

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2018

1. 1-1

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

3.

1-3

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

5.

1-5

○

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

6.

1-6



| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

7.

1-7



| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |

8.

1-8



| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

9.

1-9

| | |
|--|--|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

| | |
|--|--|
| | |
| | |
| | |
| | |

○

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |

10.

1-10

| | |
|--|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | 2 |
| | |

○

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

11. 1-11

4.9 1 2017 2016 (:)

| | 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 |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |

12.

1-12

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
| | | | | | | | |

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
| | | | | | | | |

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
| | | | | | | | |

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

13.

1-13

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

14.

1-14

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

15.

1-15

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

16.

1-16

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

34

80

7

14

“

”

10%

6

9

“

”

1600

2000

600

1200

4600

“

”

“

”

“

”

“

”

“

5 4

”

1

5

5 “ ”

“ 5

”

“

”

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

ROSSI GNOL

BI RKO

AXE

VOLA

BRI KO

" "

4000

VOLK

2100 /

Atomic()

2400 /

ROSSI GNOL

160 /

40

30

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

--

—

”

”

”

” ”

” ”

”

”

”

10%

2020 10 9

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

 25

1 3

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

1

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

ROSSI GNCL

BI RKO
BRI KO

AXE

VOLA

25

910

10

600

60

60

16

13

2000

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

 25

1 3

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

1

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

1

2009

600

2006

1986

500

" " " "

700

150

8000

1.6

4000

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

1 3 25

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

1

2 30

4

5

1

2

3

4

5

2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | 3 1 | |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

1993

2001 11 3

2001 11

70

1998

"

"

"

"

"

"

2001

"

"

157

16.5

2 5

"

"

"

"

3.2

V

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|--|
| | | |
| | 40 | |

| | | |
|--|------|--|
| | 1 15 | |
| | 3 1 | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

1

()

()

80

95

5

500

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

1

8

9

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | | |

| | | | |
|--|---|---|--|
| | 3 | 1 | |
|--|---|---|--|

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |

1

1

50%

280 /

250 /

60

40

30

40

5

1

2

1

2

3

4

5

1

2

30

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|--|------|--|
| | 40 | |
| | 1 15 | |
| | 3 1 | |

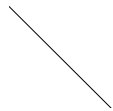
3

90

60

30

4



| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

1

A

" " 1650 2004 2 " " 2006
 " " " " 2008 6
 2009 15.48
 12 57 7 3 3 1
 12 3

3

2

1

20

1

AAAA

6

250

5000

600

300

10

3000

40000

400

50

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7 1
8
9
3 2
2 30

4 5

1
2
3
4
5
2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | 3 1 | |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
|--|--|--|

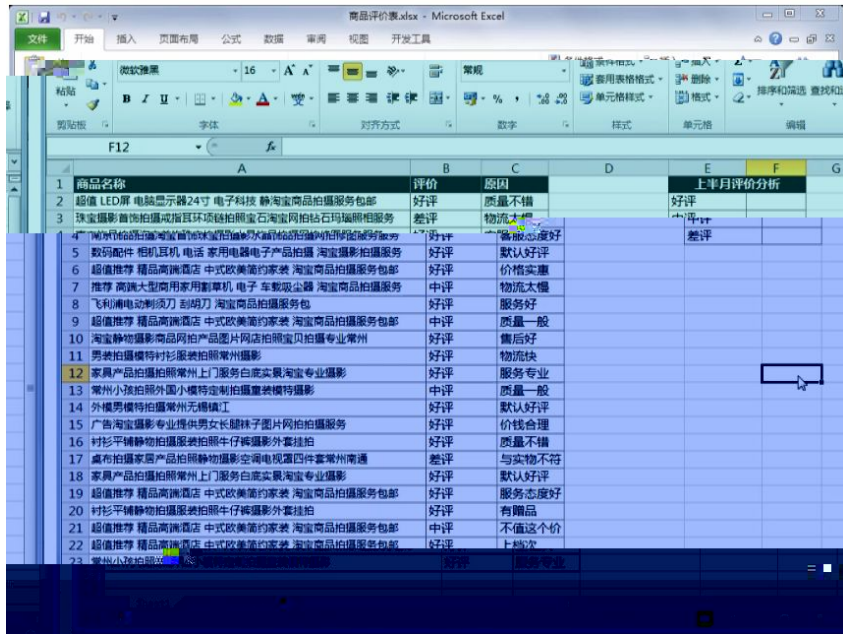
| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

店辅流量分析.xlsx - Microsoft Excel

| 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 |

转化率分析.xlsx - Microsoft Excel

| 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 | |
| 11种流量 | 1300 | 90 | |



| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | |
|----|--|----|---|
| | | | |
| | | 10 | |
| 20 | | 10 | 0 |
| | | 10 | |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

Microsoft Excel 本月度销售分析.xlsx

| 销售地区 | 销售员 | 商品名称 | 数量 | 单价 (¥) | 销售金额 (¥) |
|------|-----|------|-----|----------|------------|
| 广州 | 白雪 | 数码相机 | 100 | 2,000.00 | 200,000.00 |
| 广州 | 白雪 | 数码相机 | 68 | 3,500.00 | 238,000.00 |
| 广州 | 白雪 | 数码相机 | 80 | 3,000.00 | 240,000.00 |
| 广州 | 白雪 | 数码相机 | 8 | 4,500.00 | 36,000.00 |
| 广州 | 白雪 | 冰箱 | 98 | 900.00 | 88,200.00 |
| 广州 | 白雪 | 冰箱 | 12 | 780.00 | 9,360.00 |
| 广州 | 白雪 | 冰箱 | 56 | 1,500.00 | 84,000.00 |
| 广州 | 白雪 | 冰箱 | 30 | 1,080.00 | 32,400.00 |
| 深圳 | 杨光明 | 数码相机 | 56 | 5,000.00 | 280,000.00 |
| 深圳 | 杨光明 | 数码相机 | 90 | 4,500.00 | 405,000.00 |
| 深圳 | 杨光明 | 数码相机 | 95 | 9,800.00 | 931,000.00 |
| 深圳 | 杨光明 | 数码相机 | 80 | 7,800.00 | 624,000.00 |
| 深圳 | 李青山 | 电话 | 56 | 900.00 | 50,400.00 |
| 深圳 | 李青山 | 电话 | 15 | 1,420.00 | 21,300.00 |
| 深圳 | 杨光明 | 电话 | 80 | 1,500.00 | 120,000.00 |
| 深圳 | 杨光明 | 电话 | 60 | 1,299.00 | 77,940.00 |
| 深圳 | 杨光明 | 电话 | 75 | 1,599.00 | 119,925.00 |
| 深圳 | 杨光明 | 电话 | 15 | 1,699.00 | 25,485.00 |
| 深圳 | 李青山 | 电铃 | 40 | 2,500.00 | 100,000.00 |
| 深圳 | 李青山 | 电铃 | 15 | 2,850.00 | 42,750.00 |
| 深圳 | 李青山 | 电铃 | 20 | 3,000.00 | 60,000.00 |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | |
|----|--|----|-------------|---|
| | | | | |
| 20 | | 10 | 4 2 4 | 0 |
| | | 10 | | |
| | | 10 | ; | |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

