[1.进行用户消费趋势的分析（按月）](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "1_365" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[1.1每月的消费总金额](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "11_371" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[1.2每月的消费次数](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "12_405" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[1.3每月的产品购买量](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "13_419" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[1.4每月的消费人数](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "14_433" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[2.用户个体消费分析](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "2_680" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[2.1用户消费金额、消费次数、产品购买量的描述性统计](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "21_686" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[2.2用户消费金额和产品购买量的散点图](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "22_878" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[2.3用户产品购买量的分布图](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "23_922" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[2.4用户累计消费金额占比（百分之多少的用户占了百分之多少的消费额）](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "24_959" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.用户行为分析](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "3_1102" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.1用户第一次消费](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "31_1118" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.2用户最后一次消费](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "32_1157" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.3新老客户消费比](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "33_1173" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.3.1多少客户仅消费了一次](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "331_1174" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.3.2每月新客占比](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "332_1311" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.4用户分层](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "34_1516" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.4.1RFM用户分层](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "341RFM_1517" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.4.2用户状态分析：注册、活跃、回流、流失（不活跃）](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "342_2546" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.5用户购买周期（按订单）](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "35_4024" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.5.1用户消费周期描述](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "351_4025" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.5.2用户消费周期分布](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "352_4069" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.6用户生命周期（按第一次&最后一次消费）](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "36_4083" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.6.1用户生命周期描述](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "361_4084" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[3.6.2用户生命周期分布](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "362_4232" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[4.用户消费指标](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "4_4263" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[4.1留存率](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "41_4273" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[4.2流失率](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "42_4960" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[4.3复购率](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "43_5085" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[4.4回购率](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "44_5797" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)

[5.总结](https://blog.csdn.net/weixin_43618989/article/details/106521438" \l "5_6766" \t "https://blog.csdn.net/weixin_43618989/article/details/_self)