

项目名称: BETiq\_PowerBI

项目背景: BETiq为欧莱雅广告投放优化工具 (BET为触点: 广告媒介如天猫, 小红书、抖音等等), 通过数据 (投资回报率(ROI)) 驱动, 衡量每个BET对于销售的影响, 优化产品在市场中的A&P (广告和促销) 的分配, 以实现最佳的广告效果和投资回报, 在此背景下开发dashboard, 实现对优化效果的追踪和分析。

dashboard开发:

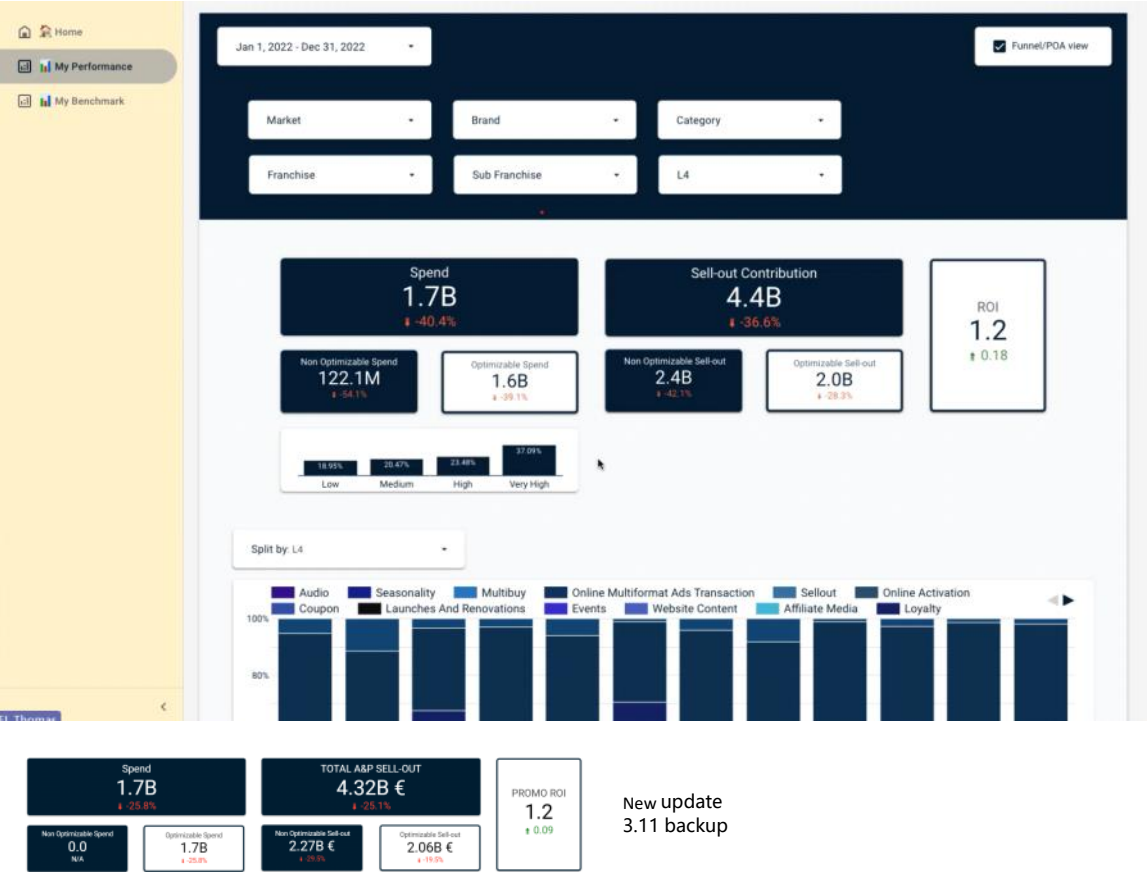
- 监控关键指标, 了解整体数据情况;
- 实现钻取和交互功能, 结合结构和趋势分析, 及时把握营销方案效果, 调整优化和布局。

指标:

- 广告投入 Spend
- 销售贡献 Sell-out Contribution
- 投资回报率 ROI

名称 (name)	Data dimension	dashboard	Corresponding data source field	Statistical caliber and formula
广告投入	market、brand、category、channel、franchise、sub_franchise	Spend	invest	sum(invest)
销售贡献		Sell-out Contribution	contrib	sum(contrib)
未优化支出		Non Optimizable Spend	invest、optimizable_lever	optimizable_lever =False
已优化支出		Optimizable Spend	invest、optimizable_lever	optimizable_lever =True
未优化贡献销售额		Non Optimizable Sell-out	contrib、optimizable_lever	optimizable_lever =False
已优化贡献销售额		Optimizable Sell-out	contrib、optimizable_lever	optimizable_lever =True
投资回报率		ROI	Invest、contrib、optimizable_lever	(Optimizable Sell-out/Optimizable Spend) *100%
bucket占比		Low、Medium、High、Very High	bucket、invest、optimizable_lever	bucket corresponding Optimizable Spend/ total Optimizable Spend
同比(Numerical type)		YOY		YOY rate=(current period amount - same period amount) / same period amount × 100%
同比(Ratio type)		YOY		YOY=current period amount - same period amount
饱和度		Saturation Level	invest、Saturation Level	contrib/sum(Saturation Level)

Demo image





### Split by Granularity (1)

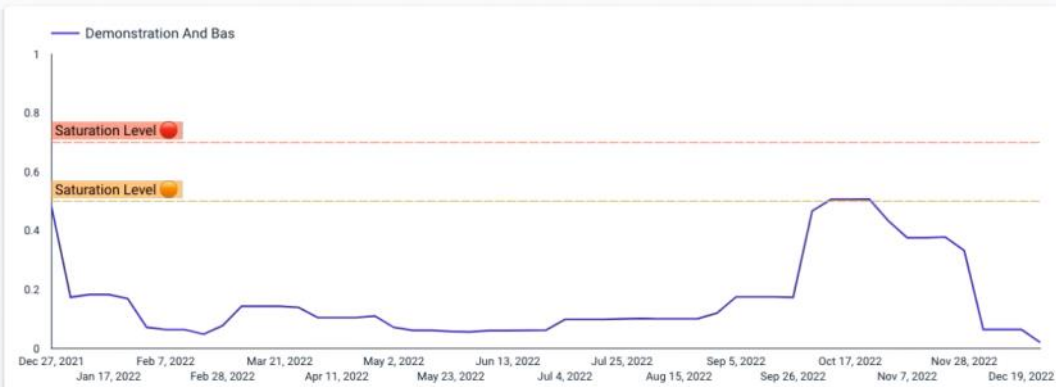
Type to search

- Franchise
- Channel
- Retailer

Split by Granularity / Optimizable Spend / Optimizable Sell-out / ROI / Satu									
	Unexpert	Unlimit...	Grand total						
	Satu	Optimizabl	Opti...	Opti...	ROI	Satu			
Optimizabl Spend	3.1M	8.7M	2.8				612.9M	635.8M	1
	-	-	-				2M	288K	0.1
	-	-	-				0	0	0
	-	-	-				0	0	0
	-	-	-				6.2M	5.8M	0.9
	-	-	-				0	0	0
	-	-	-				0	0	0
	26.8K	392.3K	14.6				212.6M	336.8M	1.6
	-	-	-				52.1M	40.2M	0.8
	1.4M	2M	1.5				740M	951.3M	1.3
	-	-	-				921.7K	1.7M	1.8
Baseline	-	-	-				0	0	0
Other	-	-	-				0	0	0
Baseline	-	-	-				0	0	0
Grand total	4.5M	11.1M	2.5				1.6B	2B	1.2

Livestreamers Social Sellers  
 Promotional Gifts Xwp  
 Pos Animation  
 Social Media Transaction  
 Variable Crm  
 Sampling  
 Tv  
 Influencer Management  
 Demonstration And Bas  
 Pr

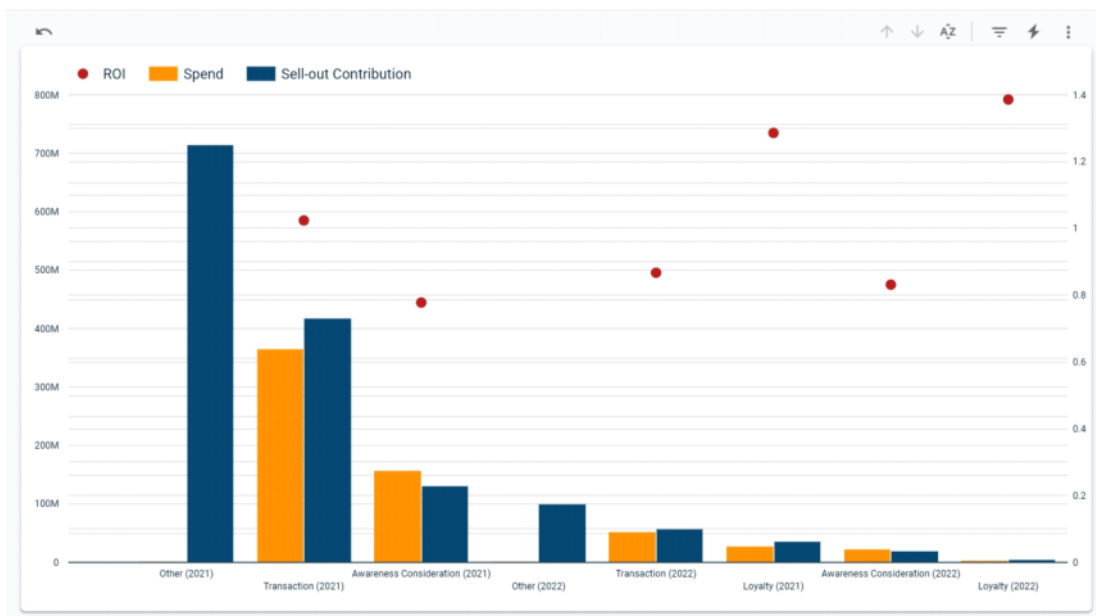
Coupon	-	-	-	-	0	0	0	
Single Price Offs	-	-	-	-	0	0	0	
Multibuy	-	-	-	-	0	0	0	
Prescribe...	-	-	-	-	2.8M	950.7K	0.3	
Awareness ...	-	-	-	-	-	-	-	
Medical Pro Relatio...	-	-	-	-	-	-	-	
Grand total	4.5M	11.1M	2.5		1.6B	2B	1.2	



