | 5 | 20 |
| 2018/5/11 | | 5 | 6 | 20 |
| 2018/5/12 | | 8 | 10 | 20 |
| 2018/5/13 | | 8 | 8 | 20 |
| 2018/5/14 | | 10 | 8 | 20 |
| 2018/5/15 | | 6 | 10 | 20 |
| 2018/5/16 | | 10 | 12 | 20 |
| 2018/5/17 | | 15 | 6 | 20 |
| 2018/5/18 | | 8 | 3 | 20 |
| 2018/5/19 | | 5 | 4 | 20 |

库存周转率分析L.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

粘贴 剪贴板 字体 对齐方式 数字 样式 单元格 编辑 录入

J19

| | C | D | E | F | G | H | I | J | K | L | M | N |
|----|-----|-----|-----|--------|--------|--------|-------|------|------|--------|-----|-----|
| 1 | 销售量 | | | 平均库存 | | | 库存周转率 | | | 库存周转天数 | | |
| 2 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 |
| 3 | 521 | 356 | 425 | 14,050 | 18,000 | 26,000 | 115% | 61% | 51% | 27 | 51 | 61 |
| 4 | 689 | 427 | 367 | 30,090 | 26,000 | 8,900 | 64% | 46% | 115% | 44 | 61 | 24 |
| 5 | 781 | 425 | 542 | 28,900 | 25,660 | 16,500 | 84% | 51% | 102% | 37 | 60 | 30 |
| 6 | 650 | 389 | 346 | 56,800 | 69,800 | 25,630 | 34% | 17% | 40% | 87 | 179 | 74 |
| 7 | 480 | 378 | 289 | 32,400 | 46,350 | 13,660 | 46% | 25% | 66% | 68 | 123 | 47 |
| 8 | 320 | 580 | 156 | 10,900 | 19,600 | 10,720 | 88% | 89% | 44% | 34 | 34 | 69 |
| 9 | 580 | 260 | 265 | 36,300 | 12,300 | 32,123 | 50% | 66% | 26% | 63 | 47 | 121 |
| 10 | 490 | 480 | 241 | 25,600 | 26,500 | 20,711 | 59% | 56% | 36% | 52 | 55 | 86 |
| 11 | 360 | 798 | 389 | 12,600 | 12,600 | 18,525 | 86% | 190% | 63% | 35 | 16 | 48 |
| 12 | 530 | 689 | 256 | 18,300 | 16,530 | 10,689 | 90% | 129% | 74% | 35 | 24 | 42 |
| 13 | 300 | 645 | 321 | 9,600 | 45,630 | 36,590 | 94% | 42% | 26% | 32 | 71 | 114 |
| 14 | 450 | 780 | 405 | 11,560 | 30,260 | 15,630 | 121% | 80% | 80% | 26 | 39 | 39 |
| 15 | 512 | 517 | 334 | 23,890 | 29,042 | 19,693 | 783% | 650% | 618% | 47 | 56 | 59 |
| 16 | | | | | | | | | | | | |
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76 | 库存周转率分析 | Sheet2 | Sheet3

