

E-commerce Dashboard

数据统计概览 (2011年1月 - 2011年11月)

- ✓ 成功购买 M0H 数据: 25 行
- ✓ 成功加购 AOV / ARPU 数据: 25 行
- ✓ 成功加购 RFM 数据: 5482 行
- ✓ 成功加购 SHU 数据: 20 行
- ✓ 成功加购 Sales by Country 数据: 43 行
- ✓ 成功加购 Return and Abnormal 数据

E-commerce Dashboard - 2011年11月

数据概览: 2011年11月

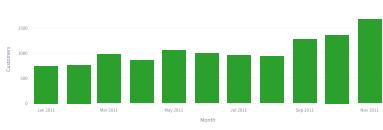
Revenue	Orders	Customers
\$1,493,710	80,725	1,666
+30.7% Year		
AOV		ARPU
\$18.50		\$896.58
Return Amount		Return Rate
\$46,391	1,178	1.44%

Monthly Trends (MOM)

Revenue & Orders Trends



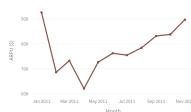
Customers Trend



AOV Trend



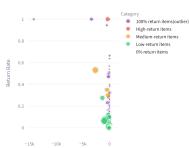
ARPU Trend



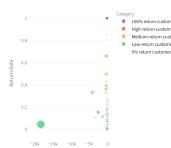
RFM Customer Segmentation

Product & Customer Return Analysis

Product Return Analysis



Customer Return Analysis



Actionable Insights - 2011/11

洞察 1: “客户流失率高”：3770 个客户（30.2%）处于 At Risk 或 Lost 状态，需要立即采取保留措施。

洞察 2: “热销产品”：商品 21284, 21285, 21286, 21287, 21288 销售量最多（总计 50），建议检查产品质量或客户服务流程。

GUEST vs Others Comparison

Monetary: GUEST vs Others



Count: GUEST vs Others



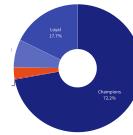
已排除 1 位 GUEST 客户，以下分析僅包含註冊客戶

RFM Scatter Plot (Total Score vs Revenue)

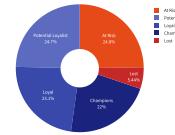
RFM Scatter Plot [Total Score vs Revenue]



Revenue Contribution by RFM Category



Customer Contribution by RFM Category



Revenue占比：

- Champions: \$12,413,207 (72.15%)
- Loyalty: \$3,039,411 (17.79%)
- Potential Loyalist: \$1,226,539 (7.10%)
- At Risk: \$482,128 (2.79%)
- Lost: \$45,620 (0.26%)

Customer占比：

- Champions: 1,294 (22.09%)
- Loyalty: 1,361 (23.14%)
- Potential Loyalist: 1,450 (24.66%)
- At Risk: 1,450 (24.76%)
- Lost: 320 (5.44%)

Return Analysis

Return Rate & Return Amount Trends

Return Rate & Return Amount Trends



Actionable Insights - 2011/11

洞察 1: “客户流失率高”：3770 个客户（30.2%）处于 At Risk 或 Lost 状态，需要立即采取保留措施。

洞察 2: “热销产品”：商品 21284, 21285, 21286, 21287, 21288 销售量最多（总计 50），建议检查产品质量或客户服务流程。