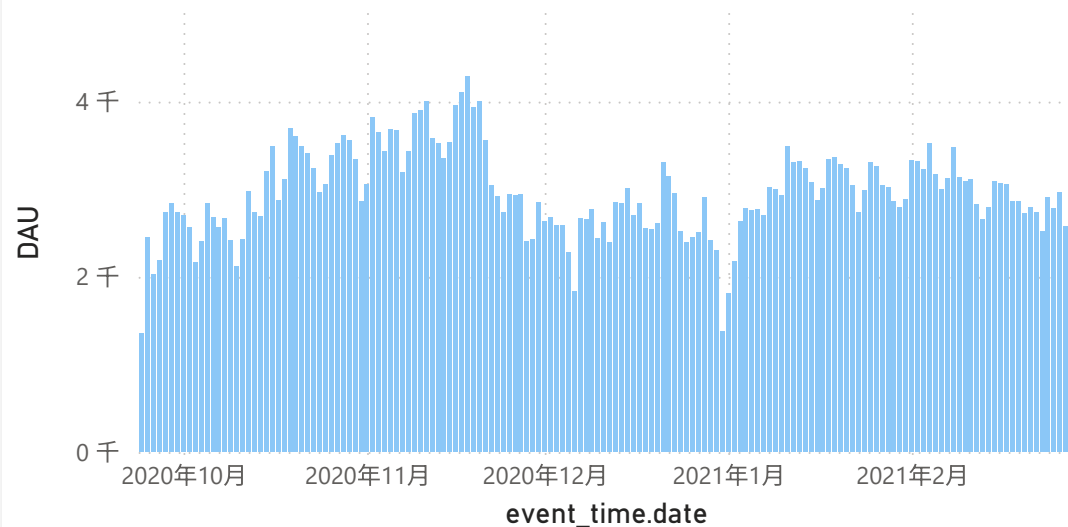


Overview

5.13
百万
GMV

日活跃用户数



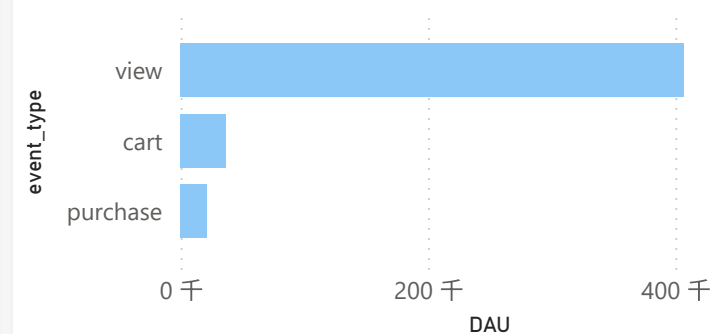
Date

2020/9/1

2021/3/1

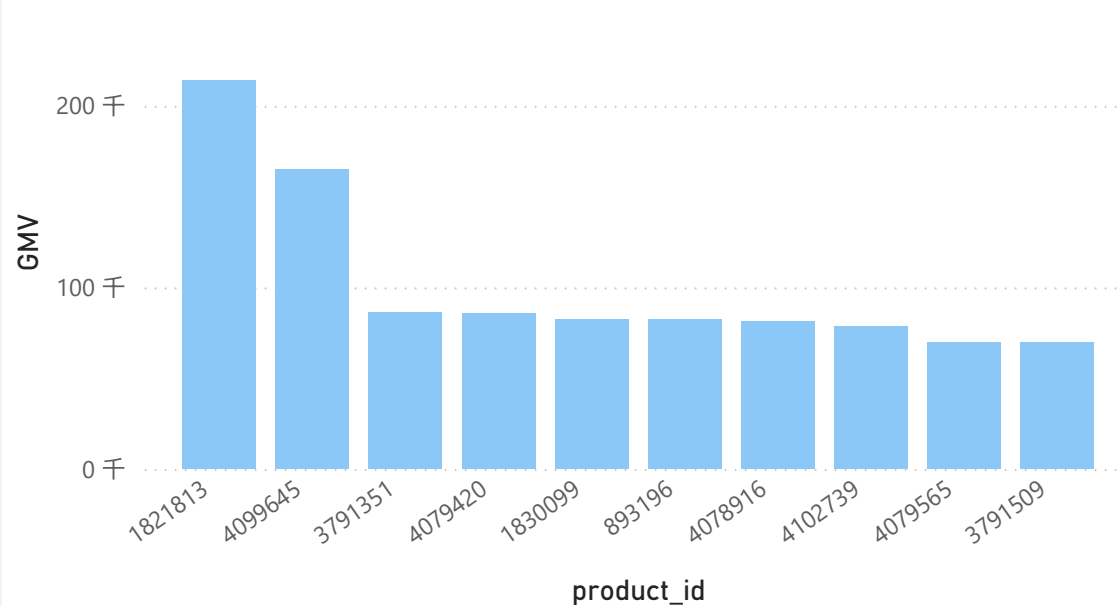


日活跃用户行为

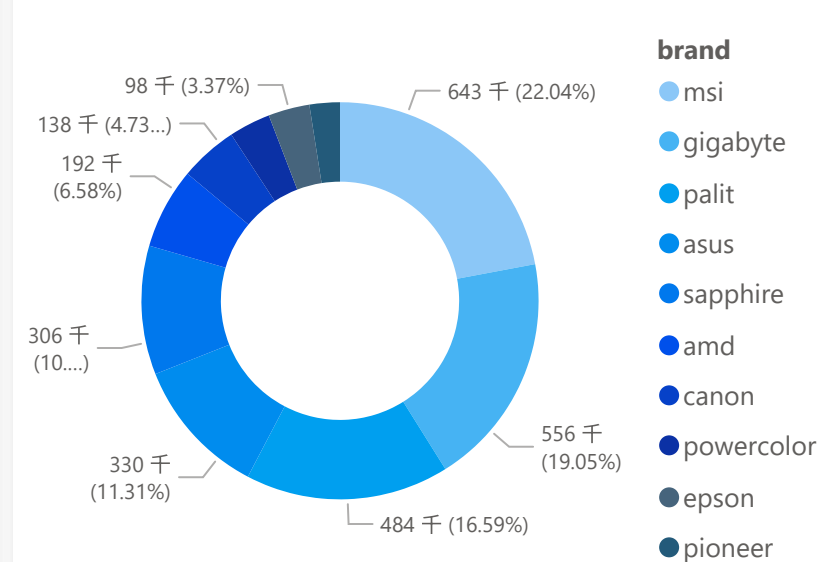


53.45 千
product_id 的计数

GMV Top10产品



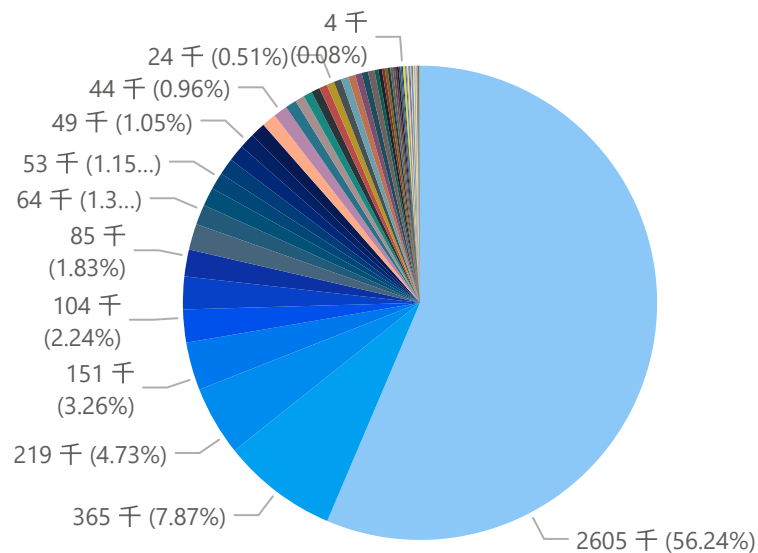
GMV Top10品牌



407.28
千