L4	Optimizable Spend	Optimizable Sell-out	ROI
1. Demonstration And Bas	362.4M	158.4M	0.4

L4	Optimizable Spend	Optimizable Sell-out	ROI
5. Testers And Merchandising	55.5M	21.9M	0.4
6. PR	34.9M	38.8M	1.1
7. Social Media Transaction	31.9M	61.2M	1.9
8. Variable CRM	31.4M	40.7M	1.3
9. Pos Animation	25.6M	20.9M	0.8
10. Paid Search Transaction	16.8M	39.9M	2.4
11. Affiliate Media	14.4M	13M	0.9
12. Livestreamers Social Sellers	13.4M	14.2M	1.1
13. Online Multiformat Ads Awareness Consider...	7.2M	8.3M	1.1
14. Sampling	7M	28.6M	4.1
15. Online Video Content Platforms	6.9M	11.4M	1.6
16. Paid Search Awareness Consideration	1.5M	2.1M	1.4
17. Online Multiformat Ads Transaction	301.2K	946.3K	3.1
18. Events	0	0	-
19. Sellout	-	-	-
Grand total	600.1M	572.2M	1

1 - 26 / 26



Model Period: 2021-08-16\_\_2022-0... (1) ▾

My Market: Uk (1) ▾

My Category ▾

My Brand ▾

My Retailer ▾

My Channel Type ▾

My Franchise ▾

Growth Driver L4: Social Me... (1) ▾

Growth Driver L5: Testers A... (1) ▾

My Variable: Trade Trials Vol... (1) ▾

Check Response Curves

1 variable selected, Response Curve is OK ✓

Zoom: 2 (1) ▾

— Sell-out Contribution

● Saturation Level 20%

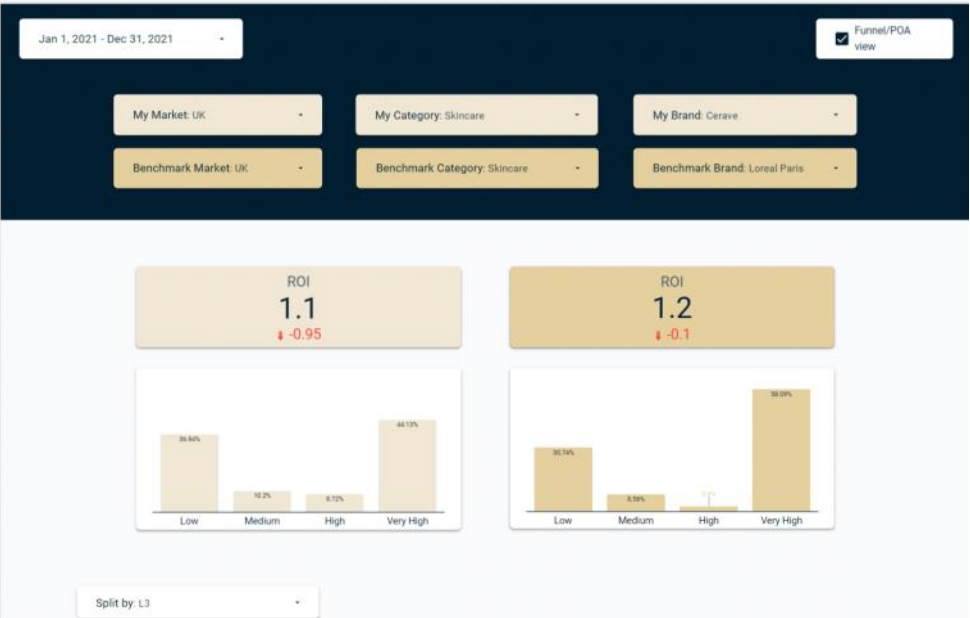
● Saturation Level 50%

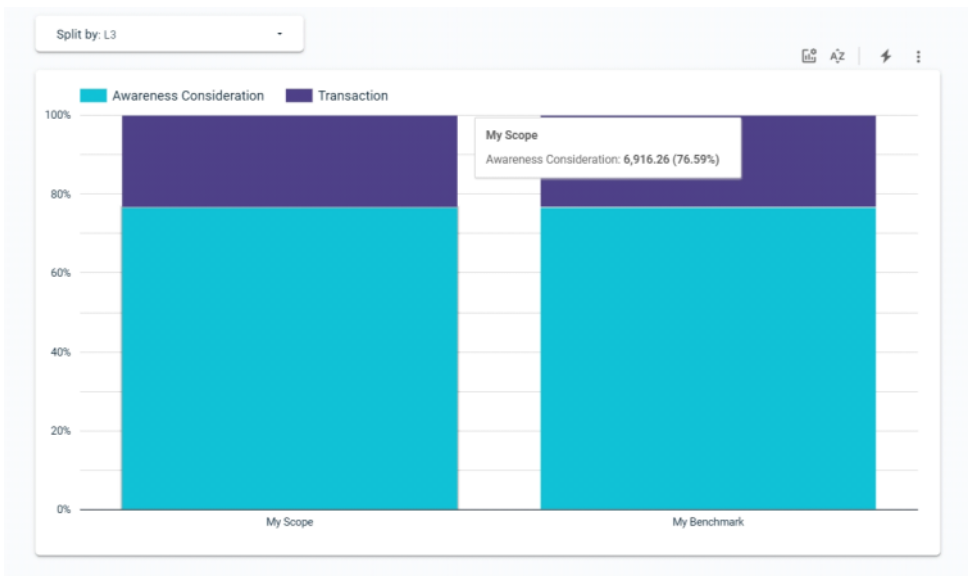
● Saturation Level 70%



Build the initial dashboard version for the new version of Analyzer on April 9, 2024

来自 <<https://fanvi.baidu.com/mtpe-individual/multimodal?channel=pinzhuang>>





L3	L4	L5	Spend		My Scope ROI	Spend		My Benchmark ROI
Awareness...	Audio	Podcasts	<div></div>		1.0	<div></div>		-
		Radio	<div></div>		-	<div></div>		-
	Pr	Pr	<div></div>		1.4	<div></div>		-
		All Other	<div></div>		-	<div></div>		-
		Events	<div></div>		-	<div></div>		-
		Pr Kits	<div></div>		-	<div></div>		-
	Paid Search ...	Paid Search A...	<div></div>		2.4	<div></div>		-
		Other Retailers	<div></div>		-	<div></div>		-
		Walmart	<div></div>		-	<div></div>		-
		Amazon	<div></div>		-	<div></div>		-
		Target	<div></div>		-	<div></div>		-
		Google Bing	<div></div>		-	<div></div>		-
		Citrus	<div></div>		-	<div></div>		-
		Criteo	<div></div>		-	<div></div>		4.5
	Google	<div></div>		-	<div></div>		1.1	
Grand total			100%	1.1		100%	1.2	

L3	L4	L5	Spend	Sell-out Contributi...	My Scope ROI	Spend	Sell-out Contributi...	My Benchmark ROI
Awareness...	Tv	Linear	41.1%	33.9%	0.9	0.0%	0.0%	-

<div>⚡⋮</div>								
L3	L4	L5	Spend	Sell-out Contributi...	My Scope ROI	Spend	Sell-out Contributi...	My Benchmark ROI
Awarenes...	Tv	Tv	0.0%	0.0%	-	54.5%	43.8%	0.9
		Copy Length 20	0.0%	0.0%	-	0.0%	0.0%	-
		Copy Length 30	0.0%	0.0%	-	0.0%	0.0%	-
	Social Media ...	Facebook	6.9%	9.8%	1.6	6.1%	4.5%	0.9
		Tik Tok	5.5%	6.7%	1.3	1.1%	0.9%	0.9
		Social Media ...	0.0%	0.0%	-	0.0%	0.0%	-
		Snapchat	0.0%	0.0%	-	0.0%	0.0%	-
		Instagram	0.0%	0.0%	-	0.0%	0.0%	-
		Pinterest	0.0%	0.0%	-	0.0%	0.0%	-
	Influencer Ma...	Influencer Ma...	7.7%	6.2%	0.9	1.7%	0.7%	0.5
		Events	0.0%	0.0%	-	0.0%	0.0%	-
		Digital Partne...	0.0%	0.0%	-	0.9%	0.3%	0.4
		Love Product ...	0.0%	0.0%	-	0.0%	0.0%	-
		Paid Content ...	0.0%	0.0%	-	0.0%	0.0%	-
	Online Video ...	Youtube	7.0%	4.5%	0.7	4.1%	8.2%	2.3
		Hulu	0.0%	0.0%	-	0.0%	0.0%	-
		Leadgen	0.0%	0.0%	-	0.0%	0.0%	-
		Bvod	0.0%	0.0%	-	0.0%	0.0%	-
Grand total				100.0%	100.0%	1.1	100.0%	100.0%

Saturation level definition : The percentage of maximum achievable contribution to sellout ;

Saturation level = optimizable sell-out / maximum achievable contribution to sellout ;

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--- Saturation level = optimizable sell-out / maximum achievable contribution to sell out

Satu = Optimizable sell out / maximum achievable contribution to sell out ;

( Satu definition: The percentage of maximum achievable contribution to sellout ) ;

