

基础知识

运算符

1. 计算

+、-、*、/、%

2. 非计算

| 符号 | 说明 | 实例 |
|--------------------|------------------------------|-----------------------------|
| =、<>、>、<、 >=、<= | 比较运算符：等于、不等于、大于、小于、大于等于、小于等于 | = $(A1=A2)$, 判断 A1 和 A2 相等 |
| & | 文本运算符：连接文本 | = "E" & "H", 返回文本 "EH" |
| ：（冒号） | 区域运算符：两个之间所有单元格的引用 | =SUM(A1:B6) |
| ，（逗号） | 联合运算符：将多个引用合并 | =SUM(A1,B6) |

3. 优先级（略）

数据类型

1. 文本型

| 视图 | 自动换行 | 文本 | 合并后居中 | 数字格式 | 套用表格格 |
|----|------|----|-------|------|-------|
| 6 | | | | | |

2. 数值型

The screenshot shows the Microsoft Excel ribbon with the 'Home' tab selected. The ribbon includes sections for '剪切 (Cut)', '复制 (Copy)', '粘贴 (Paste)', '插入 (Insert)', '格式 (Format)', '单元格 (Cells)', '公式 (Formulas)', and '审阅 (Review)'. Below the ribbon, the '开始' tab is highlighted in blue. The main workspace shows a table with columns labeled F, G, H, and I. The formula bar at the top displays the formula =AVERAGE(F2:G2). The status bar at the bottom indicates '新重机品' and '激活时间'.

3. 日期型

常规

适中

格式 套用
表格格式

ABC 常规
123 无特定格式

123 数字
2020-03-12 14:44:59

货币
2020-03-12 14:44:59

会计专用
2020-03-12 14:44:59

+ 短日期
L 2020-03-12 14:44:59

+ 长日期
L 2020-03-12 14:44:59

L 时间
2020-03-12 14:44:59

% 百分比
2020-03-12 14:44:59

1/2 分数
2020-03-12 14:44:59

10² 科学记数
2020-03-12 14:44:59

ABC 文本
2020-03-12 14:44:59

其他数字格式...

| | |
|-------------|---------------------|
| 13904689364 | 2020-03-12 14:45:01 |
| 17030405386 | 2020-03-12 14:45:01 |

引用

| 引用类型 | 样式 | 特性 |
|------------|-------|----------------------|
| 绝对引用 | =A1 | 公式向右向下不改变引用关系 |
| 相对引用 | =A1 | 公式向右向下都改变引用关系 |
| 行绝对引用列相对引用 | =\$A1 | 公式向右不改变引用关系，向下改变引用关系 |
| 行相对引用列绝对引用 | =A\$1 | 公式向右改变引用关系，向下不改变引用关系 |

快捷键

- | 执行操作 | 快捷键组合 |
- | ---- | ---- |
- | 重复最后一次操作 | F4 |
- | 选择区域扩展到同行最后的非空单元格 | Ctrl + Shift + 箭头 |
- | 撤销 | Ctrl + Z |
- | 复制 | Ctrl + C |
- | 粘贴 | Ctrl + V |
- | 保存 | Ctrl + S |
- | 字体加粗 | Ctrl + B |
- | 选定当前有活动单元格的区域 | Ctrl + A |

常用函数

文本数据处理

1. 文本的合并

CONCAT(text1,text2...)函数或者"+"&符号



The screenshot shows a Microsoft Excel spreadsheet. The formula bar at the top has the formula '=CONCAT(A1:C1)' entered. Below the formula bar is a row of icons: a dropdown arrow, a clear button (X), a checkmark button, and a fx button. The main area shows a 4x4 grid of cells. Row 1 contains the values '大江东去' in A1, '浪淘尽' in B1, and '千古风流人物' in C1. The result of the concatenated formula is displayed in D1, which is highlighted with a green border. The column headers are A, B, C, D, and E.

D6 fx =A6&B6&C6

| | A | B | C | D | E |
|---|------|-----|--------|---------------|---|
| 5 | | | | | |
| 6 | 故垒西边 | 人道是 | 三国周郎赤壁 | 故垒西边人道是三国周郎赤壁 | |
| 7 | | | | | |
| 8 | | | | | |