user_id 的计数

品类

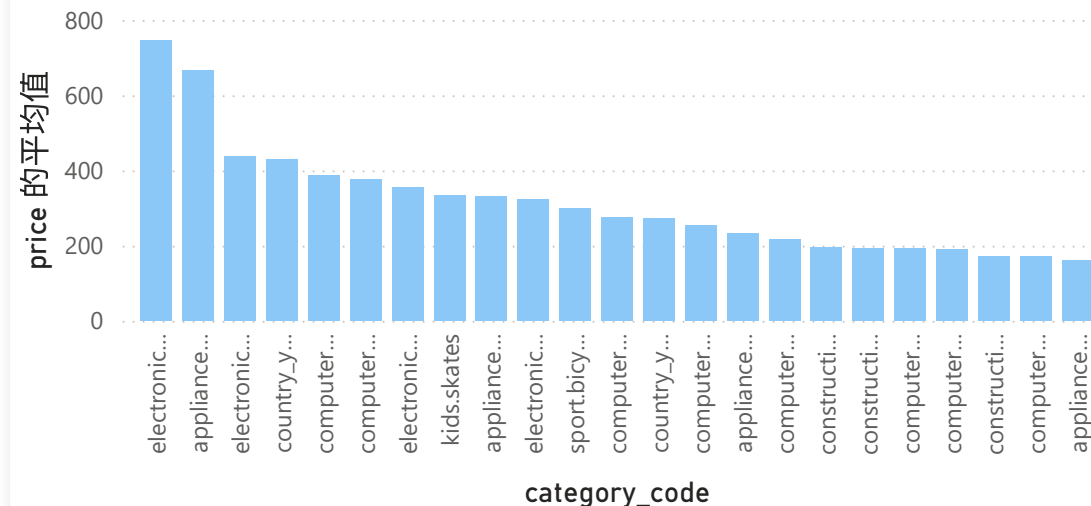
各品类GMV占比



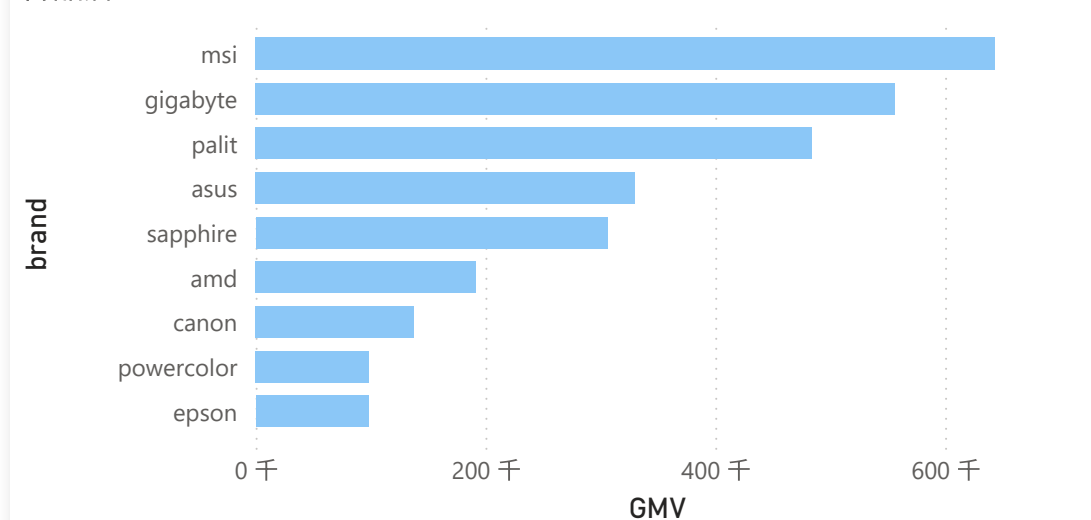
category_code

- computers.components.v...
- computers.peripherals.pri...
- computers.components.c...
- electronics.telephone
- stationery.cartridge
- computers.components....
- electronics.audio.acoustic
- auto.accessories.player
- computers.notebook
- electronics.video.tv
- electronics.tablet
- electronics.video.projector
- computers.components.p...
- computers.components.h...
- computers.peripherals.m...
- computers.peripherals.wifi
- computers.ebooks
- construction.tools.saw
- construction.tools.drill
- appliances.sewing_machi...
- computers.peripherals.sc...