----- Satu Icon Color Description ----- red:  $0.7 \leq \text{Saturation Level} \leq \text{maximum}$

----- yellow:  $0.5 \leq \text{Saturation Level} < 0.7$  ---

----- green:  $0 \leq \text{Saturation Level} < 0.5$  -----

Satu = Optimizable sell out / maximum achievable contribution to sell out ;

( Satu Icon Color stands for: red:  $0.7 \leq \text{Saturation Level} \leq \text{maximum}$

----- yellow:  $0.5 \leq \text{Saturation Level} < 0.7$  -----

green:  $0 \leq \text{Saturation Level} < 0.5$  ) -----

#### Power BI Analyzer UI issues

1. Need detailed methodology of the default time filter scope (will it change through time?)
2. Considering the proportional relationship between Non-Optimizable Spend & Non-Optimizable sell out and Optimizable Spend & Optimizable sell out, it will be felt that this part of Non-Optimizable spend has leveraged more sales. While this part of sales is mainly driven by **baseline & promo**, which we don't have spend or can't track spend yet.
3. If the relative change is calculated YoY, it is recommended to add a note.
4. Need detailed grocery of all the terminology, should be aligned with global version, and also for the ROI part need to specify what kind of ROI (optimizable ROI?)
5. The display of the saturation curve is not so clear and business will not take this kind of saturation curve but the ones with the X-axis is investment, and the Y-axis is sell-out.
6. Have no idea what's "satu" for new users and what's the green or other color dot stands for? Also it's not likely that all variables are green dots which means all are not saturated, we need clear definition and formula in this part

--- Satu Icon Color Description ---

--- red:  $0.7 \leq \text{Satu} \leq \text{maximum}$  ---

--- yellow:  $0.5 \leq \text{Satu} < 0.7$  ---



--- green:  $0 \leq \text{Satu} < 0.5$  -----

Satu = Optimizable sell out / maximum achievable contribution to sell out ; ( Satu Icon Color stands for:

red:  $0.7 \leq \text{Satu} \leq \text{maximum}$  ----- yellow:  $0.5 \leq \text{Satu} < 0.7$  ----- green:  $0 \leq \text{Satu} < 0.5$  ----- )

Satu : The percentage of maximum achievable contribution to sellout ; ( Satu Icon Color stands for:

red:  $0.7 \leq \text{Satu} \leq \text{maximum}$  ----- yellow:  $0.5 \leq \text{Satu} < 0.7$  ----- green:  $0 \leq \text{Satu} < 0.5$  ----- )

Saturation level definition: The percentage of maximum achievable contribution to sellout ; The percentage of maximum achievable contribution to sellout

power

# 项目进度

2023年12月1日 11:23

## 项目背景：

BETiq为欧莱雅广告投放优化工具（BET为触点：广告媒介如天猫，小红书、抖音等等），通过数据（投资回报率(ROI)）驱动，衡量每个BET对于销售的影响，优化产品在市场中的A&P (广告和促销) 的分配，以实现最佳的广告效果和投资回报，在此背景下开发dashboard，实现对优化效果的追踪和分析。

## 报表需求：

报表采用PowerBI开发，主要分为三个报表页：

- 1.home页，对于整个报表的简单指引说明；
- 2.my performance页，设计通过各个维度的交互分析，提供数据洞察；
- 3.my benchmark页，实现品牌-品类-系列的关键指标的对比分析

## 报表开发进度

10.16-10.20

初步完成对于my performance的开发

10.23-10.27

My performance 完善细节+初步数据验证  
操作指引说明文档

10.30-11.3

Home page 开发  
优化myperformance 报表页说明

11.6-11.10

My benchmark 数据源确定+开发

11.13-11.17

My benchmark 数据验证

Analyzer 数据文档

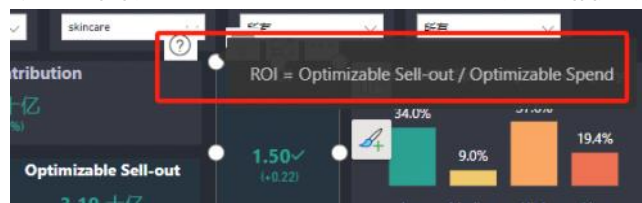
11.20-11.24

Analyzer报表逻辑细节完善、交互、性能优化

11.27-12.1 Analyzer V2.0更新记录

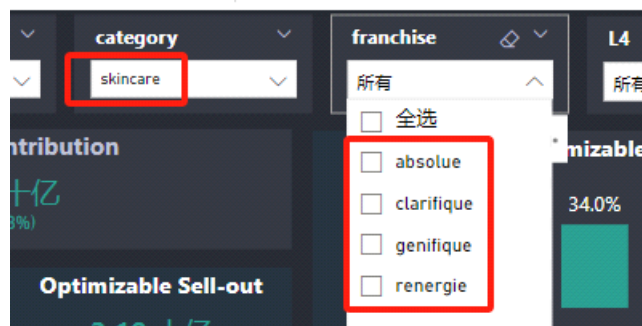
1、完善图表标题，指标公式以及图表说明的文本提示：

鼠标在图表上，悬停于个小问号上，会弹出相关提示

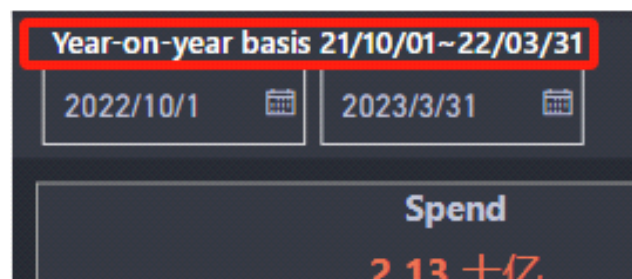


2、优化报表页切片器筛选：实现上下级菜单联动功能：

当category选择skincare,那么franchise为makeup的类目将不会出现在franchise的筛选器里，同理category选择makeup是，franchise里只有makeup



3、增加指标同比的日期范围提示：

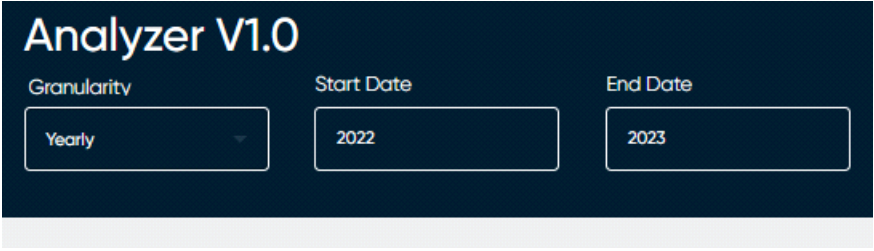


4、数据验证

Analyzer beta VS Analyzer 1.0 数据校验结果如下：

Analyzer 1.0 时间筛选与实际时间有出入，比如选择范围为2022年整年时，实际后台数据对应日期

范围为 “2021/12/31-2023/1/1” ， 由此导致contribute sell-out有差异， 进而也影响ROI的结果。



12.19-12.29

数据对比dashboard：analyze vs MMMmedol

Question:

1	在原有报表上加一页：Data comparison
2	页面权限（是否开放给所有人？）
3	MMM的数据业务提供，还是通过output文件整合？

这些术语似乎都与数字营销、电子商务或零售业务有关。我将为您解释每个术语的含义：

1. **CTR (Click-Through Rate):**

- 定义:** CTR是指用户点击广告、链接或任何其他可点击元素的比率。
- 计算:**  $CTR = (\text{点击次数} / \text{展示次数}) \times 100\%$
- 意义:** CTR是评估广告或推广效果的关键指标，高的CTR通常意味着广告内容或定位是吸引人的。  
(CTR是衡量广告效果、网页吸引力和用户体验的关键指标，它反映了用户对展示内容的兴趣程度和互动意愿。CTR高代表广告或链接吸引人，能够有效地引导用户进行下一步操作，从而影响到流量质量、品牌曝光和潜在收益。)

2. **CVR (Conversion Rate):**

- 定义:** CVR是指用户从访问网站或查看广告转化为特定行动（如购买、注册、下载等）的比率。
- 计算:**  $CVR = (\text{转化次数} / \text{访问次数}) \times 100\%$
- 意义:** CVR是衡量营销效果和销售效果的重要指标。  
(CVR是评估营销活动转化效率的核心指标，它可以衡量用户在浏览后采取行动的可能性。CVR的高低直接影响公司的销售和投资回报率，通过对这一指标的优化，企业可以提高营销活动的投资效益，优化购物流程和用户体验。)

3. **Incremental Sales:**

- 定义:** Incremental Sales指的是由于某项营销活动或策略而新增的销售量。
- 意义:** 这可以帮助企业确定某项投资（如广告、促销等）是否带来了额外的收入。  
(Incremental Sales是衡量营销活动或战略效果的关键标准，它帮助企业量化分析特定措施对销售增量的贡献程度，从而为企业决策提供有力的数据支撑，指导未来的营销方向和预算分配。)

4. **AUS (Average Unit Sale):**

- 定义:** AUS是指每个顾客平均购买的商品数量或平均销售额。
- 计算:**  $AUS = \text{总销售额} / \text{顾客数量}$
- 意义:** AUS可以帮助企业了解顾客的购买习惯和平均购买量。  
(AUS揭示了单个顾客的购买力和消费水平，对企业来说，提高AUS可以直接带动销售额增长。通过分析AUS，企业可以洞察市场需求、优化商品组合、定价策略及销售策略，从而提升整体盈利能力。)

5. **IPT (Items Per Transaction):**

- 定义:** IPT是指用来衡量顾客每次购买的平均商品数量。
- 计算:**  $IPT = \text{商品数量} / \text{订单量}$
- 意义:** 这有助于商家了解消费群体的购买偏好，进而制定更精准的促销策略或捆绑销售方案。  
(IPT可以反映消费者的购物习惯和购买决策，比如高IPT值可能意味着消费者倾向于一次购买多个商品，而低IPT值则可能意味着消费者更常进行单件购买。这有助于商家了解消费群体的购买偏好，进而制定更精准的促销策略或捆绑销售方案。)