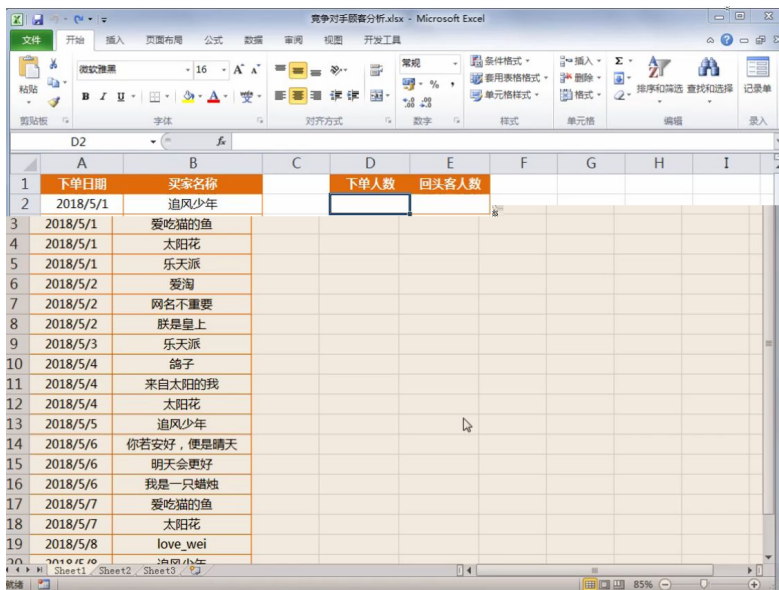
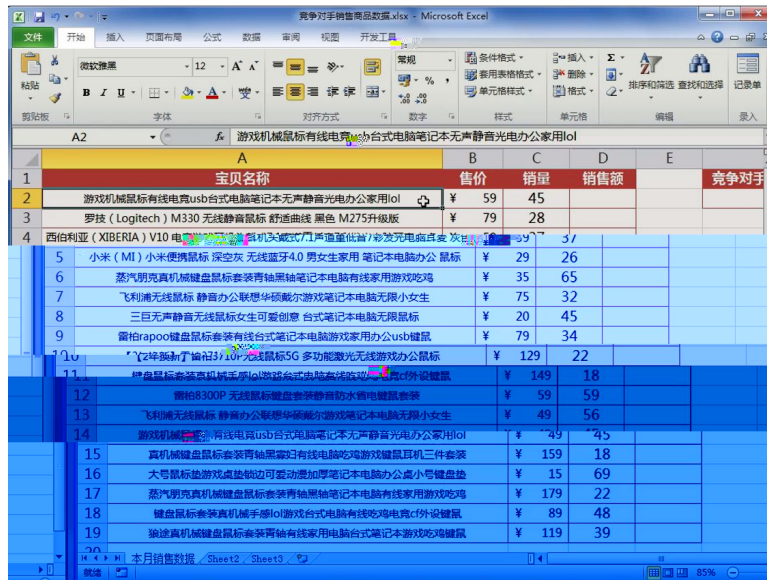
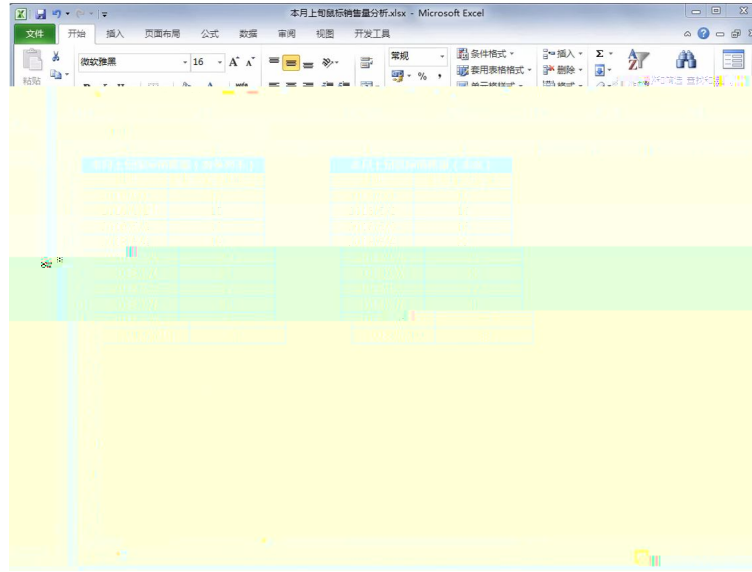
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竞争对手下单转化率分析.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I | J | K | L | N |
|----|--------|------|-----|-------|---|---|---|---|---|---|---|---|---|
| 1 | 店铺流量构成 | 访客数 | 下单数 | 下单转化率 | | | | | | | | | |
| 2 | 基础自然流量 | 4800 | 500 | | | | | | | | | | |
| 3 | 付费推广流量 | 3200 | 480 | | | | | | | | | | |
| 4 | 活动流量 | 1200 | 200 | | | | | | | | | | |
| 5 | 会员营销流量 | 800 | 150 | | | | | | | | | | |
| 6 | 其他流量 | 1000 | 80 | | | | | | | | | | |
| 7 | 总计 | | | | | | | | | | | | |
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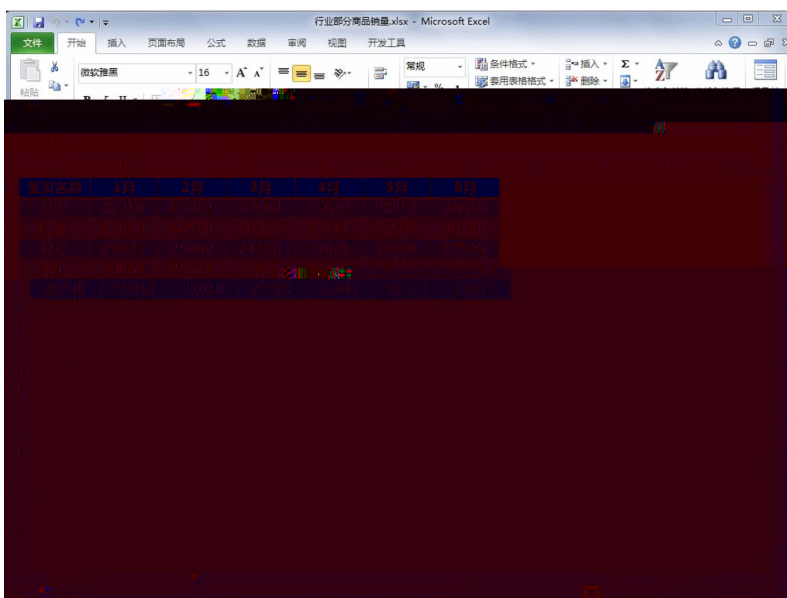
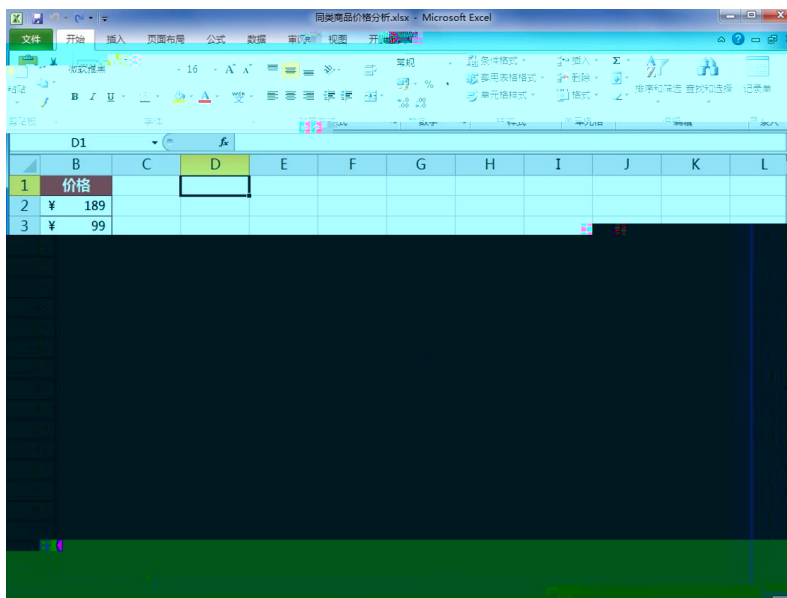
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商品搜索趋势分析.xlsx - Microsoft Excel

