

任务二 Shopee 平台卖家端功能介绍

教学目标

◎ 知识目标

- 熟悉 shopee 平台的卖家端功能；

◎ 技能目标

- 能够对各个板块的内容有初步的了解，为接下来的 Shopee 平台运营打下基础。

教学时长

10min

任务导入

吴总是一家服装实体店的老板，多年来业务遍及全国，由于经营状况良好，有意扩大经营规模，经过深思熟虑，吴总决定入驻 Shopee 跨境电商平台，并让 A 职业技术学院的学生小吴在入驻平台之前，了解 Shopee 平台是什么？有什么样的功能？

任务分析

Shopee 是东南亚及中国台湾地区的电商平台。自 2015 年在新加坡成立以来，Shopee 业务范围辐射新加坡、马来西亚、菲律宾、泰国、越南、巴西等 10 余个市场。

Shopee 是东南亚发展最快的电商平台，是国货出海东南亚首选平台。接下来，小吴需要对 Shopee 平台的功能有一个基础的了解。

任务属性

岗：本任务可以培养跨境电商运营专员岗位的电子商务平台使用能力；

课：本任务适用于《跨境电子商务（530702）》专业—《跨境电子商务基础》课程；

本任务适用于《跨境电子商务（530702）》专业—《跨境电商运营》课程。

赛：本任务有助于《全国职业院校技能大赛-ZZ020 电子商务运营赛项》模块一：

网店开设装修—任务 1：网店规划与注册的学习。

证：本任务有助于《电子商务师五级》职业考试的学习。

训：本任务属于实训任务，学习结束后将进行实操训练。

任务实施

卖家中心首页介绍：

在导航页输入注册区域的卖家登录网址，输入账号密码后可跳转卖家中心。卖家中心整体界面如下图。其中包括：

The screenshot shows the Shopee Seller Centre homepage. On the left is a sidebar with categories: Shipment, Order, Product, Marketing Centre, and Finance. The main area has a banner for 'GET ₱10,000 CASH REWARD WITHDRAW YOUR SELLER EARNINGS'. Below it is the 'To Do List' section with six categories: Unpaid (0), To-Process Shipment (0), Processed Shipment (0), Pending Cancellation (0), Pending Return/Refund (0), Banned / Deboosted Products (0), Sold Out Products (0), and Pending Campaign (0). Further down is the 'Business Insights' section with real-time data until GMT+8 11:00. It includes a line chart for Sales, Visitors, Orders, and Conversion Rate, each with a 'vs yesterday' comparison. To the right is the 'Announcements' section with three items: 'Same Day Pick-up Advisory', 'Return and Refund Advisory', and 'Vape Listing Advisory'. There is also a 'Order Brushing Reminder' note.

图 1

【待办清单（To do list）】显示卖家的待办事项，包括待出货、待退货/退款、待取消订单以及已禁止商品、已售出商品的信息。如图 2 所示；

This screenshot shows the 'To Do List' section from the seller center. It displays eight categories with counts: Unpaid (0), To-Process Shipment (0), Processed Shipment (0), Pending Cancellation (0), Pending Return/Refund (0), Banned / Deboosted Products (0), Sold Out Products (0), and Pending Campaign (0).

图 2

【商业分析（Business Insights）】显示已确定订单方面的店铺数据，如图 3 所示；

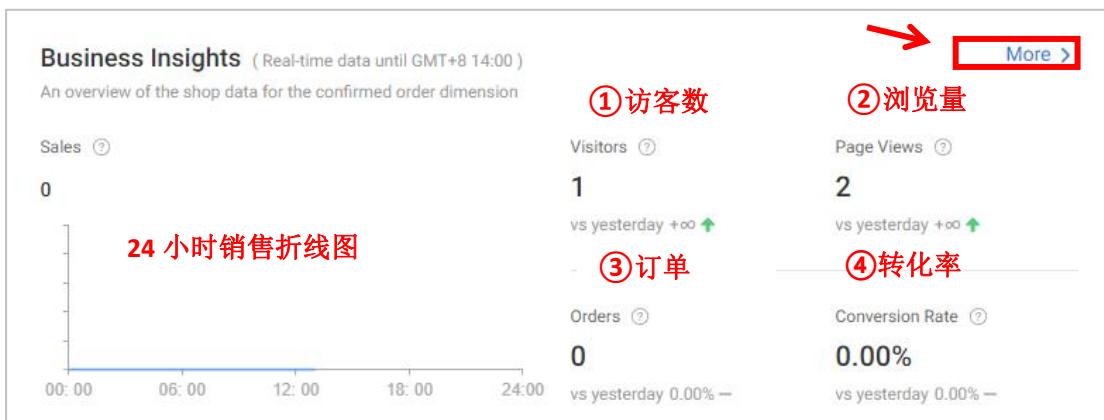


图 3

点击右上角【更多（More）】，进入【商业分析（Business Insights）】界面，将展示商品订单量、买家数、销售额、转化率、访客数等指标数据具体销售数据。