6. **Trade Up Rate:**

- 定义:** Trade Up Rate是指顾客从购买低价商品转向购买更高价商品的比率。
- 计算:**  $Trade\ Up\ Rate = (\text{购买高价商品的顾客数量} / \text{总顾客数量}) \times 100\%$
- 意义:** Trade Up Rate反映了顾客对高价值商品的接受度和营销策略的有效性。  
(Trade Up Rate是评估品牌或产品升级策略效果的重要指标，它体现了顾客的品牌忠诚度和价格承受能力。通过提高Trade Up Rate，企业可以挖掘现有客户的潜在价值，推动高端产品销售，从而提升整体毛利率和市场定位)

7. **Point Redemption Rate:**

- 定义:** Point Redemption Rate是指顾客使用累积的积分或奖励点兑换商品或服务的比率。
- 计算:**  $Point\ Redemption\ Rate = (\text{使用积分兑换的顾客数量} / \text{总积分持有顾客数量}) \times 100\%$
- 意义:** Point Redemption Rate可以帮助企业了解顾客对积分奖励计划的参与度和满意度。  
(Point Redemption Rate是评价顾客忠诚计划效果和顾客参与度的重要指标，它反映出顾客愿意将累积的积分转化为实际消费行为的程度。高的Point Redemption Rate有利于促进复购率、提高顾客满意度，也有助于企业在竞争激烈的市场环境中建立持久的客户关系。)

这些指标通常用于评估和优化数字营销、电子商务和零售业务的各个方面。

开发综合性分析看板，以全面监控和优化零售业务表现。以下是一个初步设计方案：

1. 概览区：

- 显示核心关键绩效指标（KPI）实时概览，包括今日/本月/本季度/今年至今的CTR、CVR、Incremental Sales、AUS、IPT、Trade Up Rate和Point Redemption Rate数值以及同比/环比增长率。

2. 流量与转化区：

- CTR和CVR趋势图，展现近期（周/月/季）的变化趋势，以便及时发现并分析异常波动。
- 平均点击次数与转化次数对比图，直观体现流量与转化效率的关系。

3. 销售与顾客行为分析区：

- Incremental Sales动态柱状图，按营销活动或策略区分，展示各活动带来的新增销售额。
- AUS和IPT折线图，随着时间推移分析这两项指标的变化情况，以优化商品组合和促销策略。
- Trade Up Rate分布饼图，展示各价位段商品的Trade Up Rate占比，辅助决策高端产品推广策略。

4. 忠诚度与积分兑换区：

- Point Redemption Rate趋势图，监控积分系统的活跃度和顾客参与度。
- 积分兑换商品排行榜，显示最热门的兑换商品和服务，以便调整积分兑换政策和优化库存管理。

5. 交互式过滤与钻取：

- 添加日期范围筛选器，方便用户针对不同时间段进行数据分析。
- 针对各项图表，提供交互式钻取功能，用户点击图表元素时，能够深入查看某一特定时段、特定活动或特定商品类别的详细数据。

6. 目标与实际对比：

- 设定各项指标的目标值并在看板上实时显示实际完成进度，便于团队关注重点提升方向。

通过这样一个分析看板，企业可以从多维度、多层次全面把握零售业务的表现，快速做出有针对性的优化决策，提高整体业务效能。同时，看板设计需兼顾数据可视化和交互性原则，确保用户能够轻松理解并有效利用这些数据指标。

根据模型找出有价值的客户群体进行有针对性的营销策划。

客户价值分类根据RFM模型

用户画像


业务指标

performance 后面的回流

关键指标，包含销售额的算法=流量（曝光量）× 转化率 × 客单价

从这些主要的KPI里可以看出昨天的的销售额情况，环比昨天是否增加或减少，如果是增加，那我

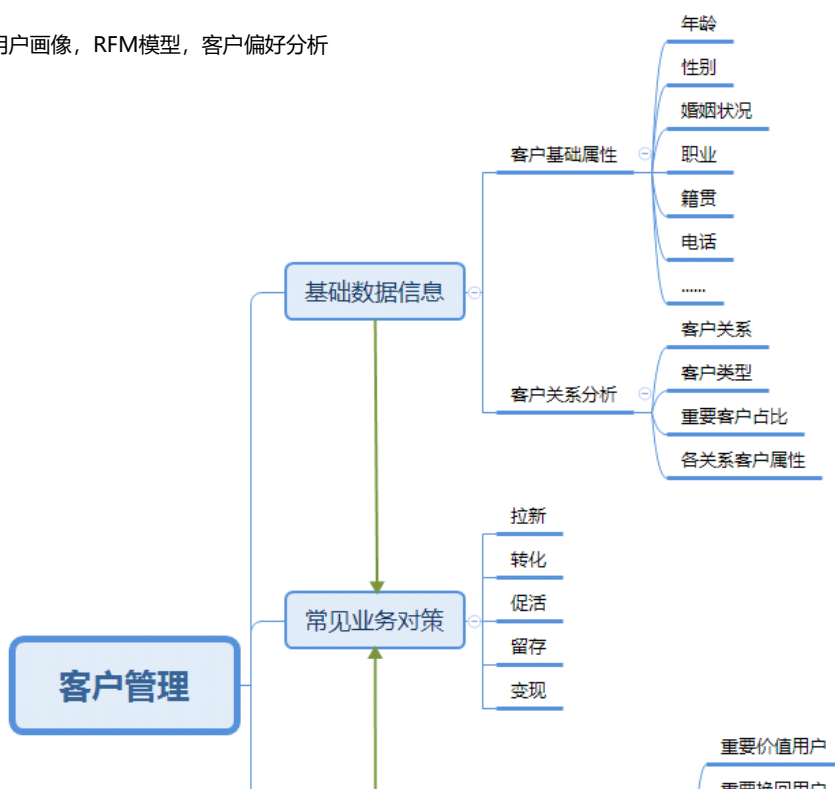
们看哪个环节做的比较好，如果是下降的，那么肯定有一个指标是下滑的。

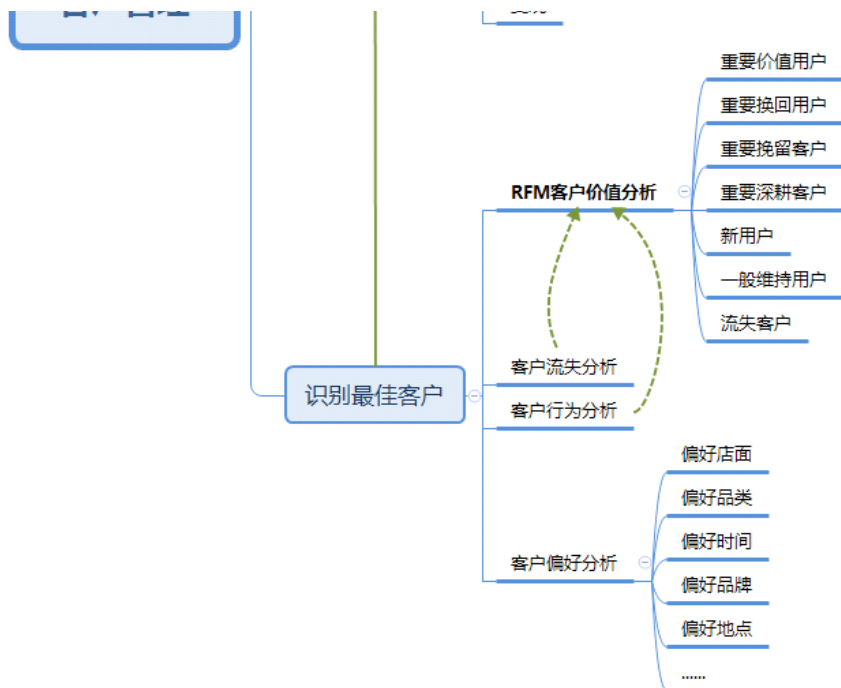
	CTR	CVR
	15.2%	16.6%
CTR PD 16.6% DOM -8.5%↓		CVR PD 16.1% DOM +2.9%↑

PD previous day  
DOD day of day 日环比

占比（矩形树图），组成（饼图），分布（散点图），趋势（折线图或组合图）

用户画像，RFM模型，客户偏好分析





**1.矩形树图-客户价值分类：**是整个RFM模型的核心，直观显示了8个客户群的人数及占比，可以联动到其它组件来查看具体某客户群下的情况。

**2.饼图-交易金额组成：**由于我们最关心的是各客户群的价值贡献，所以研究不同人群的交易金额占比，可以得到哪个人群的贡献值较大，对于我们的价值更大。

**3.点图-MF-R分布：**横坐标为F交易频率，纵坐标为M交易金额，点大小为R上次交易间隔。通过MF分布来直观看到客户的消费能力分布，进而通过R的大小来锁定哪些客户更为忠诚。

**4.点图-RF-M分布：**横坐标为F交易频率，纵坐标为R上次交易间隔，点大小为M交易金额。通过RF分布来直观看到客户的消费异动情况，进而通过M的大小来判断哪些客户更有必要挽回。

**5.点图-MR-F分布：**横坐标为M交易金额，纵坐标为R上次交易间隔，点大小为F交易频率。通过MR分布来直观看到客户的消费潜能情况，进而通过F的大小来挖掘更有价值的客户。

**6.分组表-交易明细：**显示各客户类型下的客户交易明细。

这样我们就能快速锁定我们关心的客户群体，确定他们的具体特征及名单，并根据这个分析的结果来采取针对性的业务决策。

来自 <<https://www.fanruan.com/bw/falqd>>



客户细分	用户行为	典型业务决策
重要价值客户	最近买了，经常买，花最多	倾斜更多资源，VIP服务、个性化服务、附加销售
重要唤回客户	金额高、次数多、最近无交易，需要把他们带回来	DM营销，提供有用的资源，通过续订或更新的产品赢回他们
重要深耕客户	金额高、最近有交易，频率相对较低，需要重点识别	交叉销售，提供会员/忠诚计划，推荐其他产品
重要挽留客户	做出最大的购买，但是很久没有回来了，可能流失，需要挽留	重点联系或拜访，提高留存率
潜力客户	次数多、最近有交易，金额小，需要挖掘	向上销售价值更高的产品，要求评论，吸引他们。
新客户	最近有交易，交易频率不高，金额小，容易丢失，有推广价值	社区活动，提供免费试用，提高客户兴趣，创建品牌知名度
一般维持客户	次数多，金额小，最近无交易，一般维持	积分制，分享宝贵的资源，以折扣推荐热门产品/续订，与他们重新联系。
流失客户	最后一次购买的时间很长，金额小，订单数量少。冬眠客户	恢复客户兴趣，否则暂时放弃无价值用户