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 | 380 | 320 | 160 |
| 总计 | | | |

顾客年龄统计.xlsx - Microsoft Excel

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 变 对齐方式 数字 格式 单元格 编辑

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 | | | | | | | | | |
| 13 | | | | | | | | | | | |
| 14 | | | | | | | | | | | |
| 15 | | | | | | | | | | | |
| 16 | | | | | | | | | | | |
| 17 | | | | | | | | | | | |
| 18 | | | | | | | | | | | |
| 19 | | | | | | | | | | | |
| 20 | | | | | | | | | | | |

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 10 A A' B I U 变 对齐方式 数字 格式 单元格 编辑

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% | | | | | | | | |
| 7 | | | | | | | | | | |
| 8 | | | | | | | | | | |
| 9 | | | | | | | | | | |
| 10 | | | | | | | | | | |
| 11 | | | | | | | | | | |
| 12 | | | | | | | | | | |
| 13 | | | | | | | | | | |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |
| 16 | | | | | | | | | | |
| 17 | | | | | | | | | | |
| 18 | | | | | | | | | | |
| 19 | | | | | | | | | | |
| 20 | | | | | | | | | | |

Sheet1 Sheet2 Sheet3

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
|--|--|--|

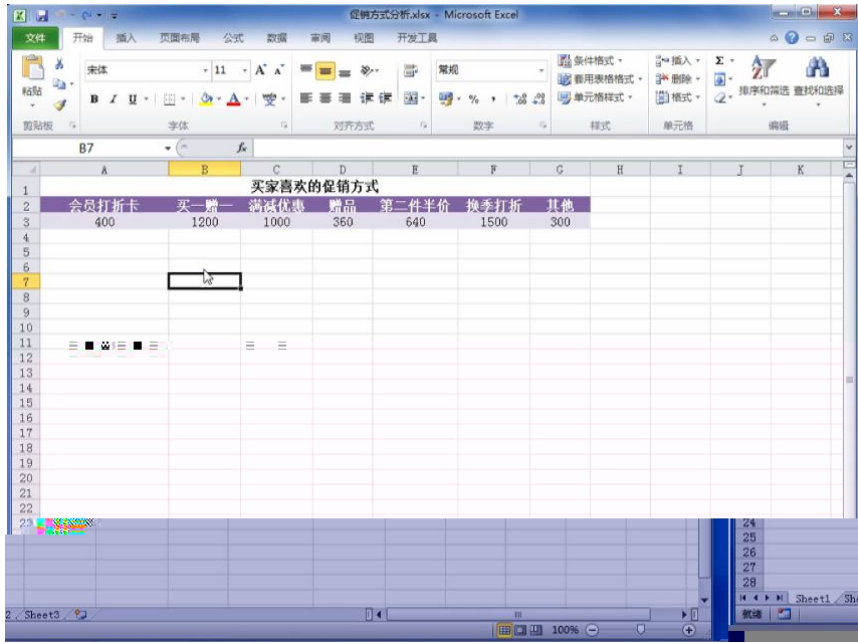
| | | | | |
|----|--|-----|-------------|---|
| | | | | |
| 20 | | 10 | | 0 |
| | | 10 | 4 2 4 | |
| 80 | | 10 | ; | |
| | | 15 | 6 9 | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

新老顾客数量统计.xlsx - Microsoft Excel

| 店内客户统计 | | | |
|----------|-----|-----|--|
| 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 | |

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淘宝网店钻石玛瑙摄影服装 |
| 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 淘宝商品拍摄淘宝宝贝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 高端大型商用家用数码相机 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 剃胡刀 淘宝商品拍摄服务包 |
| 844235785135458654 | 乐天派 | 145****4584 | 145****4584 | 超值推荐 精品高端产品在实体店实体店外家淘宝宝贝拍摄服务服务 |
| 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 淘宝摄影服装网店产品网店产品网店宝贝拍摄专业常州 |
| 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 男装拍摄模特衬衫服装拍摄常州摄影 |
| 541235458835512126 | 追风少年 | 183****7545 | 183****7545 | 常州小孩拍摄写真 模特定制服装模特拍摄 |
| 122545354225487635 | 你若安好 便是晴天 | 187****5475 | 187****5475 | 外模模特婚纱摄影常州无锡精工 |
| 547886544254788854 | 明天会更好 | 172****7545 | 172****7545 | 广告淘宝摄影 专业模特美女拍摄写真 常州白拍 |
| 123658455786554532 | 我是一只蝴蝶 | 186****4588 | 186****4588 | 婚纱摄影拍摄服装拍摄牛仔摄影服饰 |



| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|----|--|----|-------------|---|
| | | | | |
| | | 10 | | |
| 20 | | 10 | 4 2 4 | 0 |
| | | 10 | ; | |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

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

微软雅黑 12 A A 数值 条件格式 插入 Σ 排序和筛选 查找和选择
 常用表格格式 删除 格式
 单元格样式 格式 单元格 编辑

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 | | | | | | | | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|----|--|----|---|---|
| | | | | |
| | | 10 | | |
| | | | 4 | |
| 20 | | 10 | 2 | 0 |
| | | | 4 | |
| | | 10 | ; | |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

近期宝贝销售记录.xlsx - Microsoft Excel

| 1 | A | B | C | D | E |
|----|--------------------|-----------|-------------|-------------|-------------------------------|
| 1 | 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 |
| 2 | 115433655875421267 | love_wei | 151****9856 | 151****9856 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 3 | 15422245955775598 | 爱吃猫的鱼 | 171****4525 | 171****4525 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 4 | 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 淘宝商品拍摄摄影 |
| 5 | 254843548765123574 | 锦子 | 181****9856 | 181****9856 | 常州小波拍摄外国小模特定制拍摄服装模特 |
| 6 | 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 7 | 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 淘宝商品拍摄摄影 |
| 8 | 547886544254785854 | 明天会更好 | 177****7545 | 177****7545 | 常州小波拍摄外国小模特定制拍摄服装模特 |
| 9 | 122545354225487635 | 你若安好，便是晴天 | 187****5475 | 187****5475 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 10 | 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄摄影 |
| 11 | 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 超值推荐 精品高端酒店 常州小波 |

商品分配方案分析.xlsx - Microsoft Excel

| 1 | A | B | C | D | E | F | G | H | I | J |
|---|--------|--------|-----------|------|--------|------|---|---|---|---|
| 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 | 女士风衣 | 120.00 | 2.5 | | | | | | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |

同类型商品销售统计.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 插入 删除 排序和筛选 查找和选择