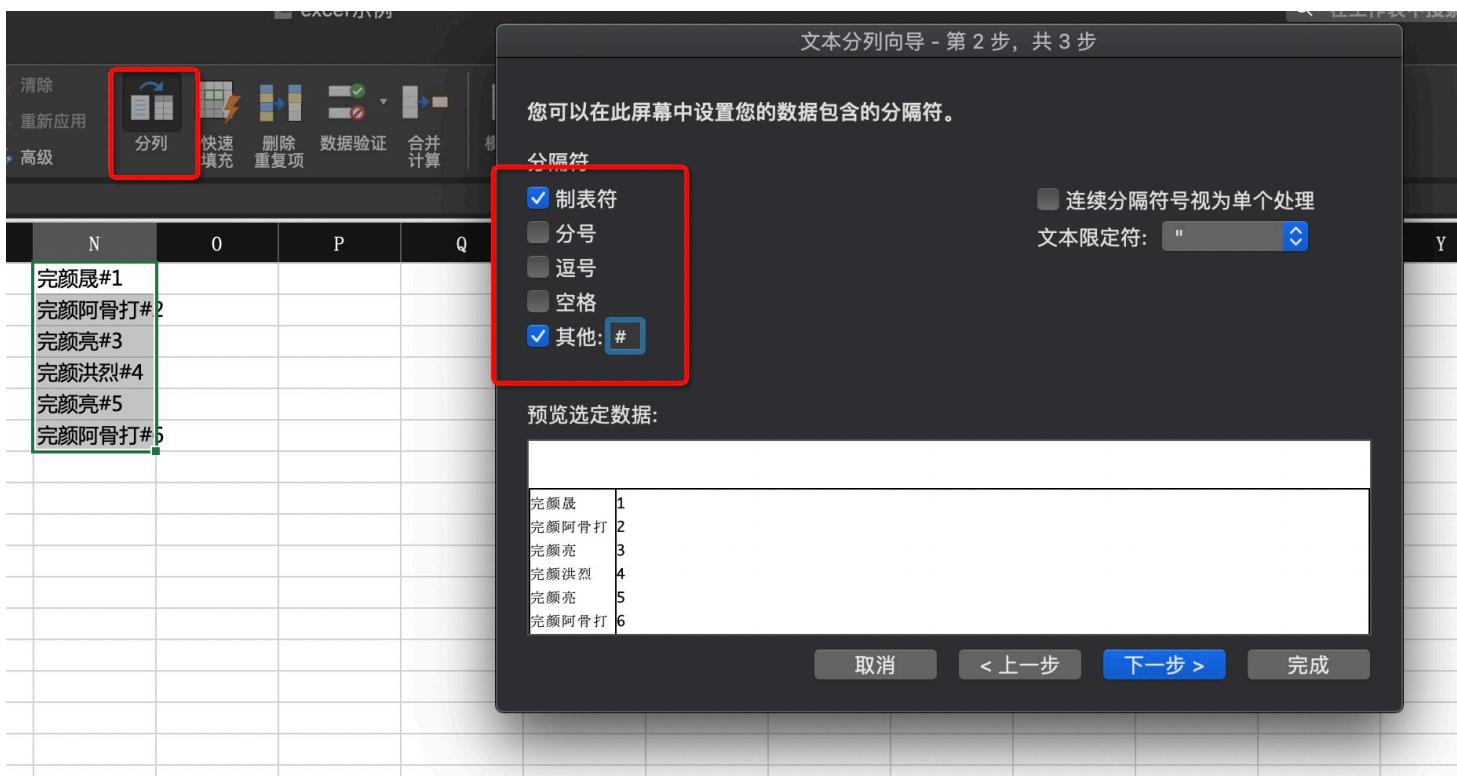
2. 展示重复项

The screenshot shows the Excel ribbon with the '开始' tab selected. In the formula bar, there is a formula: =A6&B6&C6. A red box highlights the formula in the formula bar. Below it, a green box highlights the value '故垒西边人道是三国周郎赤壁' in cell D6. On the right, the 'Conditional Formatting' dialog box is open, showing the 'Highlight Cells Rules' section. The 'Duplicate Values' rule is highlighted with a red box.

3. 删除重复项

The screenshot shows the Excel ribbon with the '数据' (Data) tab selected. In the formula bar, there is a formula: 完颜晟. A red box highlights the 'Data' tab in the ribbon. Below it, a green box highlights the value '完颜晟' in cell I1. On the right, the 'Delete Duplicate Items' dialog box is open. The 'OK' button is highlighted with a red box.

4. 分列



| N | O | P | Q |
|-------|---|---|---|
| 完颜晟 | | 1 | |
| 完颜阿骨打 | | 2 | |
| 完颜亮 | | 3 | |
| 完颜洪烈 | | 4 | |
| 完颜亮 | | 5 | |
| 完颜阿骨打 | | 6 | |

5. 替换

| | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB | AC | AD | AE | AF |
|---|-------|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| 1 | 完颜威 | | | | | | | | | | | | | | | | | | |
| 2 | 完颜骨打 | 2 | | | | | | | | | | | | | | | | | |
| 3 | 完颜亮 | 3 | | | | | | | | | | | | | | | | | |
| 4 | 完颜洪烈 | 4 | | | | | | | | | | | | | | | | | |
| 5 | 完颜亮 | 5 | | | | | | | | | | | | | | | | | |
| 6 | 完颜阿骨打 | 6 | | | | | | | | | | | | | | | | | |



6. 清除多余空格

TRIM(text)函数

A screenshot of a spreadsheet application. The formula bar at the top shows the formula `=TRIM(R1)`. The main area displays three rows of data:

| | R | S | T | U | V |
|--|-------------|---|---|-------------|---|
| | 完颜晟 : 微信 | | | 完颜晟 : 微信 | |
| | 完颜阿骨打 : 手机号 | | | 完颜阿骨打 : 手机号 | |
| | 完颜亮 钉 | | | 完颜亮 钉钉 | |

7. 数字格式化

NUMBERVALUE(text)函数

A screenshot of a spreadsheet application. The formula bar at the top shows the formula `=NUMBERVALUE(Z2)`. The main area displays two rows of data:

| Z | AA | AB | AC |
|-----------|-------|----|----|
| 3 4 5 6 7 | 34567 | | |
| 455 | 455 | | |

信息提取与逻辑判断

1. 信息提取

LEFT、MID、RIGHT(text)函数

提取单元格里的中文

HTML | 数据库查询 | 编辑链接

B1 ▼ ✕ ✓ f_x =LEFT(A1,LENB(A1)-LEN(A1))

| | A | B | C | D |
|----|------------------|-------|---|---|
| 1 | 八思巴16853227877 | 八思巴 | | |
| 2 | 脱脱15203571622 | 脱脱 | | |
| 3 | 忽必烈16546555023 | 忽必烈 | | |
| 4 | 蒙哥19313938433 | 蒙哥 | | |
| 5 | 铁木真18911786969 | 铁木真 | | |
| 6 | 妥懽帖木儿16768039417 | 妥懽帖木儿 | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |

2. 逻辑判断

IF(逻辑判断,为真返回值,为假返回值)函数

判断一个值是否大于5

| L | M | N | 0 | P | Q |
|----|------|---|-----|------|---|
| 3 | 不大于5 | | 大于5 | 不大于5 | |
| 4 | 不大于5 | | | | |
| 5 | 不大于5 | | | | |
| 6 | 大于5 | | | | |
| 7 | 大于5 | | | | |
| 8 | 大于5 | | | | |
| 9 | 大于5 | | | | |
| 10 | 大于5 | | | | |
| 11 | 大于5 | | | | |
| 12 | 大于5 | | | | |

IFERROR(text,前一个为假则返回)函数

当值出错时，返回另一个值（可用于屏蔽错误）

| R | S | T | U | V | W | X |
|-----------|---|---|---|---|---|---|
| 错了， SXXXX | | | | | | |

日期和时间的计算

3. 日期

YEAR(date)、MONTH(date)、DAY(date)函数

| | A | B | C | D |
|----------|------|---|---|---|
| 日期 | 年 | 月 | 日 | |
| 1970/1/1 | 1970 | 1 | 1 | |

查找和引用

1. 查找

VLOOKUP(查找值,查找范围,返回,匹配程度)函数

精确匹配

2 ▲ × ✓ fx =VLOOKUP(D2,A2:B12,2,0)

| A | B | C | D | E |
|-------|-------------|---|-----|-------------|
| 姓名 | 电话 | | MVP | 电话 |
| 黄渤 | 16683401512 | | 黄渤 | 16683401512 |
| 宋钟基 | 16357369556 | | | |
| 金秀贤 | 15820569533 | | | |
| 张东健 | 19989014912 | | | |
| 刘德华 | 19457885972 | | | |
| 金城武 | 19363289306 | | | |
| 木村拓哉 | 14016082513 | | | |
| 黄晓明 | 15727184612 | | | |
| 李易峰 | 18597435875 | | | |
| 贝克汉姆 | 15095332115 | | | |
| 汤姆克鲁斯 | 13484616543 | | | |

模糊匹配

模糊匹配时匹配不到查找值时，会返回比查找值小的最接近的值

The screenshot shows a Microsoft Excel spreadsheet. The formula bar at the top contains the formula `=VLOOKUP(K2,H2:I9,2,1)`, which is highlighted with a red box. The spreadsheet has columns H, I, J, K, L, and M. Column H is labeled "身高" (Height) and column I is labeled "姓名" (Name). Column K contains the text "都行". Column L contains the value "171" and the name "新垣结衣" (Nakanishi Yui), which is highlighted with a green box. Column M is empty. The data in columns H and I is as follows:

| H | I | J | K | L | M |
|-----|------|---|----|-----|------|
| 身高 | 姓名 | | 都行 | | |
| 150 | 冯提莫 | | | 171 | 新垣结衣 |
| 155 | 张韶涵 | | | | |
| 160 | 铃木里美 | | | | |
| 165 | 金喜善 | | | | |
| 170 | 新垣结衣 | | | | |
| 175 | 迪丽热巴 | | | | |
| 180 | 林志玲 | | | | |
| 185 | 赵蕊蕊 | | | | |

统计和求和

1. COUNTIF(统计范围,统计逻辑)函数

筛选不重复数据

把Q列不重复的筛选出来，筛选1的就是不重复的数据

在单元格 Q2 中输入公式 `=COUNTIF(Q2:Q2,Q2)`，并将其拖动到 R2。R2 单元格显示结果 1。

| | M | N | 0 | P | Q | R |
|--|----------|-----|----|----|---------------|----|
| | d | t | 成本 | 数量 | 新生成一列 | 筛选 |
| | 20200214 | 土豆 | | 3 | 4 20200214土豆 | 1 |
| | 20200214 | 土豆 | | 3 | 3 20200214土豆 | 2 |
| | 20200214 | 土豆 | | 4 | 5 20200214土豆 | 3 |
| | 20200215 | 土豆 | | 5 | 3 20200215土豆 | 1 |
| | 20200214 | 西红柿 | | 6 | 5 20200214西红柿 | 1 |
| | 20200214 | 西红柿 | | 7 | 3 20200214西红柿 | 2 |
| | 20200215 | 番茄 | | 8 | 4 20200215番茄 | 1 |

统计不重复的蔬菜有几种

在单元格 T2 中输入公式 `=SUMPRODUCT(1/COUNTIF(N2:N8,N2:N8))`，并将其拖动到 U2。U2 单元格显示结果 3。

| | M | N | 0 | P | Q | R | S | T | U | V |
|--|----------|------|----|----|---------------|----|---|---------|---|---|
| | date | type | 成本 | 数量 | 新生成一列 | 筛选 | | 一共有几种蔬菜 | | |
| | 20200214 | 土豆 | | 3 | 4 20200214土豆 | | 1 | 3 | | |
| | 20200214 | 土豆 | | 3 | 3 20200214土豆 | | 2 | | | |
| | 20200214 | 土豆 | | 4 | 5 20200214土豆 | | 3 | | | |
| | 20200215 | 土豆 | | 5 | 3 20200215土豆 | | 1 | | | |
| | 20200214 | 西红柿 | | 6 | 5 20200214西红柿 | | 1 | | | |
| | 20200214 | 西红柿 | | 7 | 3 20200214西红柿 | | 2 | | | |
| | 20200215 | 番茄 | | 8 | 4 20200215番茄 | | 1 | | | |

