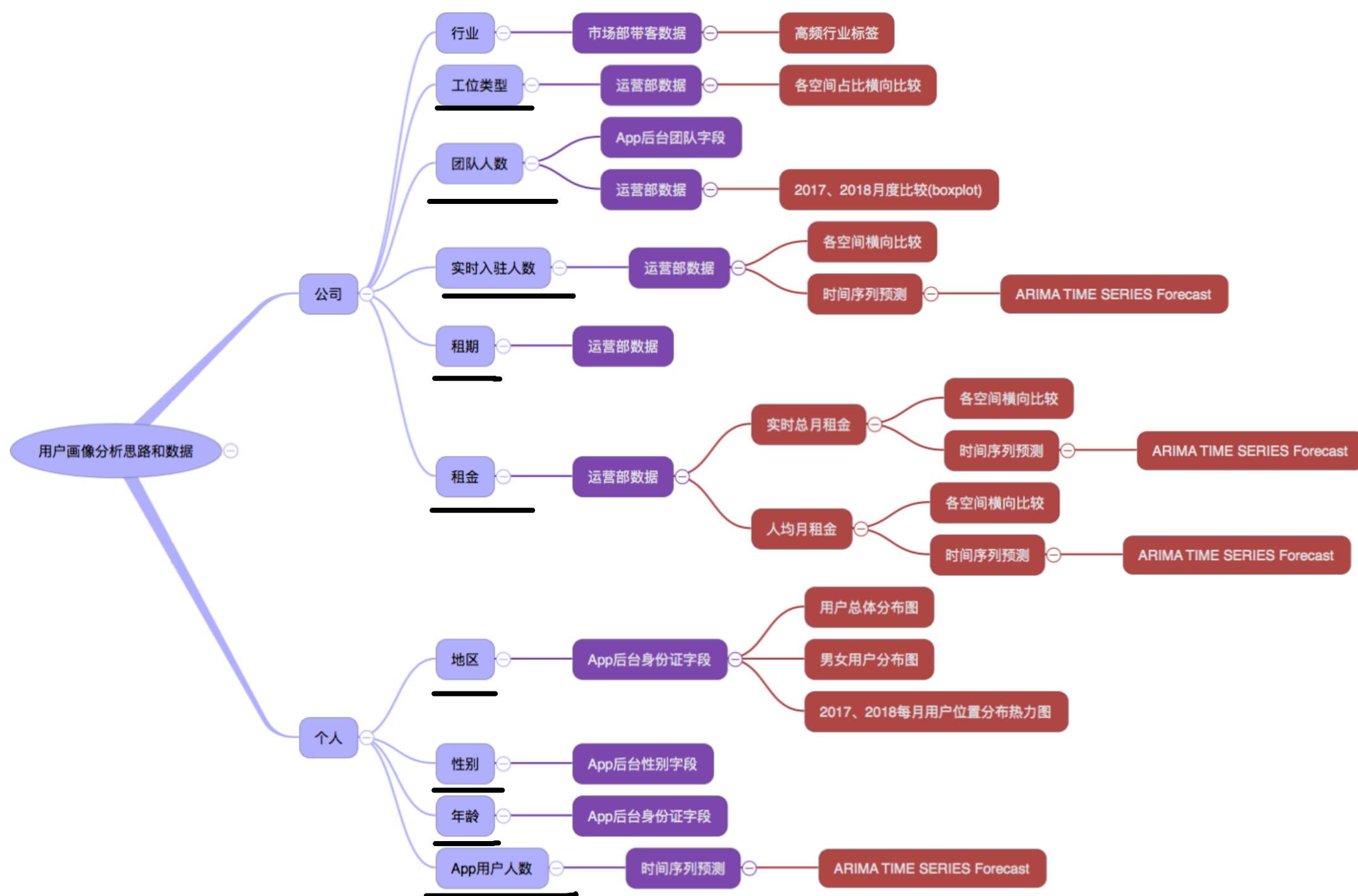


# Analysis of Customer Portrait of Mixpace

V1.2 | Jun 14

Zhikang Xu

Data Analyst @Yimihaodi&Mixpace



# 数据

- 米域市场部带看记录
  - 招商部
  - 运营部
- 米域App后台数据
- 米域运营部入驻记录
- Data Due: May 1

公司层面

# 行业

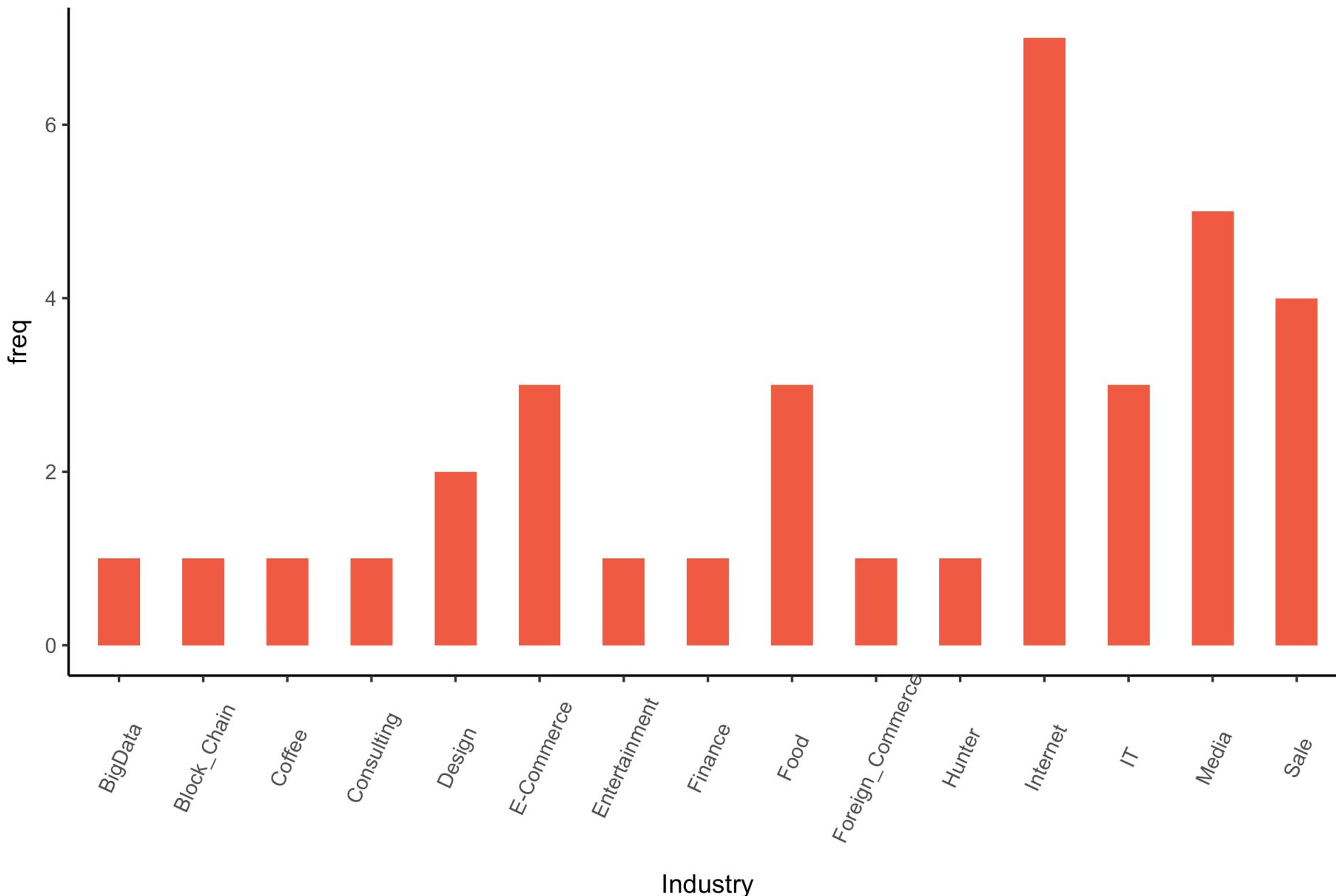
- 数据
  - 米域招商部带看记录
- 行业分类标准
  - A标准: 带客记录中的“行业”字段 + 公司名称辅助判断
  - B标准: 美国行业标准分类的第一层分类
  - C标准: 美国行业标准分类的第二层分类
    - Industry Classification Benchmark

Industry	Supersector	Sector	Subsector	
0001 Oil & Gas	0500 Oil & Gas	0530 Oil & Gas Producers	0533 Exploration & Production 0537 Integrated Oil & Gas	
		0570 Oil Equipment, Services & Distribution	0573 Oil Equipment & Services 0577 Pipelines	
			0580 Alternative Energy	
		0583 Renewable Energy Equipment 0587 Alternative Fuels	0583 Renewable Energy Equipment	
			0587 Alternative Fuels	
1000 Basic Materials	1300 Chemicals	1350 Chemicals	1353 Commodity Chemicals 1357 Specialty Chemicals	
		1730 Forestry & Paper 1750 Industrial Metals & Mining 1770 Mining	1733 Forestry 1737 Paper	
	1700 Basic Resources		1753 Aluminum 1755 Nonferrous Metals 1757 Iron & Steel	
			1771 Coal	
			1773 Diamonds & Gemstones	
			1775 General Mining	
			1777 Gold Mining	
			1779 Platinum & Precious Metals	
	2300 Construction & Materials	2350 Construction & Materials	2353 Building Materials & Fixtures 2357 Heavy Construction	
		2710 Aerospace & Defense 2720 General Industrials	2713 Aerospace 2717 Defense	
			2723 Containers & Packaging 2727 Diversified Industrials	
		2730 Electronic & Electrical Equipment 2750 Industrial Engineering	2733 Electrical Components & Equipment 2737 Electronic Equipment	
			2753 Commercial Vehicles & Trucks 2757 Industrial Machinery	

- Industry Classification Benchmark([https://en.wikipedia.org/wiki/Industry\\_Classification\\_Benchmark](https://en.wikipedia.org/wiki/Industry_Classification_Benchmark))

# Bar Chart

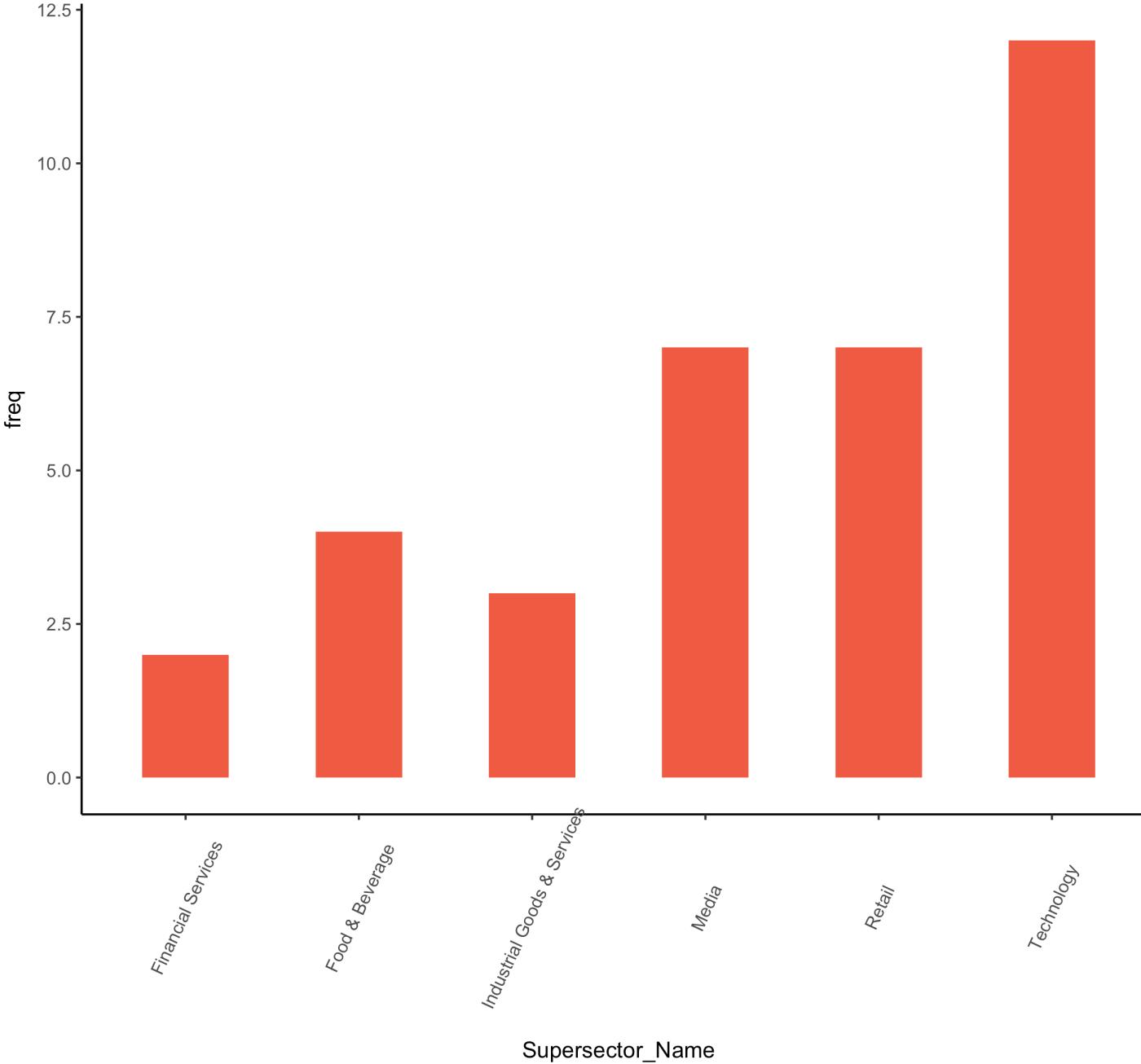
Number of Customer(Y) VS Specific Industry(X)



Source: mar\_sum\_industry from Analysis of Mixpace Marketing Group's Customer Figure

## Bar Chart

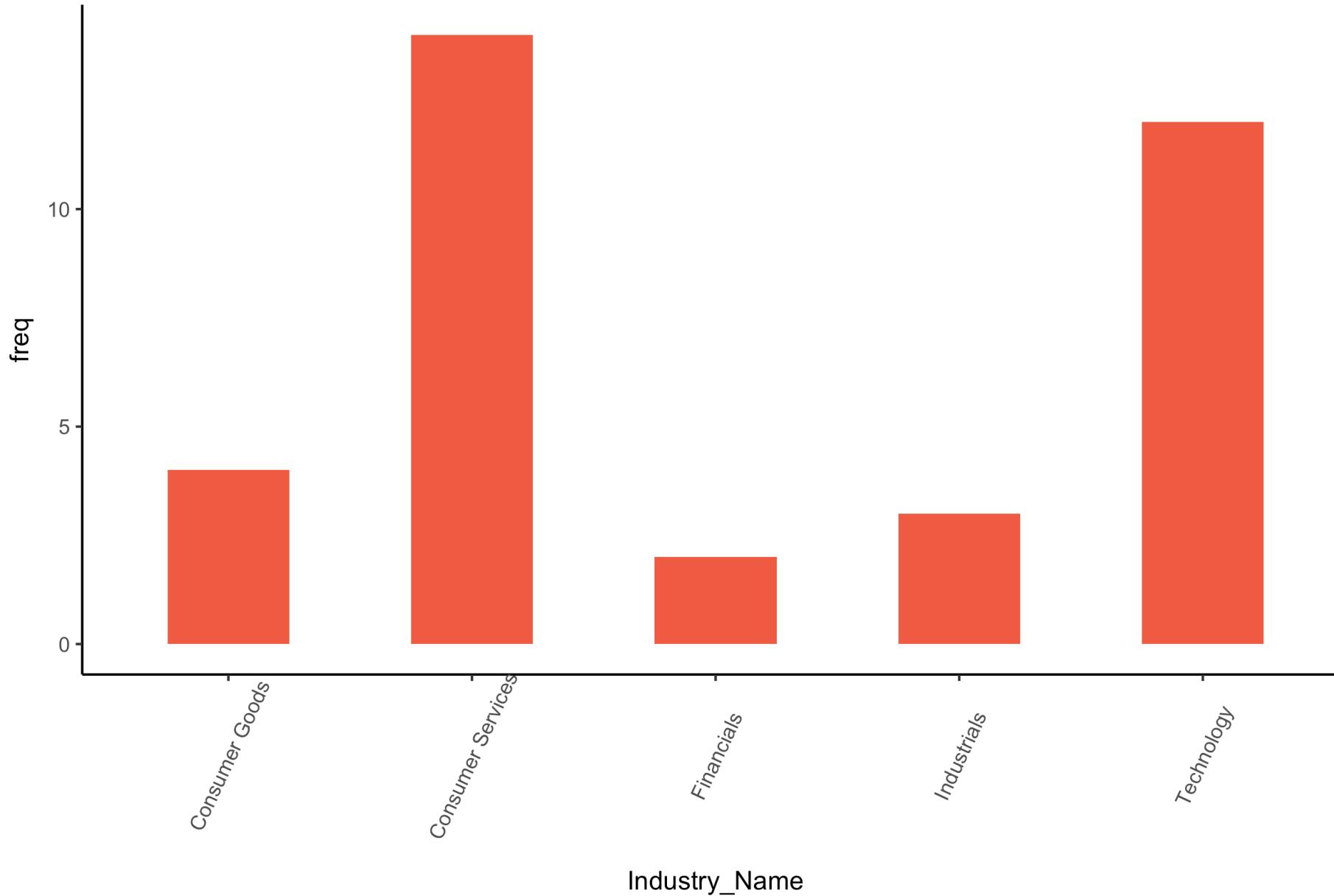
Number of Customer(Y) VS Industry (Supersector(X))



Source: mar\_sum\_industry\_supsect from Analysis of Mixpace Marketing Group's Customer Figure

## Bar Chart

Number of Customer(Y) VS Industry (Second Industry Sector(X))



Source: mar\_sum\_industry\_name from Analysis of Mixpace Marketing Group's Customer Figure

# 结论

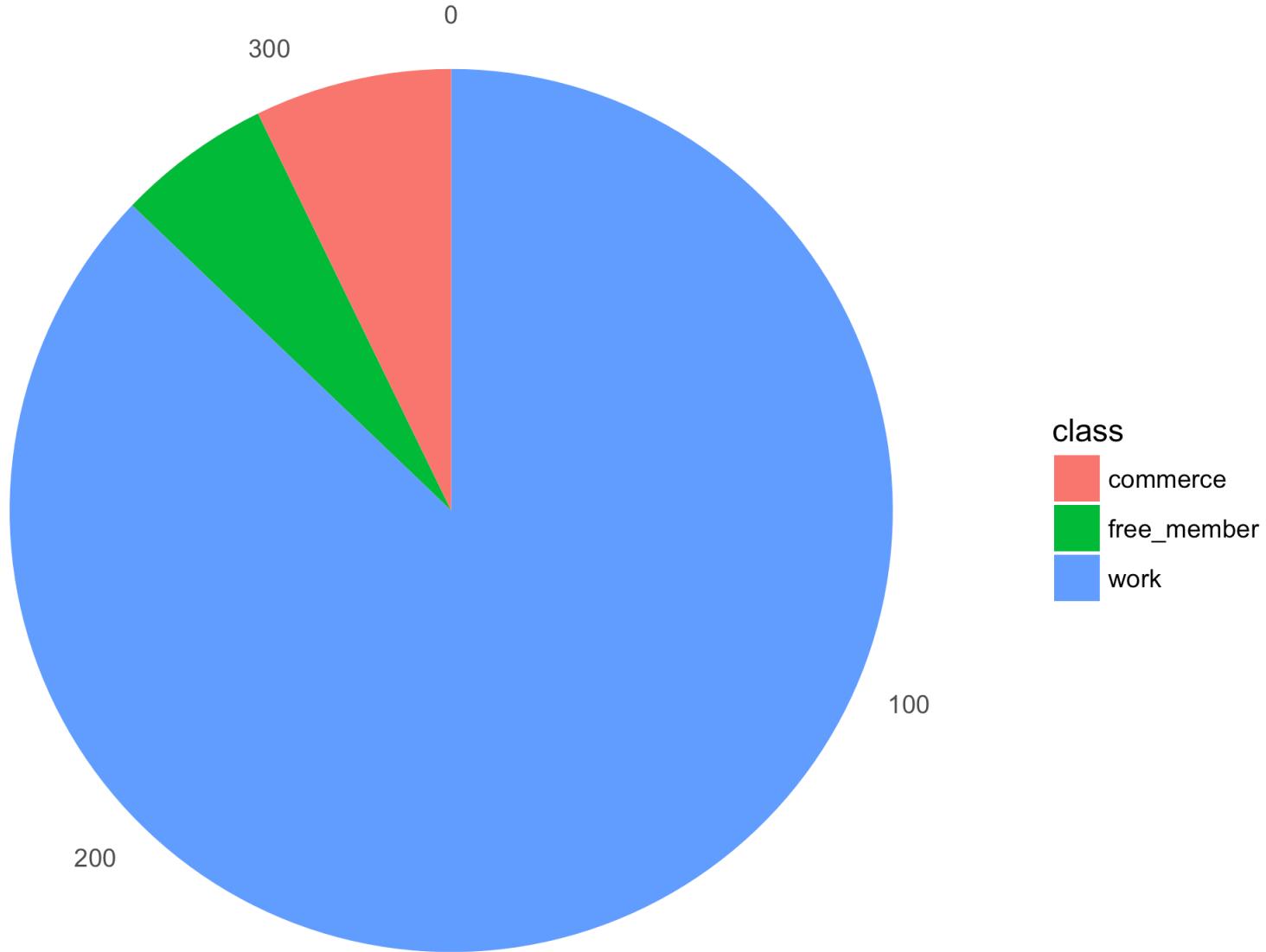
- Top 3 行业:
  - A标准(50%): 互联网、媒体、零售
  - B标准(25%): 科技、媒体、零售
  - C标准(25%): 消费者服务、科技、消费者商品
- 标签 (得分)
  - 媒体 (75) 、零售 (75) 、科技 (50) 、互联网 (50) 、消费者服务 (25) 、消费者商品 (25)

# 租约类型

- 数据
  - 米域运营部入驻记录
- 分类
  - 办公 work
  - 商铺 commerce
  - 灵活会员 free-member
- 总体情况
  - 办公 work: 278(87%)
  - 商铺 commerce: 23(7.2%)
  - 灵活会员 free-member: 18(5.6%)

