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讲师:威巍



DRODUCE BY NETENSE



PRODUCE BY NETERSE

PRODUCE BY NETENSE

PRODUCE BY NETENSE



PRODUCE BY NETEASE

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PRODUCE BY WETERSE

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3. FERRE PRODUCE BY WETENSE

4. 堆积图





PRODUCE BY NETENSE



PRODUCE BY NETENSE



PRODUCE BY NETERSE



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PRODUCE BY NETERSE



PRODUCE BY NETENSE







PRODUCE BY NETERSE

V

SOLE SOLE











哪些环节

最有问题



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PRODUCE

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	预期	实际
展现	6567	6018
点击	5438	4623
访问	3728	2533
咨询	2418	821
订单	1718	435





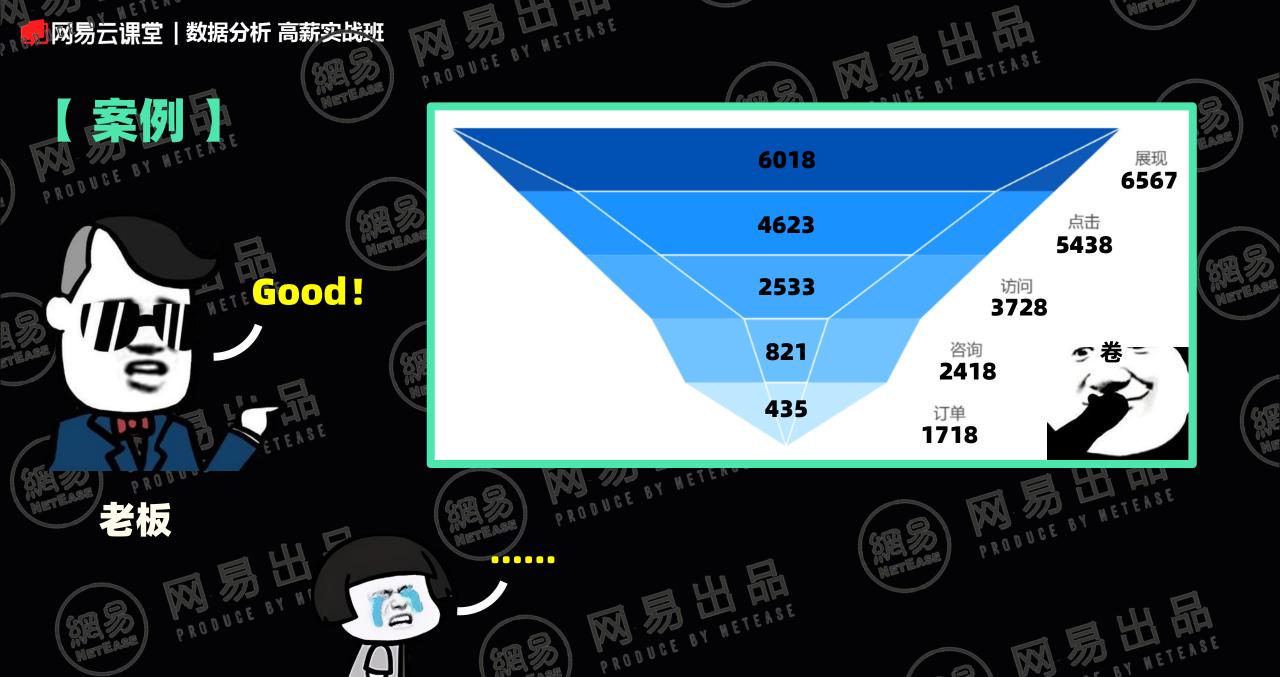




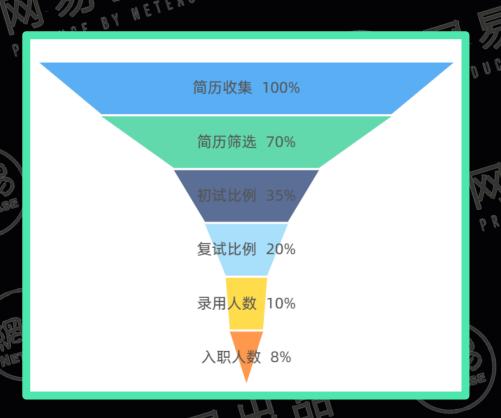








PRODUCE BY NETERSE 长周期、多环节流程

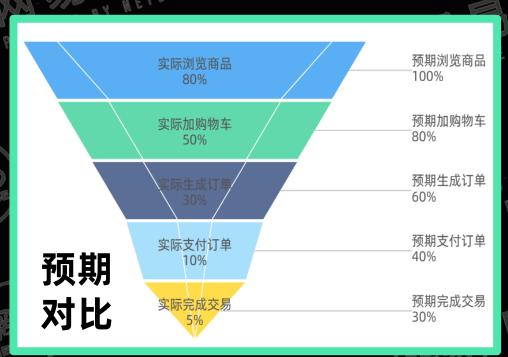




力招聘流程漏斗图

「序列-漏斗图

有利于直观发现问题



					m m	Ha	
BY		550	500			LEUZE	
		420	400				
OU'		280	300			H DA WETENSE	
	举 本	150	200			d 10 c	
M	样本 对比	80	100			昌出品	E
681	1 0		(%)	AS.	b 800 n	GE BY NETENS	





见过这种漏斗图吗









烟易点性







	2014	2015	2016	2017	2018	2019	2020
移动	274.9	514.6	819.1	1161.1	1339.5	1581.1	2096.7
客户端	608.9	611.6	582.5	648.6	619.6	615.1	559.2
网页	202.7	219.6	187.1	156	126.5	98.7	76.1
其他	58.2	61.2	66.8	70.3	58.7	13.8	54.8











PRODUCE BY NETENSE





堆积图与百分比堆积图











瀑布图】实操训练

7 8 8 8	
收支	数额(万)
营收	5350
房租	-1600
投资	2150
工资	-960
奖金	-330
罚款	150
餐饮	-210
交通	-160
补贴	290
教育	-200
汇总	4480