数据透视表

数据更新和布局

1. 更新和布局

可以把数据布局为你想要的方式

开始 插入 绘图 页面布局 公式 数据 审阅 视图 数据透视表分析 设计

数据透视表名称: PivotTable9 选项 活动字段: 展开字段 折叠字段 分组选择 插入切片器 筛选器 连接 刷新 更改数据源 清除 选择 移动数据透视表 字段和集 项目 数据透视图 字段列表 按钮 字段标题

L12 fx 2269

数据透视表字段

字段名称 Q. 搜索字段

第x天 新增类型 新增日期 留存日期 留存人数 新增人数

1 新增类型 (全部) 留存类型 (全部)

2 新增人数 1 2 3 4 5 6 7 8 9 10 11 12

3 新增日期 2020-02-10 新增人数 1 2 3 4 5 6 7 8 9 10 11 12

2020-02-10 汇总 45 36 25 33 25 31 23 29 26 29 26 21

2020-02-11 汇总 25 35 30 21 13 19 31 30 29 26 28 21

2020-02-12 汇总 249 41 28 17 24 21 30 24 26 28 26 16

2020-02-13 汇总 329 77 80 49 41 62 55 54 55 57 45 44

2020-02-14 汇总 268 2269 2228 1406 1035 2270 2238 2204 2266 2197 1673 1279 2250

2020-02-15 汇总 2346 2308 1455 1456 2332 2288 2258 2321 2254 1718 1323 2306

2020-02-16 汇总 349 83 40 59 57 51 48 58 47 44

2020-02-17 汇总 7638 2246 1576 1226 2117 2072 2053 1873 1944 1511 1190 1952 2053

2020-02-18 汇总 2329 1622 1266 2206 2109 2104 2021 1995 1559 1229 1999 2057

2020-02-19 汇总 260 43 36 37 28 29 35 36 22 22 30 29 27

2020-02-20 汇总 6318 1087 914 1441 1356 1360 1361 1424 1143 868 1397 1356 1433

2020-02-21 汇总 1130 950 1478 1384 1389 1396 1460 1165 890 1427 1385 1462

2020-02-22 汇总 237 37 25 28 25 26 20 25 26 17 23 19 22

2020-02-23 汇总 5558 868 919 890 817 833 861 896 725 838 897 879 983

2020-02-24 汇总 960 944 918 892 865 851 891 875 781 850 920 889 983

2020-02-25 汇总 282 36 35 24 23 16 18 39 24 22 20 17 19

2020-02-26 汇总 6769 986 867 799 864 863 915 957 904 881 930 911 994

2020-02-27 汇总 1022 892 823 887 879 933 986 928 903 950 928 912 1013

2020-02-28 汇总 338 76 50 43 55 39 31 47 46 42 49 55 42

2020-02-29 汇总 8928 2173 2077 1900 1997 1358 967 2103 2072 2026 2063 2146 1544

2020-02-30 汇总 2249 2127 1943 2052 1397 998 2150 2118 2068 2112 2201 1586

2020-02-31 汇总 324 65 43 43 32 25 20 28 35 25 28 26 26

2020-03-01 汇总 7125 1311 1315 1187 1167 657 1242 1283 1298 1383 1353 1093 9153

2020-03-02 汇总 1376 1309 1099 862 1271 1211 1315 1364 1315 1364 1315 1364 1120 836