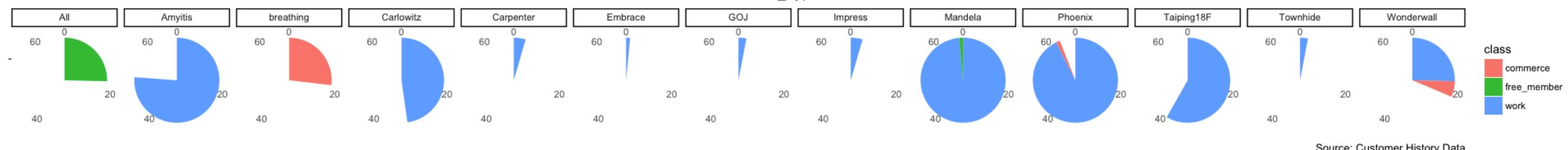
# Pie Chart of Lease\_Type

整体



Source: Customer History Data

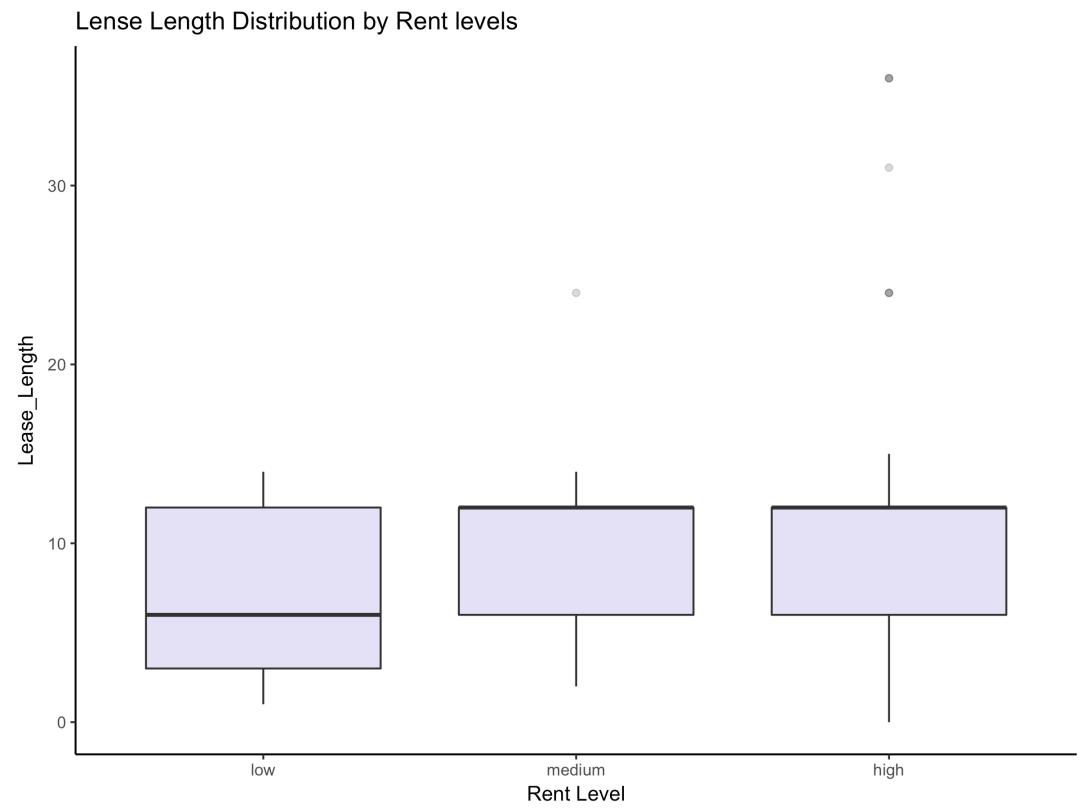
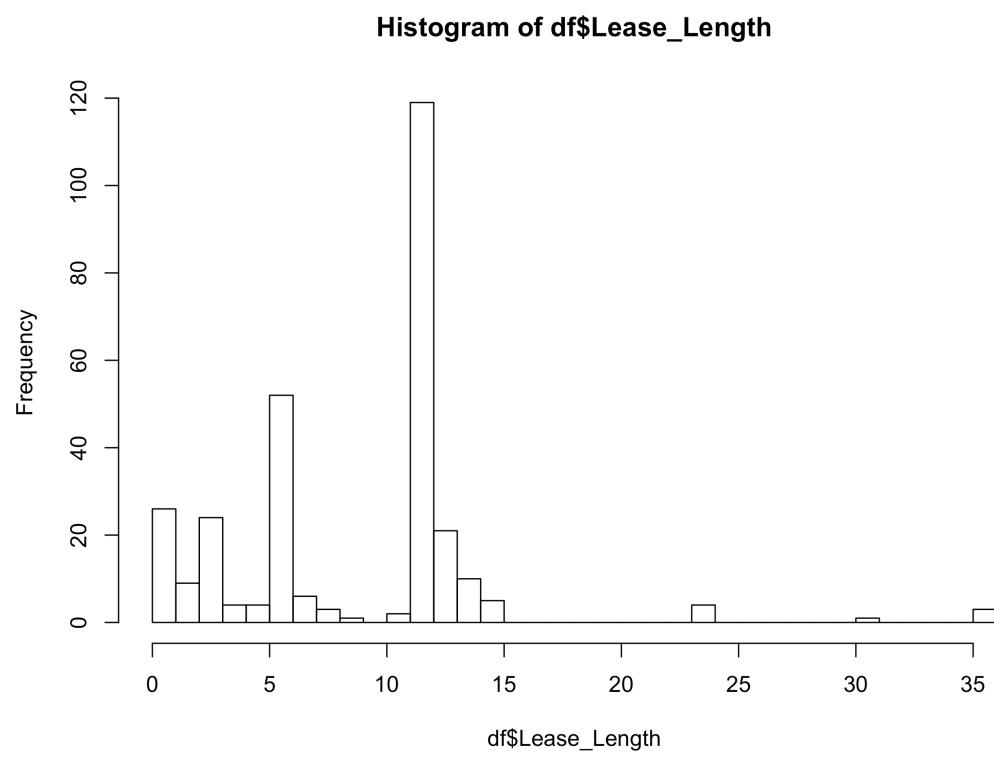
Pie Chart of Lease\_Type



# 租期

- 数据
  - 米域运营部入驻记录
- 整体情况
  - 范围 : 0.5 – 60
  - 平均值 : 12.1
  - 中位数 : 12

# 整体

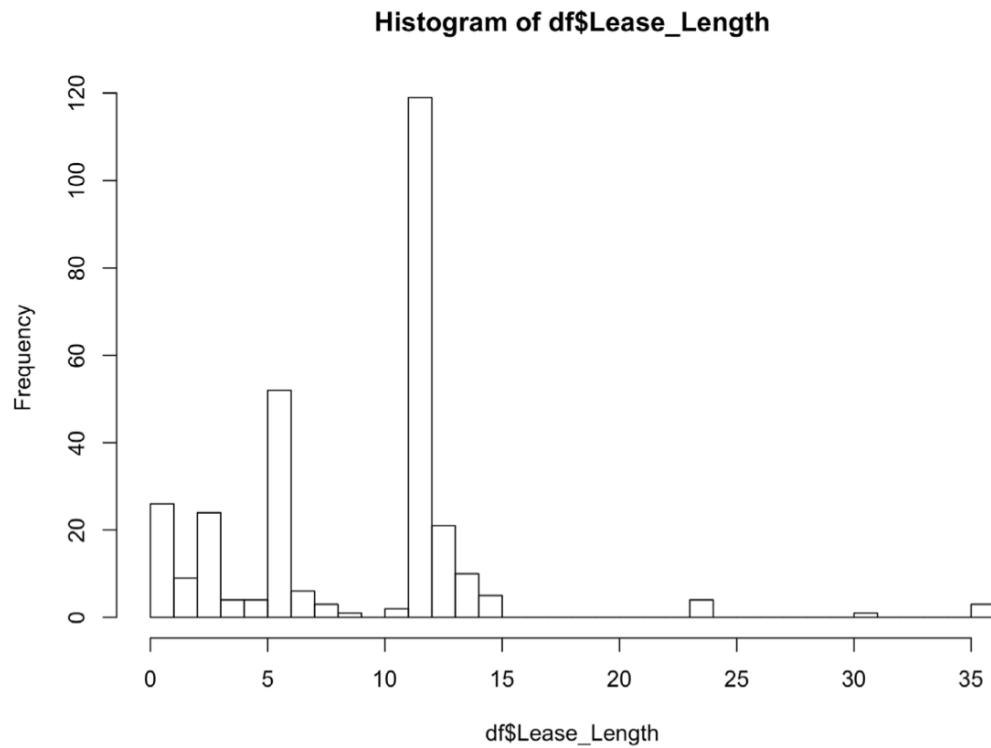


Rent level:

Min – 5000: low; 5000 – 9000: medium; 9000 – max: high

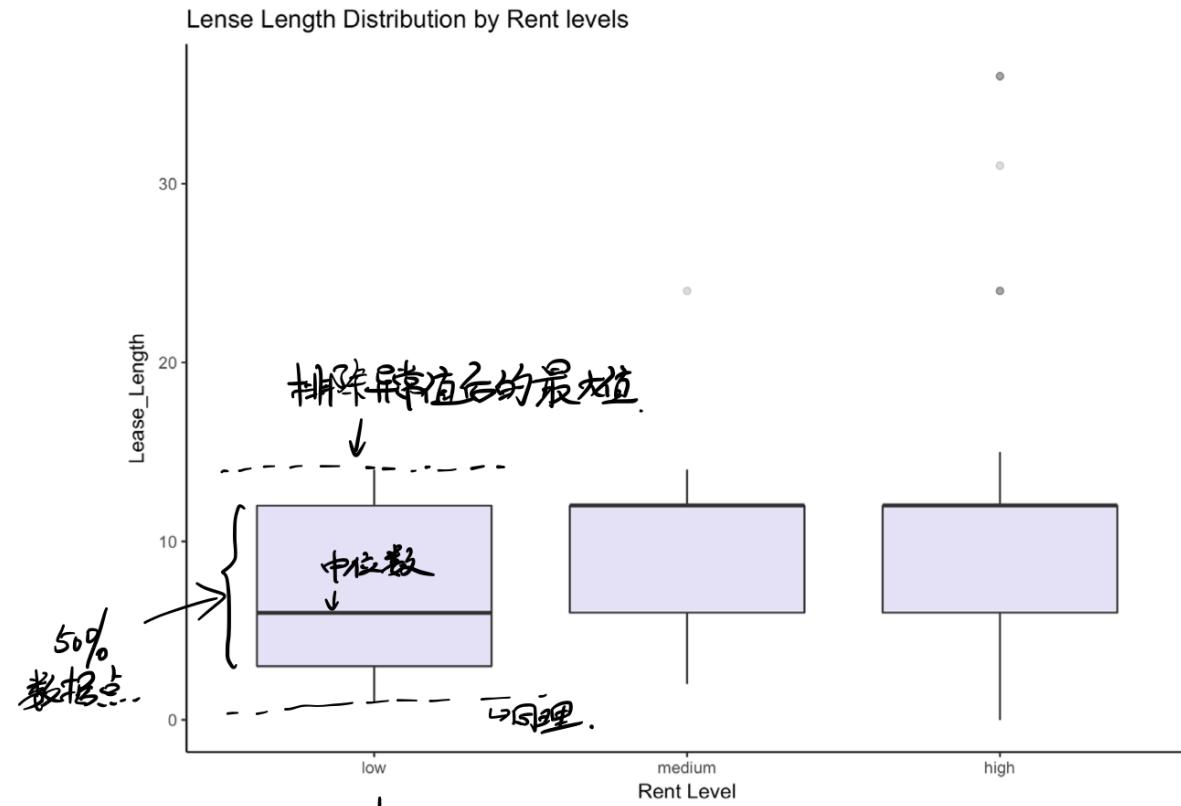
# 整体

Boxplot 箱形图：以相对稳定的方式描述数据的“离散分布情况”。

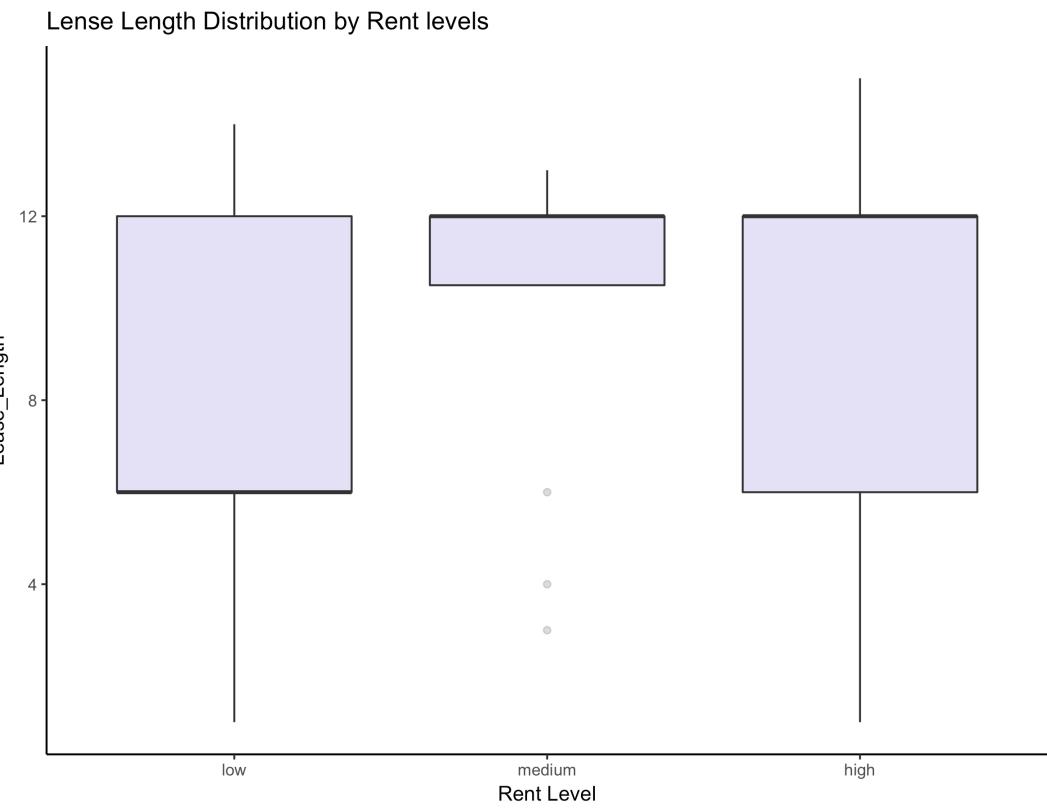
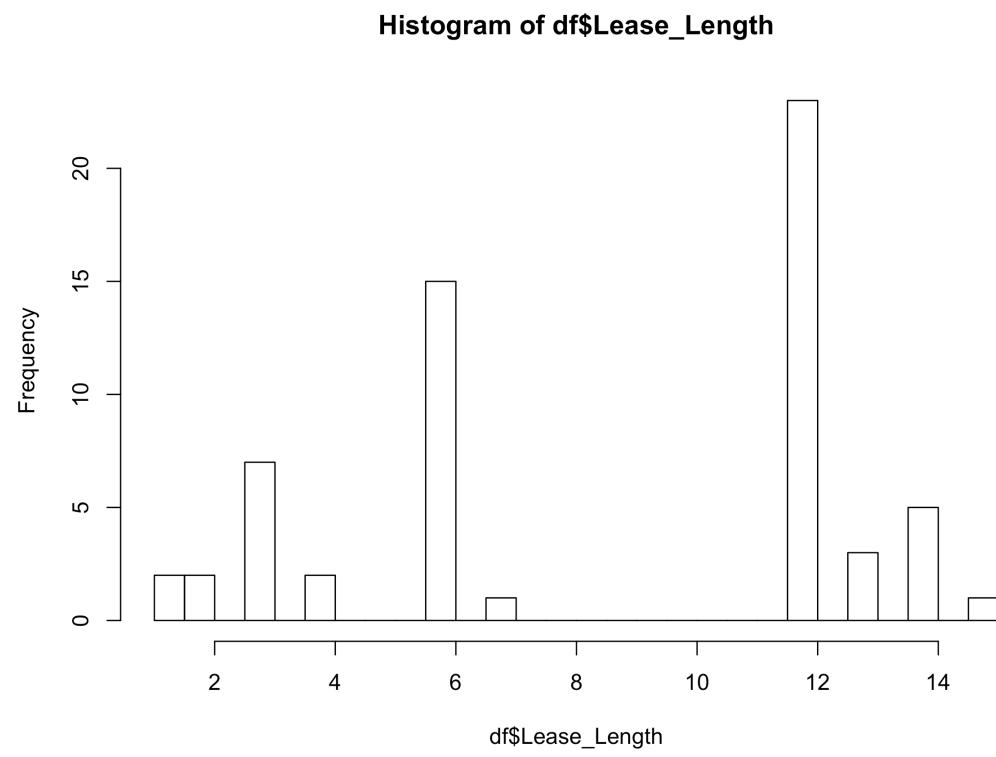


Rent level:

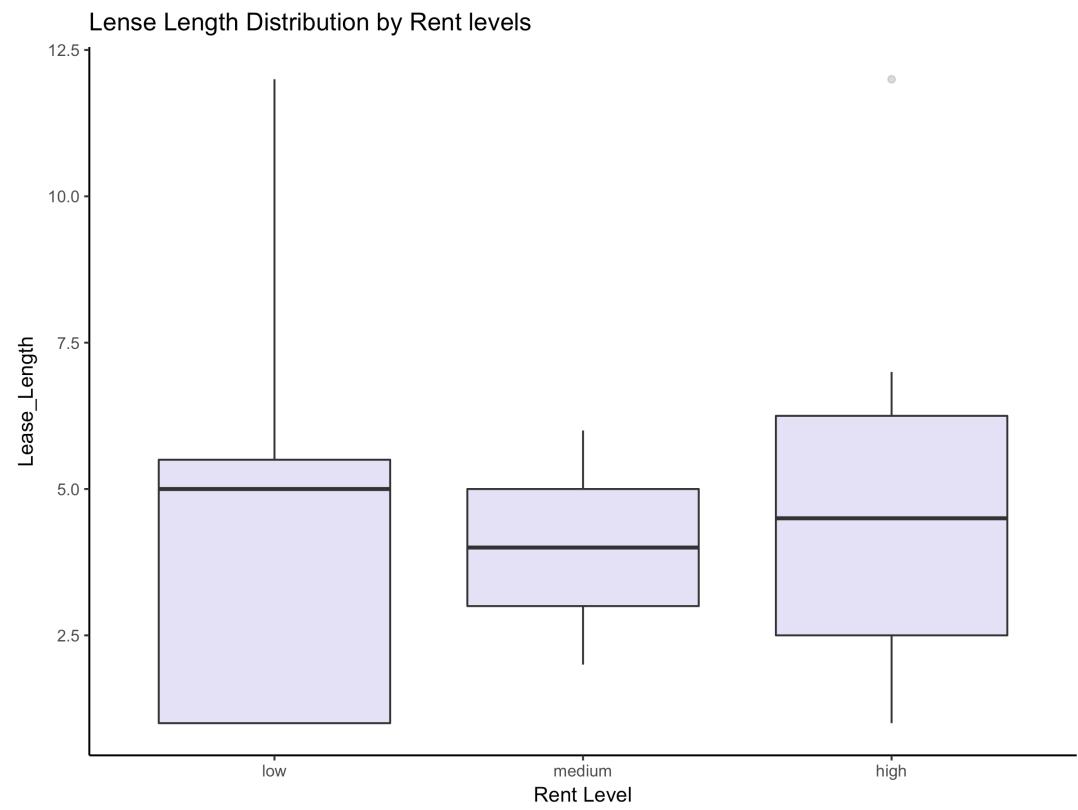
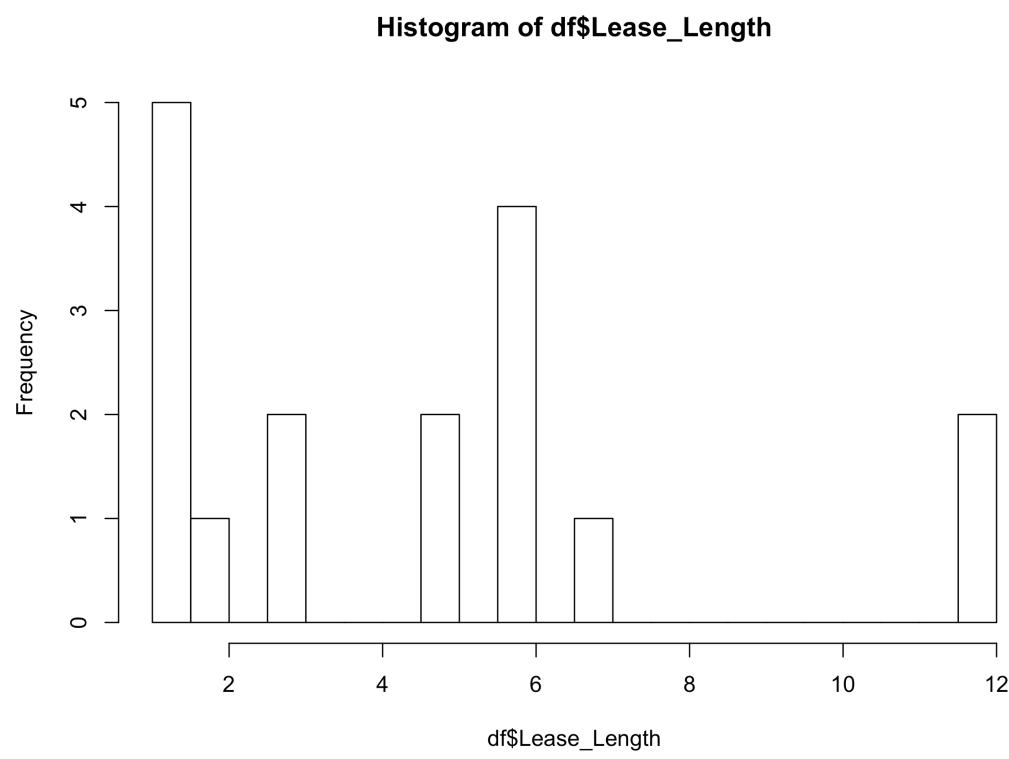
Min – 5000: low; 5000 – 9000: medium; 9000 – max: high