各品类均价

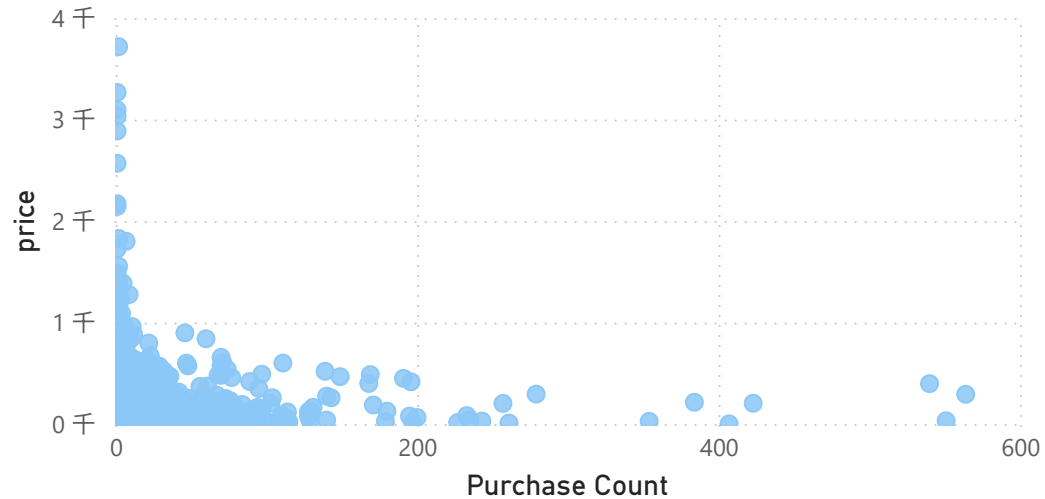


各品牌GMV

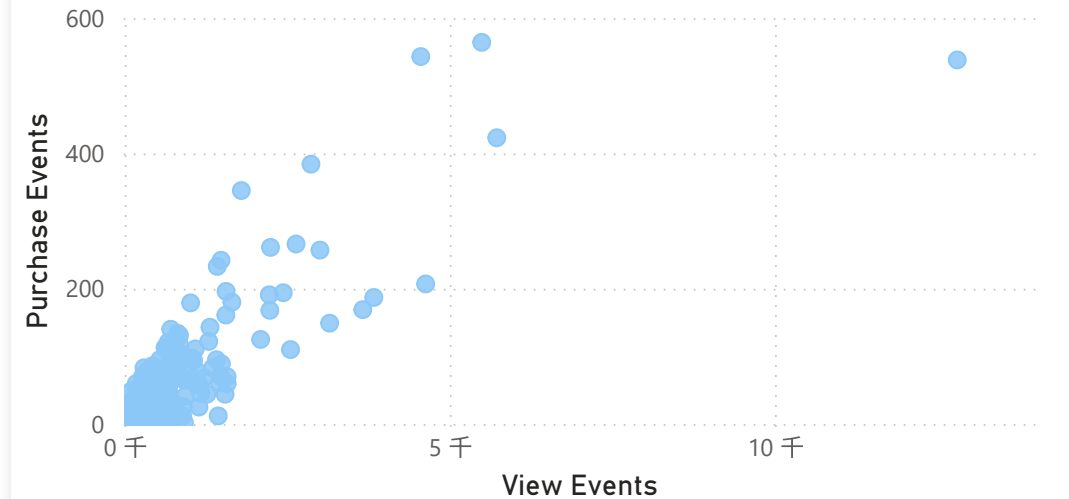


产品

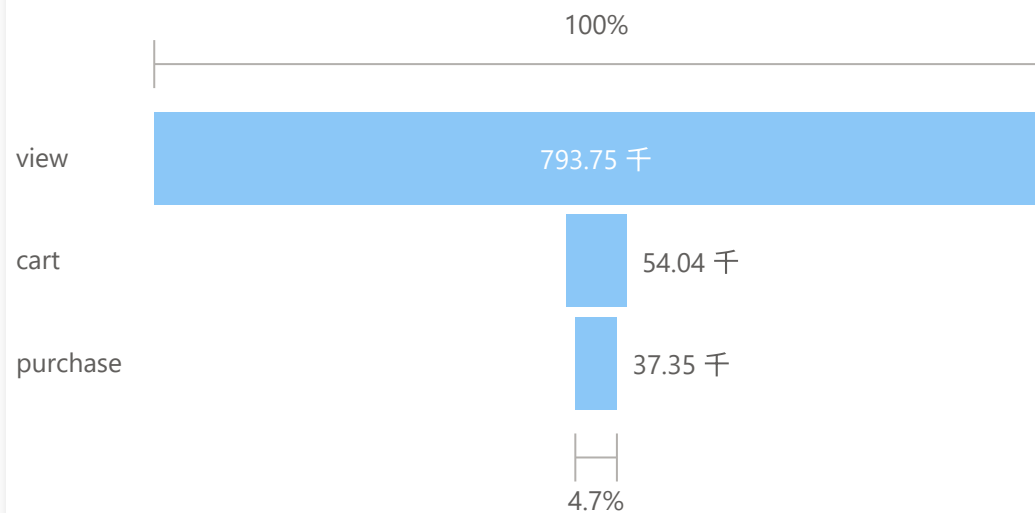
各产品价格与购买量关系



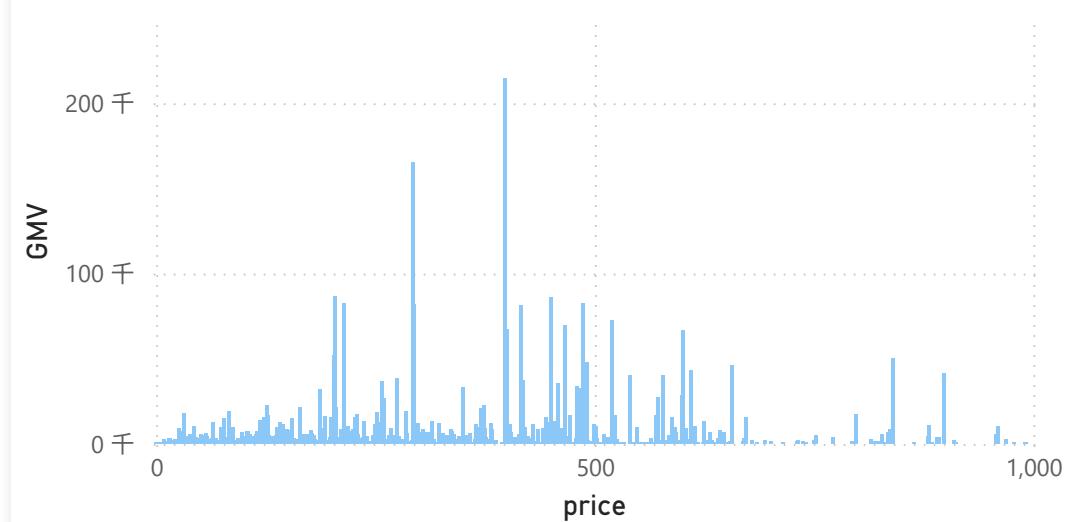
各产品浏览量与购买量



对应各事件类型下用户行为次数

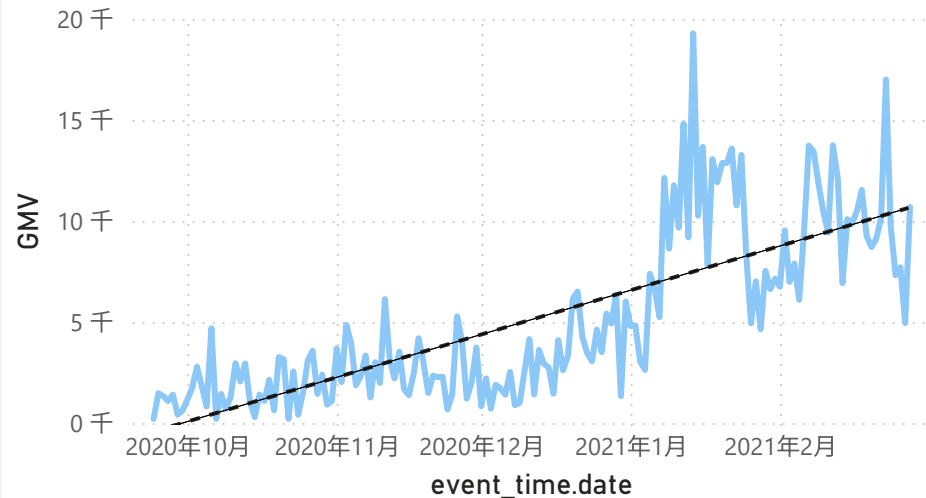


不同价格带产品的GMV