套用表格格式 删除 格式 单元格式 编辑

B2 藏青色

| | A | B | C | D | E |
|----|----------------------------------|-----|------|---|---|
| 1 | 商品名称 | 颜色 | 成交数量 | | |
| 2 | 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 | 藏青色 | 4 | | |
| | 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 | 淡紫色 | 10 | | |
| | 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 | 米白色 | 6 | | |
| | 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 | 卡其色 | 15 | | |
| | 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 | 淡紫色 | 2 | | |
| | 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 | 卡其色 | 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 | 淡紫色 | 2 | | |
| | 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 | 米白色 | 1 | | |
| 10 | 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 | 牛仔蓝 | 8 | | |
| 11 | 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 | 藏青色 | 5 | | |
| 12 | 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 | 卡其色 | 9 | | |
| 13 | 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 | 米白色 | 10 | | |
| 14 | 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 | 藏青色 | 6 | | |
| 15 | 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 | 玫红色 | 9 | | |
| 16 | 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 | 牛仔蓝 | 11 | | |
| 17 | 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 | 藏青色 | 10 | | |
| 18 | 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 | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

10
4
20 10 2 4 0
10 ;

80

退货、退款原因分析.xlsx - Microsoft Excel

| | 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 | 描述与商品不符 | 全部退款 | ¥69.00 | |
| 7 | 运动套装女2018夏季新款休闲装两件套时尚夏天短袖显瘦运动衣服潮 | 质量问题 | 部分退款 | ¥10.00 | |
| 8 | 运动服装女2018夏季新款韩版夏天短袖时尚休闲两件套夏装七分裤 | 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 | 夏装新款时尚休闲运动两件套女2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥50.00 | |
| 11 | 花色运动服装女夏季新款休闲两件套时尚短袖夏装七分裤2018新款 | 商品漏发 | 部分退款 | ¥30.00 | |
| 12 | 18岁蚕丝薄中长款春夏季新款针织开衫女外搭冰丝防晒衣外套空调衫 | 质量问题 | 部分退款 | ¥20.00 | |
| 13 | 薄款蚕丝春夏季新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好恤女 | 补差价 | 部分退款 | ¥15.00 | |
| 14 | 春秋韩版新品中长款羊毛衫外搭针织衫开衫宽松长袖毛衣披肩外套女 | 补差价 | 部分退款 | ¥10.00 | |
| 15 | | | | | |
| 16 | | | | | |
| 17 | | | | | |
| 18 | | | | | |
| 19 | | | | | |
| 20 | | | | | |
| 21 | | | | | |
| 22 | | | | | |
| 23 | | | | | |
| 24 | | | | | |

| | | | | |
|----|-----|----|-------------|---|
| 20 | | 10 | 4 2 4 | 0 |
| 80 | | 10 | ; | |
| | | 15 | 6 9 | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | 100 | | | |

商品采购价格明细表.xlsx - Microsoft Excel

| 1 | 采购日期 | 商品名称 | 单价 | 平均价格 |
|----|-----------|------|-------|------|
| 2 | 2018/4/1 | 女士风衣 | ¥ 179 | |
| 3 | 2018/4/2 | 女士风衣 | ¥ 188 | |
| 4 | 2018/4/3 | 女士风衣 | ¥ 200 | |
| 5 | 2018/4/4 | 女士风衣 | ¥ 190 | |
| 6 | 2018/4/5 | 女士风衣 | ¥ 210 | |
| 7 | 2018/4/6 | 女士风衣 | ¥ 180 | |
| 8 | 2018/4/7 | 女士风衣 | ¥ 185 | |
| 9 | 2018/4/8 | 女士风衣 | ¥ 196 | |
| 10 | 2018/4/9 | 女士风衣 | ¥ 200 | |
| 11 | 2018/4/10 | 女士风衣 | ¥ 180 | |
| 12 | 2018/4/11 | 女士风衣 | ¥ 190 | |
| 13 | 2018/4/12 | 女士风衣 | ¥ 180 | |
| 14 | 2018/4/13 | 女士风衣 | ¥ 230 | |
| 15 | 2018/4/14 | | | |

采购金额预测.xlsx - Microsoft Excel

| 年份 | 投入成本 | 成本增长率 |
|------|--------------|--------|
| 2012 | ¥ 125,000.00 | 16.00% |
| 2013 | ¥ 96,000.00 | |
| 2014 | ¥ 138,000.00 | |
| 2015 | ¥ 166,000.00 | |
| 2016 | ¥ 205,000.00 | |
| 2017 | ¥ 189,000.00 | |
| 2018 | | |

2018年采购金额预测：

供货商品报价.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I |
|----|------|----------|------|---|---|---|---|---|---|
| 1 | 商品名称 | 供货商 | 商品报价 | | | | | | |
| 2 | 女士风衣 | 达康鞋服厂 | 182 | | | | | | |
| 3 | 女士衬衫 | 达康鞋服厂 | 135 | | | | | | |
| 4 | 女士外套 | 达康鞋服厂 | 178 | | | | | | |
| 5 | 板鞋 | 达康鞋服厂 | 120 | | | | | | |
| 6 | 运动鞋 | 达康鞋服厂 | 178 | | | | | | |
| 7 | 休闲鞋 | 达康鞋服厂 | 193 | | | | | | |
| 8 | 女士风衣 | 恩科鞋服有限公司 | 170 | | | | | | |
| 9 | 女士衬衫 | 恩科鞋服有限公司 | 100 | | | | | | |
| 10 | 女士外套 | 恩科鞋服有限公司 | 180 | | | | | | |
| 11 | 板鞋 | 恩科鞋服有限公司 | 149 | | | | | | |
| 12 | 运动鞋 | 恩科鞋服有限公司 | 189 | | | | | | |
| 13 | 休闲鞋 | 恩科鞋服有限公司 | 169 | | | | | | |
| 14 | 女士风衣 | 阳光鞋服有限公司 | 192 | | | | | | |
| 15 | 女士衬衫 | 阳光鞋服有限公司 | 135 | | | | | | |
| 16 | 女士外套 | 阳光鞋服有限公司 | 156 | | | | | | |
| 17 | 板鞋 | 阳光鞋服有限公司 | 120 | | | | | | |
| 18 | 运动鞋 | 阳光鞋服有限公司 | 169 | | | | | | |
| 19 | 休闲鞋 | 阳光鞋服有限公司 | 170 | | | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | |
|----|--|----|---|---|
| | | | | |
| | | 10 | | |
| 20 | | 10 | 4 | 0 |
| | | 10 | 2 | |
| | | | 4 | |
| | | 10 | ; | |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