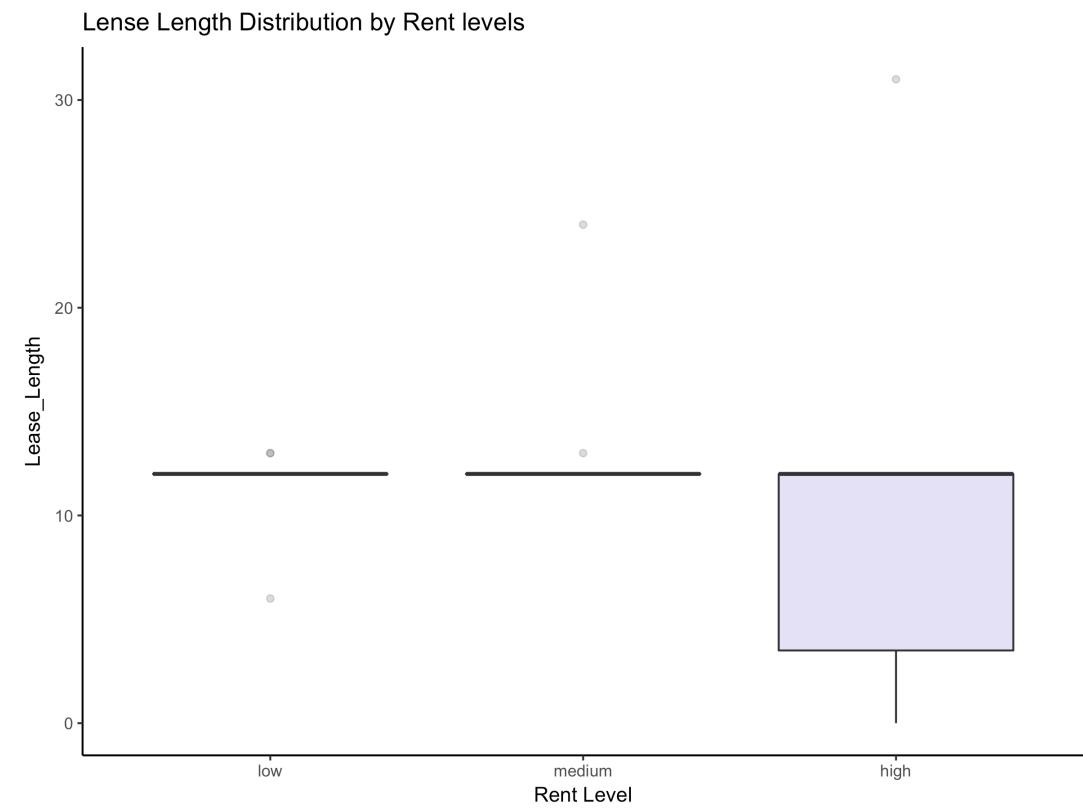
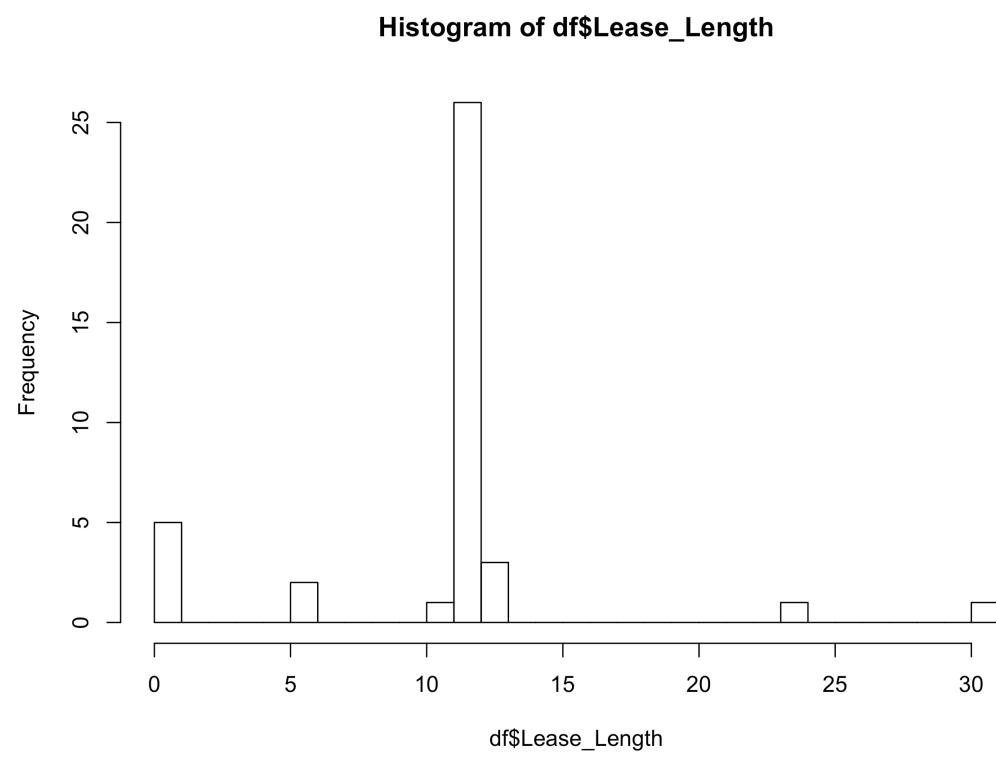
方寸



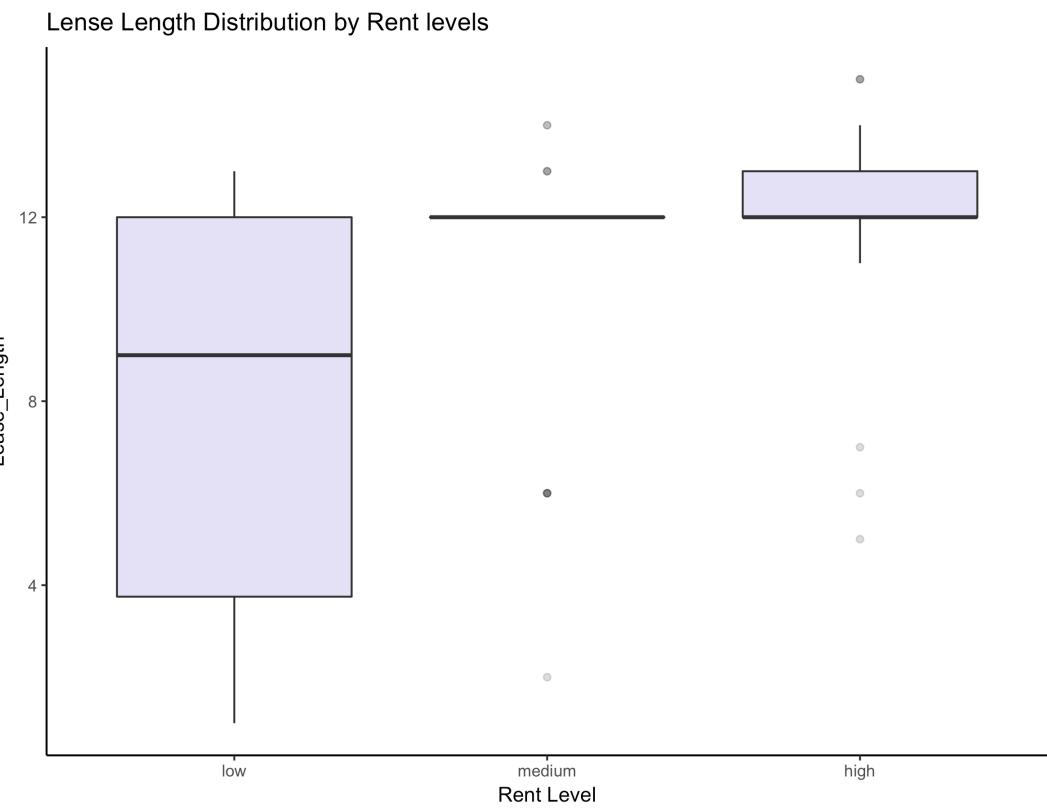
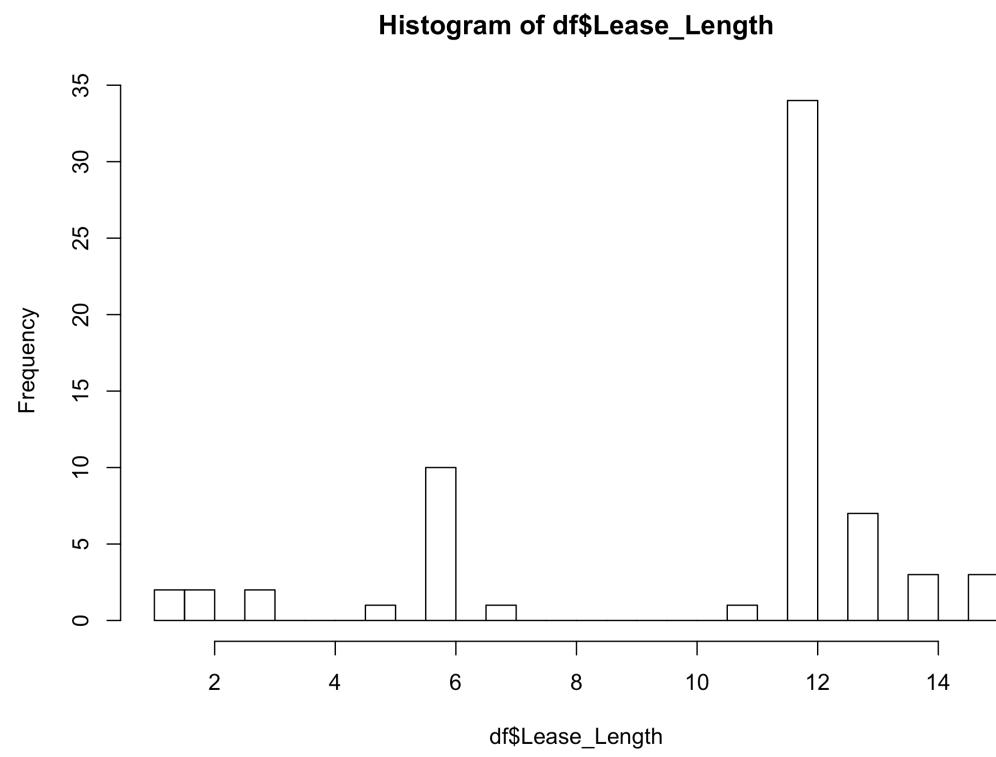
恒泰



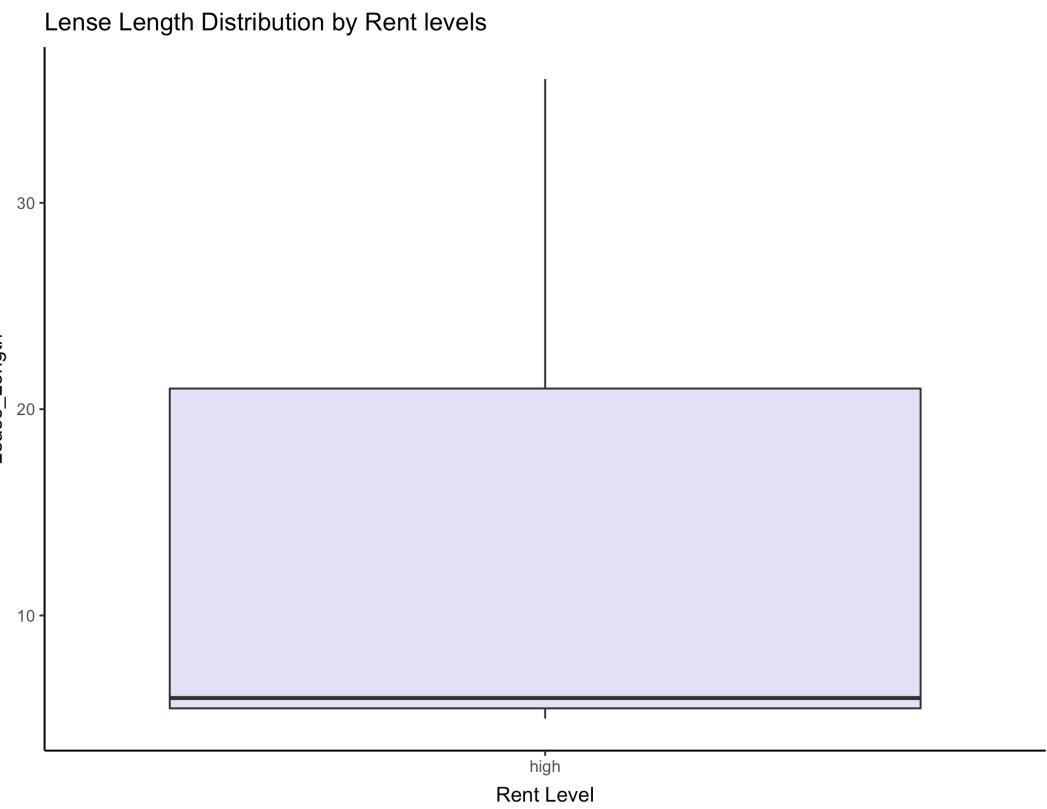
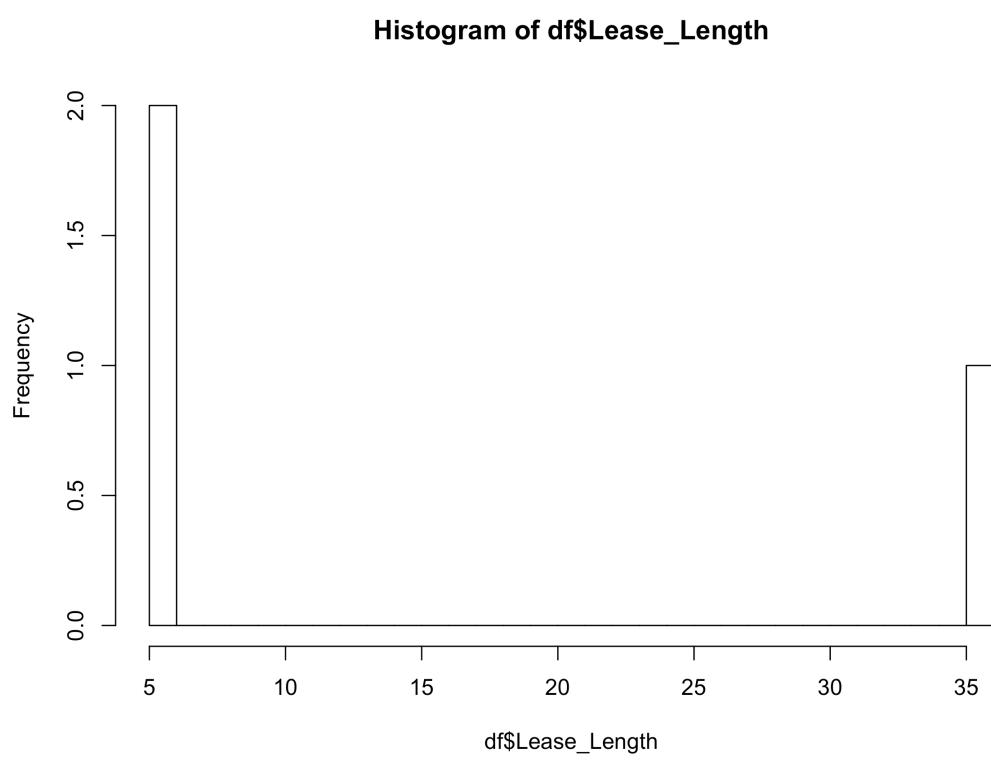
# 太平18F



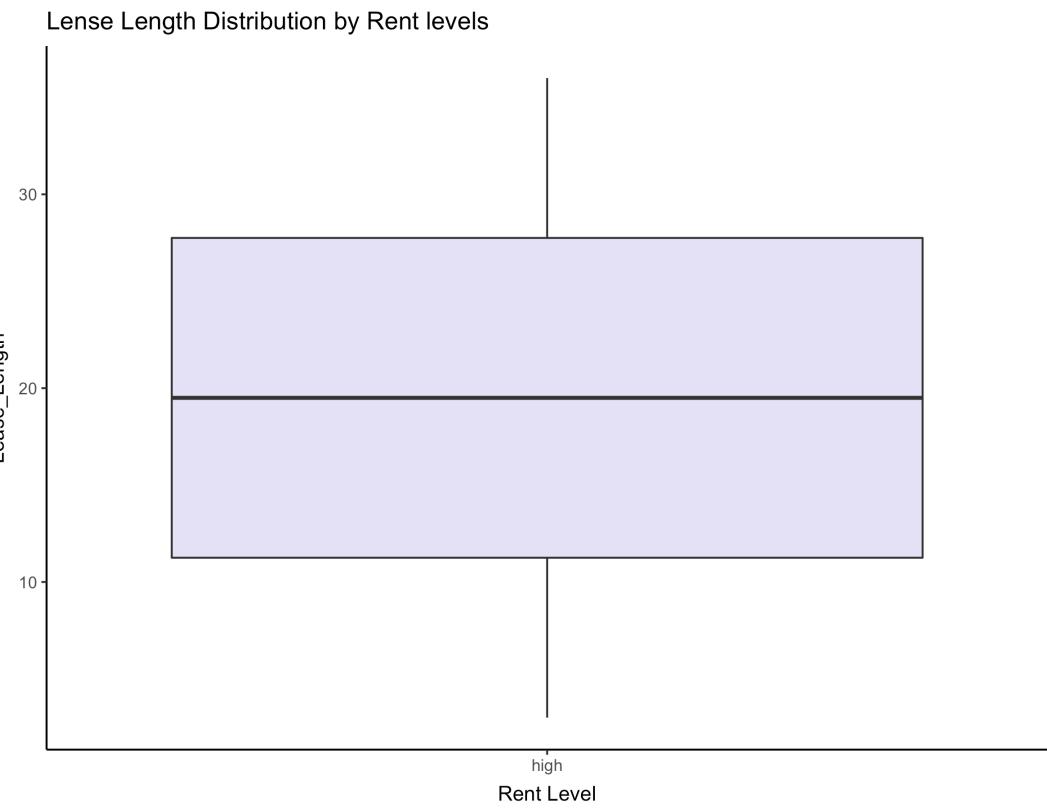
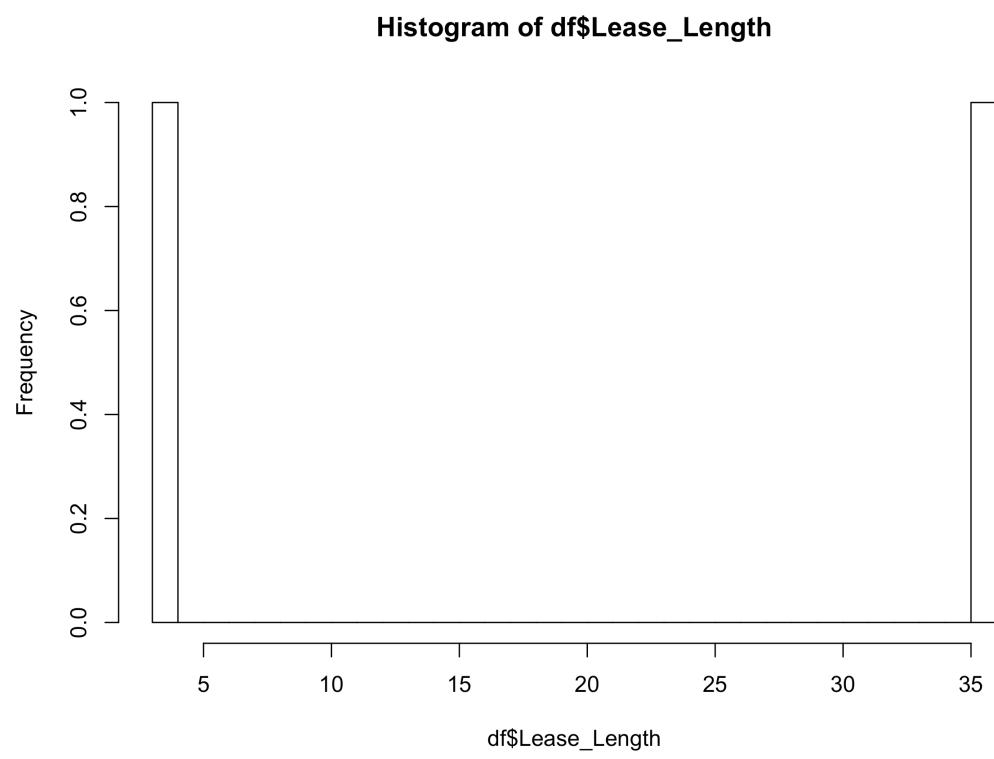
有光



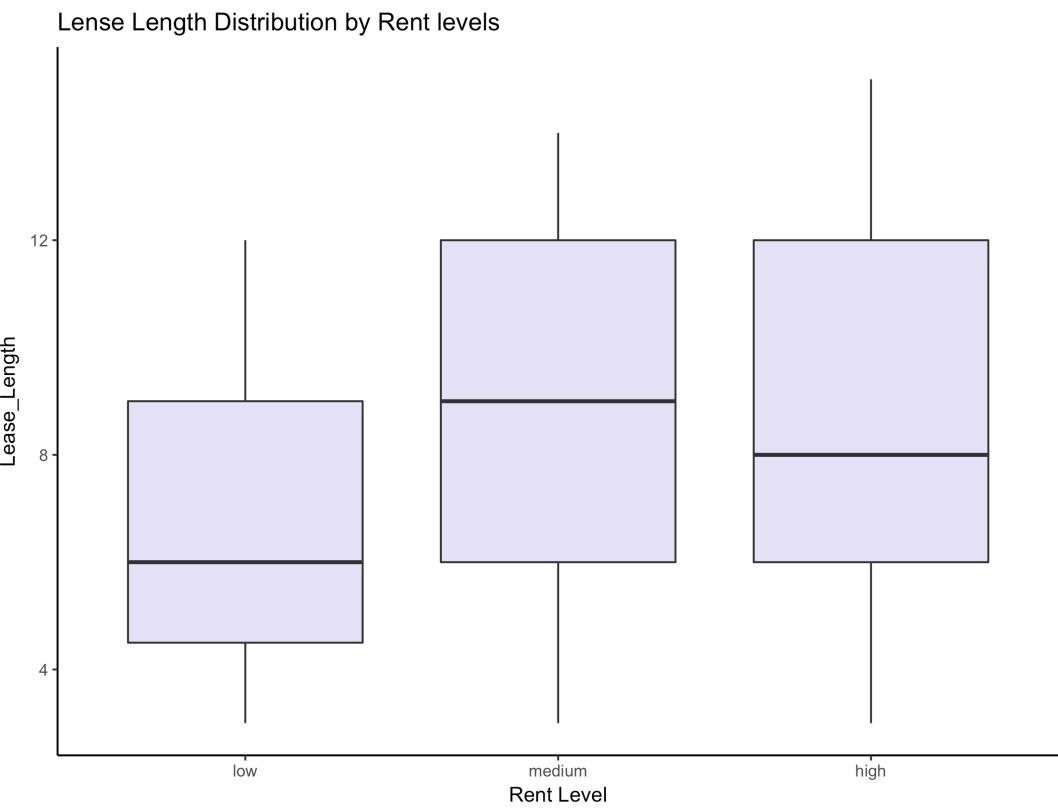
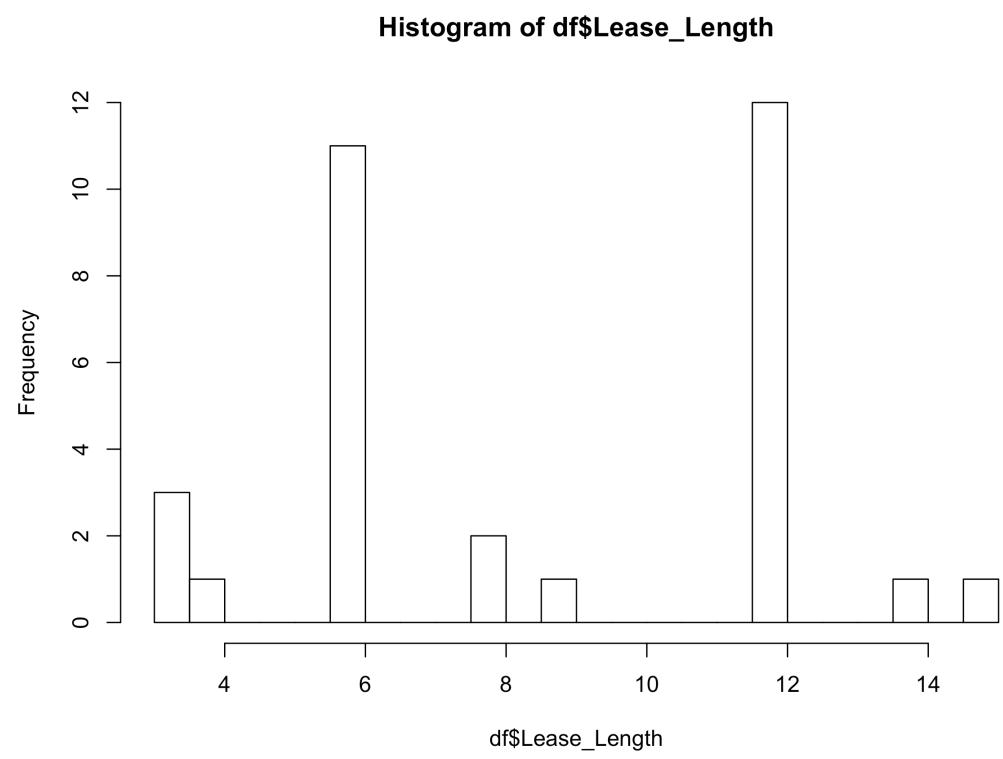
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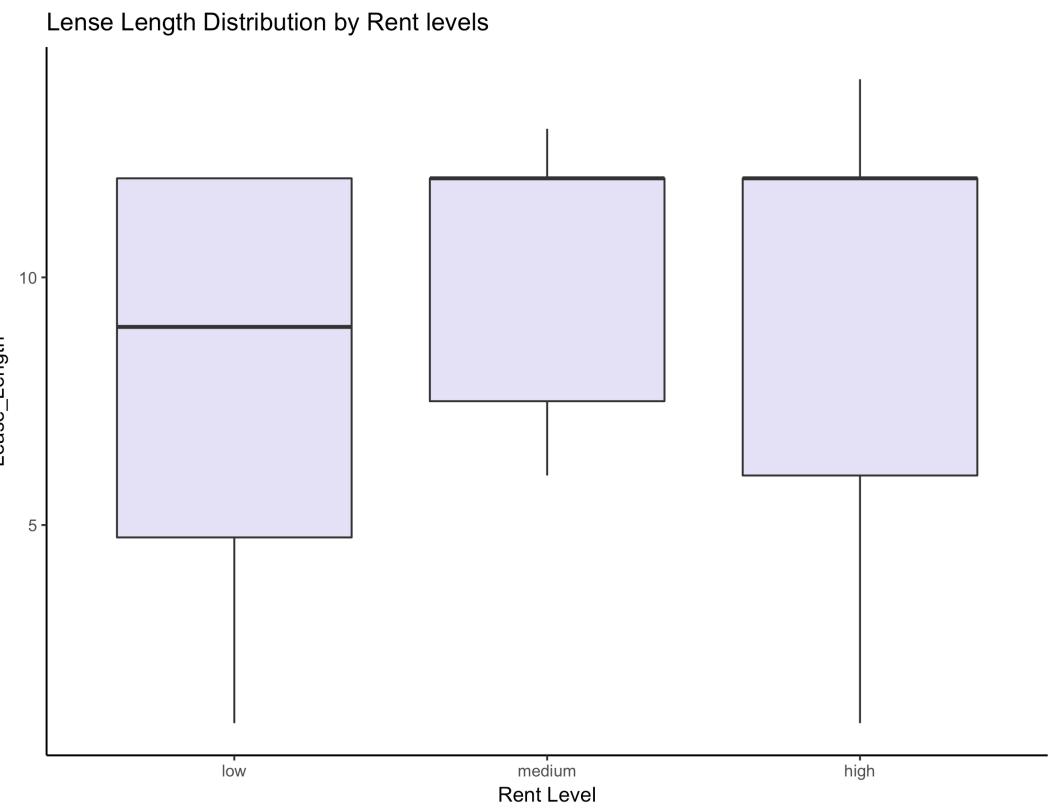
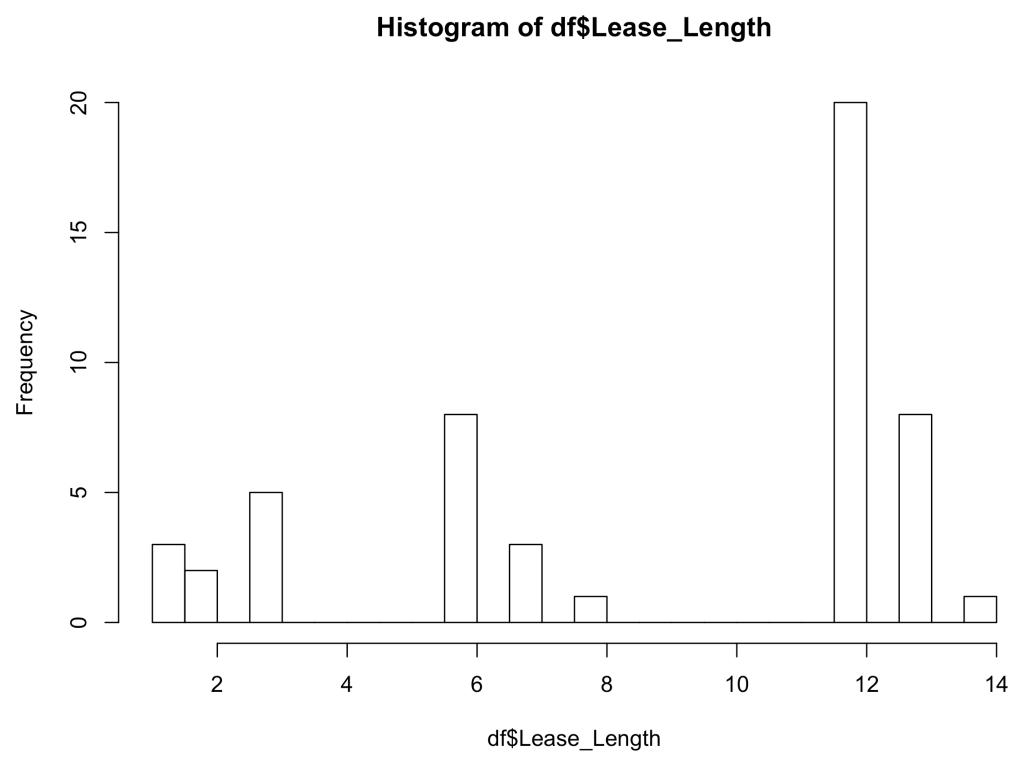
上元