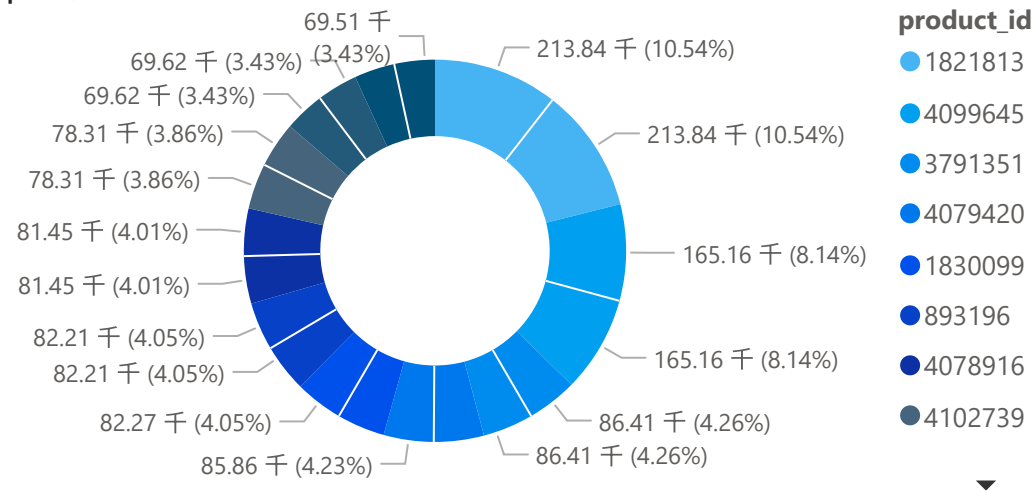


产品

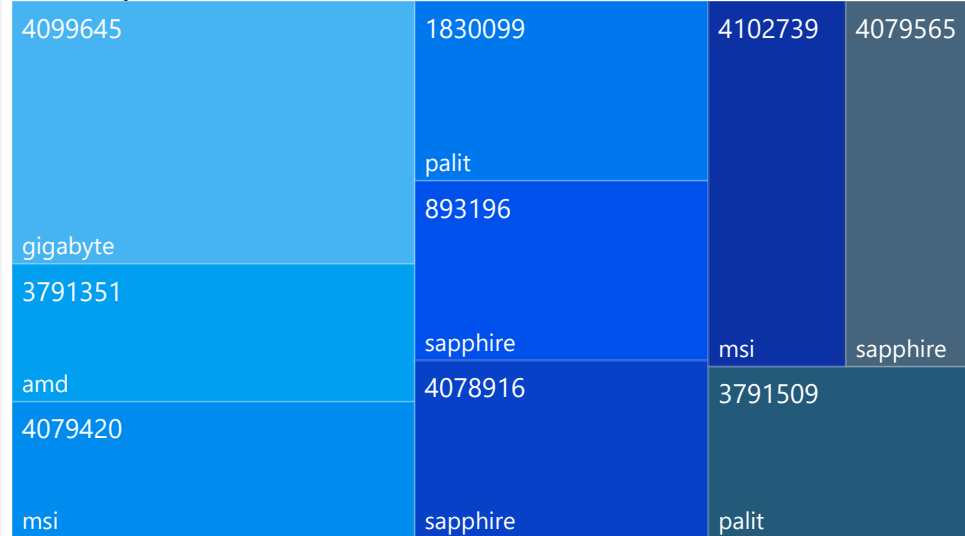
GMV走势



Top10 产品GMV占比



GMV Top10产品的品牌分布



product_id computers.components.cpu computers.components.videocards 总计

product_id	computers.components.cpu	computers.components.videocards	总计
3791509		69,511.48	69,511.48
4079565		69,621.04	69,621.04
4102739		78,313.06	78,313.06
4078916		81,445.84	81,445.84
893196		82,214.40	82,214.40
1830099		82,270.89	82,270.89
4079420		85,856.41	85,856.41
3791351	86,414.67		86,414.67
4099645		165,156.12	165,156.12
总计	86,414.67	714,389.24	800,803.91