2020-03-03 汇总 382 62 44 32 36 29 34 33 37 38 30 28 31

2020-03-04 汇总 7519 1299 1163 929 741 1160 1183 1170 1195 1196 1003 787 1245

2020-03-05 汇总 1361 1207 961 777 1189 1217 1203 1222 1234 1033 815 1276

2020-03-06 汇总 370 58 39 35 49 41 34 35 44 35 18 34 33

2020-03-07 汇总 8089 1389 1045 1815 1226 1221 1244 1253 1310 1043 817 1316 1318

2020-03-08 汇总 1447 1275 850 850 1265 1265 1265 1384 1078 1078 1350 1350

2020-03-09 汇总 388 65 37 51 37 32 36 34 36 34 31 34 26

2020-03-10 汇总 10579 1442 1155 1470 1425 1445 1469 1601 1251 1994 1192 1436 1328

2020-03-11 汇总 1507 1192 1521 1462 1477 1505 1643 1279 1123 1523 1470 1357

2020-03-12 汇总 359 52 41 35 38 37 21 43 26 31 26 32 28

2020-03-13 汇总 11087 1464 1396 1239 1269 1234 1316 1549 1309 1276 1241 1109 1183

2020-03-14 汇总 1516 1437 1274 1307 1271 1337 1592 1353 1307 1267 1141 1211

2020-03-15 汇总 396 52 44 29 22 27 39 40 27 27 21 17 19

2020-03-16 汇总 11544 1257 1081 1022 1081 1081 1170 1361 1049 950 898 848 1061

2020-03-17 汇总 1307 1122 1051 1020 1087 1087 1285 1078 977 920 1001 1000

2020-03-18 汇总 434 82 72 60 65 42 41 54 52 50 50 51 45

2020-03-19 汇总 13453 2773 2533 2467 2464 1758 1255 2496 2357 2180 2280 2343 1644

2020-03-20 汇总 2855 2605 2527 2529 1809 1296 2550 2419 2230 2330 2394 1689

2020-03-21 汇总 366 66 51 48 41 27 43 41 41 40 37 32 25

2020-03-22 汇总 14080 2574 2299 2189 1723 1316 2147 2080 1914 2039 1993 1530 1262

| I | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB | AC |
|------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 新增类 留存类 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 新增日期 | 新增人数 | | | | | | | | | | | | | | | | |
| 2020-02-10 | 253 | 45 | 36 | 25 | 33 | 25 | 23 | 31 | 23 | 26 | 26 | 21 | 22 | 27 | 21 | 28 | 28 |
| 2020-02-11 | 221 | 35 | 30 | 31 | 13 | 19 | 31 | 30 | 29 | 25 | 36 | 25 | 19 | 38 | 36 | 42 | 35 |
| 2020-02-12 | 249 | 41 | 28 | 17 | 24 | 21 | 30 | 24 | 26 | 28 | 26 | 16 | 23 | 25 | 30 | 34 | 30 |
| 2020-02-13 | 329 | 77 | 80 | 49 | 41 | 62 | 55 | 54 | 55 | 57 | 45 | 44 | 56 | 58 | 57 | 49 | 60 |
| 2020-02-14 | 6833 | 2269 | 2228 | 1406 | 1305 | 2270 | 2238 | 2204 | 2266 | 2197 | 1673 | 1279 | 2250 | 2203 | 2309 | 2303 | 2353 |
| 2020-02-15 | 349 | 83 | 46 | 40 | 59 | 57 | 51 | 48 | 51 | 48 | 39 | 47 | 44 | 53 | 46 | 56 | 36 |
| 2020-02-16 | 7638 | 2246 | 1576 | 1226 | 2147 | 2052 | 2053 | 1973 | 1944 | 1511 | 1190 | 1952 | 2013 | 2001 | 2135 | 2092 | 1693 |
| 2020-02-17 | 260 | 43 | 36 | 37 | 28 | 29 | 35 | 36 | 22 | 22 | 30 | 29 | 27 | 23 | 27 | 29 | 24 |
| 2020-02-18 | 6318 | 1087 | 914 | 1441 | 1356 | 1360 | 1361 | 1424 | 1143 | 868 | 1397 | 1356 | 1435 | 1437 | 1578 | 1215 | 986 |
| 2020-02-19 | 237 | 37 | 25 | 28 | 25 | 26 | 20 | 25 | 26 | 17 | 23 | 19 | 22 | 22 | 18 | 21 | 16 |
| 2020-02-20 | 5558 | 868 | 919 | 890 | 817 | 839 | 861 | 896 | 725 | 838 | 897 | 879 | 985 | 977 | 1033 | 813 | 960 |
| 2020-02-21 | 282 | 36 | 25 | 24 | 23 | 16 | 18 | 29 | 24 | 22 | 20 | 17 | 19 | 22 | 23 | 22 | 15 |
| 2020-02-22 | 6769 | 986 | 867 | 799 | 864 | 863 | 915 | 957 | 904 | 881 | 930 | 911 | 994 | 1016 | 1086 | 1004 | 938 |
| 2020-02-23 | 338 | 76 | 50 | 43 | 55 | 39 | 31 | 47 | 46 | 42 | 49 | 55 | 42 | 24 | 45 | 47 | 44 |
| 2020-02-24 | 8928 | 2173 | 2077 | 1900 | 1997 | 1358 | 967 | 2103 | 2072 | 2026 | 2063 | 2146 | 1544 | 1001 | 2219 | 2131 | 2030 |
| 2020-02-25 | 324 | 65 | 43 | 43 | 32 | 25 | 29 | 28 | 35 | 28 | 26 | 27 | 26 | 23 | 22 | 27 | 25 |
| 2020-02-26 | 7125 | 1311 | 1266 | 1187 | 977 | 657 | 1242 | 1235 | 1280 | 1336 | 1353 | 1093 | 812 | 1353 | 1348 | 1214 | 1324 |
| 2020-02-27 | 7519 | 1299 | 1163 | 929 | 741 | 1160 | 1183 | 1170 | 1195 | 1196 | 1003 | 787 | 1245 | 1208 | 1180 | 1234 | 1208 |
| 2020-02-28 | 370 | 58 | 39 | 35 | 49 | 41 | 34 | 35 | 44 | 35 | 18 | 34 | 33 | 28 | 36 | 40 | 37 |
| 2020-02-29 | 8089 | 1389 | 1045 | 815 | 1226 | 1221 | 1244 | 1253 | 1310 | 1043 | 817 | 1316 | 1318 | 1209 | 1281 | 1291 | 1089 |
| 2020-02-30 | 388 | 65 | 37 | 51 | 37 | 32 | 36 | 34 | 28 | 29 | 31 | 34 | 29 | 36 | 38 | 30 | 27 |
| 2020-02-31 | 10579 | 1442 | 1155 | 1470 | 1425 | 1445 | 1469 | 1609 | 1251 | 1094 | 1492 | 1436 | 1328 | 1445 | 1566 | 1301 | 1015 |
| 2020-03-01 | 359 | 52 | 41 | 35 | 38 | 37 | 21 | 43 | 26 | 31 | 26 | 32 | 28 | 43 | 38 | 27 | 34 |
| 2020-03-02 | 11087 | 1464 | 1396 | 1239 | 1269 | 1234 | 1316 | 1549 | 1309 | 1276 | 1241 | 1109 | 1183 | 1219 | 1443 | 1183 | 1238 |
| 2020-03-03 | 396 | 52 | 44 | 29 | 22 | 27 | 39 | 40 | 27 | 27 | 21 | 17 | 19 | 27 | 30 | 22 | 26 |
| 2020-03-04 | 11544 | 1257 | 1078 | 1022 | 998 | 1060 | 1170 | 1346 | 1049 | 950 | 899 | 984 | 1061 | 1023 | 1243 | 968 | 917 |
| 2020-03-05 | 434 | 82 | 72 | 60 | 65 | 42 | 41 | 54 | 62 | 50 | 50 | 51 | 45 | 34 | 66 | 55 | 54 |
| 2020-03-06 | 13453 | 2773 | 2533 | 2467 | 2464 | 1758 | 1255 | 2496 | 2357 | 2180 | 2280 | 2343 | 1644 | 1146 | 2394 | 2192 | 2227 |
| 2020-03-07 | 366 | 66 | 51 | 48 | 41 | 27 | 43 | 41 | 40 | 40 | 37 | 32 | 25 | 45 | 47 | 52 | 42 |
| 2020-03-08 | 14080 | 2574 | 2299 | 2189 | 1723 | 1316 | 2147 | 2080 | 1914 | 2039 | 1993 | 1530 | 1262 | 2042 | 1965 | 1873 | 1837 |
| 2020-03-09 | 384 | 63 | 46 | 31 | 29 | 33 | 32 | 30 | 31 | 34 | 22 | 19 | 25 | 31 | 23 | 25 | 30 |
| 2020-03-10 | 14118 | 2546 | 2221 | 1725 | 1340 | 1975 | 1957 | 1797 | 1862 | 1861 | 1465 | 1180 | 1850 | 1766 | 1748 | 1679 | 1658 |
| 2020-03-11 | 400 | 73 | 44 | 23 | 32 | 31 | 32 | 25 | 23 | 30 | 23 | 28 | 26 | 30 | 26 | 23 | 20 |