和礼



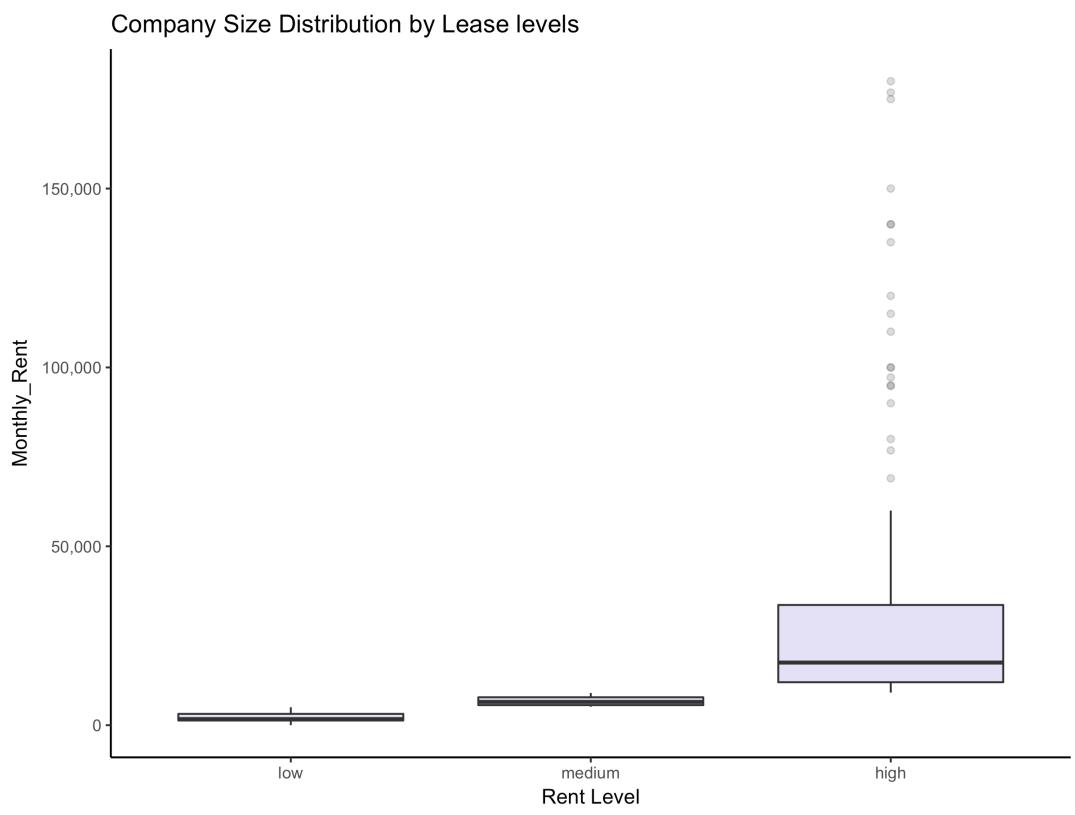
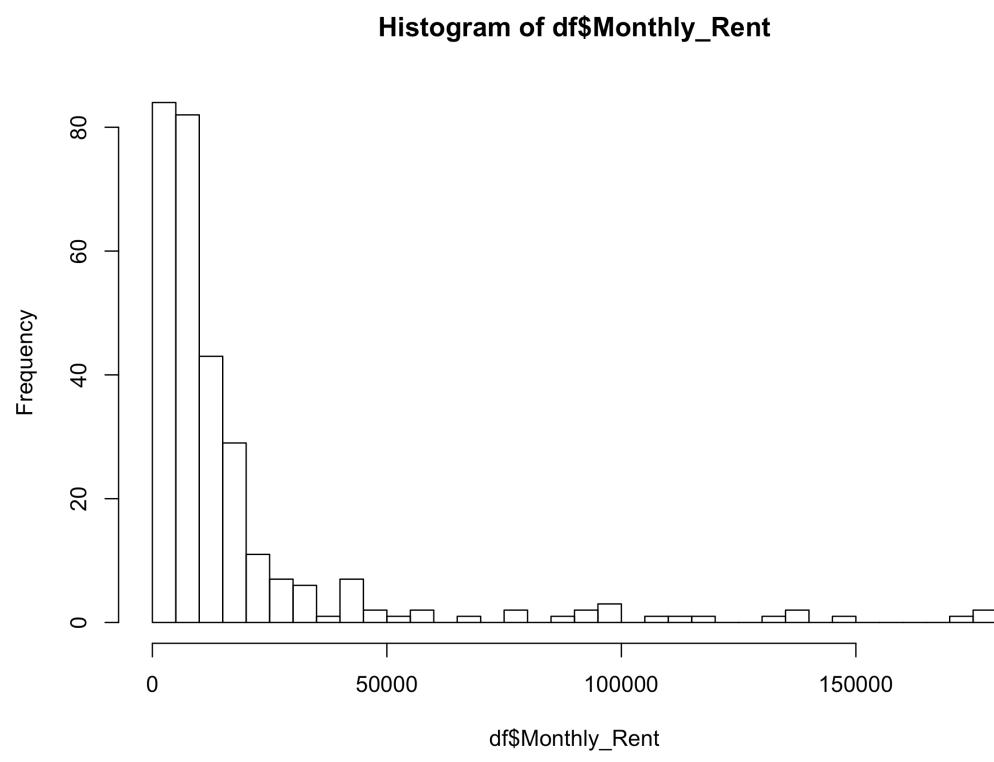
飞元



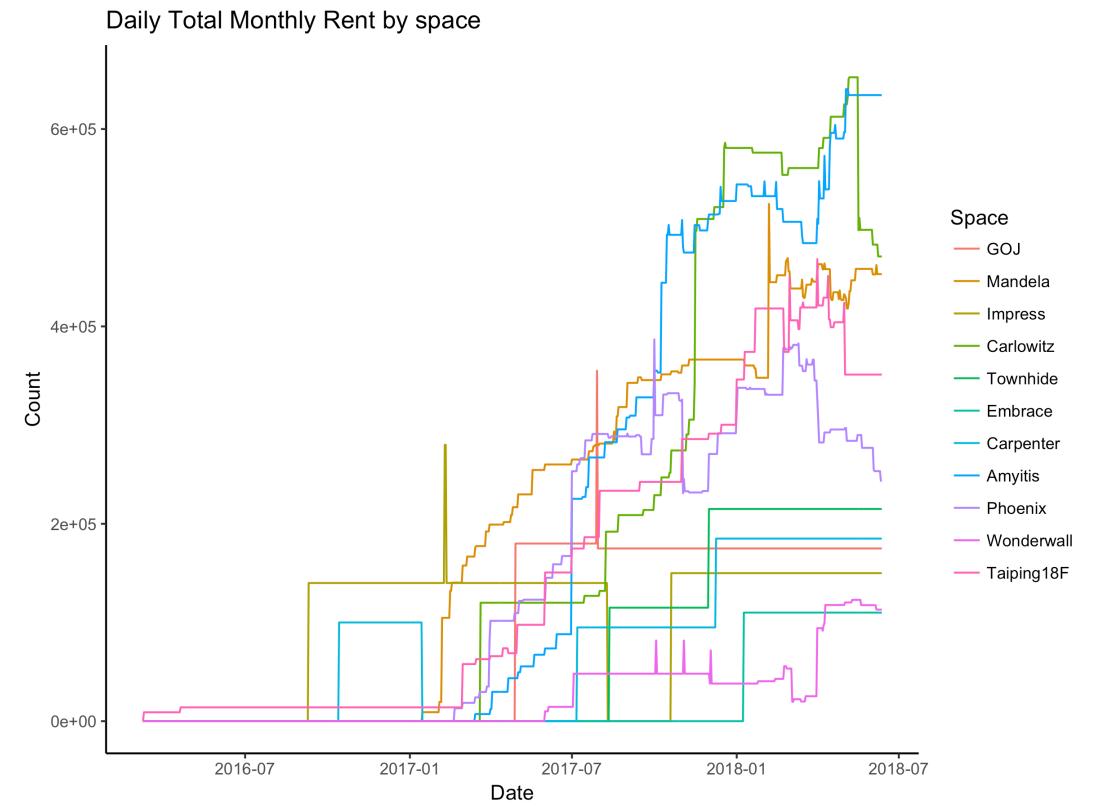
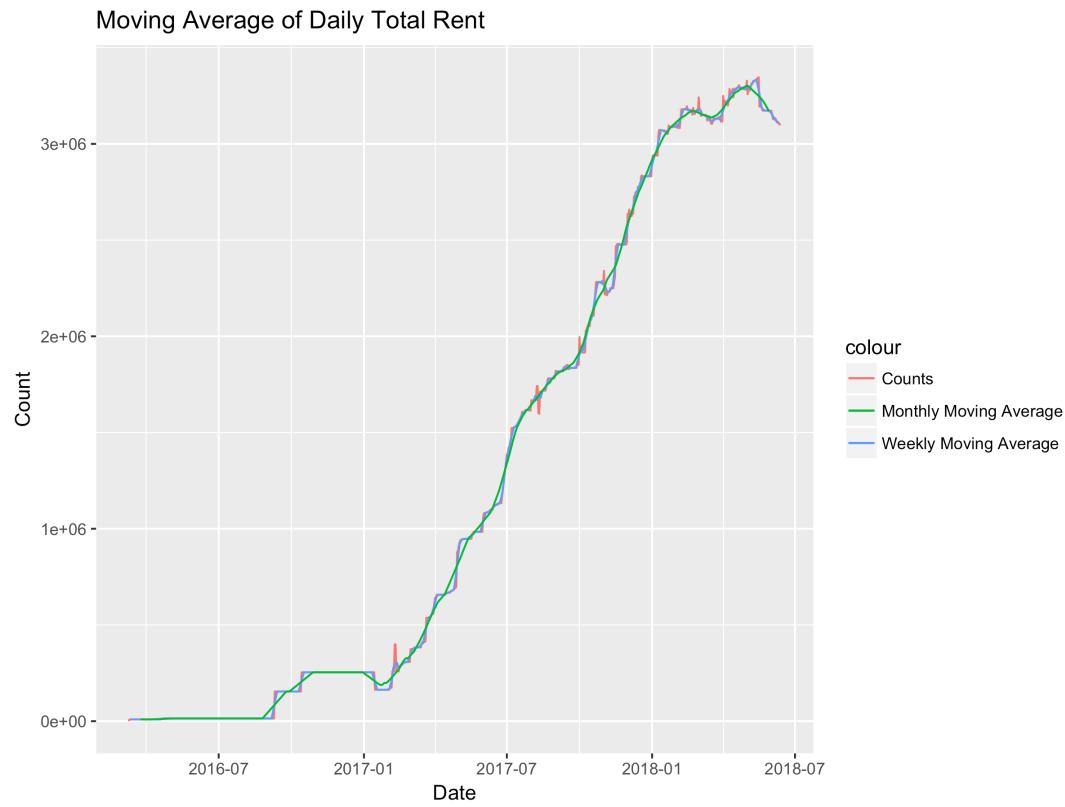
# 租金

- 数据
  - 米域运营部入驻记录
- 整体情况
  - 范围 : 0 - 180000
  - 平均值 : 19803
  - 中位数 : 9450

整体

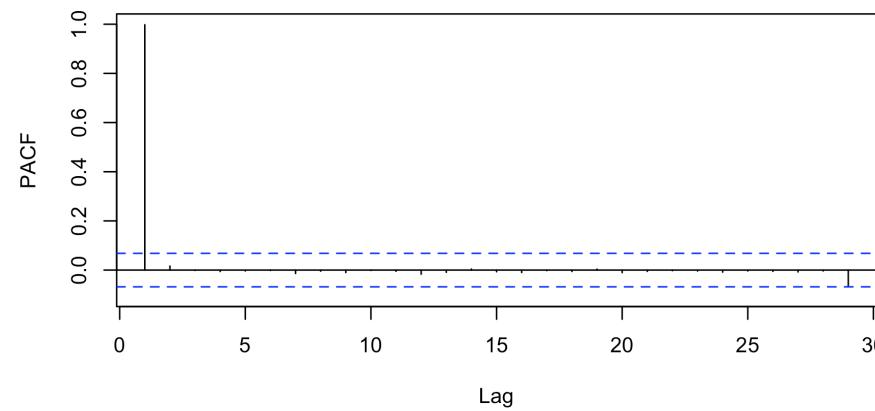
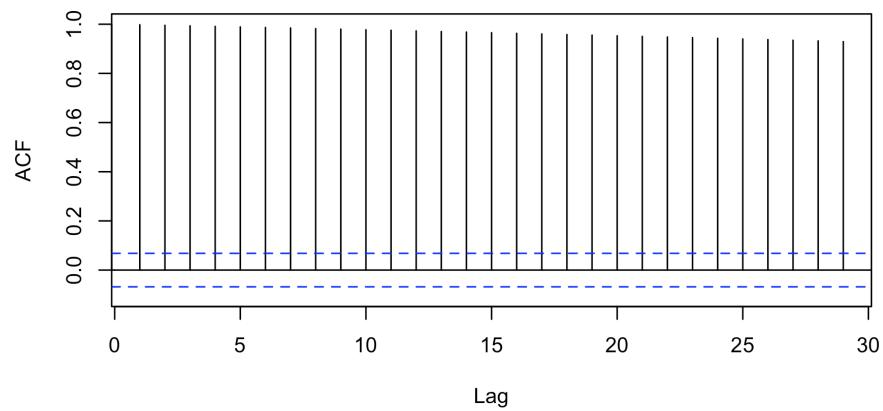
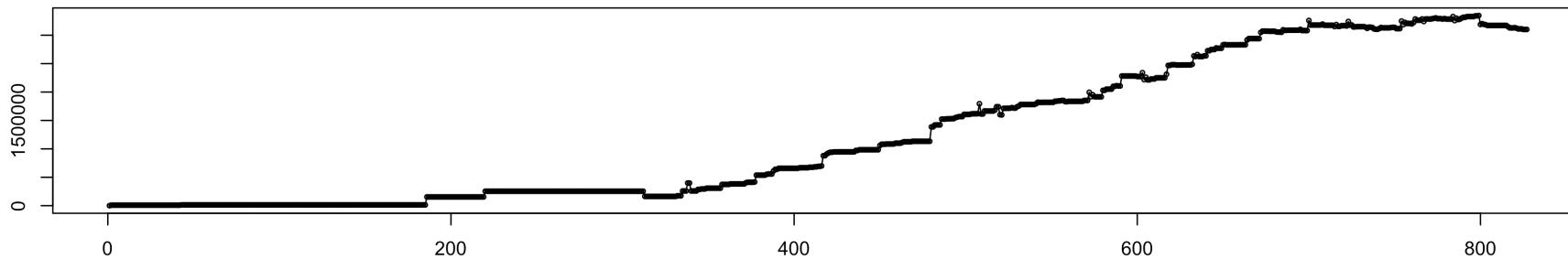


# 整体

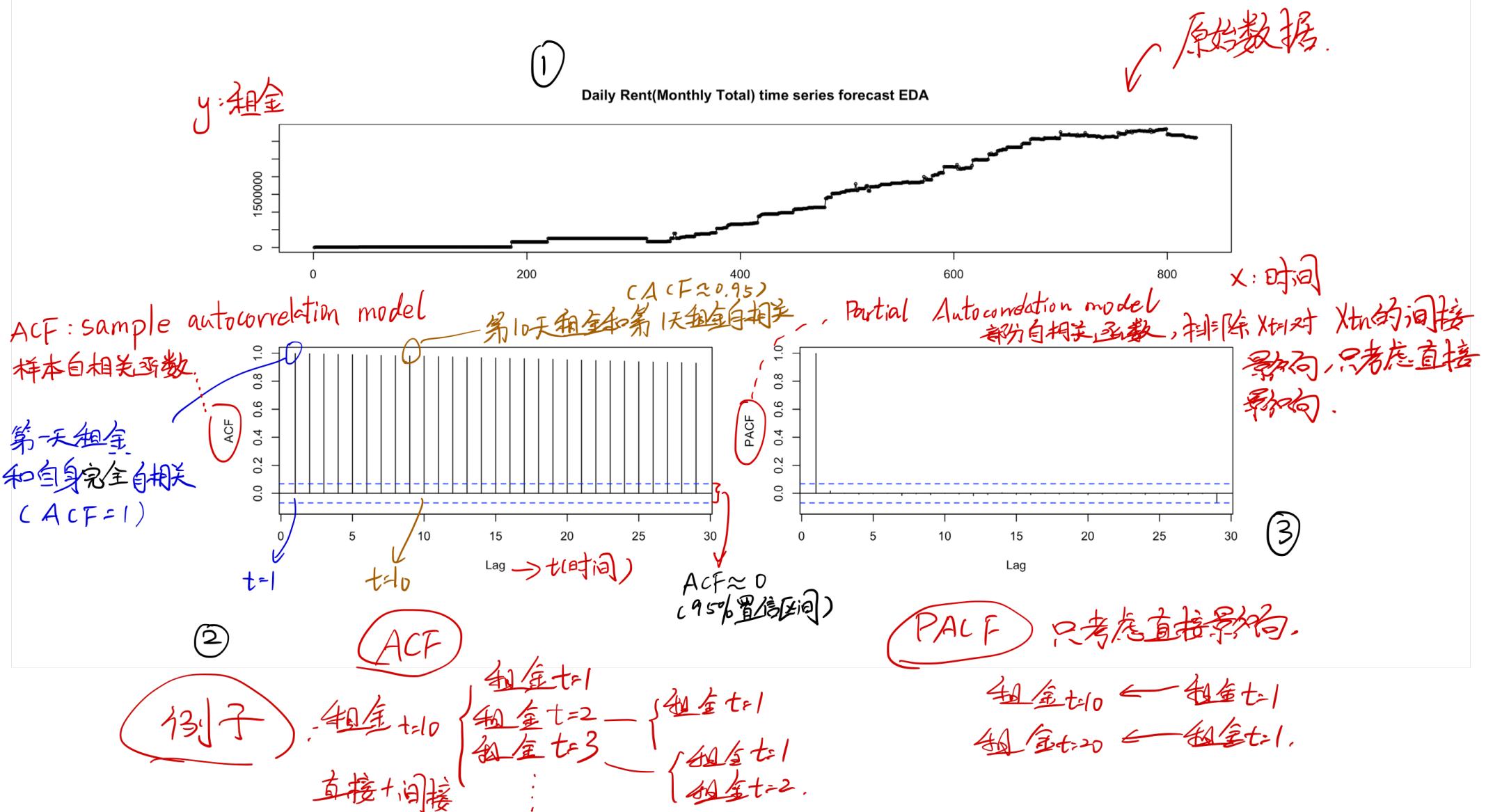


# 数据概况

Daily Rent(Monthly Total) time series forecast EDA



# 数据概况(Note)



# 时间序列模型(ARIMA)

全称: AutoRegressive Integrated Moving Average

- AR: AutoRegressive, 之前时间点的值 --- **保留原始数据的影响**
- I: Integrated, 对有趋势的时间序列多次作差处理, 通过做差, 让趋势变平 --- **代表趋势**
- MA: Moving Average --- **保留shock的影响**