商品库存数量.xlsx - Microsoft Excel

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
|----|-------|------|------|------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|
| 月份 | 笔记本电脑 | 台式电脑 | 数码相机 | 智能手机 | | | | | | | | | | | | | | |
| 1月 | 182 | 263 | 85 | 678 | | | | | | | | | | | | | | |
| 2月 | 206 | 325 | 73 | 825 | | | | | | | | | | | | | | |
| 3月 | 168 | 287 | 69 | 530 | | | | | | | | | | | | | | |
| 4月 | 224 | 309 | 105 | 620 | | | | | | | | | | | | | | |
| 5月 | 212 | 278 | 95 | 789 | | | | | | | | | | | | | | |

商品库存分析.xlsx - Microsoft Excel

| 商品名称 | 品牌 | 入库日期 | 期初数量 | 入库数量 | 出库数量 | 结存数量 | 库存标准量 |
|------|------|----------|------|------|------|------|-------|
| 保湿霜 | 自然堂 | 2018/5/1 | 24 | 50 | 42 | 32 | 20 |
| 保湿霜 | 欧莱雅 | 2018/5/1 | 20 | 30 | 40 | 20 | 15 |
| 保湿霜 | 韩束 | 2018/5/1 | 22 | 35 | 30 | 27 | 20 |
| 保湿霜 | 兰蔻 | 2018/5/1 | 35 | 20 | 30 | 15 | 15 |
| 保湿霜 | 雅诗兰黛 | 2018/5/1 | 24 | 30 | 35 | 19 | 18 |

单一商品库存状态分析.xlsx - Microsoft Excel

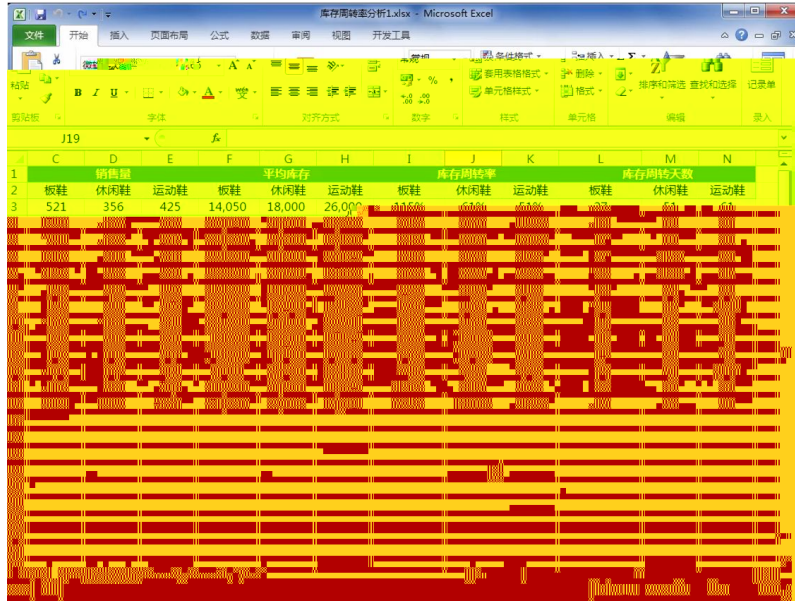
| 商品名称 | 品牌 | 商品全称 | 期初数据 | 入库数据 | 出库数据 | 结存数据 | 库存标准量 |
|------|------|------|------|------|------|------|-------|
| 洁面乳 | Za | | 20 | 50 | 45 | 25 | 20 |
| 洁面乳 | 自然堂 | | 18 | 45 | 30 | 33 | 20 |
| 洁面乳 | 欧莱雅 | | 20 | 50 | 42 | 28 | 20 |
| 洁面乳 | 韩束 | | 16 | 30 | 40 | 6 | 20 |
| 洁面乳 | 兰蔻 | | 25 | 35 | 25 | 35 | 20 |
| 洁面乳 | 雅诗兰黛 | | 19 | 30 | 35 | 14 | 20 |
| 爽肤水 | Za | | 20 | 50 | 55 | 15 | 20 |
| 爽肤水 | 自然堂 | | 15 | 40 | 30 | 25 | 20 |
| 爽肤水 | 欧莱雅 | | 28 | 30 | 25 | 33 | 20 |
| 爽肤水 | 韩束 | | 16 | 20 | 14 | 20 | 20 |
| 爽肤水 | 兰蔻 | | 22 | 18 | 20 | 20 | 20 |
| 爽肤水 | 雅诗兰黛 | | 20 | 25 | 35 | 10 | 20 |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | |
|----|--|-----|-------------|---|
| | | | | |
| 20 | | 10 | | 0 |
| | | 10 | 4 2 4 | |
| 80 | | 10 | ; | |
| | | 15 | 6 9 | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

商品库存状态分析.xlsx - Microsoft Excel

| 1 | A | B | C | D | E | F | G | H | I | J |
|----|-----------|----|----|----|-------|---|---|---|---|---|
| 1 | 日期 | 库存 | 入库 | 出库 | 库存积压值 | | | | | |
| 2 | 2018/5/1 | 15 | 10 | 8 | 20 | | | | | |
| 3 | 2018/5/2 | | 5 | 10 | 20 | | | | | |
| 4 | 2018/5/3 | | 10 | 6 | 20 | | | | | |
| 5 | 2018/5/4 | | 8 | 5 | 20 | | | | | |
| 6 | 2018/5/5 | | 5 | 8 | 20 | | | | | |
| 7 | 2018/5/6 | | 10 | 7 | 20 | | | | | |
| 8 | 2018/5/7 | | 5 | 9 | 20 | | | | | |
| 9 | 2018/5/8 | | 8 | 10 | 20 | | | | | |
| 10 | 2018/5/9 | | 15 | 8 | 20 | | | | | |
| 11 | 2018/5/10 | | 3 | 5 | 20 | | | | | |
| 12 | 2018/5/11 | | 5 | 6 | 20 | | | | | |
| 13 | 2018/5/12 | | 8 | 10 | 20 | | | | | |
| 14 | 2018/5/13 | | 8 | 8 | 20 | | | | | |
| 15 | 2018/5/14 | | 10 | 8 | 20 | | | | | |
| 16 | 2018/5/15 | | 6 | 10 | 20 | | | | | |
| 17 | 2018/5/16 | | 10 | 12 | 20 | | | | | |
| 18 | 2018/5/17 | | 15 | 6 | 20 | | | | | |
| 19 | 2018/5/18 | | 8 | 3 | 20 | | | | | |
| 20 | 2018/5/19 | | 6 | 4 | 20 | | | | | |



| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|----|--|----|-------------|---|
| | | | | |
| 20 | | 10 | | 0 |
| | | 10 | 4 2 4 | |
| | | 10 | ; | |

| | | | | | |
|----|--|-----|---|---|---|
| 80 | | 15 | 6 | 9 | |
| | | 15 | | | |
| | | 15 | | | |
| | | 5 | | | |
| | | 5 | | | |
| | | 15 | 2 | 3 | 5 |
| | | 100 | | | |

