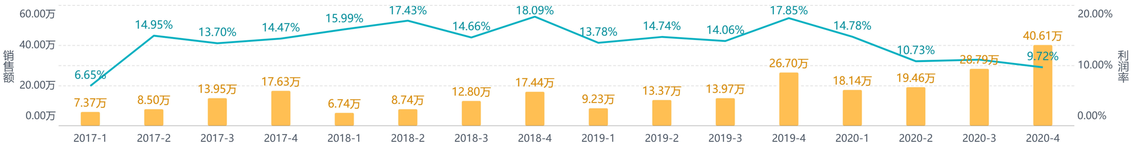
经营核心指标整体概览

年份 无限制 年

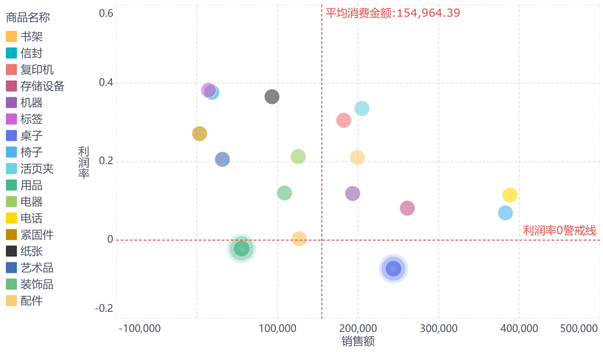
销售额	利润	销售数量	总订单数	总会员人数
263.44万	35.70万	35,025	9,276	792