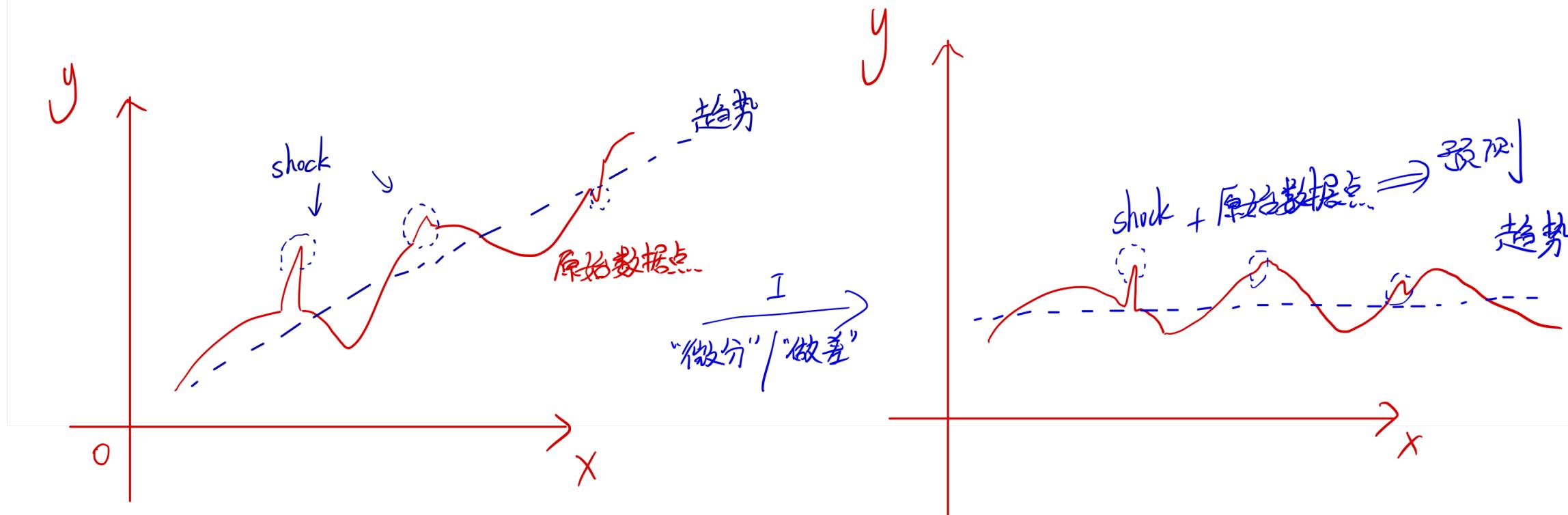
一个合理的模型, 原始数据 - 拟合的数据 = 没有规律的、随机的白噪音

# 时间序列模型(ARIMA)

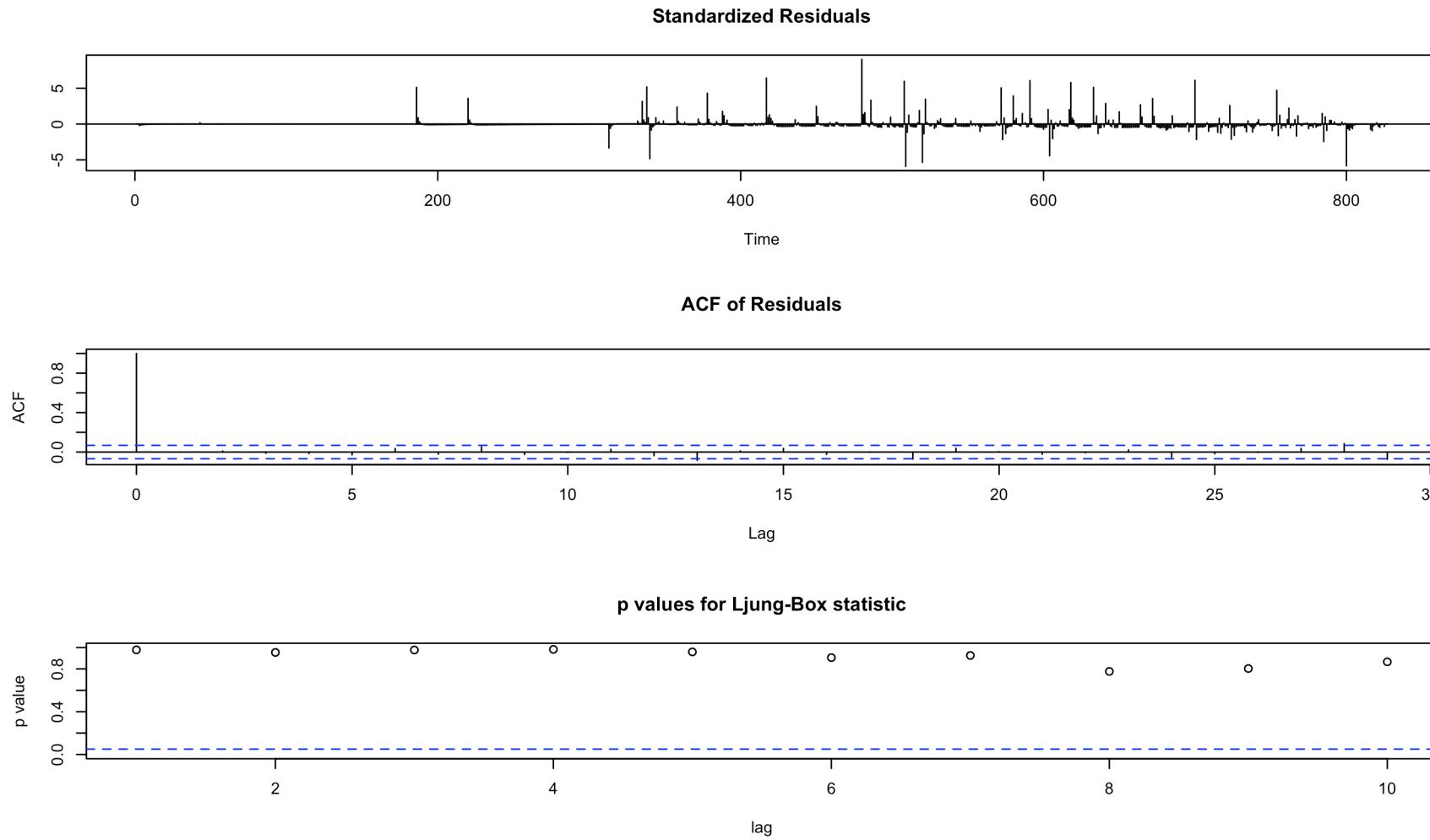
全称: AutoRegressive Integrated Moving Average

- AR: AutoRegressive, 之前时间点的值 --- 保留原始数据的影响
- I: Integrated, 对有趋势的时间序列多次作差处理, 通过做差, 让趋势变平 --- 代表趋势
- MA: Moving Average --- 保留shock的影响

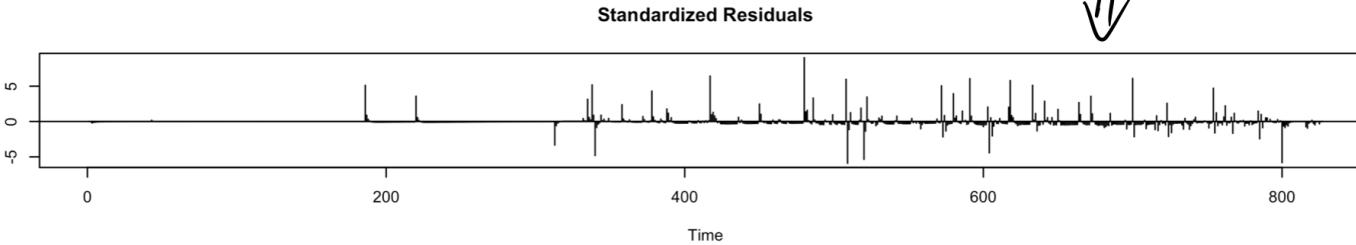
一个合理的模型, 原始数据 - 拟合的数据 = 没有规律的、随机的白噪音



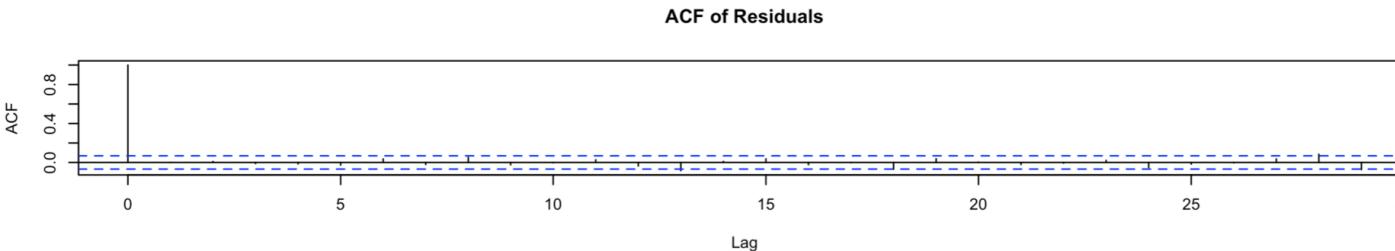
# 时间序列模型(ARIMA)



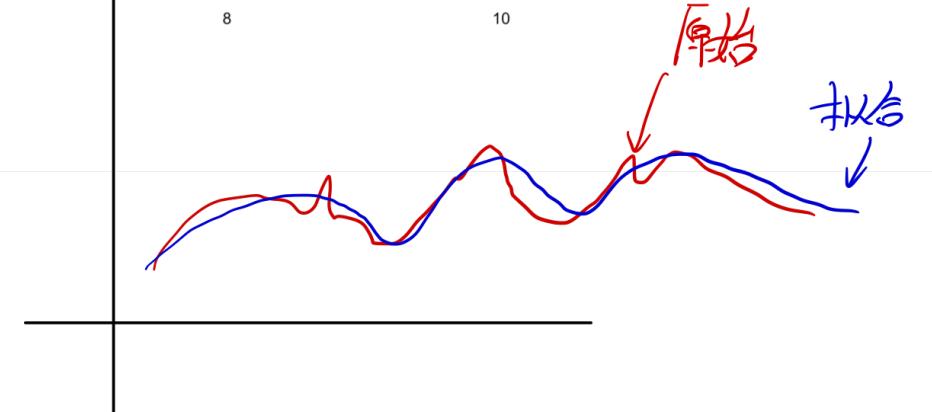
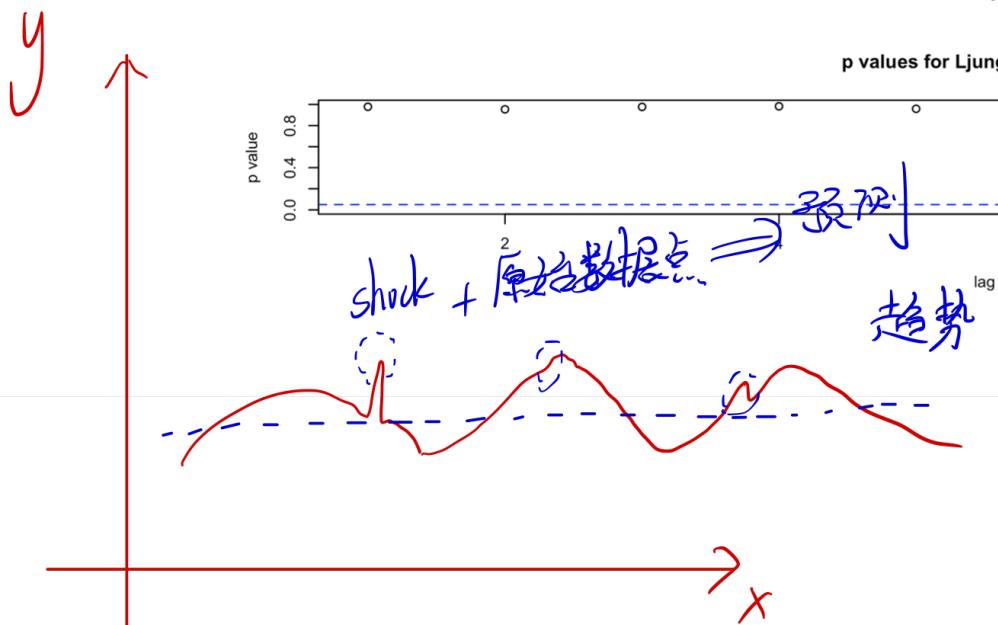
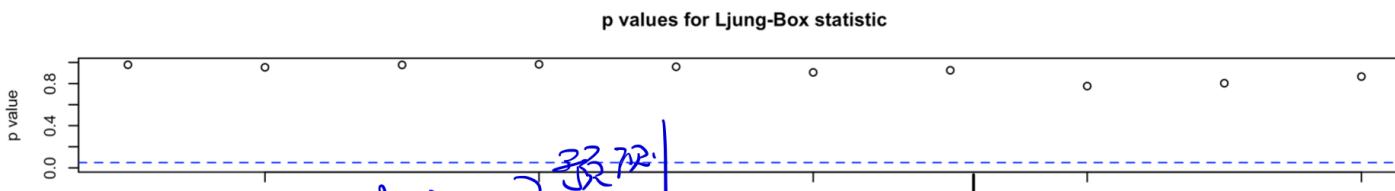
# 时间序列模型(ARIMA)(Note) 原始-拟合



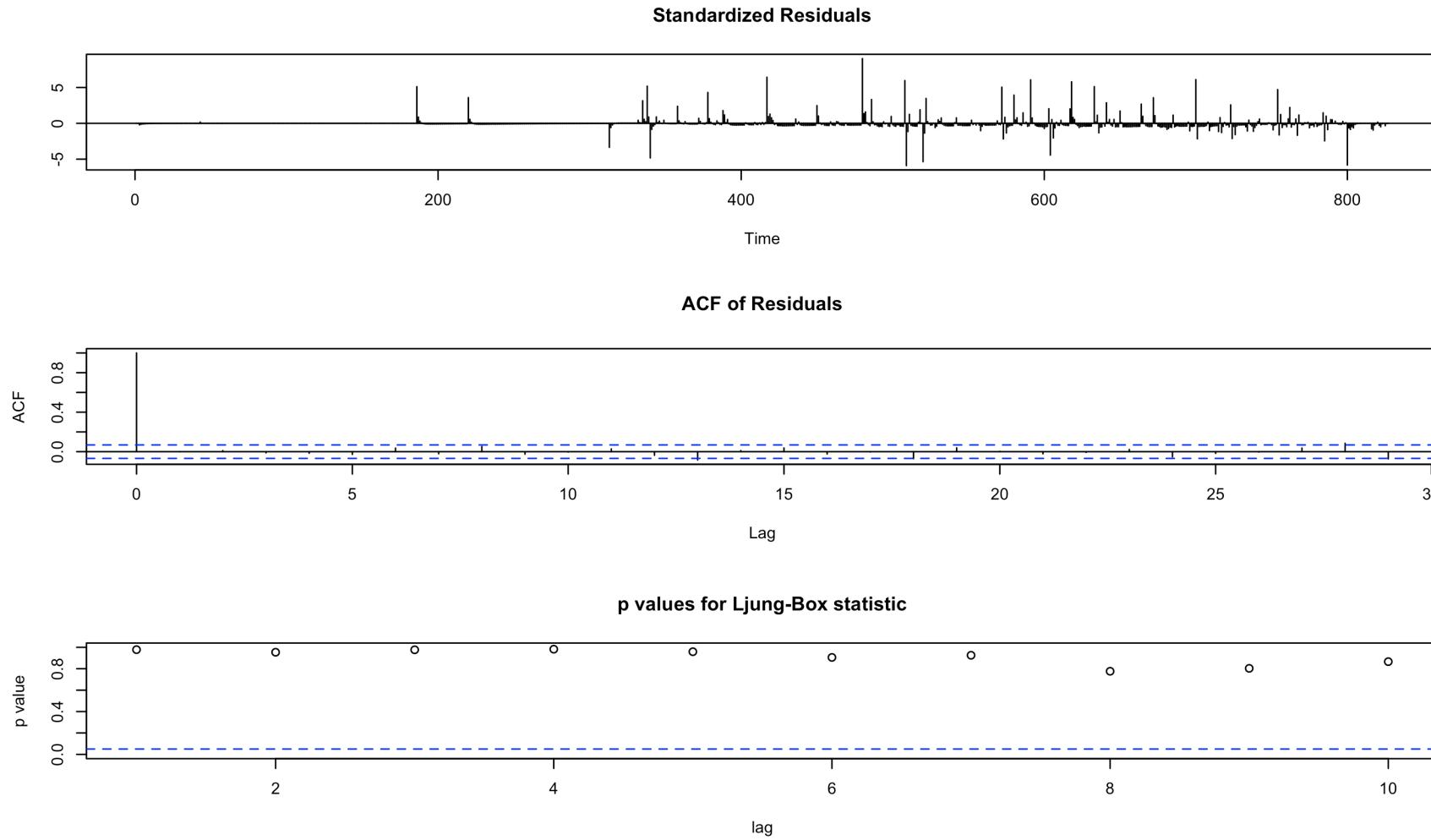
随机、无规律  
“白噪音”



验证白噪音  
的自相关性

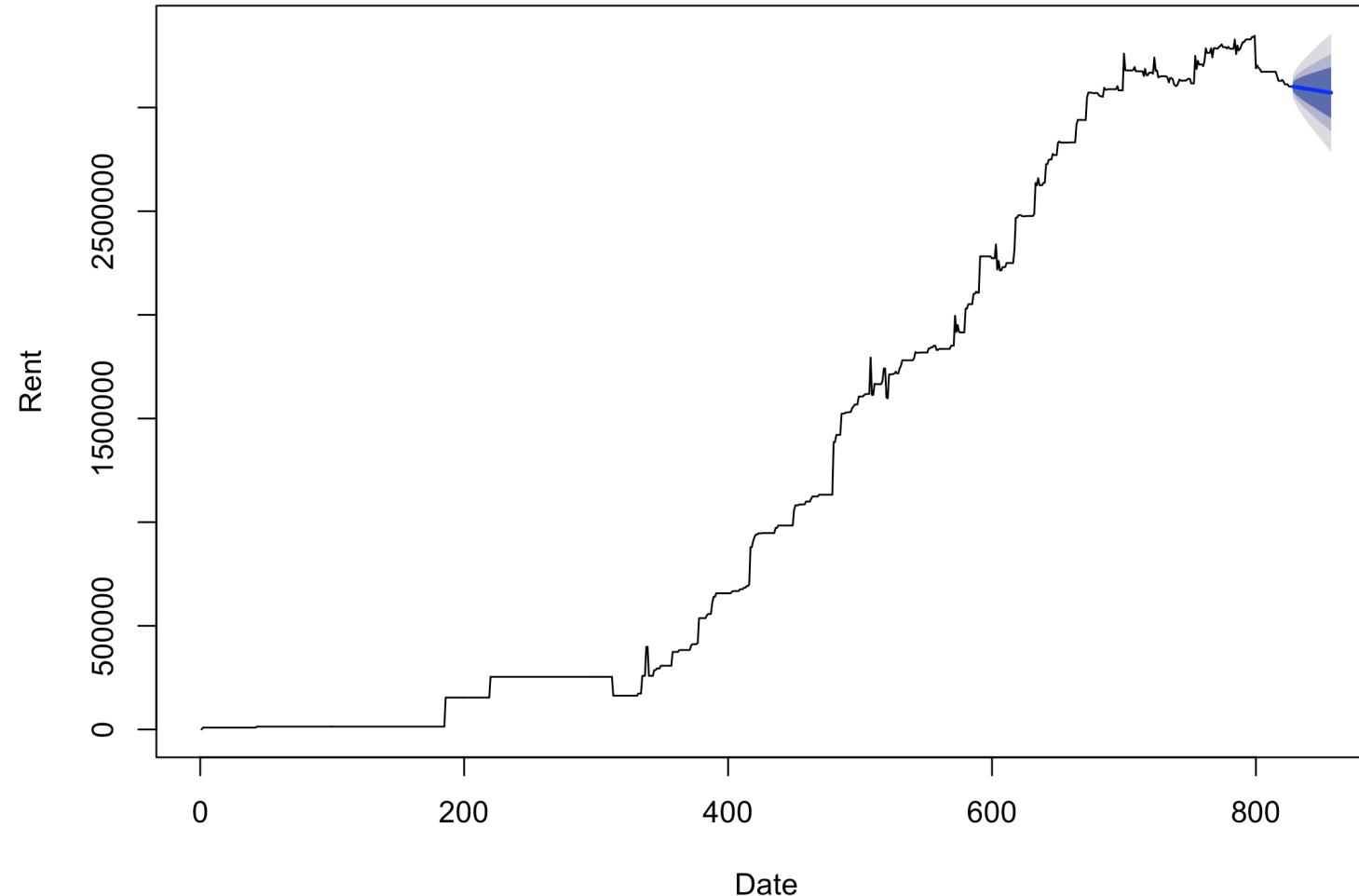


# 时间序列模型(ARIMA)(Note)

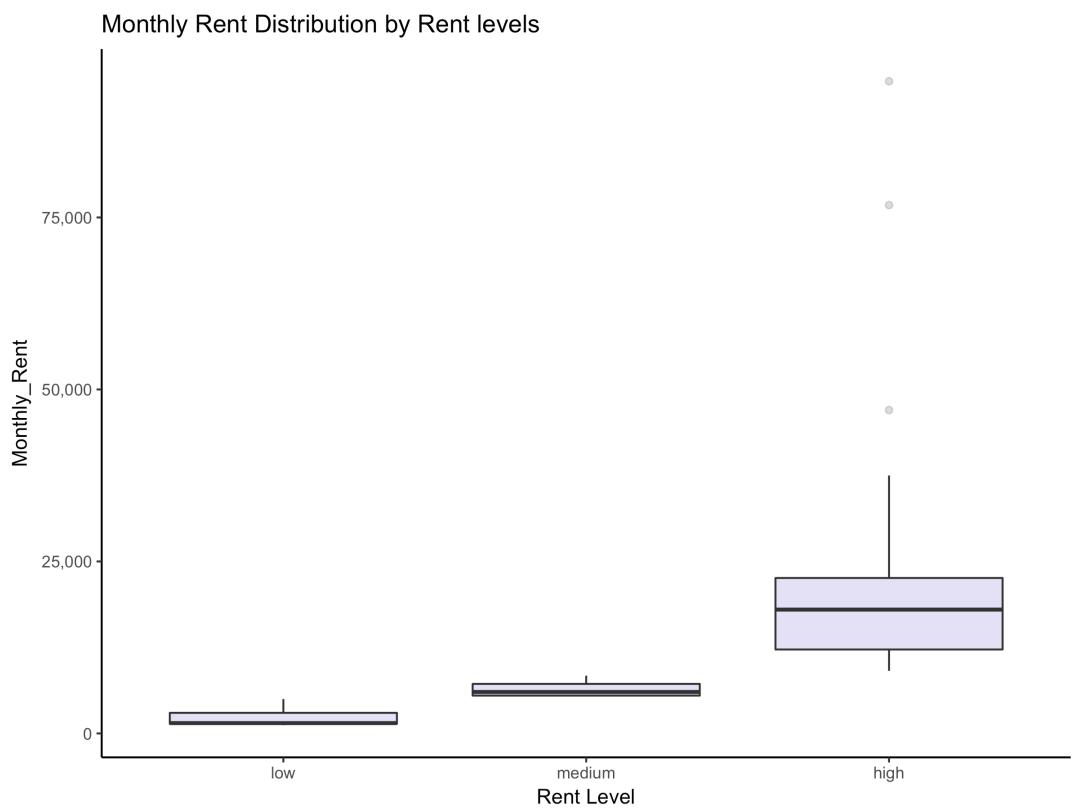
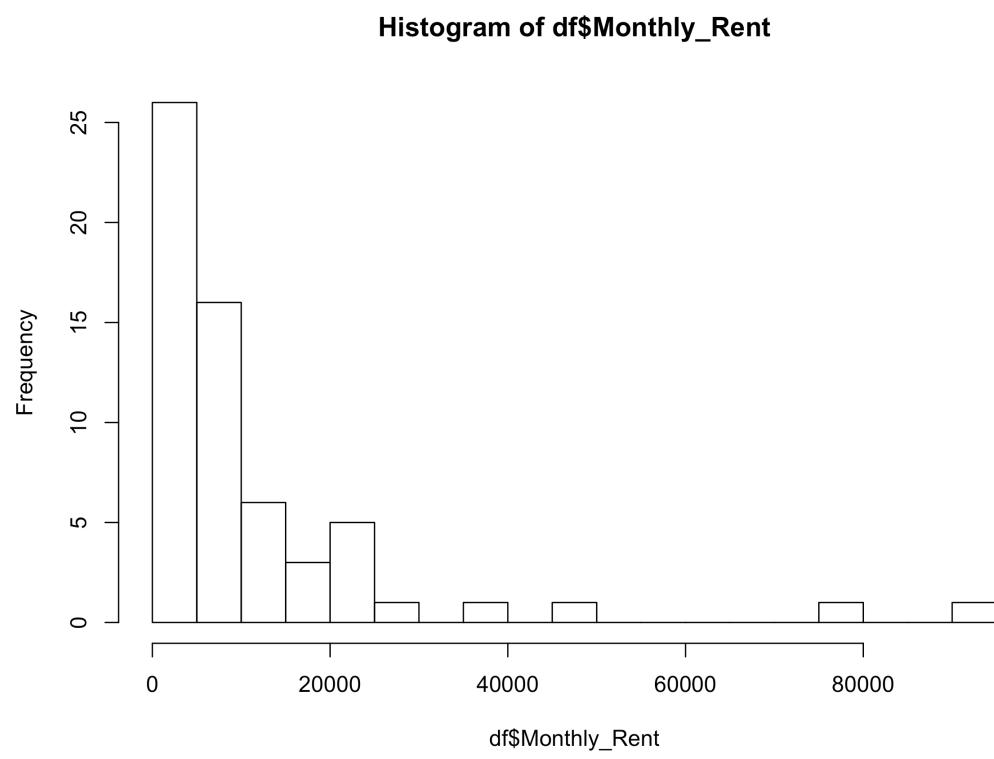