排序和筛选

1. 排序

这个和普通的排序一样

| | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB | AC | AD | AE | / |
|-------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|----|----|----|----|---|
| 新增类型 | (全部) | | | | | | | | | | | | | | | | | | | | | | |
| 留存类型 | (全部) | | | | | | | | | | | | | | | | | | | | | | |
| 求和项:留存人数 | 第x天 | | | | | | | | | | | | | | | | | | | | | | |
| 新增日期 | | 新增人数 | | | | | | | | | | | | | | | | | | | | | |
| =2020-02-10 | 253 | 39 | 37 | 36 | 35 | 34 | 33 | 32 | 31 | 30 | 29 | 28 | 27 | 26 | 25 | 24 | 23 | 22 | 21 | 20 | 19 | | |
| =2020-02-11 | 221 | 19 | 20 | 21 | 25 | 14 | 24 | 20 | 23 | 25 | 19 | 24 | 16 | 19 | 25 | 25 | 22 | 23 | 26 | 21 | 28 | | |
| | 249 | 23 | 43 | 51 | 39 | 43 | 24 | 30 | 41 | 40 | 41 | 48 | 42 | 29 | 29 | 45 | 45 | 44 | 41 | 36 | 21 | | |
| =2020-02-12 | 329 | 23 | 19 | 29 | 20 | 22 | 22 | 23 | 22 | 24 | 24 | 32 | 21 | 18 | 24 | 23 | 25 | 19 | 25 | 20 | 19 | | |
| | 6833 | 55 | 53 | 59 | 58 | 29 | 45 | 50 | 58 | 54 | 54 | 56 | 59 | 47 | 54 | 52 | 54 | 54 | 63 | 60 | 60 | | |
| =2020-02-13 | 349 | 36 | 45 | 40 | 35 | 35 | 32 | 39 | 37 | 42 | 42 | 42 | 36 | 39 | 43 | 48 | 49 | 47 | 49 | 47 | 47 | | |
| | 7638 | 1861 | 1874 | 1836 | 1947 | 1152 | 1584 | 1977 | 1989 | 2035 | 1996 | 2078 | 1246 | 1605 | 2124 | 2117 | 2133 | 2108 | | | | | |
| =2020-02-14 | 260 | 17 | 26 | 25 | 30 | 23 | 24 | 27 | 33 | 27 | 31 | 25 | 31 | 25 | 31 | 26 | 28 | 29 | 28 | 29 | 29 | | |
| | 6318 | 1263 | 1295 | 1290 | 1349 | 858 | 1091 | 1425 | 1362 | 1401 | 1402 | 1478 | 952 | 1171 | 1450 | 1467 | 1483 | | | | | | |
| =2020-02-15 | 237 | 17 | 18 | 20 | 17 | 25 | 18 | 21 | 17 | 18 | 20 | 20 | 19 | 23 | 19 | 20 | 18 | | | | | | |
| | 5558 | 878 | 863 | 839 | 887 | 724 | 912 | 921 | 917 | 877 | 923 | 943 | 791 | 915 | 934 | 975 | | | | | | | |
| =2020-02-16 | 282 | 12 | 17 | 20 | 22 | 22 | 15 | 13 | 12 | 18 | 15 | 16 | 23 | 15 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | | |
| | 6769 | 805 | 833 | 851 | 942 | 979 | 933 | 871 | 893 | 871 | 888 | 965 | 1045 | 1016 | 973 | | | | | | | | |
| =2020-02-17 | 338 | 38 | 34 | 45 | 45 | 40 | 17 | 37 | 40 | 44 | 41 | 45 | 46 | 27 | 38 | | | | | | | | |
| | 8928 | 1843 | 1840 | 1937 | 1987 | 986 | 1041 | 1972 | 1987 | 2004 | 2017 | 2107 | 941 | 1472 | | | | | | | | | |
| =2020-02-18 | 324 | 22 | 23 | 30 | 25 | 25 | 25 | 29 | 22 | 25 | 28 | 26 | 26 | 20 | | | | | | | | | |
| | 7125 | 1119 | 1110 | 1189 | 1190 | 714 | 944 | 1224 | 1169 | 1245 | 1250 | 1322 | 740 | | | | | | | | | | |
| =2020-02-19 | 362 | 21 | 26 | 30 | 30 | 22 | 30 | 32 | 30 | 32 | 25 | 25 | 28 | 32 | | | | | | | | | |
| | 7519 | 1006 | 1044 | 1097 | 1099 | 782 | 933 | 1151 | 1122 | 1192 | 1218 | 1185 | | | | | | | | | | | |
| =2020-02-20 | 370 | 30 | 31 | 33 | 31 | 31 | 24 | 29 | 29 | 29 | 29 | 29 | 29 | 31 | | | | | | | | | |
| | 8089 | 1087 | 1076 | 1079 | 1224 | 807 | 972 | 1145 | 1148 | 1227 | 1243 | | | | | | | | | | | | |
| =2020-02-21 | 388 | 26 | 20 | 34 | 32 | 25 | 25 | 29 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | | | | | | | |
| | 10579 | 1185 | 1212 | 1269 | 1359 | 986 | 1184 | 1389 | 1362 | 1365 | | | | | | | | | | | | | |
| =2020-02-22 | 359 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | | | | | | | | |
| | 11007 | 970 | 1005 | 1059 | 1166 | 1125 | 1340 | 1006 | 1082 | | | | | | | | | | | | | | |
| =2020-02-23 | 396 | 14 | 20 | 20 | 22 | 29 | 28 | 28 | 28 | 20 | 22 | 29 | 28 | 20 | | | | | | | | | |
| | 11544 | 796 | 799 | 829 | 920 | 1208 | 1010 | 891 | | | | | | | | | | | | | | | |
| =2020-02-24 | 434 | 50 | 46 | 45 | 54 | 22 | 37 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | | | | | | | | | |
| | 13453 | 1945 | 1948 | 2088 | 2270 | 1135 | 1561 | | | | | | | | | | | | | | | | |
| =2020-02-25 | 366 | 37 | 41 | 35 | 34 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | | | | | | | | | |
| | 14080 | 1657 | 1658 | 1727 | 1866 | 1204 | | | | | | | | | | | | | | | | | |
| =2020-02-26 | 384 | 26 | 26 | 29 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | | | | | | | | | |
| | 14118 | 1491 | 1550 | 1635 | 1692 | | | | | | | | | | | | | | | | | | |
| =2020-02-27 | 400 | 18 | 27 | 27 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | | | | | | | | | |
| | 14815 | 1393 | 1393 | 1462 | | | | | | | | | | | | | | | | | | | |
| =2020-02-28 | 435 | 25 | 25 | 25 | 25 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | | | | | | | | | |
| | 16555 | 1240 | 1240 | 1235 | | | | | | | | | | | | | | | | | | | |
| =2020-02-29 | 480 | 16 | 16 | 16 | 16 | | | | | | | | | | | | | | | | | | |
| | 18796 | 1052 | | | | | | | | | | | | | | | | | | | | | |
| =2020-03-01 | 516 | | | | | | | | | | | | | | | | | | | | | | |
| | 20861 | | | | | | | | | | | | | | | | | | | | | | |