图 4

【我的行销活动（Marketing Center）】显示近期可参加的商品行销活动，包括商品活动和优惠券活动。具体界面如图 5 所示；

图 5

【表现（Performance）】反映商店各种指标质量。包括违反上架规范、订单完成率、客服和买家满意度等。

Performance		More >		
	Listing Violations	Fulfilment	Customer Service ⓘ	Customer Satisfaction
Metrics	My Shop		Target	
Severe Listing Violations	0		0	
Pre-order Listing %	0.00%		≤10.00%	
Other Listing Violations	0		0	

图 6

卖家中心工具栏介绍：

The screenshot shows the Shopee Seller Centre dashboard. On the left, there's a sidebar with various categories like Shipment, Order, Product, Marketing Centre, Finance, and Data. The main area has a 'To Do List' section with counts for Unpaid, To-Process Shipment, Pending Return/Refund, and Banned / Debanned Products. Below it is a 'Business Insights' chart showing Sales over time. To the right, there's a 'Marketing Center' section with tabs for Marketing Tools & Nominations, Shopee Events, and Shopee Ads. A large red box highlights the 'Shipment' section under the 'Order' category. Red numbers ① through ⑤ are placed next to the corresponding sections: ① Shipment, ② Order, ③ Product, ④ Marketing Center, and ⑤ Settings.

图 7/图 8

①【出货（Shipment）】：出货板块包含【我的物流】、【批次出货】、【物流设置】，在该板块可选择物流渠道，生成物流订单，查看订单状态。

This screenshot shows the 'Shop Settings' page. At the top, it says 'Home > Shop Settings'. Below that, there's a 'Shipment' section with three sub-options: 'My Shipment', 'Mass Ship', and 'Shipping Setting'. A large red box surrounds the 'Shipment' section, and a red circle with the number ① is positioned to its right.

图 9

②【订单（Order）】：查看已售订单基本信息，包括付款情况、物流、退换货等。

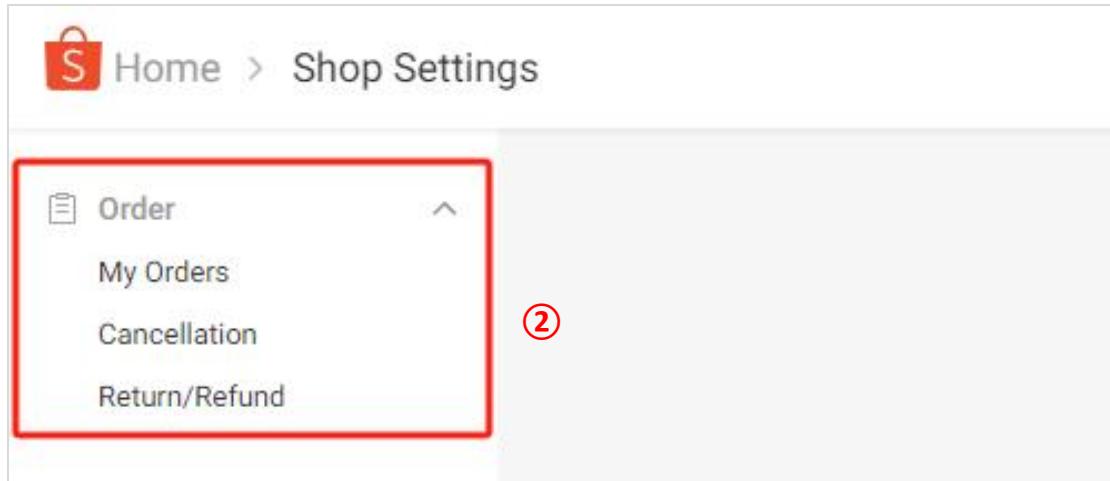


图 10

③【商品（Product）】：【商品】板块包含【我的商品】、【添加商品】、【我的违规】3个选项。在该板块中可对店铺的产品进行上新、管理店铺产品的销量等。



图 11

④【商店（Shop）】：商店板块包括商店装饰、分类、介绍、评价等有关设定。



图 12

⑤【设置（Setting）】进行收退货地址设置、聊天设置、基本信息设置、通知设置等基础信息设置。



图 13

任务实训

请同学们打开实训平台，熟悉了解工具栏的内容及每个工具的功能。