用户

View_to_Purchase Rate

5.24%

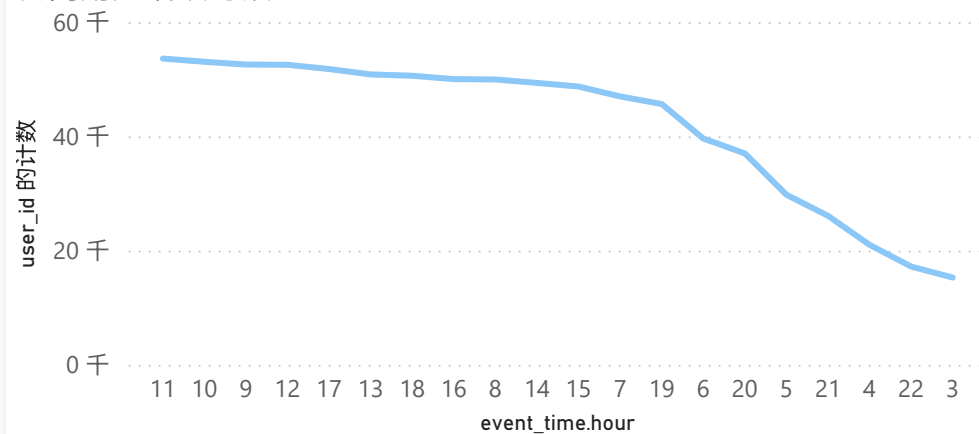
Cart_to_Purchase Rate

57.65%

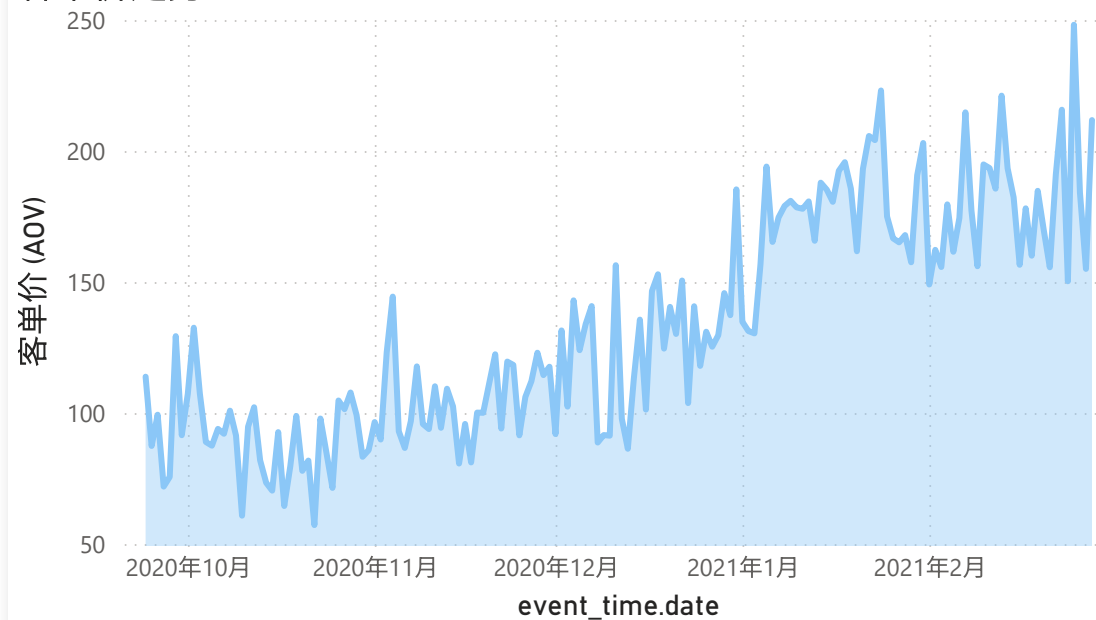
Purchase Conversion Rate

5.23%

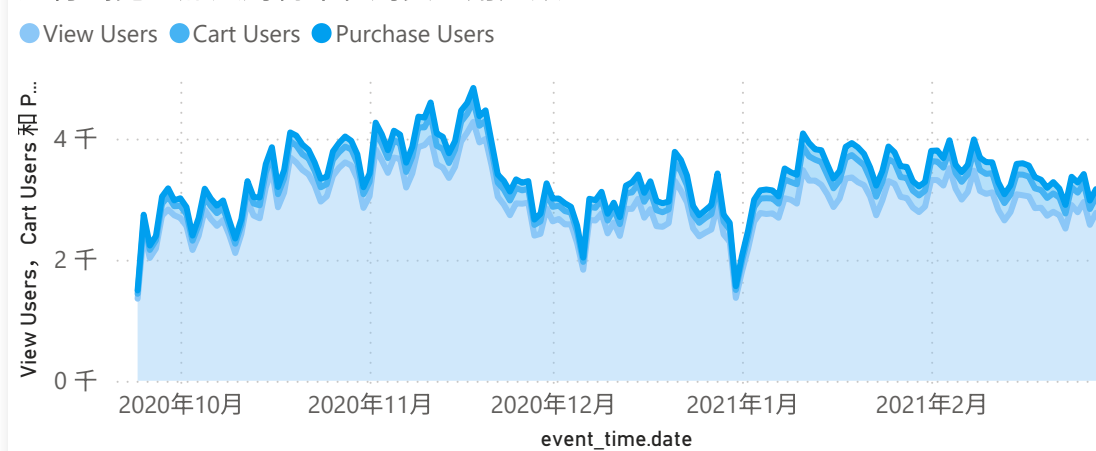
日内用户活跃时段



客单价走势