2. 筛选

这个和普通的筛选一样

| I | J | K | L | M | N | O | P | Q | R | S |
|--------------|-------|-----|----|----|----|------|------|------|------|-----|
| 新增类型 留存类型 | (全部) | | | | | | | | | |
| 求和项: 留存人数 | 新增日期 | 第x天 | 36 | 35 | 34 | 33 | 32 | 31 | 30 | 2 |
| 新增日期 | 新增人数 | | | | | 58 | 29 | 45 | 50 | 5 |
| 2020-02-12 | | | | | | 1997 | 1264 | 1557 | 2085 | 206 |
| 2020-02-13 | | | | | | 40 | 33 | 35 | 32 | 3 |
| 2020-02-14 | | | | | | 1836 | 1947 | 1152 | 1564 | 197 |
| 2020-02-15 | | | | | | 26 | 22 | 25 | 30 | 2 |
| 2020-02-16 | | | | | | 1295 | 1290 | 1349 | 858 | 109 |
| 2020-02-17 | | | | | | 17 | 18 | 20 | 17 | 2 |
| 2020-02-18 | | | | | | 878 | 863 | 839 | 887 | 72 |
| 2020-02-19 | | | | | | | 12 | 17 | 20 | 2 |
| 2020-02-20 | | | | | | | 805 | 833 | 851 | 94 |
| 2020-02-21 | | | | | | | | 38 | 34 | 4 |
| 2020-02-22 | | | | | | | | 1843 | 1840 | 193 |
| 2020-02-23 | | | | | | | | | 22 | 2 |
| 2020-02-24 | | | | | | | | | 1119 | 111 |
| 2020-02-25 | | | | | | | | | | 2 |
| 2020-02-26 | | | | | | | | | | 100 |
| 2020-02-27 | | | | | | | | | | |
| 2020-02-28 | 435 | | | | | | | | | |
| | 16555 | | | | | | | | | |
| 2020-02-29 | 480 | | | | | | | | | |
| | 18796 | | | | | | | | | |
| 2020-03-01 | 516 | | | | | | | | | |
| | 20861 | | | | | | | | | |
| 2020-03-02 | 496 | | | | | | | | | |