# 预测

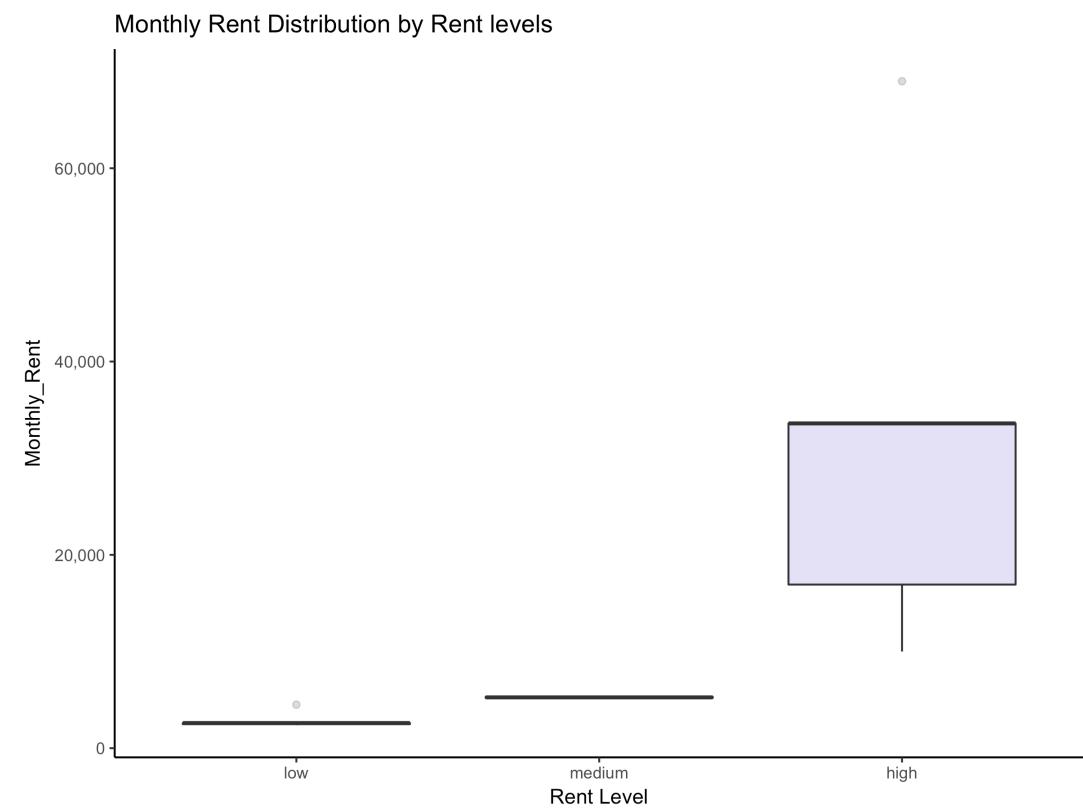
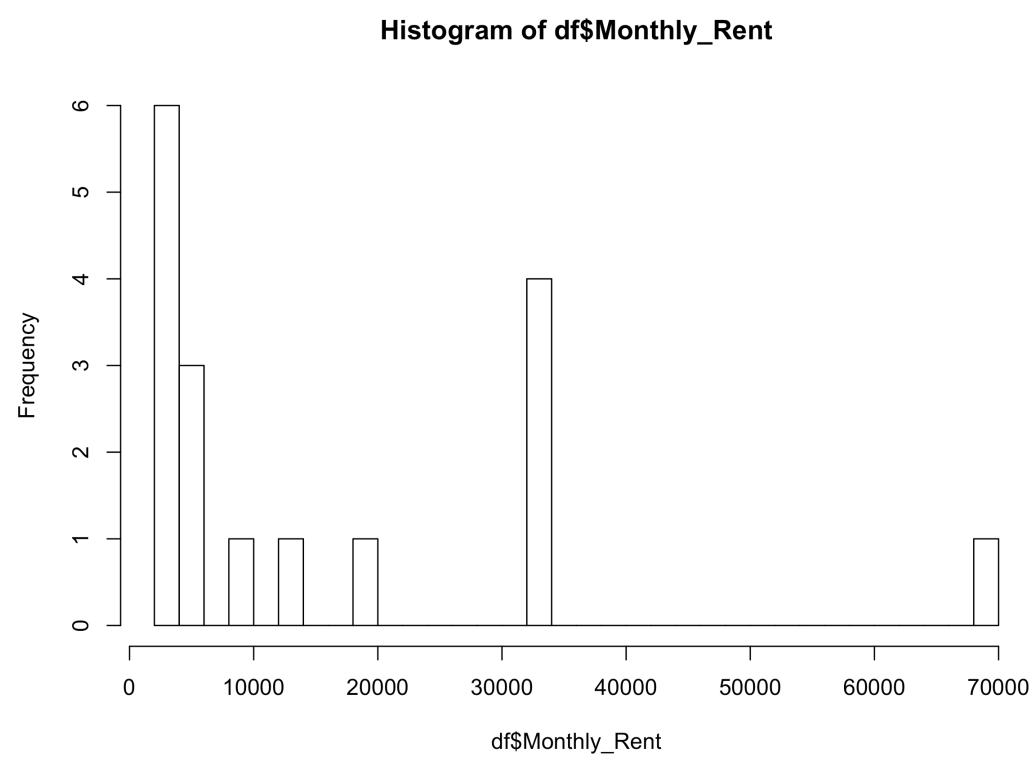
ARIMA Forecast of Daily Rent(Monthly Total)(1 Month)



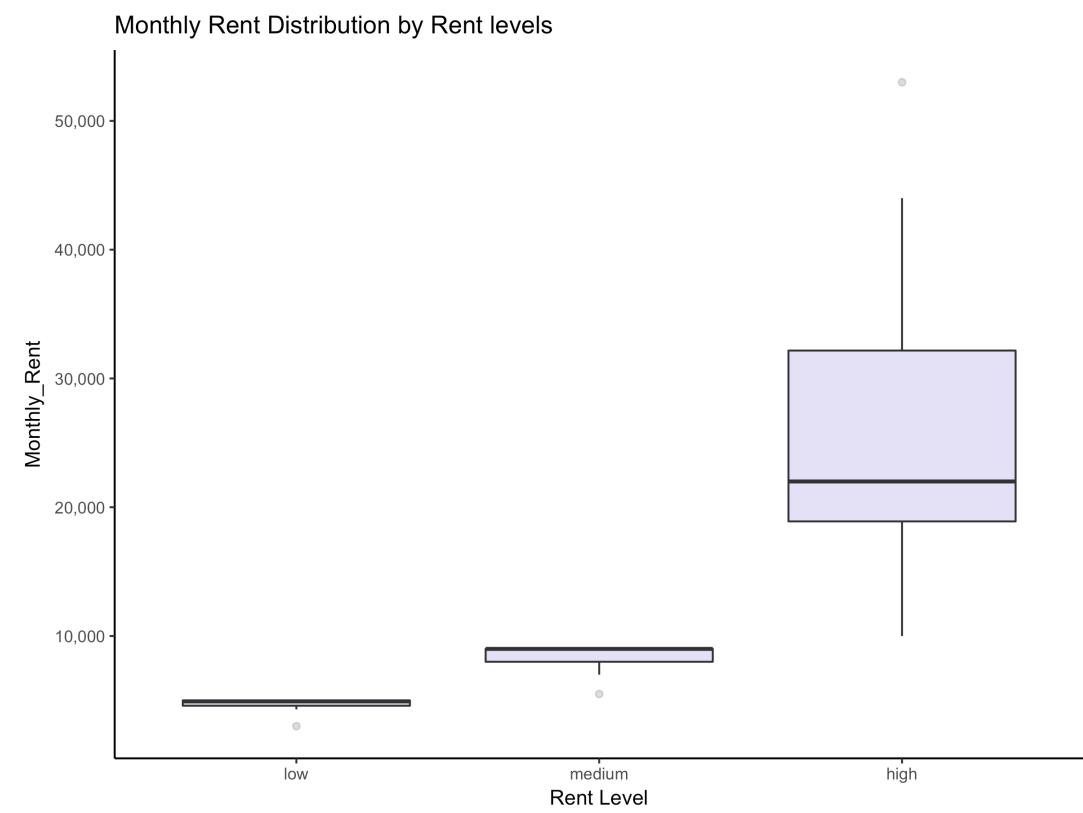
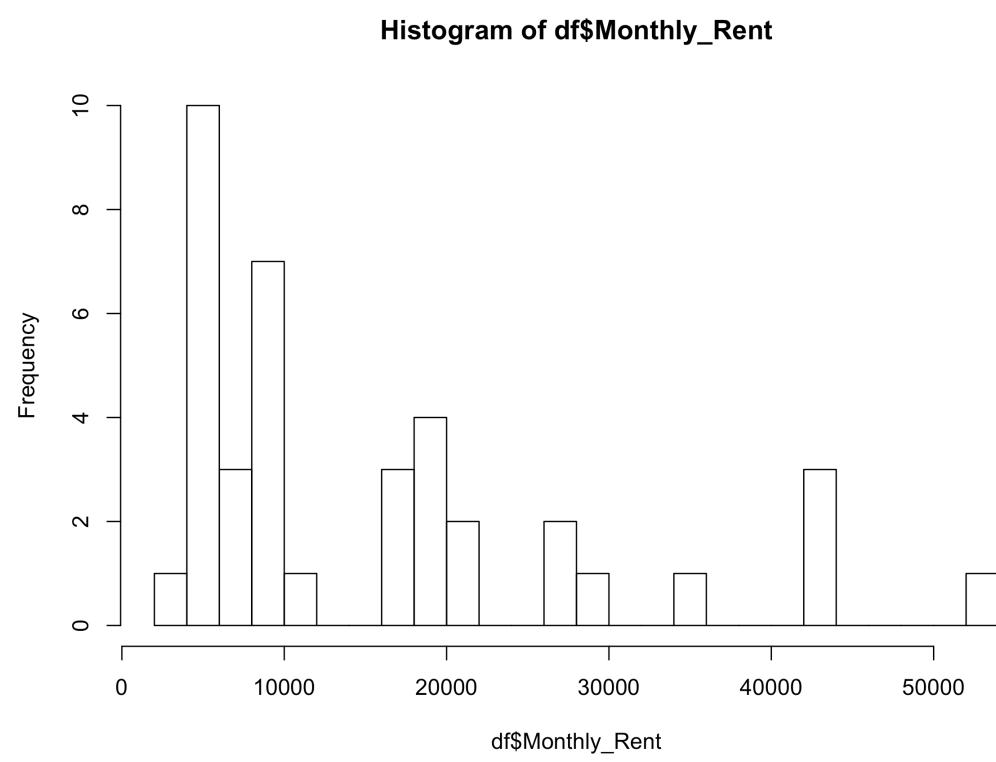
方寸



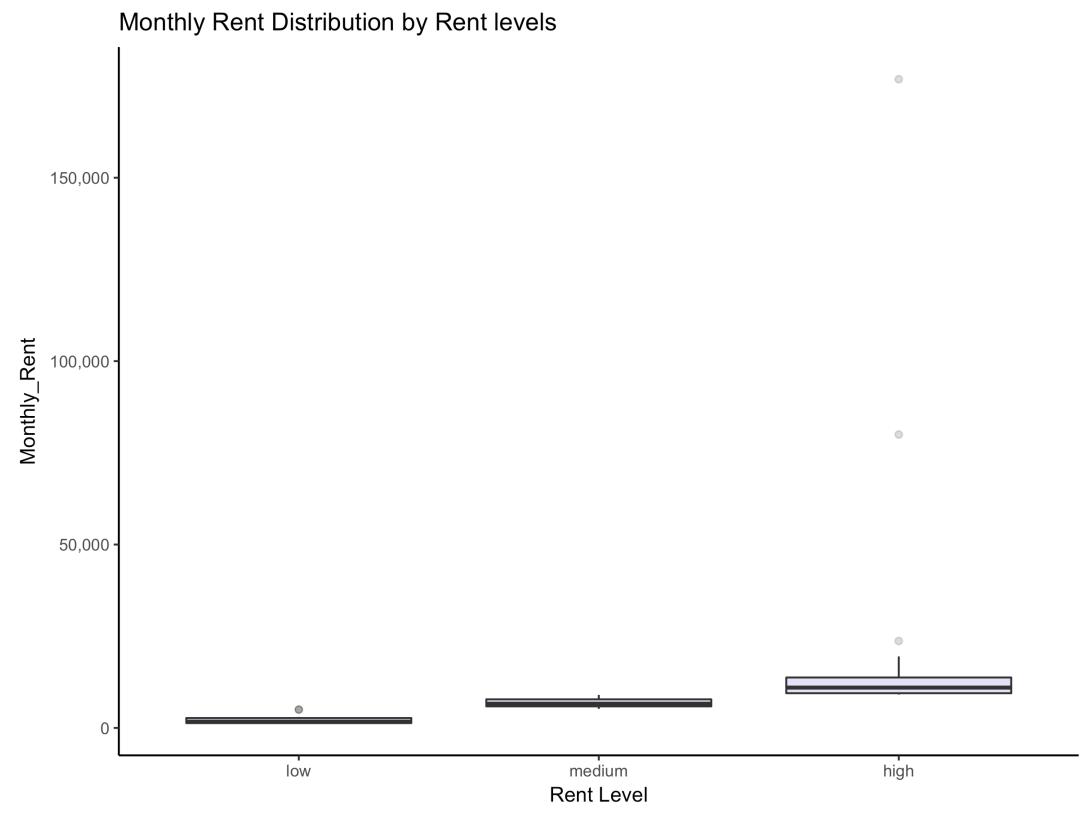
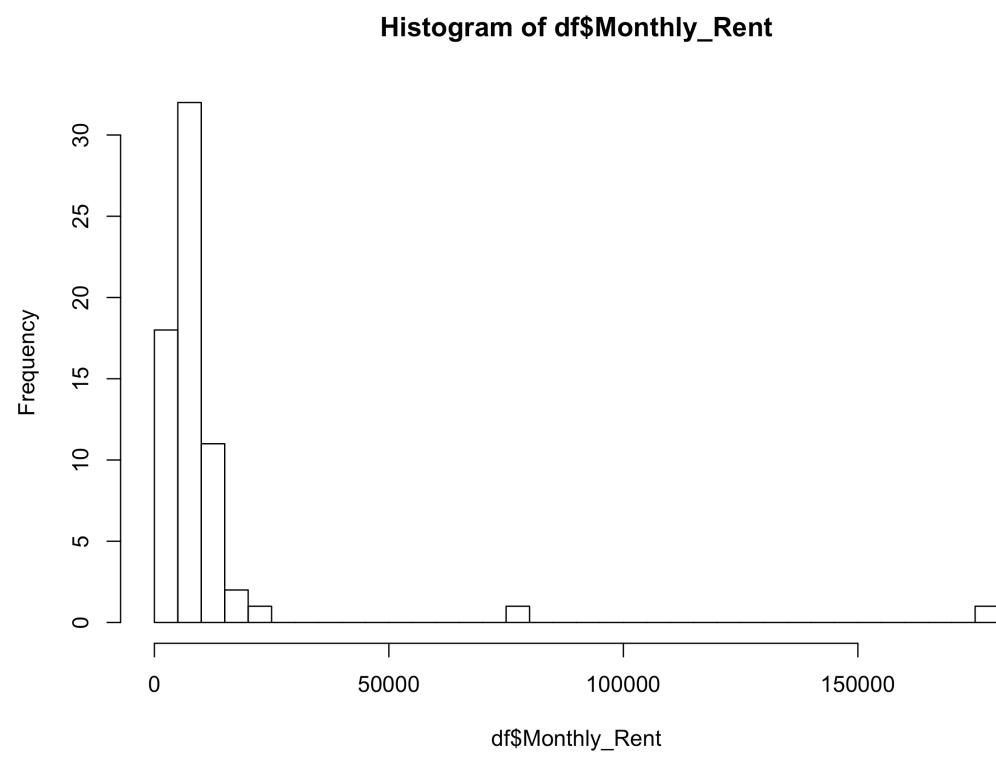
恒泰



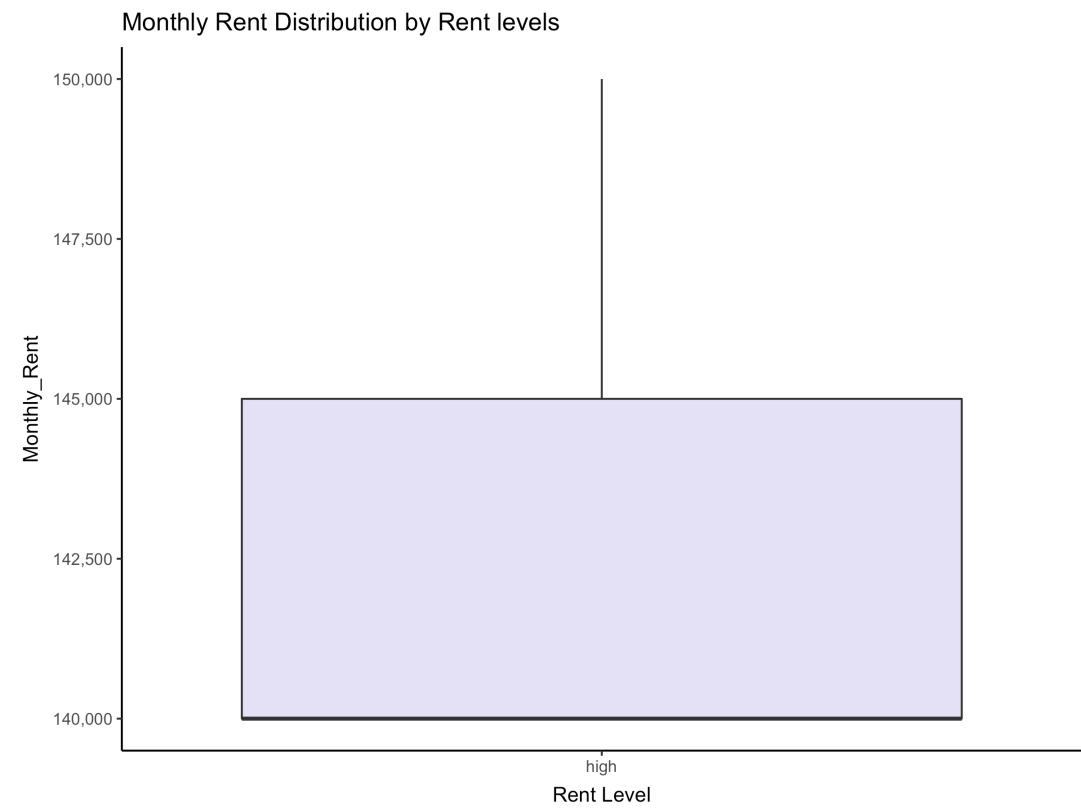
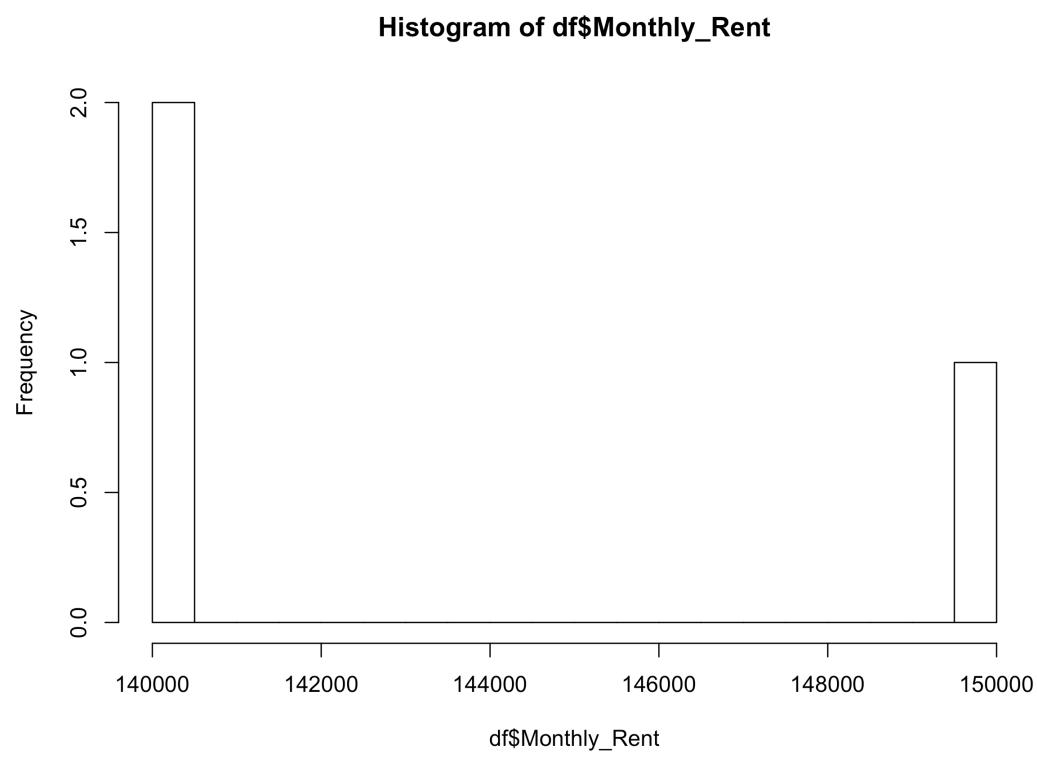
# 太平18F