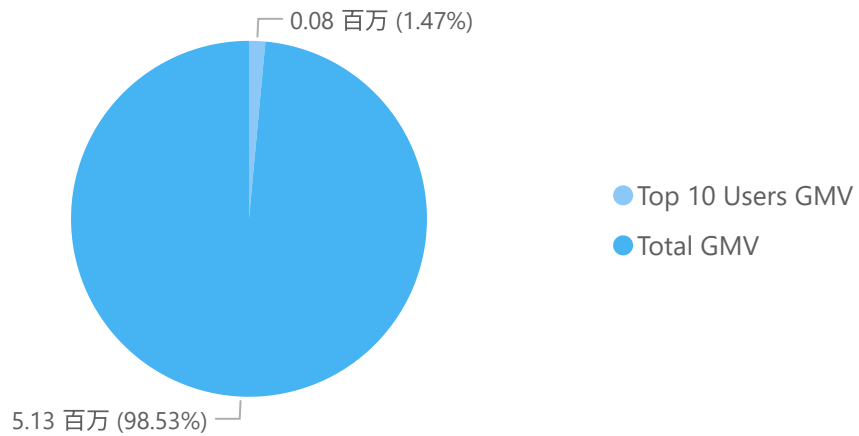


进行浏览、加入购物车和购买的用户数

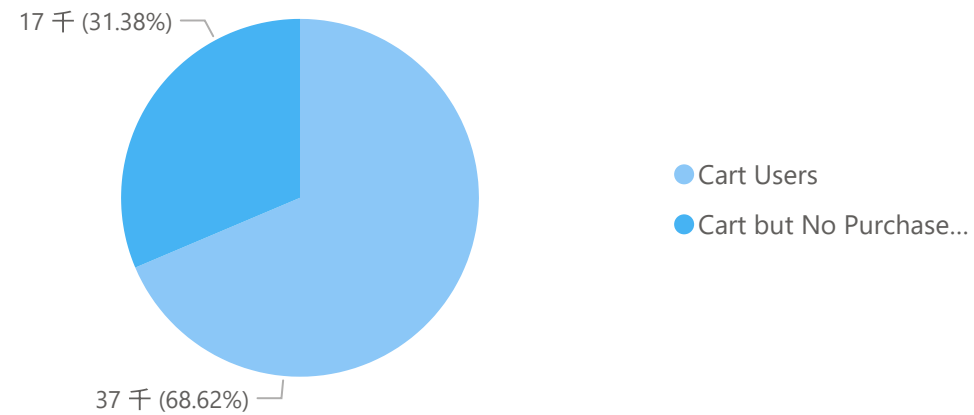


用户

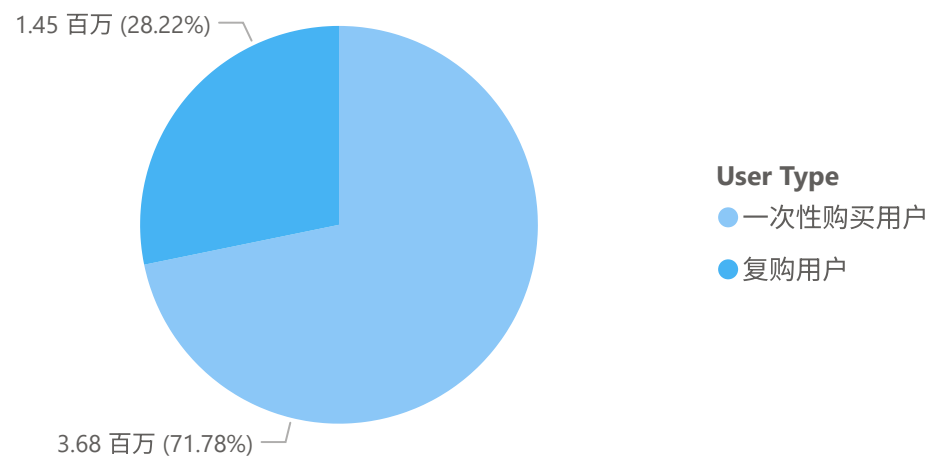
GMV前10用户消费占比



加入购物车未购买用户人数占比



复购用户与一次性购买用户消费占比



Cart but No Purchase Users(按 brand)