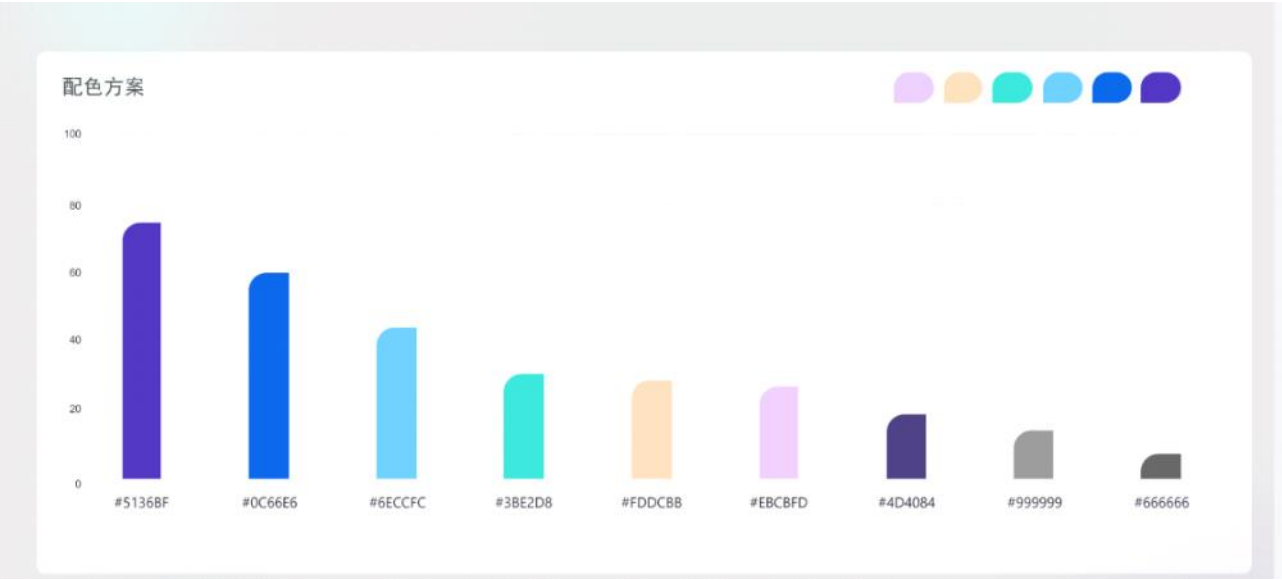
设计思路：

大的筛选项：时间，品牌，品类，渠道

关键指标（销售额）的本月和环比上月的变化，以及（销售额）组成变量（曝光，转化率，客单价）的环比变化。

结合KPI指标的趋势，组成和占比，分布，分析出当前的指标的健康度。

结合ABtest 去帮助运营人员对比分析每一个活动的指标



# Power BI develop requirement

2024年3月8日 10:25



# Ecommerce PPC Dashboard

Feb 1, 2023 - Oct 31, 2023

Ecommerce Metrics

Gross Sales

\$527.96K

-74.2%

Orders

4,287

-75.7%

Avg Order Value

\$123.15

5.9%

Users

276.3K

-45.3%

Detail-to-Cart

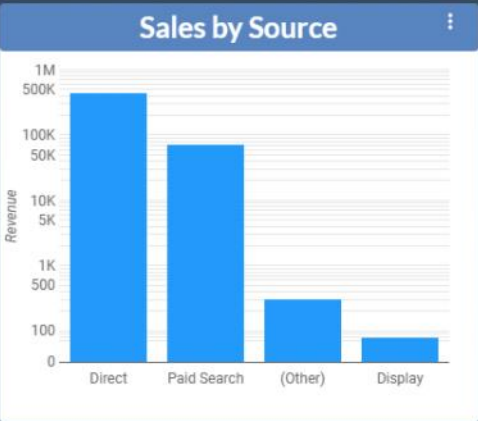
No data

No data

Cart Conversion

No data

No data



Google Ads Metrics

Spend

No data

No data

Impressions

No data

No data

Clicks

No data

No data

CTR

No data

No data

Avg CPC

No data

No data

ROAS (conv. value/cost)

No data

No data



Top 5 Products - All Sources

Product	Quantity	Product Revenue
1. Google Unisex Eco Tee Black	525	\$11,926
2. Google Cloud Desktop Neon Sign	74	\$10,230
3. Google Cloud Unisex Onyx Zip Hoodie	134	\$7,493.4
4. Google Crimson Tumbler	344	\$6,975
5. Google Black Eco Zip Hoodie	120	\$6,927.6

Top 5 Campaigns - Google Ads

Campaign	Impressions	Clicks	Avg. CPC	ROAS
No data				

## Trending

Views

682.4K

Hours Watched

27.9K

Video Shares

1.7K

Avg. View Duration

02:27

Account CPA/ROAS Tool

来自 <[https://lookerstudio.google.com/reporting/005ad3dd-b07d-4adf-bd07-6a064f799228/page/p\\_50o1b59kxc](https://lookerstudio.google.com/reporting/005ad3dd-b07d-4adf-bd07-6a064f799228/page/p_50o1b59kxc)>

## Introduction

Index

Home

Summary

Summary

CPA Overview

ROAS Overview

Deep-dive

Learn more about this tool

Glossary

Deep-Dive Section



# Account CPA/ROAS tool

## How to use this dashboard

### Step 1

Select 'Use my own data' located at the top right corner of the report.



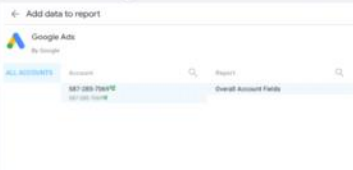
### Step 2

Choose 'Replace data' for Google Ads. **Note:** Google Analytics data is optional. Do not replace Google Sheets data. Find more help [here](#).



### Step 3

Your Google Ads accounts will appear under the 'Account' section. Select the target account, click on 'Overall Fields' and select 'Add' located at the bottom right corner.



### Step 4

Visit the [Home page](#) and select your primary media objective. If you are not sure about your media objective, then visit the [Summary](#) page to see an overview.

### Step 5

Select the appropriate date range. It's recommended to measure results 30-45 days post major account changes or new campaign activations.

## How to interpret results

**Account CPA and Account ROAS** are two simple metrics to evaluate your overall Google ads performance.

**Account CPA:** This metric is the average cost of all conversion actions recorded in your Google Ads account. It's relevant if your ads are focused on driving actions at a target cost.

**Account ROAS:** This metric is the estimated return on your ads investment. Calculated by dividing total conversion value by the total cost of all ad interactions. It's relevant if your ads are focused on driving Maximum conversion value.

For more details visit the [Learn more](#) section.

## Introduction

Index

Home

Summary

Summary

CPA Overview

ROAS Overview

Deep-dive

Learn more about this tool

Glossary

Deep-Dive Section

## Index: Account CPA/ROAS Tool

[Summary](#)

This page gives you a summary of your Account performance. It includes Account CPA and Account ROAS trends. Use this section to evaluate account performance.

[CPA Overview](#)

This page gives you a summary of your Account CPA performance.

[ROAS Overview](#)

This page gives you a summary of your Account ROAS performance.

[Performance](#)

This page provides a campaign breakdown of your overall account performance. Additionally, you can evaluate the conversion funnel generated as a result of your account activity.

[Awareness](#)

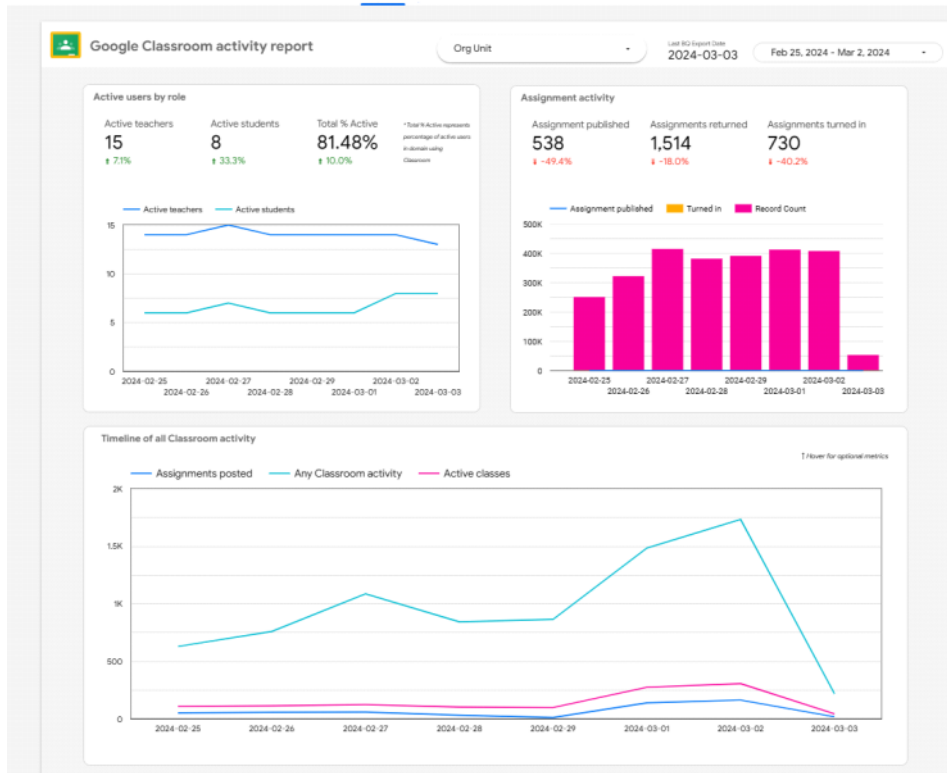
This page provides an overview of branding metrics available within the account. Additionally, you can evaluate the impact of running Youtube, Display or Discovery ads on specific geographical areas.