商品定价分析.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

报价 成交量

| 报价 | 成交量 | 1-30 | 31-60 | 61-90 | 91-120 | 121-150 | 151-180 | 181以上 |
|-------|-----|------|-------|-------|--------|---------|---------|-------|
| ¥ 88 | 90 | | | | | | | |
| ¥ 108 | 110 | | | | | | | |
| ¥ 108 | 68 | | | | | | | |
| ¥ 109 | 60 | | | | | | | |
| ¥ 120 | 80 | | | | | | | |
| ¥ 136 | 78 | | | | | | | |
| ¥ 138 | 105 | | | | | | | |
| ¥ 145 | 80 | | | | | | | |
| ¥ 148 | 67 | | | | | | | |
| ¥ 150 | 55 | | | | | | | |

商品定价与销售总额关系.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

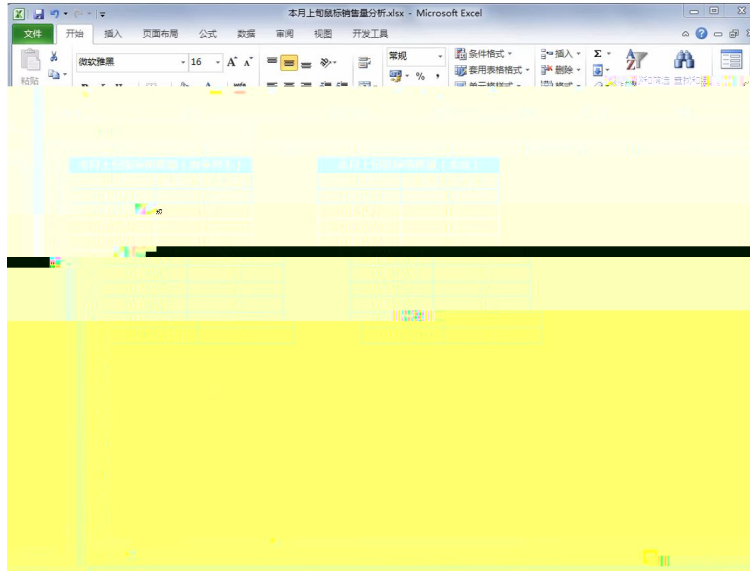
报价 成交量 销售总额

| 报价 | 成交量 | 销售总额 |
|-------|-----|------|
| ¥ 30 | 130 | |
| ¥ 49 | 160 | |
| ¥ 53 | 245 | |
| ¥ 54 | 95 | |
| ¥ 59 | 150 | |
| ¥ 68 | 215 | |
| ¥ 69 | 169 | |
| ¥ 79 | 108 | |
| ¥ 86 | 173 | |
| ¥ 88 | 90 | |
| ¥ 89 | 79 | |
| ¥ 90 | 88 | |
| ¥ 99 | 145 | |
| ¥ 108 | 110 | |
| ¥ 108 | 68 | |
| ¥ 109 | 60 | |
| ¥ 120 | 80 | |
| ¥ 136 | 78 | |
| ¥ 138 | 105 | |
| ¥ 145 | 80 | |
| ¥ 148 | 67 | |
| ¥ 150 | 55 | |

Microsoft Excel window showing a spreadsheet titled "利润与成本关系.xlsx". The spreadsheet has columns for "宝贝名称", "采购价", "售价", "成交量", "成本", "销售总额", and "毛利". The data is displayed with a green background and contains various numerical values.

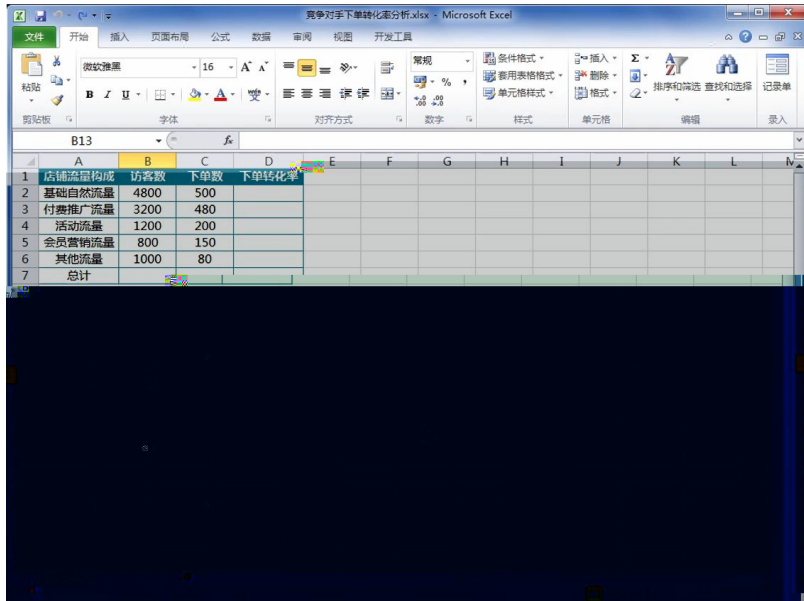
| 宝贝名称 | 采购价 | 售价 | 成交量 | 成本 | 销售总额 | 毛利 |
|-------------------------------------|---------|---------|-----|----------|----------|---------|
| 奢侈品女装 百搭黑白条纹翻领衬衫女 2018夏季新款chic中袖衬衣女 | 100.00 | 150.00 | 100 | 10000.00 | 15000.00 | 5000.00 |
| | 200.00 | 300.00 | 50 | 10000.00 | 15000.00 | 5000.00 |
| | 300.00 | 450.00 | 30 | 9000.00 | 13500.00 | 4500.00 |
| | 400.00 | 600.00 | 20 | 8000.00 | 12000.00 | 4000.00 |
| | 500.00 | 750.00 | 15 | 7500.00 | 11250.00 | 3750.00 |
| | 600.00 | 900.00 | 10 | 6000.00 | 9000.00 | 3000.00 |
| | 700.00 | 1050.00 | 8 | 5600.00 | 8400.00 | 2800.00 |
| | 800.00 | 1200.00 | 6 | 4800.00 | 7200.00 | 2400.00 |
| | 900.00 | 1350.00 | 5 | 4500.00 | 6750.00 | 2250.00 |
| | 1000.00 | 1500.00 | 4 | 4000.00 | 6000.00 | 2000.00 |
| | 1100.00 | 1650.00 | 3 | 3300.00 | 4950.00 | 1650.00 |
| | 1200.00 | 1800.00 | 2 | 2400.00 | 3600.00 | 1200.00 |
| | 1300.00 | 1950.00 | 1 | 1300.00 | 1950.00 | 650.00 |
| | 1400.00 | 2100.00 | 1 | 1400.00 | 2100.00 | 700.00 |

| | | | | |
|--|--|----|-------------|-----|
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | | | 100 |



