# 电商商品及网店数据

* 数据描述：京东、淘宝商品销售数据
* 时间范围：2017-10-17 至 2017-10-22
* 数据量：703500
* 作者：国家信息中心
* 数据格式：json
* 数据字段说明：

|  |  |  |
| --- | --- | --- |
| 字段名称 | 字段类型 | 描述 |
| pro\_code | String | 商品编号 |
| pro\_name | String | 商品名称 |
| pro\_brand | String | 商品品牌 |
| sale\_price | float | 商品价格（销售价） |
| origin\_price | float | 商品原价格 |
| favorite\_num | integer | 商品收藏数量 |
| pro\_factory | String | 商品生产厂家 |
| pro\_place | String | 商品产地 |
| pro\_score | float | 商品相符描述分数 |
| pro\_total\_num | integer | 商品总量 |
| pro\_sales\_num | integer | 商品销量|交易量 |
| pro\_type | String | 商品类目 |
| pro\_class | String | 商品分类 |
| class\_strong | String | 商品分类 大类 |
| class\_small | String | 商品分类 小类 |
| opinion\_num | integer | 商品评价数量 |
| opinion\_high | integer | 商品好评数 |
| opinion\_middle | integer | 商品中评数 |
| opinion\_low | integer | 商品差评数 |
| pro\_trademark | String | 商品商标信息 |
| pro\_service | String | 商品服务承诺、售后保障、服务说明 |
| shop\_name | String | 店铺名称 |
| shop\_url | String | 店铺URL |
| shop\_city | String | 店铺所在城市 |
| delivery\_place | String | 发货地点 |
| tax\_fee\_num | float | 税费金额 |
| tax\_fee\_title | String | 税费标题 |
| pro\_freight | String | 运费 |
| pro\_impression | String | 买家印象 |
| start\_num | int | 批发量起 |
| end\_num | int | 批发量止 |
| unit | String | 单位 |
| price | float | 价格 |
| name | String | 属性名称 |
| value | String | 属性值 |
| name | String | 属性名称 |
| value | String | 属性值 |
| page\_province | String | 省 |
| page\_city | String | 市 |
| page\_county | String | 县 |
|  |  |  |

* 样例数据

{

"page\_url":"http://item.jd.com/13518042094.html",

"task\_name":"京东",

"delivery\_place":"",

"page\_save\_time":"2017-10-19 12:26:51",

"page\_publish\_time":"2017-10-19 12:23:37",

"doc\_subclass":200401.0,

"task\_id":"www.jd.com",

"doc\_type":20.0,

"pro\_total\_num":0.0,

"tax\_fee\_num":0.0,

"task\_group":"2017-10-12",

"class\_small":"礼服/演出服",

"class\_strong":"童装",

"page\_fetch\_time":"2017-10-19 12:23:37",

"opinion\_high":0.0,

"shop\_url":"http://mall.jd.com/index-191073.html",

"doc\_class":2004.0,

"spider\_ip":"192.168.21.82",

"id":"6#20171019#46beed7a3c670c551f6cac692fa24547",

"page\_size":112887.0,

"opinion\_middle":0.0,

"pro\_code":"13518042094",

"site\_domain":"item.jd.com",

"pro\_sales\_num":0.0,

"opinion\_low":0.0,

"pro\_score":9.54,

"pro\_type":"男装/女装/童装/内衣",

"pro\_class":"母婴",

"shop\_name":"悍风方俊专卖店",

"pro\_impression":"",

"sale\_price":999.0,

"site\_name":"京东",

"pro\_freight":"货到付款",

"site\_ip":"111.206.231.1",

"pro\_brand":"悍风（HUMGFENG）",

"pro\_place":"",

"opinion\_num":0.0,

"favorite\_num":0.0,

"origin\_price":0.0,

"pro\_property":[

{

"name":"品牌",

"value":" 悍风（HUMGFENG）"

},

{

"name":"商品名称",

"value":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm 商品编号"

},

{

"name":"商品名称",

"value":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm"

},

{

"name":"商品编号",

"value":"13518042094"

},

{

"name":"店铺",

"value":" 悍风方俊专卖店"

},

{

"name":"商品毛重",

"value":"1.0kg"

},

{

"name":"货号",

"value":"HF17C03799"

},

{

"name":"适用季节",

"value":"夏季"

},

{

"name":"适用性别",

"value":"女童"

},

{

"name":"分类",

"value":"礼服"

},

{

"name":"上市时间",

"value":"2017夏季"

},

{

"name":"适用年龄（岁）",

"value":"3-16岁"

},

{

"name":"适用身高（cm）",

"value":"100-170cm"

}

],

"pro\_name":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm"