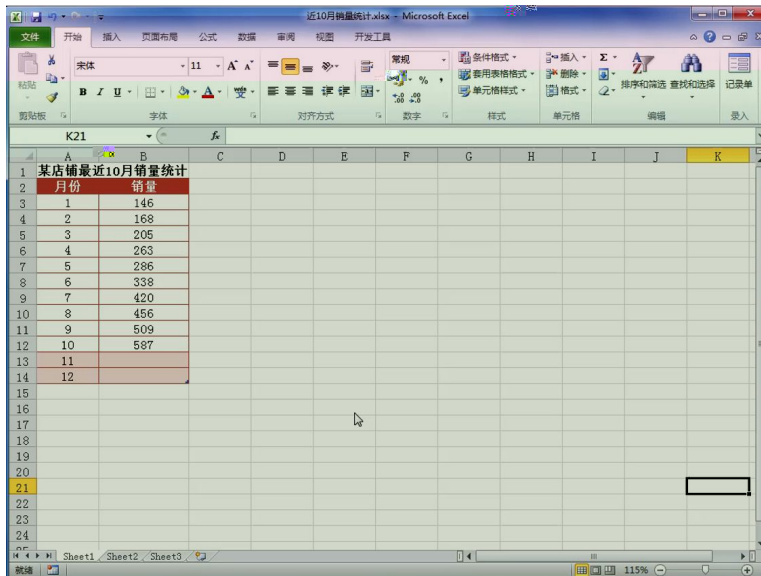
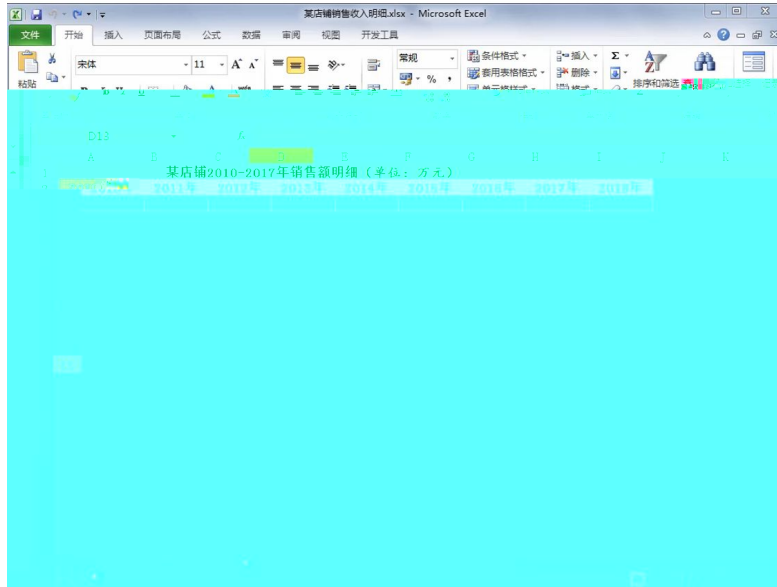
| 1 | 搜索关键词 | 日期 | 搜索量 |
|---|-------|----------|------|
| 2 | 连衣裙 | 2018/6/1 | 4500 |
| 3 | 连衣裙 | 2018/6/2 | 5000 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