[Learn more about this tool](#)

Additional information about the metrics and calculations present within this dashboard



Overview Teachers Students Classes Info



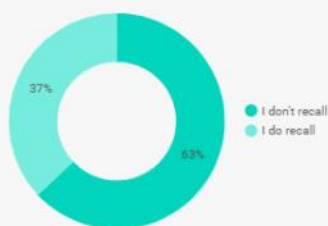


## SEE<sup>1</sup>

Did they **remember** seeing the ads?



Did they **recall** the product or service?



### Sourcing

1. Using Google Consumer Surveys to provide consumer ad awareness and interest research, an online survey was conducted in the United States during the period 8/19 - 8/21/16 using a validated, representative sample with a minimum of 700 respondents.  
2. Response data is based on incremental TV ad-driven search queries (Google) during the course of the broadcast that are specific to the ad shown and are modeled by Google Attribution 360 to be attributable to the airings of the commercials. Response strength index is the ratio of search response share to impression share for the ads analyzed.

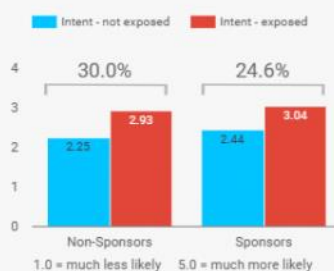


## THINK<sup>1</sup>

Did the ads change **how they feel** about the brand?



Did the ads have an effect on **purchase intent**?



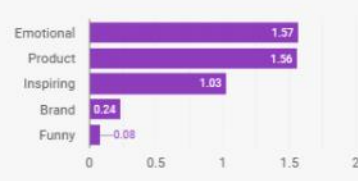
## DO<sup>2</sup>

Which ads drove the **greatest response**?

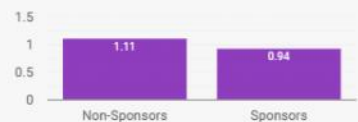


Response Index = Share of Searches / Share of Impressions

What **types of ads** drove the greatest response?



Do people respond more to **ads by sponsors**?





## Marketing Website Summary

Data From Google Analytics

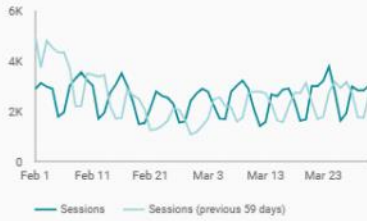
Users  
**No data**  
No data

Sessions  
**No data**  
No data

Pageviews  
**No data**  
No data

Bounce Rate  
**No data**  
No data

### How are site sessions trending?

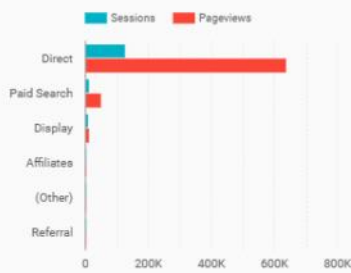


### What are the top countries by sessions?

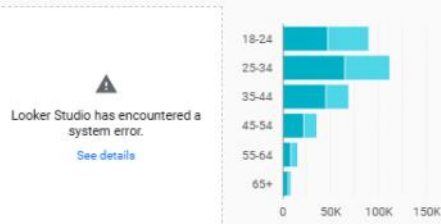


### Which channels are driving engagement?

Goal: Engaged Users



### Engagement by Age & Gender



Country	Sessions	Pageviews
1. United States	71,097	
2. India	11,200	
3. Canada	8,785	
4. United Kingdom	6,974	
5. Spain	4,093	
6. France	3,613	
7. Japan	2,649	
8. Indonesia	2,467	
9. Germany	2,251	
1.. Taiwan	1,922	
1.. Singapore	1,808	
1.. South Korea	1,750	
1.. Brazil	1,671	
1.. Netherlands	1,578	
1.. Italy	1,567	
1.. Australia	1,425	
1.. Mexico	1,370	
1.. Sweden	1,343	
1.. China	1,276	
2.. Hong Kong	1,101	

1 - 20 / 194 < >



Filters Country Device Category

Last 28 days

Previous 28 days

See details

Url Clicks

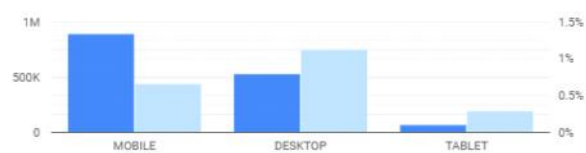
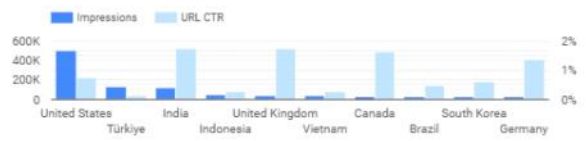
12.0K

↑ 2.3%

URL CTR

0.8%

↑ 6.9%



Landing Page	Impressions	Url Clicks	URL ...
https://shop.googlemerchandisestore.com/Google+R...			0.09%
https://shop.googlemerchandisestore.com/Google+R...			0.01%
https://shop.googlemerchandisestore.com/Google+R...			0.28%
https://shop.googlemerchandisestore.com/Google+R...			1.41%
https://shop.googlemerchandisestore.com/Google+R...			3.34%
https://shop.googlemerchandisestore.com/Chrome+...			1.1%
https://shop.googlemerchandisestore.com/Google+R...			0.33%
https://shop.googlemerchandisestore.com/Google+R...			1.29%
https://shop.googlemerchandisestore.com/Google+R...			0.55%
https://shop.googlemerchandisestore.com/Google+B...			0.18%
https://shop.googlemerchandisestore.com/store.htm...			2.12%

Query	Impressions	Clicks	Site ...	Average Position
emoji kitchen			0.05%	5.71
chrome dino			0.09%	7.29
google dino			0.14%	8.28
google emoji kitchen			0.03%	6.71
google dinosaur			0.19%	10.23
dino chrome			0.05%	8.9
google merchandise store			0.98%	1
google zipper			0.61%	8.62
dino			0.2%	17.46
chrome://dino			0.07%	6.38
clothing store			0%	91.81

## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking

## SUMMARY

Market

Division

Brand

Category

Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022

TOTAL A&P SELL-OUT  
560.53M € ↘-88.8%  
LAST YEAR YoY GROWTH

TOTAL A&P CONSUMER FACING  
1.97B € ↘-91.9%  
LAST YEAR YoY GROWTH

COMMERCIAL NON-A&P (PROMO)  
136.08M € ↘-91.9%  
LAST YEAR YoY GROWTH

BASELINE CONTRIBUTION TO  
SELL-OUT (W/O LONG-TERM)  
2.73B € ↘-91.9%  
LAST YEAR YoY GROWTH

CONTRIBUTION TO SELL-OUT LONG-TERM  
(AS PART OF BASELINE)  
2.73B € ↘-91.9%  
LAST YEAR YoY GROWTH

CONTRIBUTION TO SELL-OUT  
SHORT TERM  
2.75B € ↘-91.9%  
LAST YEAR YoY GROWTH

CONTRIBUTION TO SELL-OUT  
PROMO  
98.76M € ↘-91.9%  
LAST YEAR YoY GROWTH

LONG-TERM ROI  
1.4 ↘-91.9%  
LAST YEAR YoY GROWTH

SHORT TERM ROI  
0.7 ↘-91.9%  
LAST YEAR YoY GROWTH

PROMO ROI  
1.2 ↘-91.9%  
LAST YEAR YoY GROWTH

SHORT TERM + LONG TERM ROI  
0.7 ↘-91.9%  
LAST YEAR YoY GROWTH

Perimeter

Analyzer

Optimizer

## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking

## BUSINESS PERFORMANCE

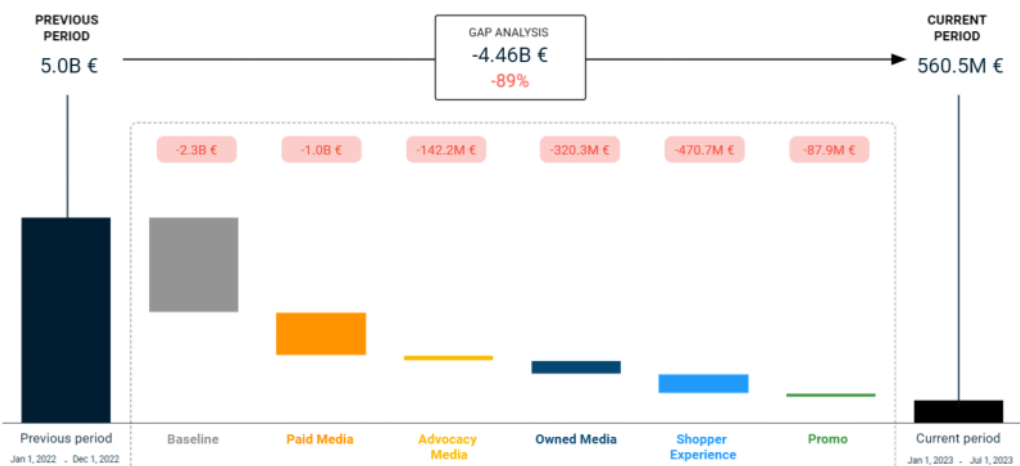
Market

Division

Brand

Category

Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022



Perimeter

Analyzer

Optimizer

## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking



## MARKETING INVEST STRATEGY

Market

Division

Brand

Category

Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022

L3

L4

L5

Franchise

Change view here

Deepdive into specific value here

L3	BET SPENDS FY 2022	BET SPENDS FY 2023	BET SPENDS EVO% 23 vs 22
Paid Media	788.8M €	851.3M €	↗ +7.9%
Shopper Experience	645.3M €	727.2M €	↗ +12.7%
Advocacy Media	185.6M €	199.9M €	↗ +7.7%
Promo	130.9M €	136.1M €	↗ +4%
Owned Media	113.6M €	124.7M €	↗ +9.7%
Prescriber Pro Engagement	65.8M €	69.0M €	↗ +4.9%
Other	0.0 €	0.0 €	-
Baseline	0.0 €	0.0 €	-

## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking



## ROI WITH LEVELS

Market

Division

Brand

Category

Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022

L2

L3

L4

L5

Change view here

ROI LT/ST with saturation level visualization →

L2	TOTAL EXPENSES FY 2023	TOTAL EXPENSES FY 2022	TOTAL EXPENSES EVO%	TOTAL ASP SELL-OUT FY 2023	TOTAL ASP SELL-OUT FY 2022	TOTAL ASP SELL-OUT EVO%	ST+LT ROI FY 2023	ST+LT ROI FY 2022	ST+LT ROI EVO%	SATURATION LEVEL
Consumer Engagement	87.81M €	1.09B €	↗ +8.1%	144.91M €	1.64B €	↘ -91.2%	0.66	0.61	-0.06	●
Shopper Experience	81.88M €	645.31M €	↗ +12.7%	202.22M €	672.95M €	↘ -70%	0.96	0.40	-0.55	●
Promo	5.18M €	130.89M €	↗ +4%	5.43M €	93.32M €	↘ -94.2%	1.40	0.95	-0.45	●
Prescriber Pro Engagement	3.2M €	65.77M €	↗ +4.9%	2.53M €	79.09M €	↘ -96.8%	0.83	1.27	0.43	●
Other	0 €	0 €	-	-	5.11K €	-	0.00	-	0.00	●
Baseline	0 €	0 €	-	205.44M €	2.53B €	↘ -91.9%	0.00	0.00	0.00	●
Grand total	178.08M €	1.93B €	↗ +9.2%	560.53M €	5.02B €	↘ -88.8%	0.38	0.32	-0.07	●

## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking

← BACK TO ROI WITH LEVEL

## ROI ST/LT WITH SATURATION LEVEL

Market

Division

Brand

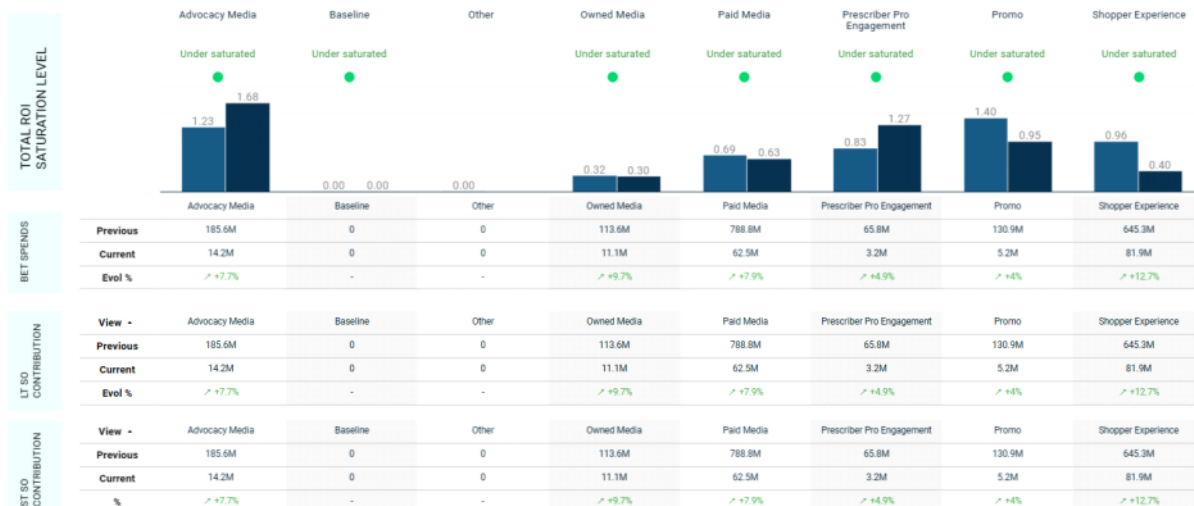
Category

Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022

L3 L4 (first 10) L5 (first 10)

Change view here

Deepdive into specific value here



## Analyzer

Summary

Business Performance

Marketing Invest strategy

ROI with levels

Benchmarking

## BENCHMARKING

Market

Division

Brand

Category

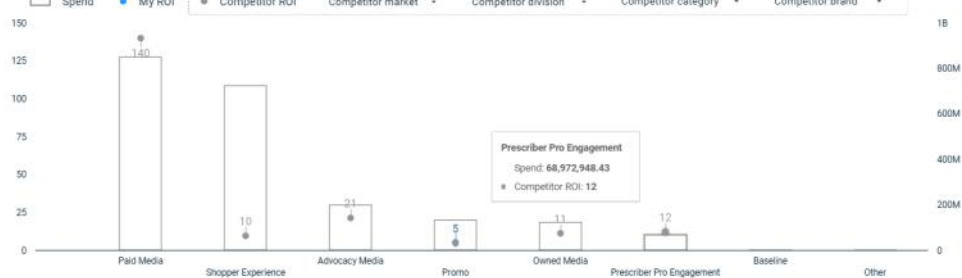
Selected scope current period is Jan 1, 2023 - Jul 1, 2023 compared with Jan 1, 2022 - Dec 1, 2022

FILTERS

L3

L4

L5



## YOUR SELECTION

Market	Division	Category	Brand
US	PPD	Skincare	biotherm
UK	LLD	Make-up	Yves Saint Laurent
TW	LDB	Haircolor	Vichy
GER	CPD	Haircare	Shu Uemura
		Fragrance	Prada
			Mugler
			Lancôme
			La Roche-Posay
			L'Oréal Paris E-com

## COMPETITOR SELECTION

Benchmark Market	Benchmark Division	Benchmark Category	Benchmark Brand
US	PPD	Skincare	biotherm
UK	LLD	Make-up	Yves Saint Laurent
TW	LDB	Haircolor	Vichy
GER	CPD	Haircare	Shu Uemura
		Fragrance	Prada
			Mugler
			Lancôme
			La Roche-Posay
			L'Oréal Paris E-com

Feat. drill down on the charts

Click on and right click to drill down





☒ **Division**

☒ CPD

☒ LDB

☒ LLD

☒ PPD

ONLY

✓ Brand

🔍 Type to search

Brand

✓ Armani


✓ CeraVe

✓ Garnier

✓ Helena Rubinstein

✓ Kerastase

✓ Kiehl's



New analyzer vs last one version

2024年5月24日 17:32

- 1.add one filter for the franchise level ——— NO
- 2.customize the timescope to compare ——— NO
- 3.Long-term and short-term split for "Sell-Out" page ——— NO



- 4.sort it by spend descending according to first level and then by corresponding the second level for "Spend" page ——— NO

Analyzer MMM results in Local Currency

Summary Sell-Out Spends ROI Benchmarking

My Market - My Division - My Brand - My Category -

Scope: current period is Jan 2023 - Dec 2023 compared with Jan 2022 - Dec 2022

L3 L4 L5 Franchise

Change view here

Deepdive into specific value here

Funnel view	L3	BET SPENDS previous period	BET SPENDS current period	BET SPENDS EVOL%
Awareness Consideration	Advocacy Media	81.7M	78.4M	-4%
Awareness Consideration	Owned Media	50.6M	32.7M	-35.4%
Awareness Consideration	Paid Media	165.3M	371.1M	+124.5%
Awareness Consideration	Prescriber Pro Engagement	4.7M	60.8M	+1187.4%
Loyalty	Owned Media	15.7M	29.1M	+85.8%
Transaction	Advocacy Media	3.4M	3.7M	+11.3%
Transaction	Paid Media	130.3M	189.6M	+45.5%
Transaction	Shopper Experience	414.0M	459.5M	+11%

- 5. Drill-down mode and hierarchy level structure ——— NO

BET	Spend (M)	Contribution to sellout (M)			ROI		
		Short term	Long term	Short + Long	Short term	Long term	Short + Long
Global total	4 111 890 447(+0%)	6 506 956 338	4 731 657 616	11 238 613 954 (+9%)	1.6	1.2	2.7 (+9%)
Consumer Engagement	2 867 551 359(-5%)	4 388 743 927	2 809 761 287	7 198 505 214 (+5%)	1.5	1.0	2.5 (+11%)
Advocacy Media	527 218 960(-3%)	877 907 215	573 443 716	1 451 350 931 (+7%)	1.7	1.1	2.8 (+11%)
Owned Media	246 972 701(+30%)	644 393 955	515 515 164	1 159 909 119 (+26%)	2.6	2.1	4.7 (-3%)
Paid Media	2 093 359 698(-9%)	2 866 442 758	1 720 802 407	4 587 245 165 (+0%)	1.4	0.8	2.2 (+9%)
Shopper Experience	1 244 339 088(+15%)	2 118 212 411	1 921 896 329	4 040 108 739 (+19%)	1.7	1.5	3.2 (+3%)
Shopper Experience	1 244 339 088(+15%)	2 118 212 411	1 921 896 329	4 040 108 739 (+19%)	1.7	1.5	3.2 (+3%)