计算字段

3. 计算字段

新生成一个你想要的计算后的字段，用于数据表展示

| P | Q | R | S | T | U | V | W | Z | AA | AB |
|-----|------|------|------|------|------|------|------|------|------|------|
| 33 | 32 | 31 | 30 | 29 | 28 | 27 | 26 | 25 | 24 | 23 |
| 58 | 29 | 45 | 50 | 58 | 54 | 54 | 56 | 39 | 47 | 54 |
| 197 | 1264 | 1557 | 2085 | 2064 | 2135 | 2153 | 2213 | 1337 | 1714 | 2278 |
| 40 | 33 | 35 | 32 | 39 | 37 | 42 | 42 | 42 | 36 | 39 |
| 36 | 1947 | 1152 | 1564 | 1977 | 1989 | 2035 | 1996 | 2078 | 1246 | 1605 |
| 26 | 22 | 25 | 30 | 23 | 24 | 27 | 33 | 27 | 31 | 25 |
| 95 | 1290 | 1349 | 858 | 1091 | 1425 | 1362 | 1401 | 1402 | 1478 | 952 |
| 17 | 18 | 20 | 17 | 25 | 18 | 21 | 17 | 18 | 20 | 19 |
| 78 | 863 | 839 | 887 | 724 | 912 | 921 | 917 | 877 | 923 | 943 |
| | 12 | 17 | 20 | 22 | 22 | 15 | 13 | 12 | 18 | 15 |
| | 805 | 833 | 851 | 942 | 979 | 933 | 871 | 893 | 871 | 888 |
| | | 38 | 34 | 45 | 40 | 17 | 37 | 40 | 44 | 41 |
| | | 1843 | 1840 | 1937 | 1987 | 980 | 1421 | 1972 | 1997 | 2004 |
| | | | 22 | 23 | 30 | 25 | 23 | 25 | 29 | 22 |
| | | | 1119 | 1110 | 1189 | 1190 | 714 | 944 | 1224 | 1169 |
| | | | | 21 | 26 | 30 | 30 | 22 | 30 | 32 |
| | | | | 1006 | 1044 | 1097 | 1099 | 782 | 933 | 1151 |
| | | | | | 30 | 31 | 33 | 31 | 24 | 29 |
| | | | | | 1087 | 1076 | 1079 | 1224 | 807 | 972 |
| | | | | | | 26 | 20 | 34 | 32 | 25 |
| | | | | | | | 26 | 20 | 29 | 30 |
| | | | | | | | | 24 | 22 | 30 |



数据透视表字段

字段名称 搜索字段

留存类型
 新增日期
 留存日期
 留存人数
 新增人数
 留存率

筛选器

列 : 第x天

行 : 新增日期

值 : 留存率

求和项: 留存率

| | 36 | 35 | 34 | 33 | 32 | 31 | 30 | 29 | 28 | 27 | 26 | 25 | 24 | 23 |
|-----|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 329 | 0.088145897 | 0.103343465 | 0.109422492 | 0.106382979 | 0.036474164 | 0.05775076 | 0.09118541 | 0.106382979 | 0.072949328 | 0.054711246 | 0.097264438 | 0.054711246 | 0.072949328 | 0.09118541 |
| 349 | 0 | 0.071633238 | 0.074498567 | 0.083094556 | 0.06017192 | 0.05730659 | 0.054441261 | 0.05730659 | 0.05730659 | 0.06017192 | 0.063037249 | 0.05730659 | 0.051575931 | 0.05730659 |
| 260 | 0 | 0 | 0.034615385 | 0.057692308 | 0.046153846 | 0.053846154 | 0.053846154 | 0.053846154 | 0.046153846 | 0.038461538 | 0.046153846 | 0.046153846 | 0.046153846 | 0.042307692 |
| 237 | 0 | 0 | 0 | 0.037974684 | 0.054852321 | 0.042194093 | 0.033755274 | 0.05907173 | 0.05907173 | 0.063291139 | 0.050632911 | 0.037974684 | 0.050632911 | 0.046413502 |
| 282 | 0 | 0 | 0 | 0 | 0 | 0.014184397 | 0.021276596 | 0.028368794 | 0.024823695 | 0.039007093 | 0.021914894 | 0.034823695 | 0.021914894 | 0.021276596 |
| 338 | 0 | 0 | 0 | 0 | 0 | 0.065083757 | 0.068047337 | 0.073964997 | 0.088757396 | 0.026627219 | 0.056213018 | 0.082840237 | 0.091715976 | 0.073964997 |
| 324 | 0 | 0 | 0 | 0 | 0 | 0 | 0.046296296 | 0.043209877 | 0.052469136 | 0.055555556 | 0.043209877 | 0.037037037 | 0.052469136 | 0.040123457 |
| 362 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.024861878 | 0.033149171 | 0.041436464 | 0.049723757 | 0.03038674 | 0.03038674 | 0.052486188 |
| 370 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.03038674 |
| 388 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 359 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 396 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 434 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 366 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 384 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 400 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 435 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 480 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 516 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 496 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 403 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 393 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 411 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 387 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 443 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 461 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 417 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 429 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 390 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 378 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 431 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 477 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 510 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 412 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 374 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 362 | 0.088145897 | 0.087020649 | 0.075692964 | 0.074893617 | 0.042553191 | 0.050696379 | 0.055214724 | 0.055622733 | 0.055068397 | 0.044149429 | 0.047248471 | 0.04006009 | 0.046070461 | 0.046099291 |