},{

"page\_url":"http://item.jd.com/12392911311.html",

"task\_name":"京东",

"delivery\_place":"",

"page\_save\_time":"2017-10-19 12:26:51",

"page\_publish\_time":"2017-10-19 12:23:37",

"doc\_subclass":200401.0,

"task\_id":"www.jd.com",

"doc\_type":20.0,

"pro\_total\_num":0.0,

"tax\_fee\_num":0.0,

"task\_group":"2017-10-12",

"class\_small":"礼服/演出服",

"class\_strong":"童装",

"page\_fetch\_time":"2017-10-19 12:23:37",

"opinion\_high":5.0,

"shop\_url":"http://mall.jd.com/index-668645.html",

"doc\_class":2004.0,

"spider\_ip":"192.168.21.82",

"id":"9#20171019#aa1861c960950295441e68177c07486f",

"page\_size":117088.0,

"opinion\_middle":0.0,

"pro\_code":"12392911311",

"site\_domain":"item.jd.com",

"pro\_sales\_num":5.0,

"opinion\_low":0.0,

"pro\_score":9.36,

"pro\_type":"男装/女装/童装/内衣",

"pro\_class":"母婴",

"shop\_name":"尚品琳演出服旗舰店",

"pro\_impression":"",

"sale\_price":69.0,

"site\_name":"京东",

"pro\_freight":"",

"site\_ip":"111.206.231.1",

"pro\_brand":"尚品琳",

"pro\_place":"",

"opinion\_num":5.0,

"favorite\_num":0.0,

"origin\_price":0.0,

"pro\_property":[

{

"name":"品牌",

"value":" 尚品琳"

},

{

"name":"商品名称",

"value":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm 商品编号"

},

{

"name":"商品名称",

"value":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm"

},

{

"name":"商品编号",

"value":"12392911311"

},

{

"name":"店铺",

"value":" 尚品琳演出服旗舰店"

},

{

"name":"商品毛重",

"value":"1.0kg"

},

{

"name":"货号",

"value":"YS-908#短袖"

},

{

"name":"衣门襟",

"value":"暗扣"

},

{

"name":"适用年龄",

"value":"1-3岁，3-6岁，6-9岁，9-12岁"

},

{

"name":"上市时间",

"value":"2017夏季"

},

{

"name":"适用季节",

"value":"夏季"

},

{

"name":"分类",

"value":"练功服"

},

{

"name":"适用性别",

"value":"女童"

},

{

"name":"安全等级",

"value":"B类"

},

{

"name":"适用年龄（岁）",

"value":"3-16岁"

},

{

"name":"适用身高（cm）",

"value":"100-140cm"

}

],

"pro\_name":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm"

}

# E-commerce products and online store data

* Data Description: JingDong, Taobao product sales data.
* Time Range: 2017-10-17 to 2017-10-22.
* Data Volume: 703500.
* Data Format: json.
* Author: State Information Center.
* Data field description

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| pro\_code | String | Product Number |
| pro\_name | String | Product Name |
| pro\_brand | String | Product brand |
| sale\_price | float | Product price (selling price) |
| origin\_price | float | The original price of goods |
| favorite\_num | integer | The number of goods collection |
| pro\_factory | String | Product manufacturer |
| pro\_place | String | Origin of goods |
| pro\_score | float | Product match description score |
| pro\_total\_num | integer | The total amount of product |
| pro\_sales\_num | integer | Product sales | trading volume |
| pro\_type | String | Product type |
| pro\_class | String | class |
| class\_strong | String | Big product class |
| class\_small | String | Small product class |
| opinion\_num | integer | The number of product reviews |
| opinion\_high | integer | Good product number |
| opinion\_middle | integer | Good feedback number |
| opinion\_low | integer | negative feedback number |
| pro\_trademark | String | Trademark information |
| pro\_service | String | Product service commitment, after-sale protection, service description |
| shop\_name | String | Store Name |
| shop\_url | String | Store URL |
| shop\_city | String | City where the store is |
| delivery\_place | String | Delivery Location |
| tax\_fee\_num | float | Tax amount |
| tax\_fee\_title | String | Tax title |
| pro\_freight | String | Transportation costs |
| pro\_impression | String | Buyers impression |
| start\_num | int | Wholesale volume from |
| end\_num | int | Wholesale volume only |
| unit | String | unit |
| price | float | price |
| name | String | Attribute name |
| value | String | Attribute value |
| name | String | Attribute name |
| value | String | Attribute value |
| page\_province | String | Province |
| page\_city | String | City |
| page\_county | String | county |
|  |  |  |