| 1 | 女士风衣行业卖家经营阶段 | | |
|---|--------------|------|----|
| 2 | 经营阶段 | 卖家数据 | 比例 |
| 3 | 新手 | 3200 | |
| 4 | 入门期 | 3800 | |
| 5 | 上升期 | 2200 | |
| 6 | 稳定期 | 1400 | |
| 7 | 资深卖家 | 200 | |
| 8 | 总计 | | |



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Microsoft Excel 窗口: 旗舰店销售额与销售费用.xlsx

菜单栏: 文件, 开始, 插入, 页面布局, 公式, 数据, 视图, 开发工具

功能区: 剪贴板, 字体, 对齐方式, 数字, 样式, 单元格, 编辑, 录入

| | A | B | C | D | E | F | G | H | I |
|----|------------------------|---------|--------|---|---|---|---|---|---|
| 1 | 旗舰店店铺销售额和销售费用 (单位: 万元) | | | | | | | | |
| 2 | 日期 | 销售额 | 销售费用 | | | | | | |
| 3 | 2018.6.1 | 1845.00 | 178.00 | | | | | | |
| 4 | 2018.6.2 | 1489.00 | 158.00 | | | | | | |
| 5 | 2018.6.3 | 1709.00 | 148.00 | | | | | | |
| 6 | 2018.6.4 | 1895.00 | 109.00 | | | | | | |
| 7 | 2018.6.5 | 2150.00 | 91.00 | | | | | | |
| 8 | 2018.6.6 | 2835.00 | 103.00 | | | | | | |
| 9 | 2018.6.7 | 2472.00 | 103.00 | | | | | | |
| 10 | 2018.6.8 | 4225.00 | 83.00 | | | | | | |
| 11 | 2018.6.9 | 2603.00 | 60.00 | | | | | | |
| 12 | 2018.6.10 | 2012.00 | 97.00 | | | | | | |
| 13 | 2018.6.11 | 4648.00 | 111.00 | | | | | | |
| 14 | 2018.6.12 | 2881.00 | 57.00 | | | | | | |
| 15 | 2018.6.13 | 2955.00 | 75.00 | | | | | | |
| 16 | 2018.6.14 | 5301.00 | 145.00 | | | | | | |
| 17 | 2018.6.15 | 3141.00 | 85.00 | | | | | | |
| 18 | 2018.6.16 | 4061.00 | 94.00 | | | | | | |
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底部状态栏: Sheet1, Sheet2, Sheet3, 139%

