

## 关于顾客忠诚度的解释

Yes, this data is representative of the true dataset. This low frequency is due to the nature of our business. We don't have our own store, we only sell on marketplaces. Let me explain with an example:

We are a store selling inside marketplaces. Think of us like the Nike store at Amazon: <https://www.amazon.com/stores/NIKE/node/2530006011>

This is a similar link to one of our stores: <https://www.americanas.com.br/lojista/olist>

The customer bond is stronger with the marketplace than with the store. So, if you have a good purchase experience, you'll probably come back to buy at amazon.com, not Nike Store necessarily. Same is valid for Olist Store, a customer will probably buy again from americanas.com, not from Olist.

You can apply the same logic for churn: : If you had a bad purchase experience, you'll probably blame amazon.com, not Nike. A customer will probably churn from the marketplace (americanas.com), not from Olist.

At this dataset we are only exposing Olist orders, not all orders from all marketplaces.

是的，此数据代表真正的数据集。这种低频率是由于我们的业务性质。我们没有自己的商店，只在市场上销售。让我举例说明一下：

我们是一家在市场内销售的商店。想想我们就像亚马逊的耐克商店：<https://www.amazon.com/stores/nike/node/253006011>

这是一个与我们的一家商店类似的链接：<https://www.americanas.com.br/lojista/olist>

顾客与市场的联系比与商店的联系更紧密。所以，如果你有一个良好的购买体验，你可能会回来在亚马逊网站上购买，而不是耐克商店。同样适用于Olist商店，客户可能会再次从americans.com购买，而不是从Olist购买。

你可以对客户流失应用同样的逻辑：如果你的购买体验不好，你可能会责怪亚马逊，而不是耐克。客户可能会从市场（americanas.com）而不是从Olist流失。

在这个数据集中，我们只公开Olist订单，而不是所有来自all Marketplaces的订单。