* Sample Data

{

"page\_url":"http://item.jd.com/13518042094.html",

"task\_name":"京东",

"delivery\_place":"",

"page\_save\_time":"2017-10-19 12:26:51",

"page\_publish\_time":"2017-10-19 12:23:37",

"doc\_subclass":200401.0,

"task\_id":"www.jd.com",

"doc\_type":20.0,

"pro\_total\_num":0.0,

"tax\_fee\_num":0.0,

"task\_group":"2017-10-12",

"class\_small":"礼服/演出服",

"class\_strong":"童装",

"page\_fetch\_time":"2017-10-19 12:23:37",

"opinion\_high":0.0,

"shop\_url":"http://mall.jd.com/index-191073.html",

"doc\_class":2004.0,

"spider\_ip":"192.168.21.82",

"id":"6#20171019#46beed7a3c670c551f6cac692fa24547",

"page\_size":112887.0,

"opinion\_middle":0.0,

"pro\_code":"13518042094",

"site\_domain":"item.jd.com",

"pro\_sales\_num":0.0,

"opinion\_low":0.0,

"pro\_score":9.54,

"pro\_type":"男装/女装/童装/内衣",

"pro\_class":"母婴",

"shop\_name":"悍风方俊专卖店",

"pro\_impression":"",

"sale\_price":999.0,

"site\_name":"京东",

"pro\_freight":"货到付款",

"site\_ip":"111.206.231.1",

"pro\_brand":"悍风（HUMGFENG）",

"pro\_place":"",

"opinion\_num":0.0,

"favorite\_num":0.0,

"origin\_price":0.0,

"pro\_property":[

{

"name":"品牌",

"value":" 悍风（HUMGFENG）"

},

{

"name":"商品名称",

"value":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm 商品编号"

},

{

"name":"商品名称",

"value":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm"

},

{

"name":"商品编号",

"value":"13518042094"

},

{

"name":"店铺",

"value":" 悍风方俊专卖店"

},

{

"name":"商品毛重",

"value":"1.0kg"

},

{

"name":"货号",

"value":"HF17C03799"

},

{

"name":"适用季节",

"value":"夏季"

},

{

"name":"适用性别",

"value":"女童"

},

{

"name":"分类",

"value":"礼服"

},

{

"name":"上市时间",

"value":"2017夏季"

},

{

"name":"适用年龄（岁）",

"value":"3-16岁"

},

{

"name":"适用身高（cm）",

"value":"100-170cm"

}

],

"pro\_name":"HUMG FENG品牌儿童礼服裙女童公主裙花童生日小礼服演出服婚纱主持人蓬蓬裙 藕色 130cm"

},{

"page\_url":"http://item.jd.com/12392911311.html",

"task\_name":"京东",

"delivery\_place":"",

"page\_save\_time":"2017-10-19 12:26:51",

"page\_publish\_time":"2017-10-19 12:23:37",

"doc\_subclass":200401.0,

"task\_id":"www.jd.com",

"doc\_type":20.0,

"pro\_total\_num":0.0,

"tax\_fee\_num":0.0,

"task\_group":"2017-10-12",

"class\_small":"礼服/演出服",

"class\_strong":"童装",

"page\_fetch\_time":"2017-10-19 12:23:37",

"opinion\_high":5.0,

"shop\_url":"http://mall.jd.com/index-668645.html",

"doc\_class":2004.0,

"spider\_ip":"192.168.21.82",

"id":"9#20171019#aa1861c960950295441e68177c07486f",

"page\_size":117088.0,

"opinion\_middle":0.0,

"pro\_code":"12392911311",

"site\_domain":"item.jd.com",

"pro\_sales\_num":5.0,

"opinion\_low":0.0,

"pro\_score":9.36,

"pro\_type":"男装/女装/童装/内衣",

"pro\_class":"母婴",

"shop\_name":"尚品琳演出服旗舰店",

"pro\_impression":"",

"sale\_price":69.0,

"site\_name":"京东",

"pro\_freight":"",

"site\_ip":"111.206.231.1",

"pro\_brand":"尚品琳",

"pro\_place":"",

"opinion\_num":5.0,

"favorite\_num":0.0,

"origin\_price":0.0,

"pro\_property":[

{

"name":"品牌",

"value":" 尚品琳"

},

{

"name":"商品名称",

"value":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm 商品编号"

},

{

"name":"商品名称",

"value":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm"

},

{

"name":"商品编号",

"value":"12392911311"

},

{

"name":"店铺",

"value":" 尚品琳演出服旗舰店"

},

{

"name":"商品毛重",

"value":"1.0kg"

},

{

"name":"货号",

"value":"YS-908#短袖"

},

{

"name":"衣门襟",

"value":"暗扣"

},

{

"name":"适用年龄",

"value":"1-3岁，3-6岁，6-9岁，9-12岁"

},

{

"name":"上市时间",

"value":"2017夏季"

},

{

"name":"适用季节",

"value":"夏季"

},

{

"name":"分类",

"value":"练功服"

},

{

"name":"适用性别",

"value":"女童"

},

{

"name":"安全等级",

"value":"B类"

},

{

"name":"适用年龄（岁）",

"value":"3-16岁"

},

{

"name":"适用身高（cm）",

"value":"100-140cm"

}

],

"pro\_name":"尚品琳儿童舞蹈服装夏季幼儿女童练功服短袖考级服连体服芭蕾舞裙 曜石黑 120cm"

}