竞争对手销售商品数据.xlsx - Microsoft Excel

| | A | B | C | D | E |
|---|--|------|----|-----|------|
| 1 | 宝贝名称 | 售价 | 销量 | 销售额 | 竞争对手 |
| 2 | 游戏机械鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用lol | ¥ 59 | 45 | | |
| 3 | 罗技 (Logitech) M330 无线静音鼠标 舒适曲线 黑色 M275升级版 | ¥ 79 | 28 | | |
| 4 | 西伯利亚 (XIBERIA) V10 电竞游戏鼠标有线/无线静音鼠标/发光电竞鼠标/无线鼠标 | ¥ 59 | 27 | | |



| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|----|--|----|-------------|---|
| | | | | |
| 20 | | 10 | | 0 |
| | | 10 | 4 2 4 | |
| 80 | | 10 | ; | |
| | | 15 | 6 9 | |

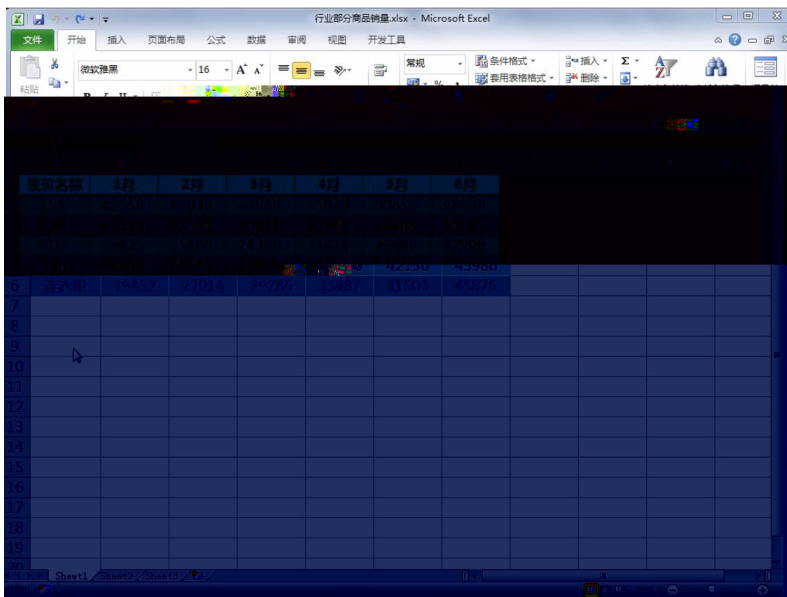
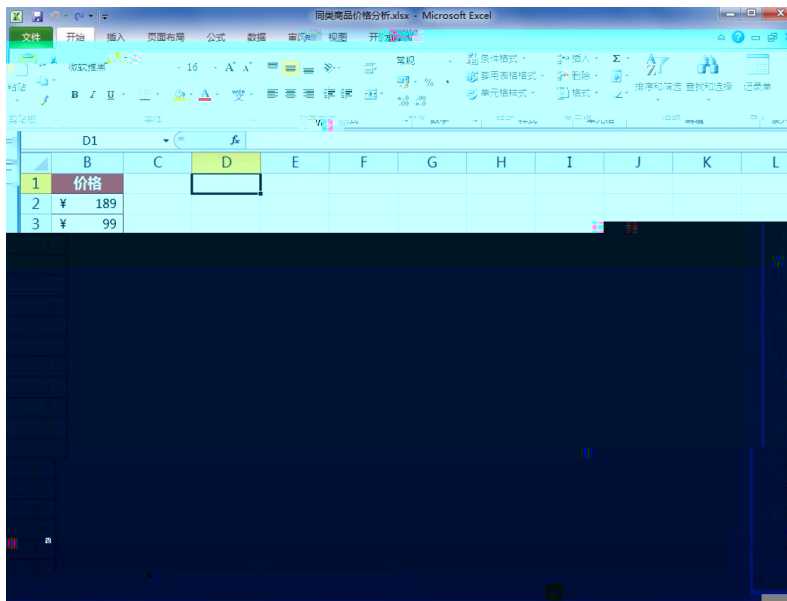
| | | | | |
|--|--|-----|-------------|--|
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

商品搜索趋势分析.xlsx - Microsoft Excel

| 搜索关键词 | 日期 | 搜索量 |
|-------|-----------|-------|
| 连衣裙 | 2018/6/1 | 4500 |
| 连衣裙 | 2018/6/2 | 5000 |
| 连衣裙 | 2018/6/3 | 5200 |
| 连衣裙 | 2018/6/4 | 5800 |
| 连衣裙 | 2018/6/5 | 6200 |
| 连衣裙 | 2018/6/6 | 7800 |
| 连衣裙 | 2018/6/7 | 6500 |
| 连衣裙 | 2018/6/8 | 7200 |
| 连衣裙 | 2018/6/9 | 6900 |
| 连衣裙 | 2018/6/10 | 7500 |
| 连衣裙 | 2018/6/11 | 8900 |
| 连衣裙 | 2018/6/12 | 7800 |
| 连衣裙 | 2018/6/13 | 7200 |
| 连衣裙 | 2018/6/14 | 8100 |
| 连衣裙 | 2018/6/15 | 8300 |
| 连衣裙 | 2018/6/16 | 7900 |
| 连衣裙 | 2018/6/17 | 8900 |
| 连衣裙 | 2018/6/18 | 10200 |
| 连衣裙 | 2018/6/19 | 8000 |

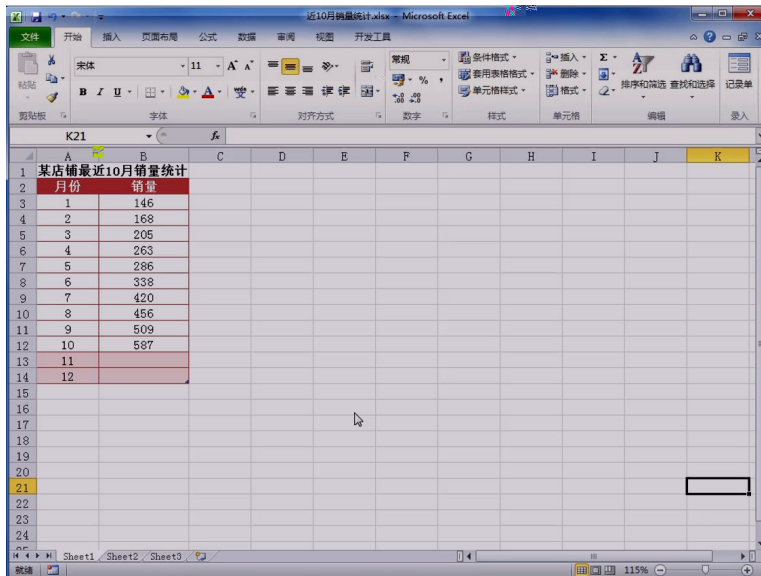
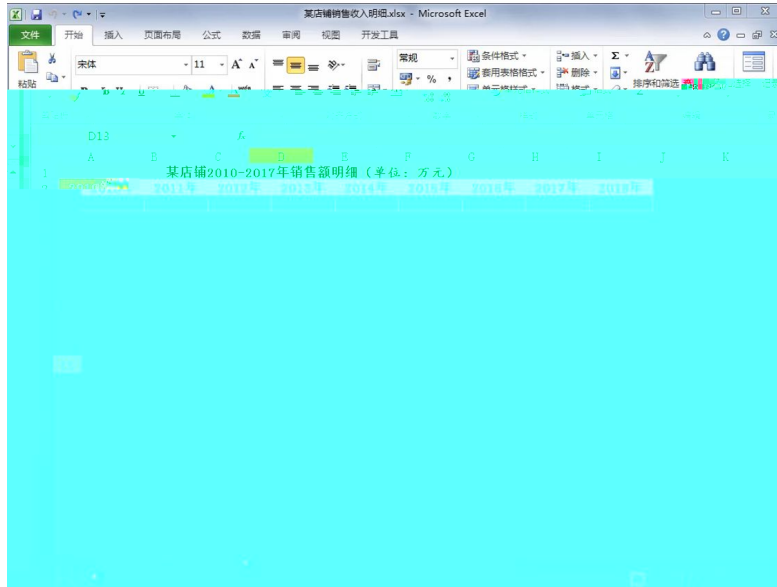
行业卖家经营阶段数据.xlsx - Microsoft Excel