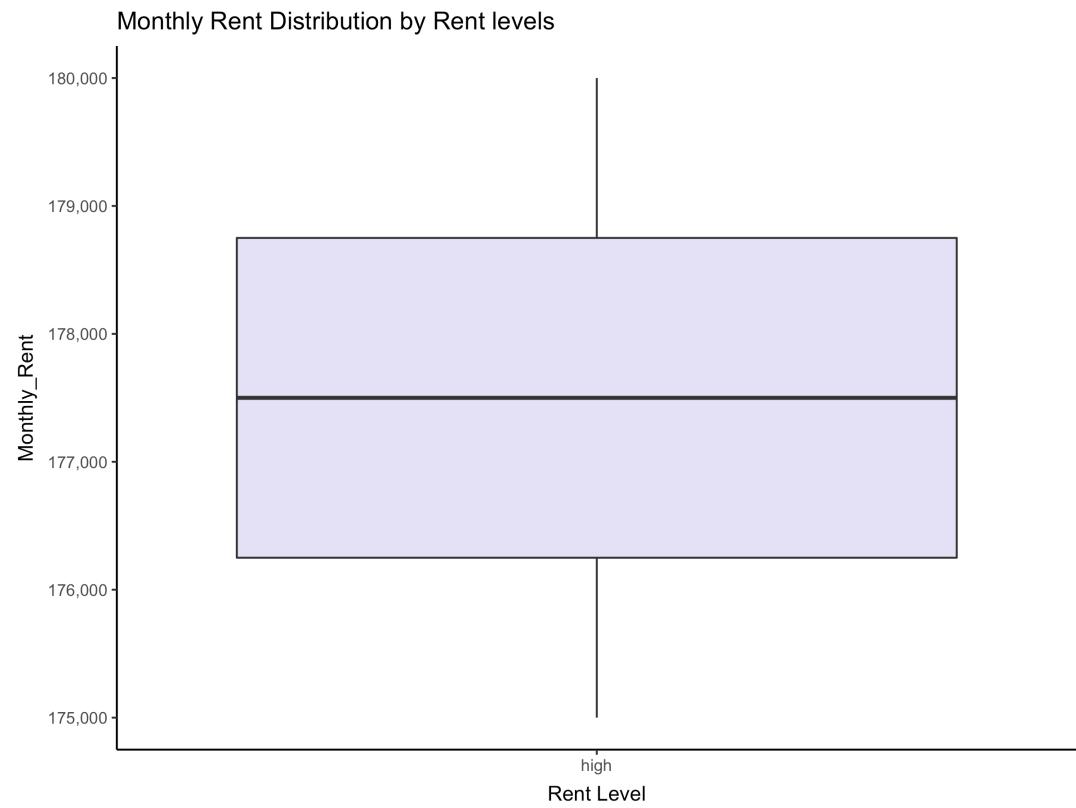
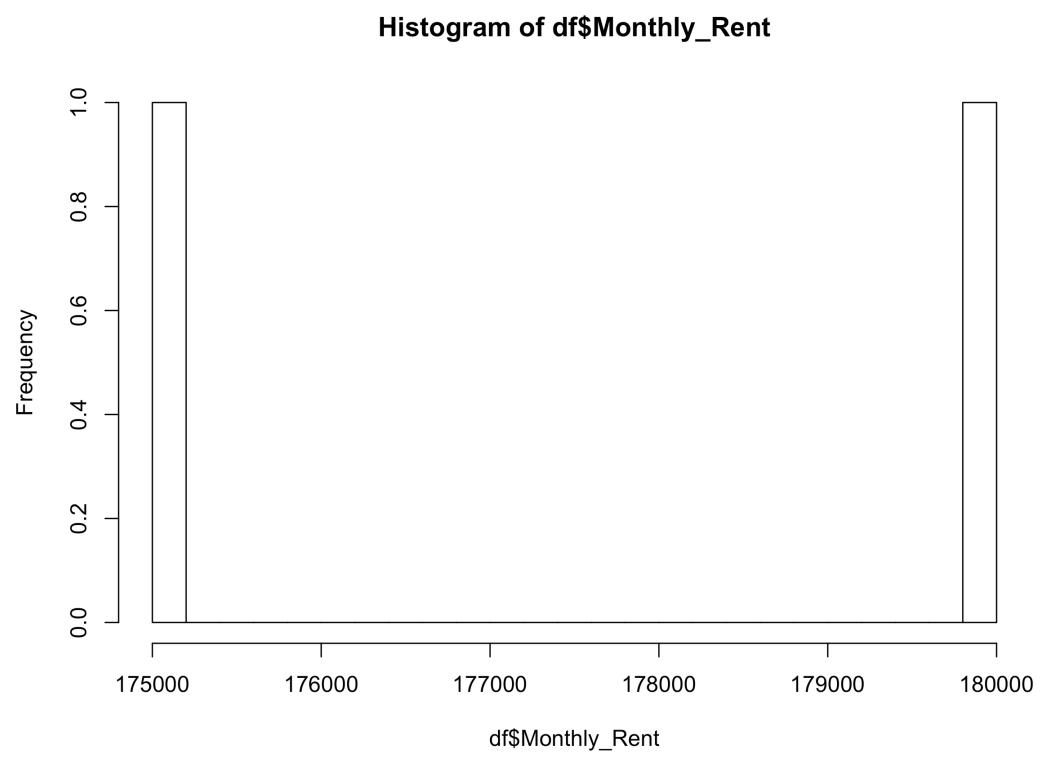
有光



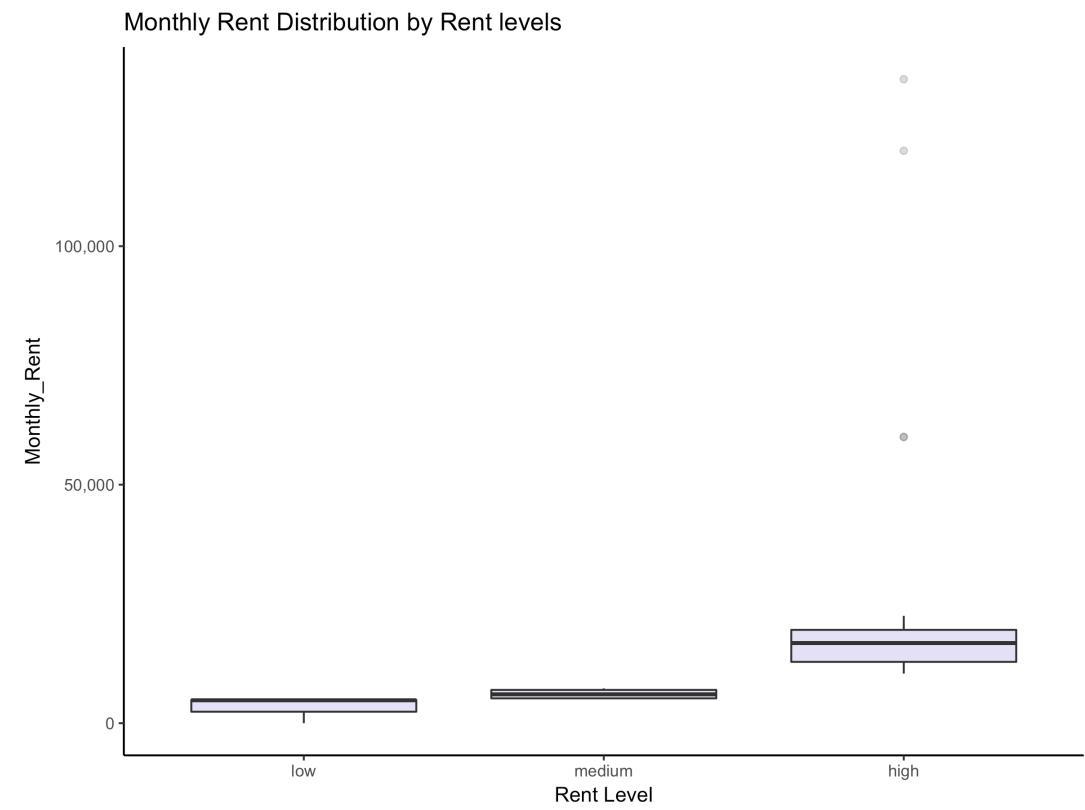
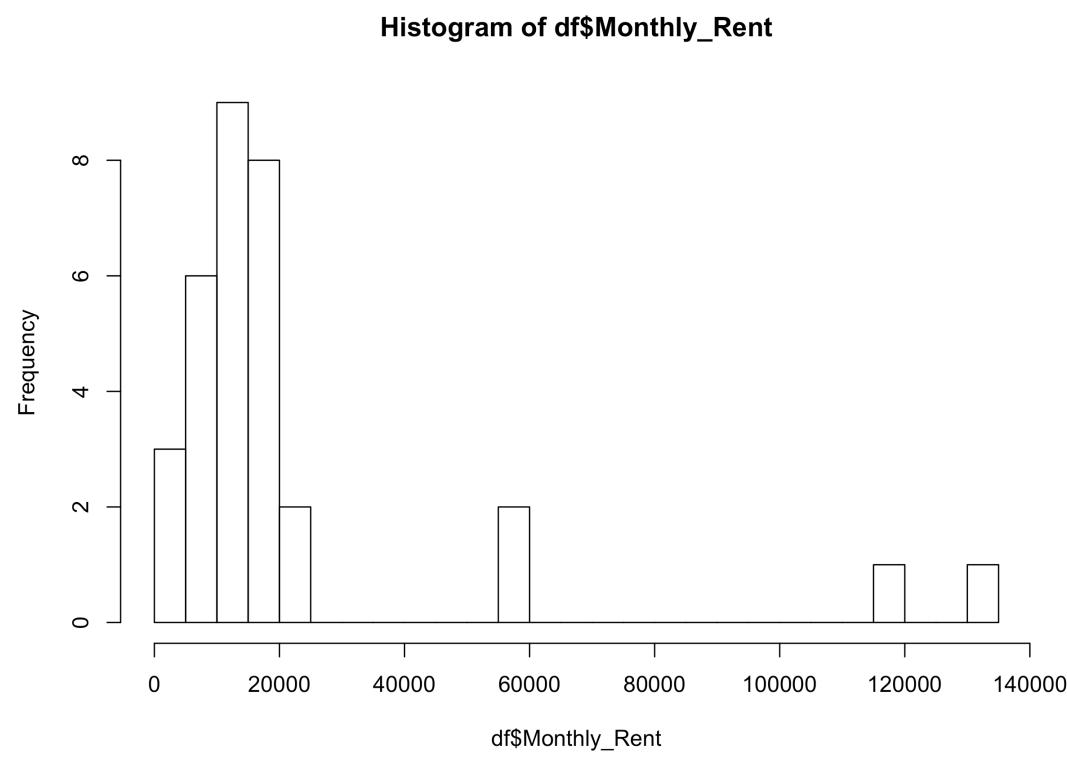
吾元



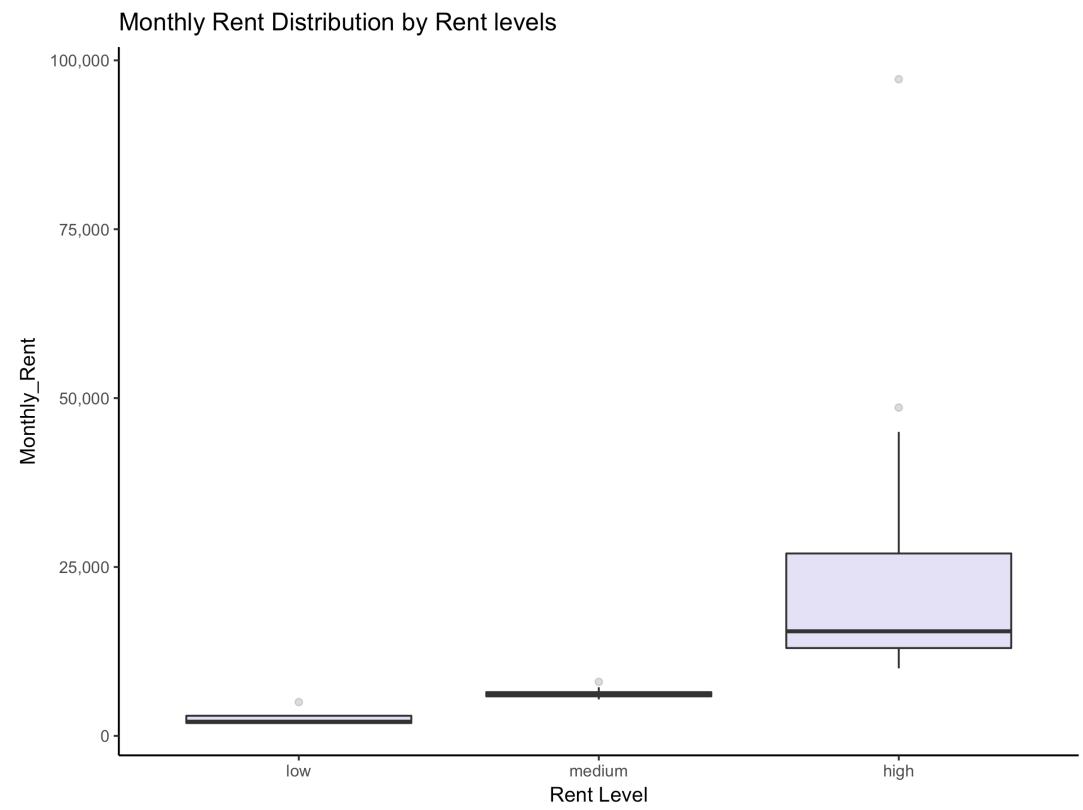
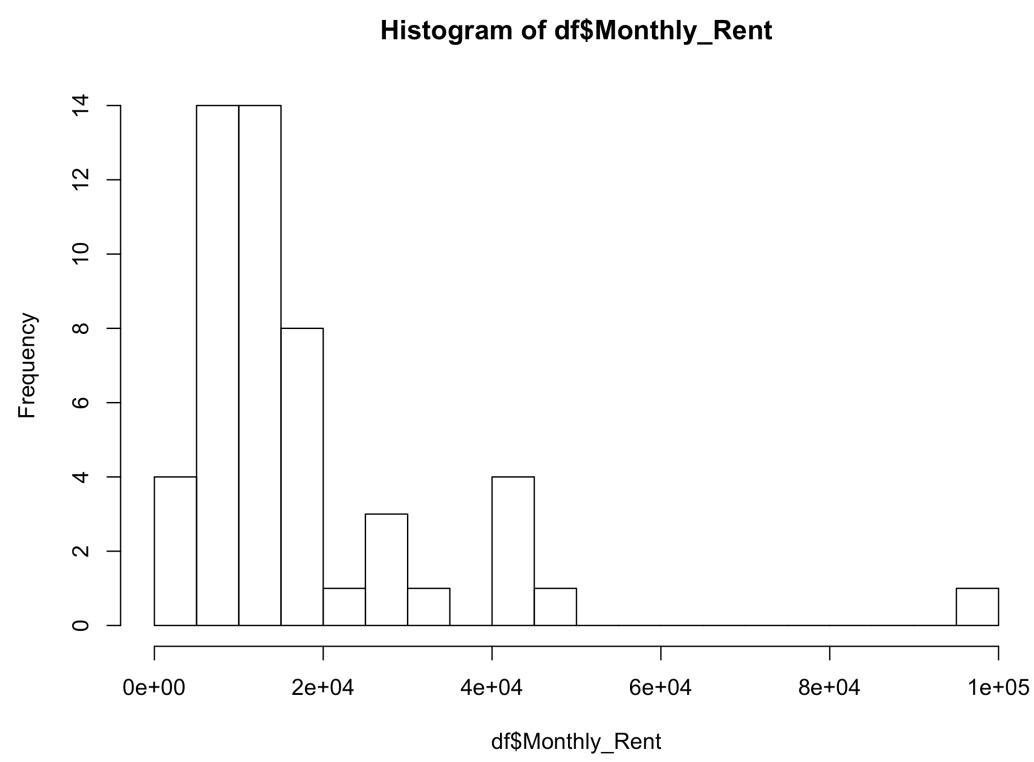
上元



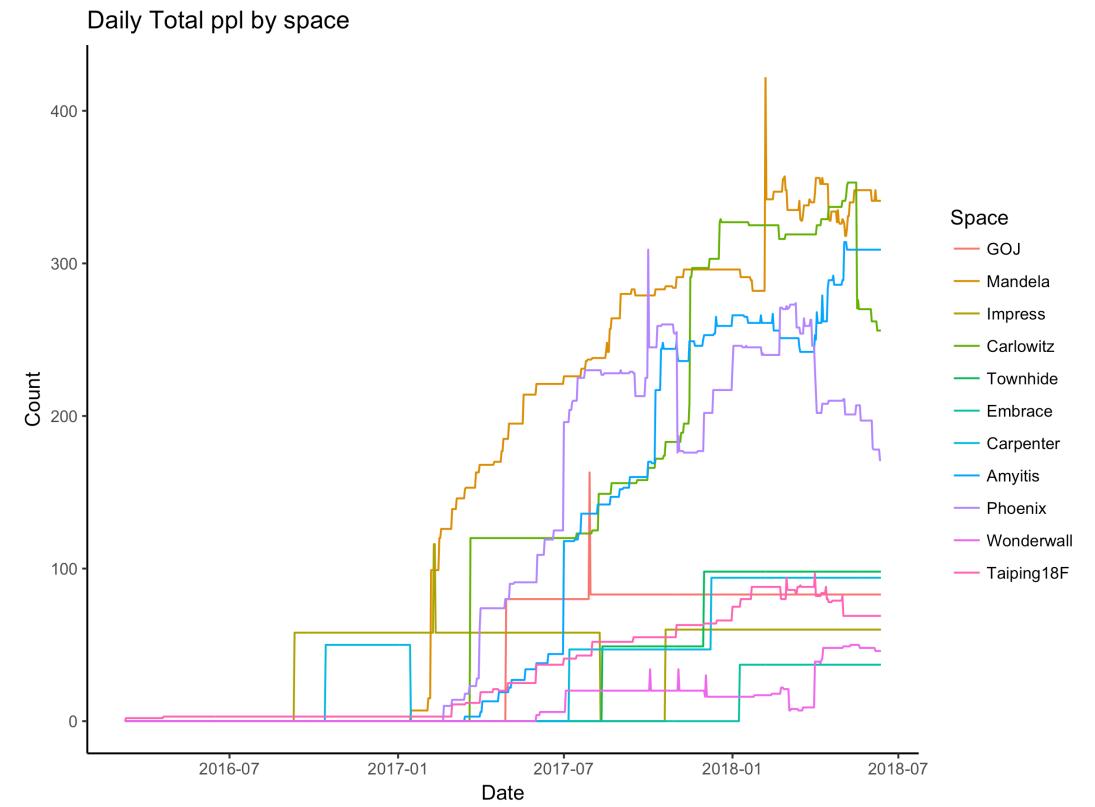
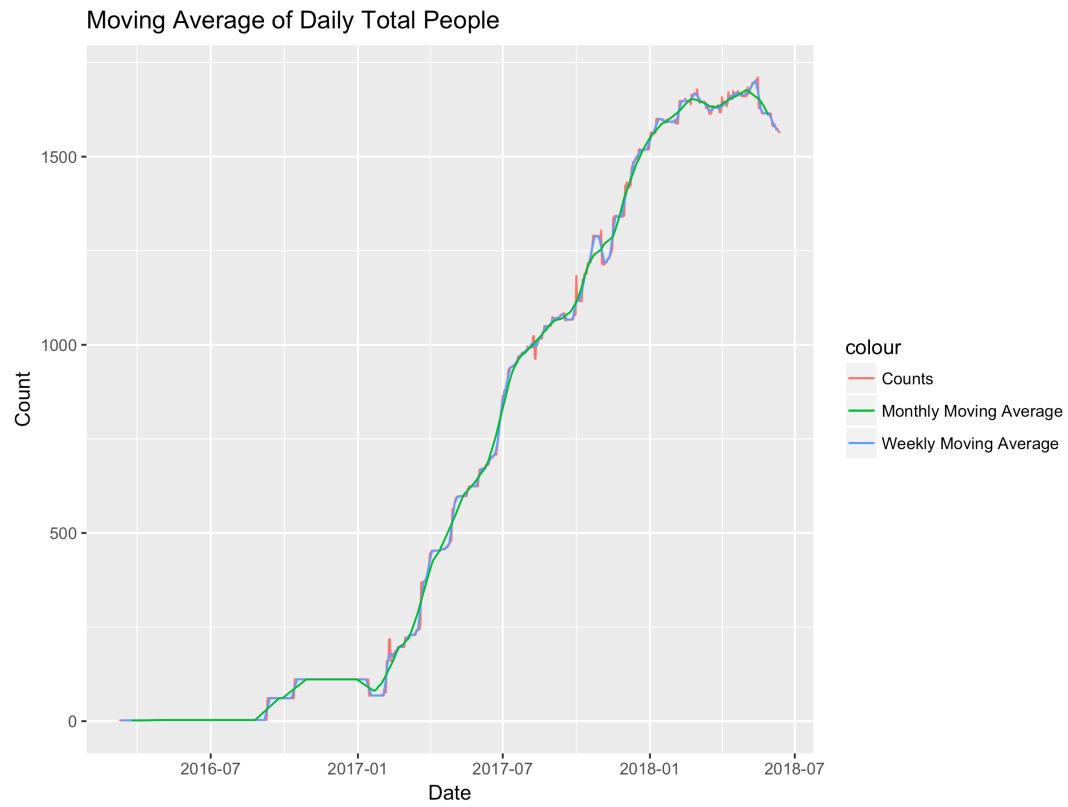
和礼