商品数据分析

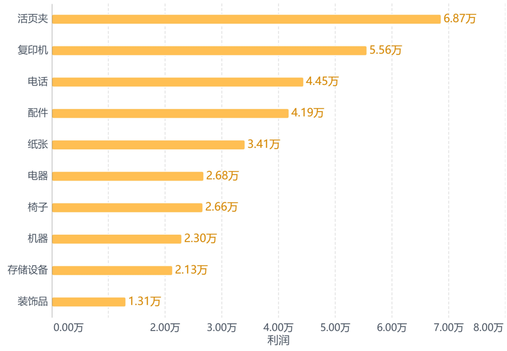
季度销售额&利润



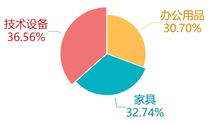
商品波士顿矩阵图



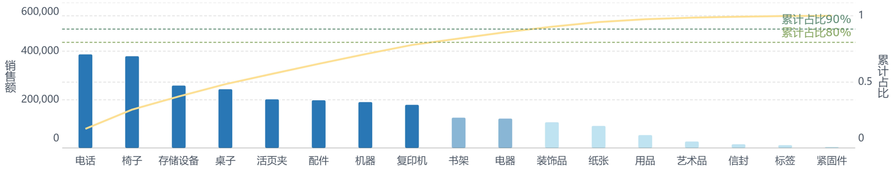
商品利润TOP10



类别销售额占比（可下钻）



商品ABC分析

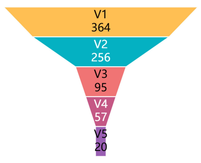


销售明细

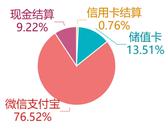
订单日期	2017			2018			2019			2020			合计		
商品名称	销售额	销售额占比	利润	销售额	销售额占比	利润	销售额	销售额占比	利润	销售额	销售额占比	利润	销售额	销售额占比	利润
书架	19,855.21	4.18%	-25.57 ↓	37,544.12	8.21%	-1,281.35 ↓	26,426.88	4.18%	502.12	43,363.5	4.05%	1,227.22	127,189.7	4.83%	422.38
信封	3,855.75	0.81%	1,495.48	4,512.19	0.99%	1,960.19	5,048.4	0.80%	2,066.75	5,067.86	0.47%	1,441.76	18,484.2	0.70%	6,964.18
复印机	10,849.78	2.29%	2,912.94	26,179.45	5.73%	9,930.3	50,839.38	8.04%	17,742.75	94,349.08	8.82%	25,031.75	182,217.7	6.92%	55,617.82
存储设备	50,329.04	10.60%	4,166.28	45,048.25	9.85%	3,505.46	61,223.55	9.68%	6,204.29	104,516.43	9.77%	7,402.8	261,117.27	9.91%	21,278.83
机器	61,284.92	12.91%	1,194.36	23,753.38	5.20%	7,335.5	49,212.64	7.78%	12,236.65	59,087.94	5.52%	2,197.57	193,338.88	7.34%	22,964.08
标签	2,841.39	0.60%	1,286	2,956.46	0.65%	1,323.03	2,938.01	0.46%	1,192.61	5,791.82	0.54%	1,744.61	14,527.69	0.55%	5,546.25
桌子	46,088.37	9.71%	-3,124.04 ↓	39,150.42	8.56%	-3,509.8 ↓	67,306.28	10.64%	-2,950.94 ↓	91,340.31	8.54%	-8,140.69 ↓	243,885.38	9.26%	-17,725.4 ↓

客户分析

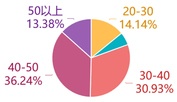
会员等级漏斗图



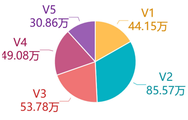
结算方式占比



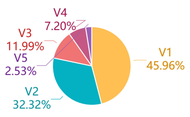
年龄占比



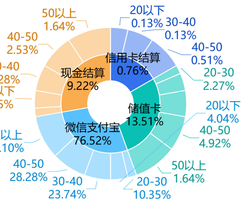
会员贡献占比



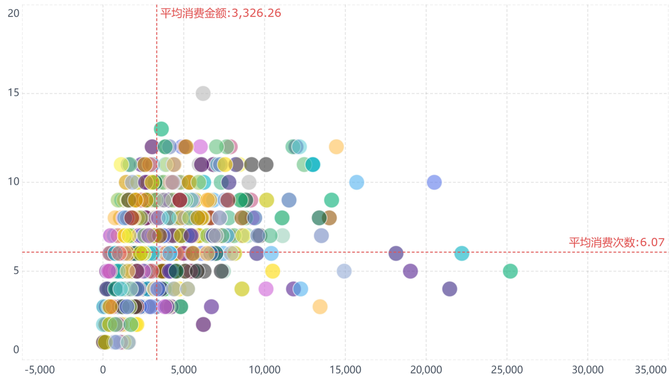
等级占比



结算-年龄占比



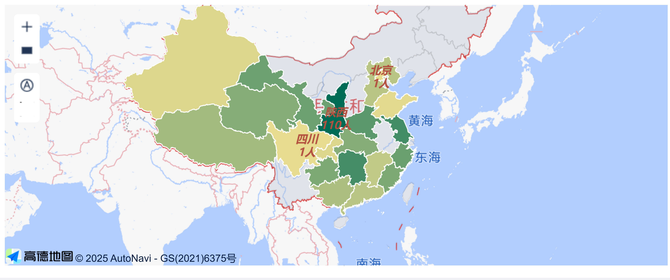
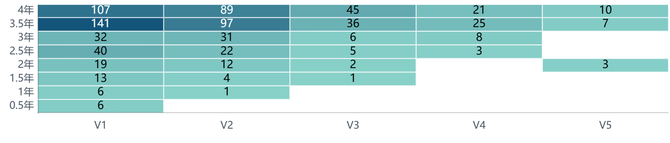
客户散点图



复购会员

复购分类	等级	客户数
无复购	V1	14
	合计	14
1-5次复购	V1	276
	V2	123
	V3	26
	V4	14
	V5	9
	合计	448
5-10次复购	V1	74
	V2	126
	V3	66
	V4	39
	V5	8
	合计	313
10次以上复购	V2	7
	V3	3
	V4	4
	V5	3
	合计	17
合计		792

注册会员分布



会员等级-时长分析