6.add one more level in the table and list down short-term and long-term separately for "ROI" page——YES

Analyzer

Summary

Sell-Out

Spends

ROI

Benchmarking

MMM results in Local Currency

to Summary

ROI

My Market

My Division

My Brand

My Category

Scope: current period is Jan 2023 - Dec 2023 compared with Jan 2022 Dec 2022

L3L4L5

ROI ST+LT

Change view here

Funnel view

L3

Awareness Consideration

Advocacy Media

81.7M

78.4M

-4%

126.3M

136.4M

+7.9%

1.55

1.74

+0.2 pts

Awareness Consideration

Owned Media

50.6M

32.7M

-35.4%

164M

156M

-4.9%

3.24

4.77

+1.5 pts

Awareness Consideration

Paid Media

165.3M

371.1M

+124.5%

323M

936M

+189.8%

1.95

2.52

+0.6 pts

Awareness Consideration

Prescriber Pro Engagement

4.7M

60.8M

+1187.4%

6.6M

140.6M

+2032.8%

1.40

2.31

+0.9 pts

Loyalty

Owned Media

15.7M

29.1M

+85.8%

31.3M

40.6M

+29.8%

2.00

1.39

-0.6 pts

Transaction

Advocacy Media

3.4M

3.7M

+11.3%

8.9M

4.9M

-44.8%

2.65

1.32

-1.3 pts

Transaction

Paid Media

130.3M

189.6M

+45.5%

249.3M

399.1M

+60.1%

1.91

2.10

+0.2 pts

Transaction

Shopper Experience

414M

459.5M

+11%

811.6M

787M

-3%

1.96

1.71

-0.2 pts

Grand total

865.6M

1.2B

+41.5%

1.7B

2.6B

+51.1%

1.99

2.12

+0.1 pts

ST+LT

ST

CONTRIBUTION TO SELL-OUT previous period

CONTRIBUTION TO SELL-OUT current period

CONTRIBUTION TO SELL-OUT EVO%

ST+LT\* ROI previous period

ST+LT\* ROI current period

ST+LT\* ROI EVO%

SATURATION LEVEL

\*ST = Short Term ; LT = Long Term

to Summary | Sellout

## Detailed Sell Out Analysis

My Market

My Division

My Brand

My Category

Scope: current period is Jan 2023 - Dec 2023 compared with Jan 2022 - Dec 2022

Brand		Franchise												
Change view here														
						TOTAL BASELINE CONTRIBUTION TO SELLOUT			ST+LT BET ST+LT* CONTRIBUTION TO SELLOUT			PROMO CONTRIBUTION TO SELLOUT		
Brand	TOTAL SELL-OUT previous period	WOB % previous period	TOTAL SELL-OUT current period	WOB % current period	TOTAL SELL-OUT EVO %	previous period	current period	% Evolution	previous period	current period	% Evolution	previous period	current period	% Evolution
Lancôme	762M	33.17%	855.2M	27.64%	↗ +12.2%	-49.3M	85.6M	↘ -273.9%	800.5M	760.1M	↘ -5%	10.8M	9.4M	↘ -13.3%
Kieh'l's	622.5M	27.1%	671.1M	21.69%	↗ +7.8%	226M	297M	↗ +31.4%	372.9M	345.7M	↘ -7.3%	23.7M	28.4M	↗ +19.7%
Lancôme A&I	302.2M	13.16%	324.5M	10.49%	↗ +7.4%	83.5M	99.1M	↗ +18.7%	216M	221.6M	↗ +2.6%	2.8M	3.8M	↗ +39.4%
Armani	230.2M	10.02%	260M	8.4%	↗ +12.9%	171.6M	193.3M	↗ +12.7%	52.9M	60.9M	↗ +15%	5.7M	5.8M	↗ +2.6%
Shu Uemura	153.8M	6.69%	181M	5.85%	↗ +17.7%	21.9M	53.8M	↗ +146%	127.4M	118.8M	↘ -6.7%	4.5M	8.4M	↗ +87%
Yves Saint Laurent	142M	6.18%	160.8M	5.2%	↗ +13.3%	101.7M	116.4M	↗ +14.4%	38.3M	42M	↗ +9.5%	1.9M	2.4M	↗ +26.2%
L'Oréal Paris	21.3M	0.93%	67.7M	2.19%	↗ +217.4%	-16.9M	-46.1M	↗ +172.9%	38.2M	113.8M	↗ +197.7%	0	0	-
Helena Rubinstein	17.9M	0.78%	28.2M	0.91%	↗ +57.4%	-2.3M	794.3K	↘ -134.7%	20.1M	26.8M	↗ +33.7%	163.8K	607.3K	↗ +270...
Garnier	10.5M	0.46%	30.6M	0.99%	↗ +191.7%	-8.2M	-24.8M	↗ +201.1%	18.7M	55.4M	↗ +195.8%	0	0	-
La Roche-Posay	8.7M	0.38%	106.1M	3.43%	↗ +1118.6%	-6.1M	-79.3M	↗ +1198...	13.6M	183.6M	↗ +1249...	1.2M	1.9M	↗ +56.1%
CeraVe	8.6M	0.37%	319.3M	10.32%	↗ +3611.2%	-6.1M	-255.4M	↗ +4087...	14.2M	573.7M	↗ +3950...	539.4K	1M	↗ +89.3%
Biotherm	7.6M	0.33%	7.5M	0.24%	↘ -0.4%	4.9M	4.7M	↘ -4.5%	2.4M	2.5M	↗ +5%	281.8K	352K	↗ +24.9%
Mugler	5.9M	0.26%	7.7M	0.25%	↗ +29.2%	3.3M	3.7M	↗ +12.7%	2.6M	3.7M	↗ +44.2%	59.2K	232.6K	↗ +293%
Prada	2.7M	0.12%	6.4M	0.21%	↗ +135%	1.6M	3.1M	↗ +95.1%	1M	3.2M	↗ +209.5%	117.5K	145.9K	↗ +24.2%
Vichy	931.1K	0.04%	44.7K	+0%	↘ -95.2%	-851.8K	-33.3K	↘ -96.1%	1.8M	77.9K	↘ -95.6%	0	0	-

9. New " benchmarking" page is in development



# Application Insights

2024年6月17日 14:29

Application Insights 收集指标和应用程序遥测数据，这些数据描述应用程序活动和运行状况，以及跟踪日志记录数据。

- **请求率、响应时间和失败率** - 了解最受欢迎的页面、时段以及用户的位置。查看哪些页面效果最好。当有较多请求时，如果响应时间长且失败率高，则可能存在资源问题。
- **依赖项速率、响应时间和失败率** - 了解外部服务是否正拖慢速度。
- **异常** - 分析聚合的统计信息，或选择特定实例并钻取堆栈跟踪和相关请求。报告服务器和浏览器异常。
- **页面查看次数和负载性能** - 由用户的浏览器报告。
- **AJAX 调用**（从网页） - 速率、响应时间和失败率。
- **用户和会话计数**。
- Windows 或 Linux 服务器计算机中的性能计数器，例如 **CPU、内存和网络使用情况**。
- **Docker 或 Azure 中的主机诊断**。
- **应用中的诊断跟踪日志** - 可以将跟踪事件与请求相关联。
- 在客户端或服务代码中自行编写的自定义事件和指标，用于跟踪业务事件（例如销售的商品或赢得的游戏）。

来自 <<https://learn.microsoft.com/zh-cn/training/modules/monitor-app-performance/2-application-insights-overview>>

监视包括以下关键活动：

- 数据收集，具体包括指标、日志和日志跟踪，以便深入了解受监视组件的运行和性能。
- 数据分析，用于了解当前状态，识别模式、趋势和异常情况以及预测潜在的问题。
- 警报，在满足特定条件（例如 CPU 使用率过高或磁盘空间不足）时触发，以通知管理员或触发自动响应。
- 可视化效果，能够以用户友好的视觉格式呈现收集的数据，以帮助管理员快速评估系统和资源状态。
- 诊断和故障排除，可帮助确定问题的根本原因，并做出明智的决策来解决这些问题。

来自 <<https://learn.microsoft.com/zh-cn/training/modules/intro-to-azure-monitor/2-what-is-azure-monitor>>

# 指标

指标是显示应用程序或资源性能快照的定量度量。 指标通常是可以在一段时间内进行测量的数值。

指标可让你了解应用程序或资源的各个方面，例如资源利用率、响应时间、错误率和吞吐量。 指标的常见示例包括 CPU 使用率、内存使用率、网络延迟和事务率。

来自 <<https://learn.microsoft.com/zh-cn/training/modules/intro-to-azure-monitor/3-how-azure-monitor-works>>

End to end log monitor

Type	Task	Owner	Support	Start	End
Documentation	Requirements analysis; Data architecture	sean	kairong	20-Jun	21-Jun
Analysis	Data collection, connection	sean	hans,joeey,kairong	24-Jun	26-Jun
Coding	Data cleaning	sean		27-Jun	28-Jun
Coding	Data modeling	sean		1-Jul	2-Jul
Coding	Dashboard visualization development	sean		3-Jul	12-Jul
Testing	Interaction、refresh、Abnormal alarm	sean		15-Jul	15-Jul
Configuration	Deployment scheme for prod	sean	kairong	15-Jul	17-Jul