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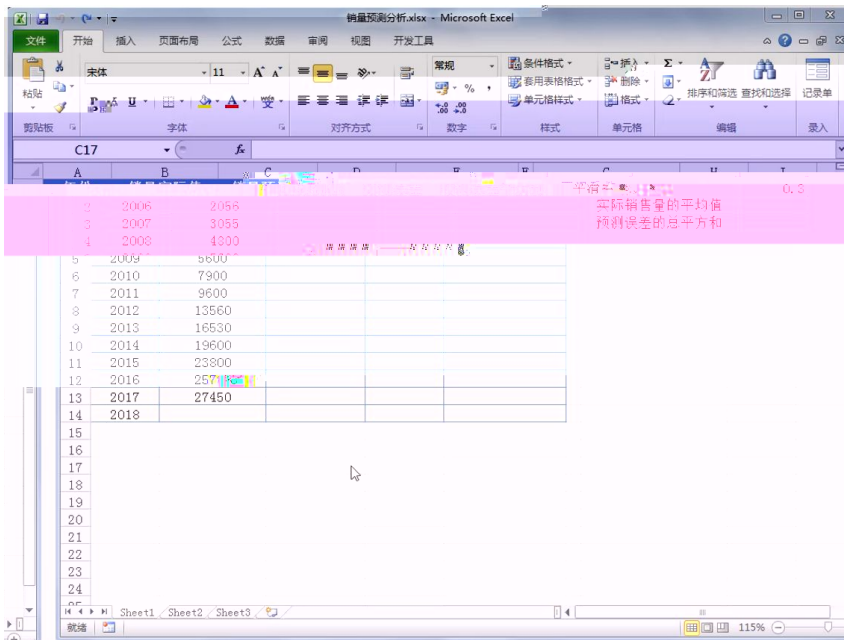
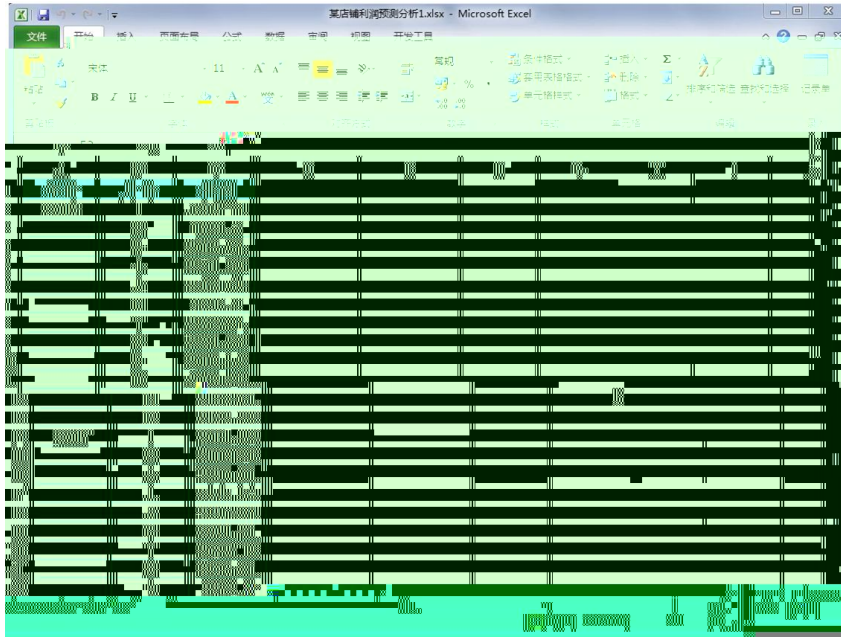
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某商品连续四年季度销售量统计.xlsx - Microsoft Excel

| 年份 | 2017 | 2018 | 2019 | 2020 |
|----------|------|------|------|-------|
| Q1 | 5000 | 5100 | 1600 | 11400 |
| Q2 | | | | |
| Q3 | | | | |
| Q4 | | | | |
| 所有季度平均 | | | | |
| 2018年预测值 | | | | |

某店辅助消费数据分析.xlsx - Microsoft Excel

| 年份 | 2017 | 2018 | 2019 | 2020 |
|----|------|---------|------|------|
| 1 | 2 | 1924.5 | | |
| 2 | 3 | 2053.64 | | |
| 3 | 4 | 2211.39 | | |
| 4 | 5 | 2269.59 | | |
| 5 | 6 | 2606.4 | | |
| 6 | 7 | 2432.94 | | |
| 7 | 8 | 2224.38 | | |
| 8 | 9 | 2099.55 | | |
| 9 | 10 | 2059.26 | | |
| 10 | 11 | 2130.61 | | |
| 11 | 12 | 2123.35 | | |
| 12 | 1 | 2081.52 | | |
| 13 | 2 | 2109.26 | | |
| 14 | 3 | 2200.01 | | |
| 15 | 4 | 2443.53 | | |
| 16 | 5 | 2497.84 | | |
| 17 | 6 | 2944.31 | | |
| 18 | 7 | 2625.15 | | |
| 19 | 8 | 2426.81 | | |
| 20 | 9 | 2273.8 | | |
| 21 | 10 | 2223.11 | | |
| 22 | 11 | 2337.53 | | |
| 23 | 12 | 2305.92 | | |



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