

**${SHOP\_NAME} 数据报告**

**[电商企业店铺版-授权前]**

编号：WL-EC-${REPORT\_DATE}-${REPORT\_USER}-${REPORT\_NO}

生成时间：${YEAR}年${MONTH}月${DAY}日

内部保密资料

请勿外传

报告补充说明：“-”代表该主体相应栏目暂不存在信息

**1.企业信息**

**1.1 身份信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **名称** | ${COMP\_NAME} | | |
| **注册地址** | ${COMP\_REGADDR} | | |
| **法定代表人** | ${COMP\_LEAGEL} | **统一社会信用代码** | ${COMP\_UNITNO} |
| **注册号** | ${COMP\_REGNO} | **成立日期** | ${COMP\_SDATE} |
| **注册资本** | ${COMP\_REGMONEY} | | |
| **经营范围** | ${COMP\_RANGE} | | |

**1.2 股东信息**

|  |  |  |
| --- | --- | --- |
| **名称** | **出资额(万元)** | **出资比例** |

**1.3 变更记录信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **变更项目** | **变更前内容** | **变更后内容** | **变更日期** |

**1.4** **市场监管行政处罚信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **处罚决定日期** | **处罚文书号** | **处罚类型** | **处罚内容** |

**1.5 被执行人信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **立案时间** | **执行标的** | **诉讼案件号** | **执行法院** |

**1.6 法院结案信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **日期** | **上诉方** | **被诉方** | **法院** |

**1.7 经营异常信息**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **列入经营异常的原因** | **列入时间** | **列入决定机关** | **移出经营异常原因** | **移出日期** | **移出决定机关** |

**2.店铺信息**

**2.1 身份信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **店铺名称** | ${SHOP\_NAME} | **店铺主旺旺名** | ${SHOP\_WWM} |
| **入住平台** | ${SHOP\_PLAT} | **主营类别** | ${SHOP\_MAINBUSINESS} |
| **开店时长** | ${SHOP\_YEAR} | **店铺ID** | ${SHOP\_ID} |
| **保证金金额** | ${SHOP\_CAMONEY} | **店铺所在地区** | ${SHOP\_AREA} |
| **店铺网络地址** | ${SHOP\_URL} | | |

**2.2 宝贝信息**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **宝贝数** | ${GOODS\_NUM} | **宝贝类目数** | ${GOODS\_CATEGORY} | **品牌数** | ${GOODS\_BRAND} |

**2.3 服务信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **半年评分人数** | ${SHOP\_HALFYEAR} | **半年内描述评分5分比例** | ${SHOP\_HALFYEAR\_MS\_5RATE} |
| **半年内描述评分4分比例** | ${SHOP\_HALFYEAR\_MS\_4RATE} | **半年内描述评分3分比例** | ${SHOP\_HALFYEAR\_MS\_3RATE} |
| **半年内描述评分2分比例** | ${SHOP\_HALFYEAR\_MS\_2RATE} | **半年内描述评分1分比例** | ${SHOP\_HALFYEAR\_MS\_1RATE} |
| **半年内描述评分** | ${SHOP\_HALFYEAR\_MS\_LOCAL} | **半年内描述评分与同行业相比** | ${SHOP\_HALFYEAR\_MS\_IND} |
| **半年内服务评分5分比例** | ${SHOP\_HALFYEAR\_FW\_5RATE} | **半年内服务评分4分比例** | ${SHOP\_HALFYEAR\_FW\_4RATE} |
| **半年内服务评分3分比例** | ${SHOP\_HALFYEAR\_FW\_3RATE} | **半年内服务评分2分比例** | ${SHOP\_HALFYEAR\_FW\_2RATE} |
| **半年内服务评分1分比例** | ${SHOP\_HALFYEAR\_FW\_1RATE} | **半年内服务评分** | ${SHOP\_HALFYEAR\_FW\_LOCAL} |
| **半年内服务评分与同行业相比** | ${SHOP\_HALFYEAR\_FW\_IND} | **半年内物流评分5分比例** | ${SHOP\_HALFYEAR\_WL\_5RATE} |
| **半年内物流评分4分比例** | ${SHOP\_HALFYEAR\_WL\_4RATE} | **半年内物流评分3分比例** | ${SHOP\_HALFYEAR\_WL\_3RATE} |
| **半年内物流评分2分比例** | ${SHOP\_HALFYEAR\_WL\_2RATE} | **半年内物流评分1分比例** | ${SHOP\_HALFYEAR\_WL\_1RATE} |
| **半年内物流评分** | ${SHOP\_HALFYEAR\_WL\_LOCAL} | **半年内物流评分与行业相比** | ${SHOP\_HALFYEAR\_WL\_IND} |
| **28天内退款完结时长(天)** | ${SHOP\_TKWJSC\_LOCAL} | **同行业退款完结时长(天)** | ${SHOP\_TKWJSC\_IND} |
| **28天内退款自主完结率** | ${SHOP\_TKZZWJL\_LOCAL} | **同行业退款自主完结率** | ${SHOP\_TKZZWJL\_IND} |
| **28天内纠纷退款率** | ${SHOP\_JFL\_LOCAL} | **同行业纠纷退款率** | ${SHOP\_JFL\_IND} |
| **28天内总处罚次数** | ${SHOP\_CF\_TOTAL} | **28天内虚假交易处罚次数** | ${SHOP\_XJJYCF\_TOTAL} |
| **28天内描述不符处罚次数** | ${SHOP\_MSBFCF\_TOTAL} | **28天内退款总次数** | ${SHOP\_TK\_TOTAL} |
| **28天内无理由退款次数** | ${SHOP\_WLYTK\_TOTAL} | **28天内因商品质量退款次数** | ${SHOP\_SPZLTK\_TOTAL} |
| **近30天售后率** | ${SHOP\_SHL\_LOCAL} | **行业近30天平均售后率** | ${SHOP\_SHL\_IND} |

**2.4 运营信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **总收藏数** | ${SHOP\_FANS} | **商品销售均价（元）** | ${SHOP\_AVG} |
| **近30天销售量** | ${SHOP\_SALES} | **近30天销售额（元）** | ${SHOP\_SALESMONEY} |
| **是否入驻品牌库** | ${SHOP\_BRANDRK} | **是否品牌直销** | ${SHOP\_BRANDZX} |
| **月平均销售额（元）** | ${SHOP\_AVGMONEY} | **近1年销售额（元）** | ${SHOP\_1YEARMONEY} |

**3.模型综合评分**

|  |  |  |  |
| --- | --- | --- | --- |
| **维度评分（满分1）** | | **店铺虚拟价值（元）** | **综合评分****(满分1000)** |
| 业务真实性 | ${SHOP\_YWZS} | ${SHOP\_VALUE} | ${SHOP\_ZHDF} |
| 交易情况 | ${SHOP\_JYQK} |
| 行业特性 | ${SHOP\_HYTX} |
| 市场预期 | ${SHOP\_SCYQ} |
| 行为分析 | ${SHOP\_XWFX} |
| **建议授信额度（不考虑个人征信及负债情况）** | | ${SHOP\_JYSXED} | |

**4.信息提醒**

|  |  |
| --- | --- |
| **时间周期** | **信息内容** |
| ${NOTIFY\_DATE} | ${NOTIFY\_INFO} |