| 经营阶段 | 卖家数据 | 比例 |
|------|------|----|
| 新手 | 3200 | |
| 入门期 | 3800 | |
| 上升期 | 2200 | |
| 稳定期 | 1400 | |
| 资深卖家 | 200 | |
| 总计 | | |



| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

10
4
20 10 2 4 0

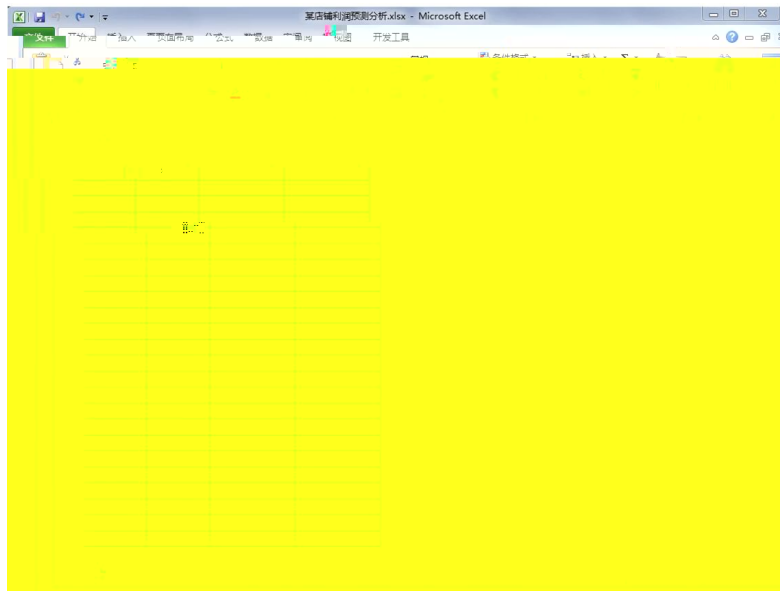
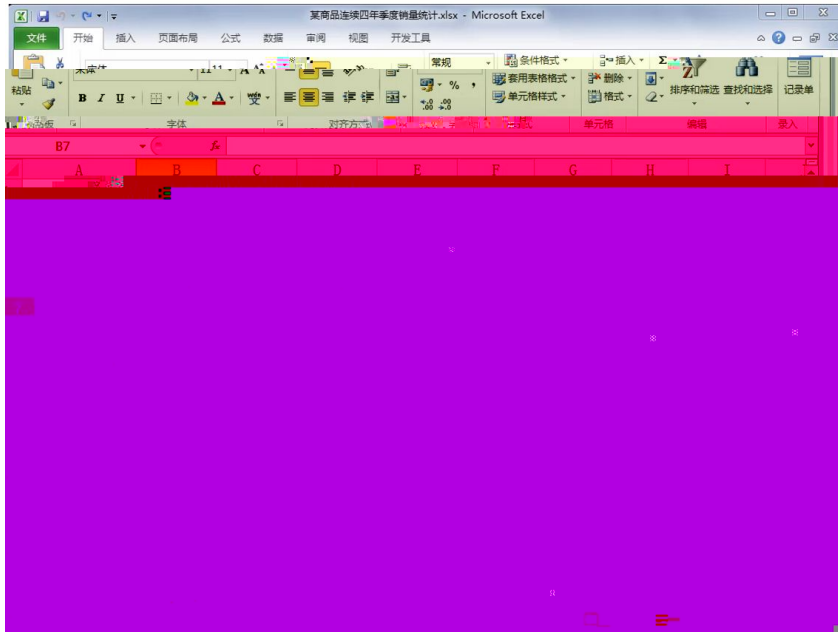


| 日期 | 销售额 | 销售费用 |
|-----------|---------|--------|
| 2018.6.1 | 1845.00 | 178.00 |
| 2018.6.2 | 1469.00 | 138.00 |
| 2018.6.3 | 1709.00 | 148.00 |
| 2018.6.4 | 1895.00 | 109.00 |
| 2018.6.5 | 2150.00 | 91.00 |
| 2018.6.6 | 2335.00 | 103.00 |
| 2018.6.7 | 2472.00 | 108.00 |
| 2018.6.8 | 4225.00 | 83.00 |
| 2018.6.9 | 2603.00 | 60.00 |
| 2018.6.10 | 2612.00 | 97.00 |
| 2018.6.11 | 4648.00 | 111.00 |
| 2018.6.12 | 2881.00 | 57.00 |
| 2018.6.13 | 2955.00 | 75.00 |
| 2018.6.14 | 5301.00 | 145.00 |
| 2018.6.15 | 3141.00 | 85.00 |
| 2018.6.16 | 4061.00 | 94.00 |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | |
|----|--|----|---|
| | | | |
| 20 | | 10 | 4 |
| | | 10 | |
| | | 10 | 4 |
| | | 10 | ; |
| | | | 0 |

| | | | | |
|----|--|-----|-------------|--|
| 80 | | 15 | | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |



某店辅利润预测分析1.xlsx - Microsoft Excel

| 年份 | 月份 | 利润 |
|------|----|---------|
| 2016 | 1 | 1895.74 |
| | 2 | 1924.5 |
| | 3 | 2063.64 |
| | 4 | 2211.39 |
| | 5 | 2268.69 |
| | 6 | 2686.4 |
| | 7 | 2432.94 |
| | 8 | 2224.38 |
| | 9 | 2099.55 |
| | 10 | 2059.26 |
| | 11 | 2138.61 |
| | 12 | 2123.35 |
| 2017 | 1 | 2081.52 |
| | 2 | 2109.26 |
| | 3 | 2290.01 |
| | 4 | 2443.53 |
| | 5 | 2497.84 |
| | 6 | 2944.31 |
| | 7 | 2625.15 |
| | 8 | 2426.81 |
| | 9 | 2273. |

销量预测分析.xlsx - Microsoft Excel

| 年份 | 月份 | 销量 |
|------|----|-------|
| 2016 | 1 | 2193 |
| | 2 | 3155 |
| | 3 | 4200 |
| | 4 | 5200 |
| | 5 | 6200 |
| | 6 | 7200 |
| | 7 | 8200 |
| | 8 | 9200 |
| | 9 | 10200 |
| | 10 | 11200 |
| | 11 | 12200 |
| | 12 | 13200 |
| 2017 | 1 | 14200 |
| | 2 | 15200 |
| | 3 | 16200 |
| | 4 | 17200 |
| | 5 | 18200 |
| | 6 | 19200 |
| | 7 | 20200 |
| | 8 | 21200 |
| | 9 | 22200 |
| | 10 | 23200 |
| | 11 | 24200 |
| | 12 | 25200 |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | | |
|----|--|-----|----------------|---|
| | | | | |
| 20 | | 10 | | 0 |
| | | 10 | 4 2 4 | |
| 80 | | 10 | ; | |
| | | 15 | 6 ⁹ | |
| | | 15 | | |
| | | 15 | | |
| | | 5 | | |
| | | 5 | | |
| | | 15 | 2 3 5 | |
| | | 100 | | |

1.

4-1

| | | |
|--|--|--|
| | | |
| | | |

| | |
|--|--|
| | |
|--|--|

2.

4-2

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

3.

4-3

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

4.

4-4

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

5.

4-5

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

8.

4-8

| | |
|--|--|
| | |
|--|--|

| | |
|--|--|
| | |
| | |
| | |
| | |
| | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

10.

4-10

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

11.

4-11

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

13.

4-13

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

14.

4-14

| | | |
|--|--|--|
| | | |
| | | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | | | |
|----|--|----|------|---|---|---|
| | | | | | | |
| | | 10 | | | | |
| 20 | | 10 | 4 | | 4 | |
| | | | | 2 | | |
| | | 10 | | | 1 | 1 |
| | | | 1 | 1 | 1 | |
| 80 | | | SWOT | 5 | | |

| | | | | | |
|--|-----|----|---|----|------|
| | 10 | | 2 | 2 | |
| | | 2 | | | |
| | 10 | 1 | 1 | 2 | |
| | | 3 | | | |
| | 30 | 1 | | 10 | |
| | | 2 | | | |
| | | * | | | |
| | | 15 | | | |
| | | 3 | | | |
| | | 5 | | | |
| | 5 | 1 | 1 | 1 | |
| | | 2 | 1 | | |
| | 10 | | 4 | 3 | 2000 |
| | | | | 3 | 50 |
| | | | | | 1 |
| | 5 | | | 3 | |
| | | 2 | | | |
| | 100 | | | | |

15.

4-15

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | |
|--|--|
| | |
| | |
| | |

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

1. 5-1,

1

1

1992

1996

2012

3

Pepsi Co

Pepsi Co

AC Nielsen

2016 1 -12

42.9% 53.2% 15.1% Canadean 2016 12

2016 30.6%

ISO20000

"

"

2

"

"

"

"

2

20XX

10

20XX

1500

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

2

5-2

1

1

,

2017

645

60000

2017

" Hyper-nært" " Super-nært"

300

" "

2

20x x x x

50

1500

3 5-3

1

1

2000 5

1.4

3.8

"

"

88.8

2009

2014 8

2014 12

--

"

"

2015 4 40

2015 9

"

"

2016

2016 9 9 -12

2016

2

20XX

30

1500

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

4.

5-4

1

1

1986

| | | | |
|--|--|--|--|
| | | | |
| | | | |

5. 5-5 " . "

1

1

—

—

1200

" . "

" . "

" . "

" . "

" . "

2

" " " 20XX
" " 20
" . "

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

1968

2015 1 8
" " " " " "
2016 7 20 221. 73
500 481
2017 5 25 2017 2000
335 2018 7 19
323
2

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

7.

5-7

1

1

Mrs

1989

1995

"

"

"

"

Dove

" Do You Love

M?"

2

"

"

50

20XX "

"

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

90

;
"

2

100

1500

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

9. 5-9

1

1

1999 8

10

C

2017

2017 " 9

20 " 10

2018 3 27 2017 601. 556 2016 537. 793 11. 9% 20. 478

2

20XX

30

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

10

5-10

1

1

" " 1939 1

" "

" " " " "

" "

" " "

" " "

2)

XX

30

XX

1500

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

11. 5-11 SKG

1

1

SKG

SKG

, " "

SKG

SKG

100

500

I F

114

SKG

SKG

SKG

2018

07

SKG

1

SKG

2 PCK

3 3D

360°

4 304

NTC +- 0.1

5 " " 3D

" "

6 150

7 15

599 /

2

20

80

20

1500

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |

12

5-12

1

1

2014

90%

48%

59%

63%

90%

;

;

;

90%

;

1.

2.

3.

4.

5.

6.

| | | |
|---|------------------|------------------|
| | | |
| E | () () | () () |
| | () () | () () |
| | () () | () |

2

20

30

20

1500

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

13

5-13

1

1

2001

500

2001

10

"

"

"

"

"

"

2002 4

7

2002 12

2003

2004

18 2

2008 8200

2009 1

2000

32

2009 4

" "

2001

15

600 10 10 5

37 1.8

2019 10

700

" +"

2

20

20

10

| | | |
|--|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

14. 5-14, " "
 1
 1

"

"

"

"

2011

60.38

2012

80.26

2019

120

2

20

"

"

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | , | |
| | 2 | |

3

150

4

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|--|--|--|
| | | | |
| | | | |

15. 5-15,

1

1

1991

"

"

"

"

TOSOT

TOSOT

2012

1001. 10

2015 4 27

2014

2014

1400. 05

16. 63%

141. 55

30. 22%

2014

"

"

160

6000

()

550 () 2005

10

3 2015 5

500

"

2000 " 385

9

7

20

400

12700

15600

5000

R290

1

" "

2

20

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | , | |
| | 2 | |

3

150

4

| | | |
|--|--|--|
| | | |
| | | |

16 5-16

1

1

(BeLLE) 20 70 90

BELLE

"

"

"

20 40

"

BELLE

"

"

Bel l e

Staccato

Joy&Peace

Teenm i x

TATA

Docke r s

— —

80

860

BELLE

"

"

"

"

"

" " "

"

20 40 "

"

"

2

A

20

A

A

"

"

1500