飞元

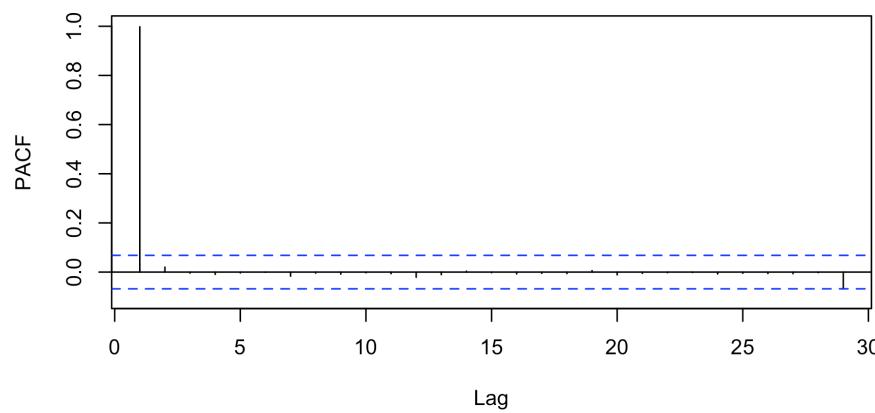
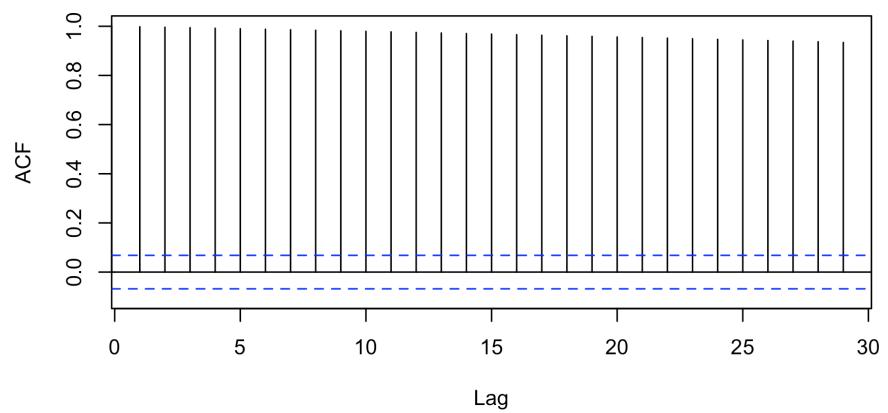
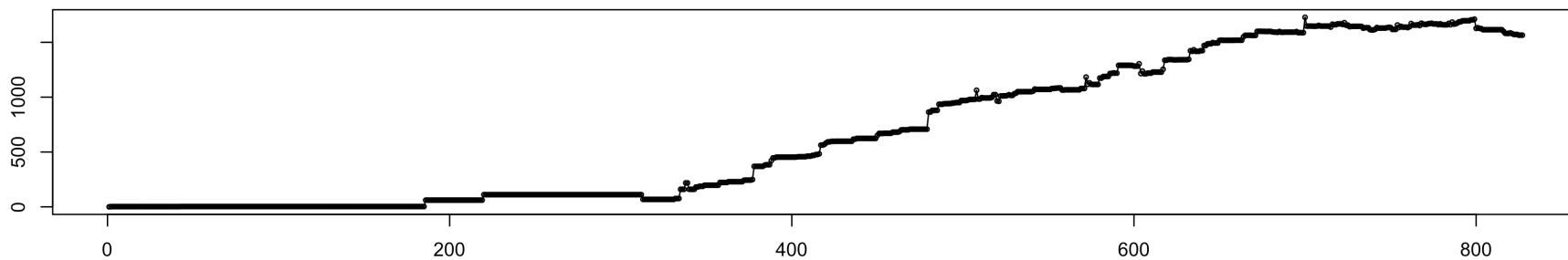


# 入驻人数

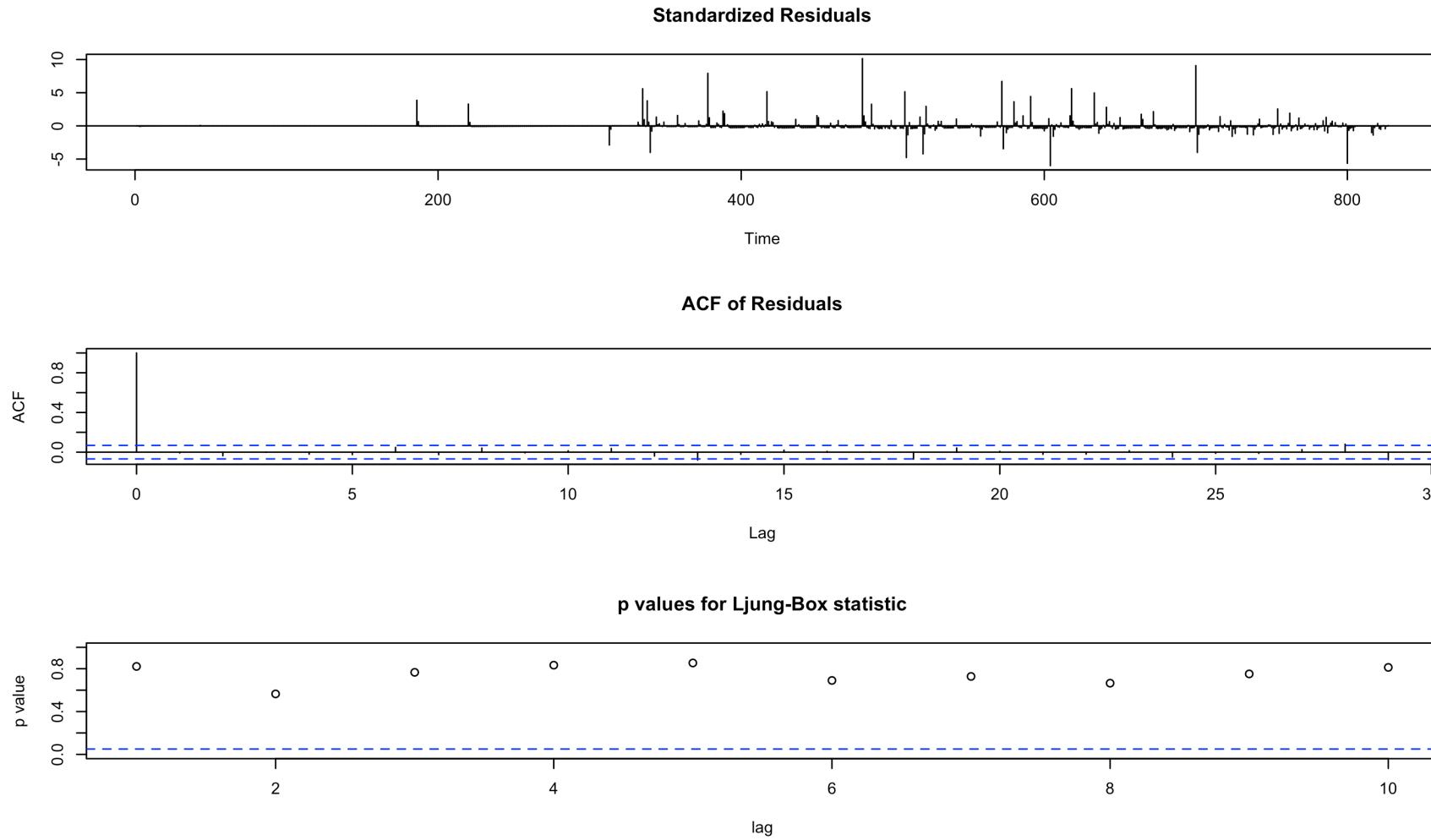


# 数据概况

Daily Total People time series forecast EDA

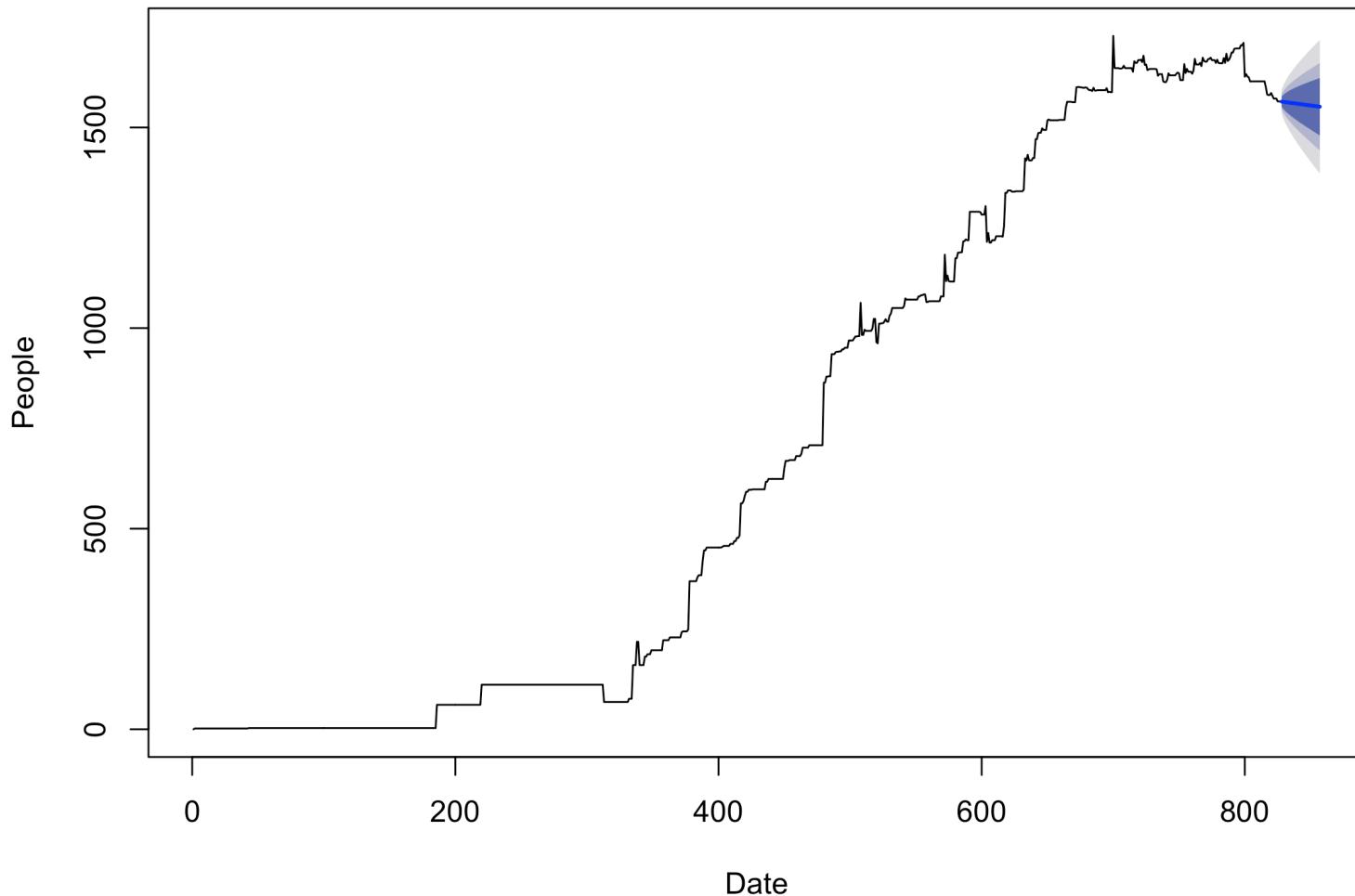


# 时间序列模型(ARIMA)

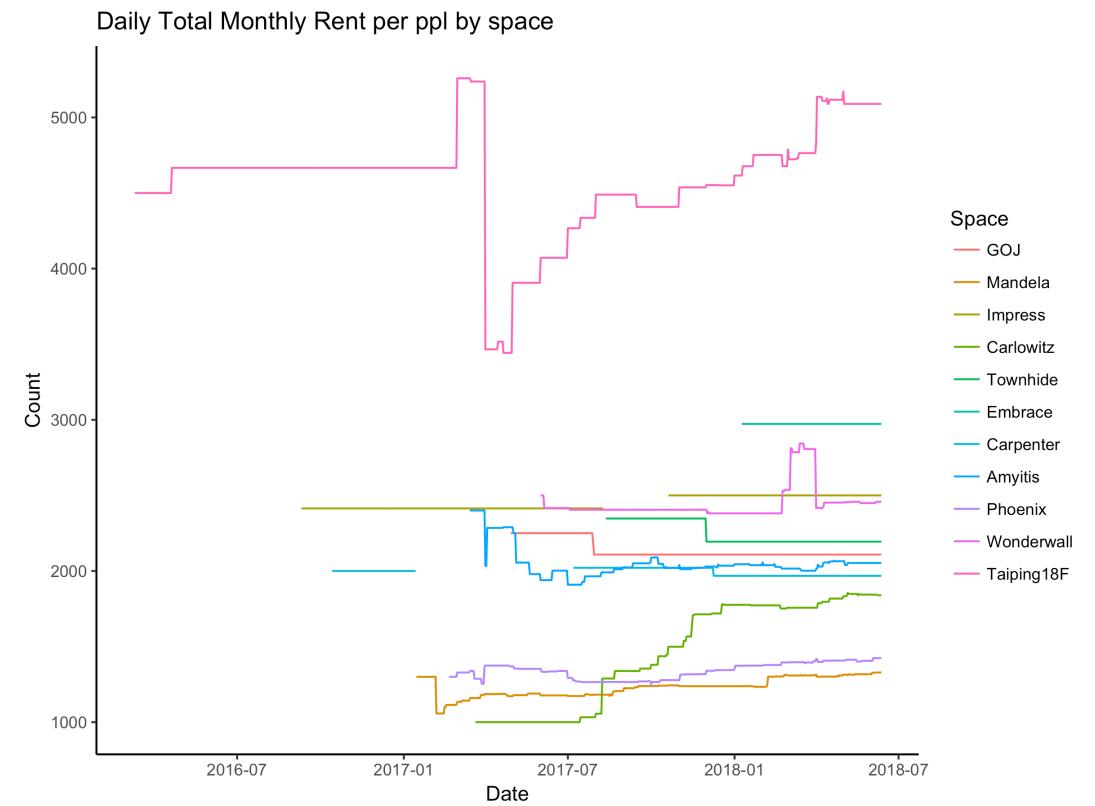
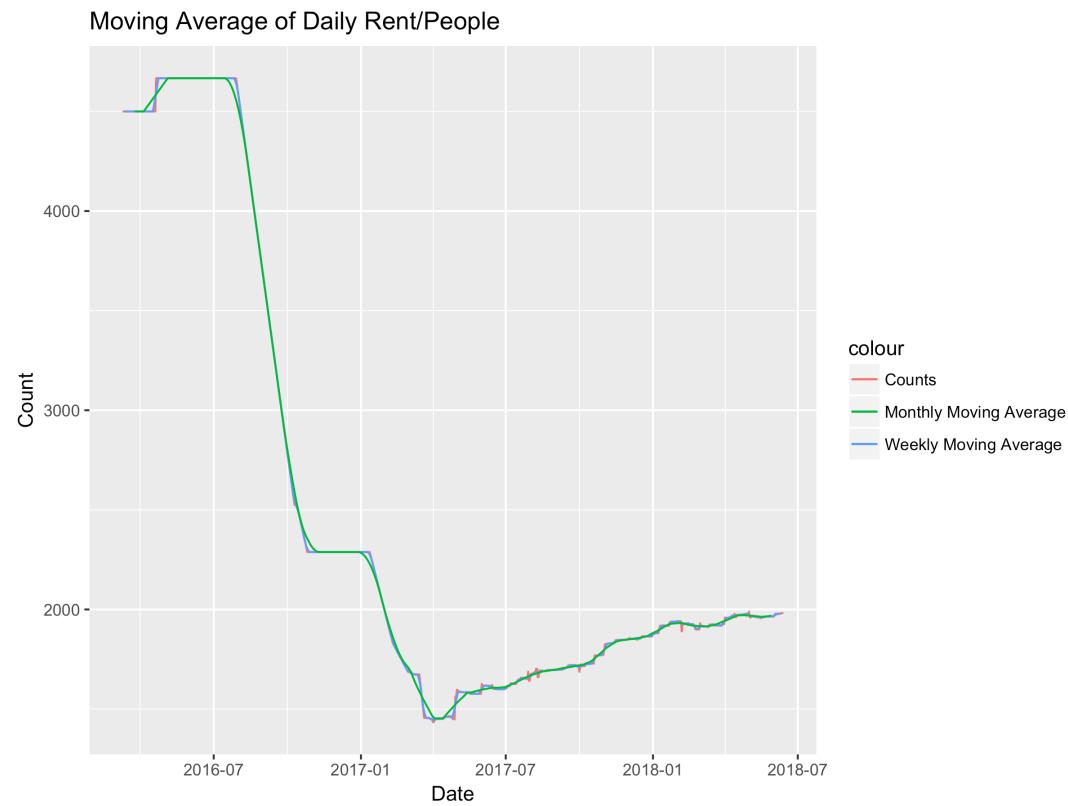


# 预测

ARIMA Forecast of Daily Total People(1 Month)

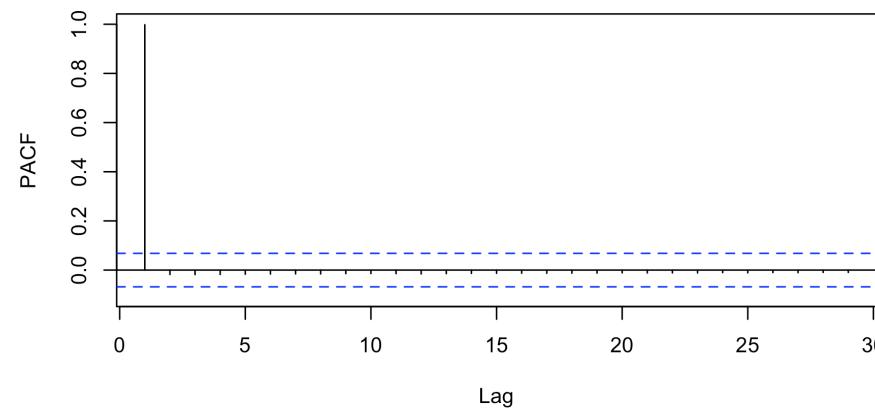
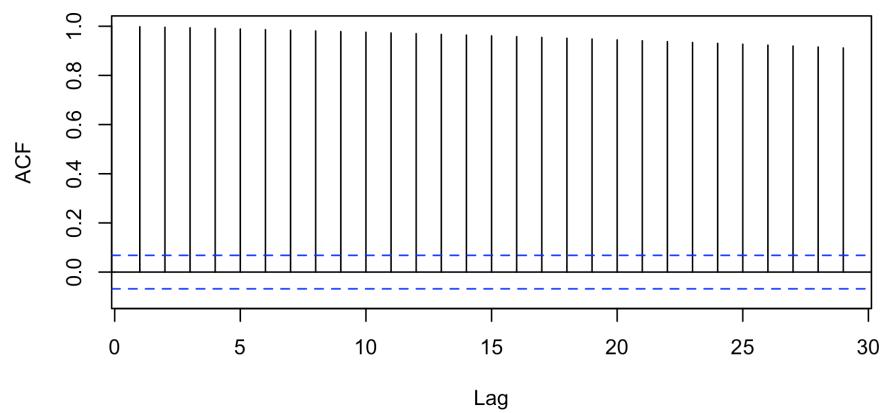
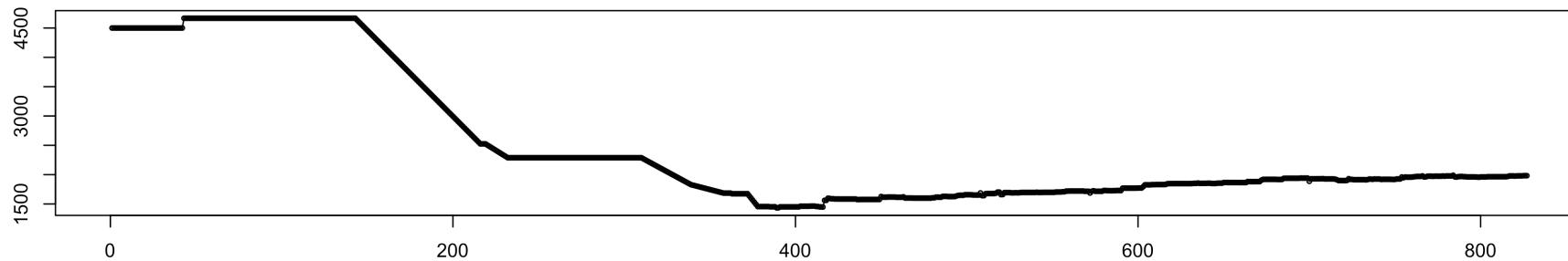


# 人均月租金

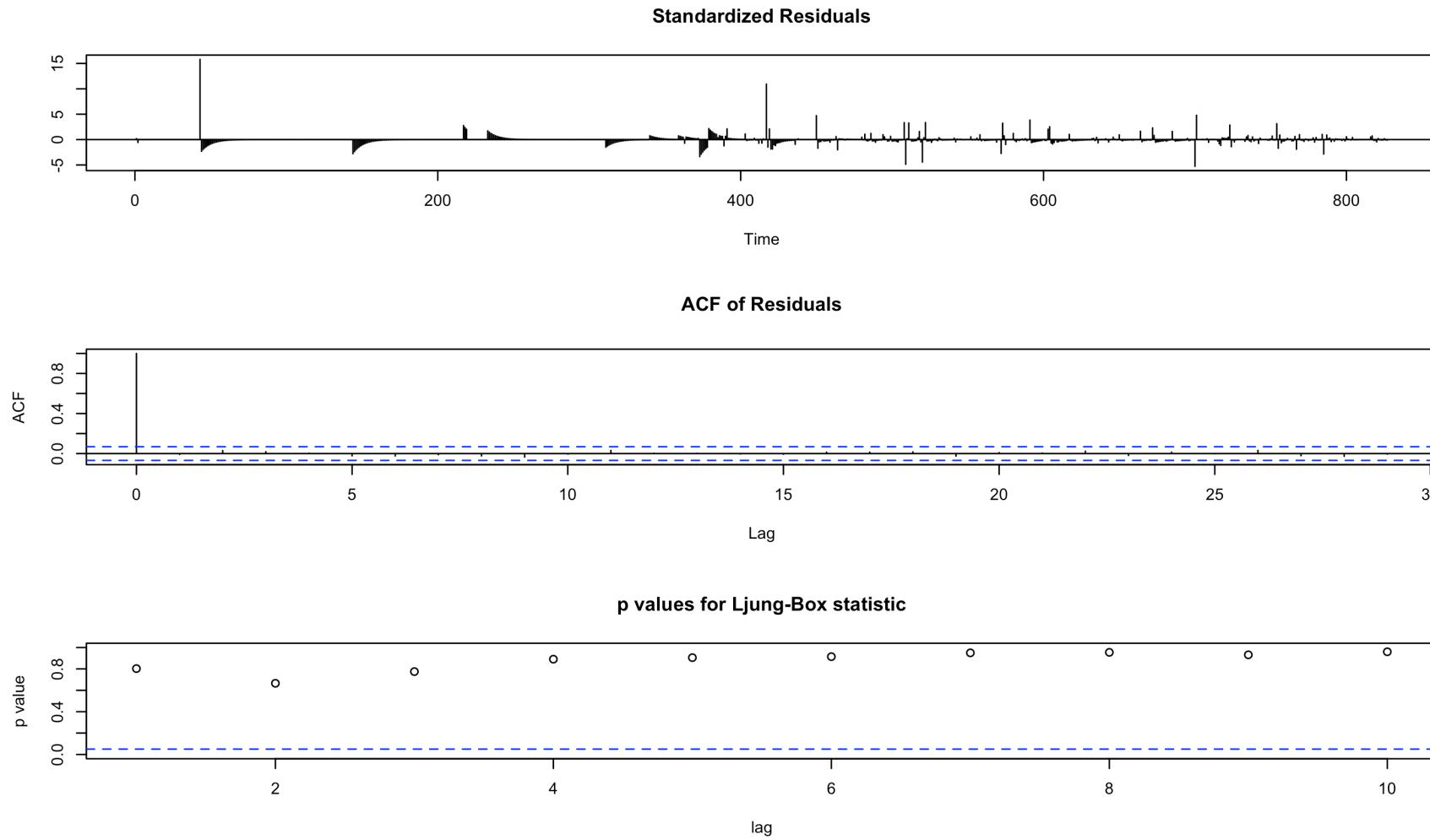


# 数据概况

Daily Total\_Monthly\_rent/people time series forecast EDA

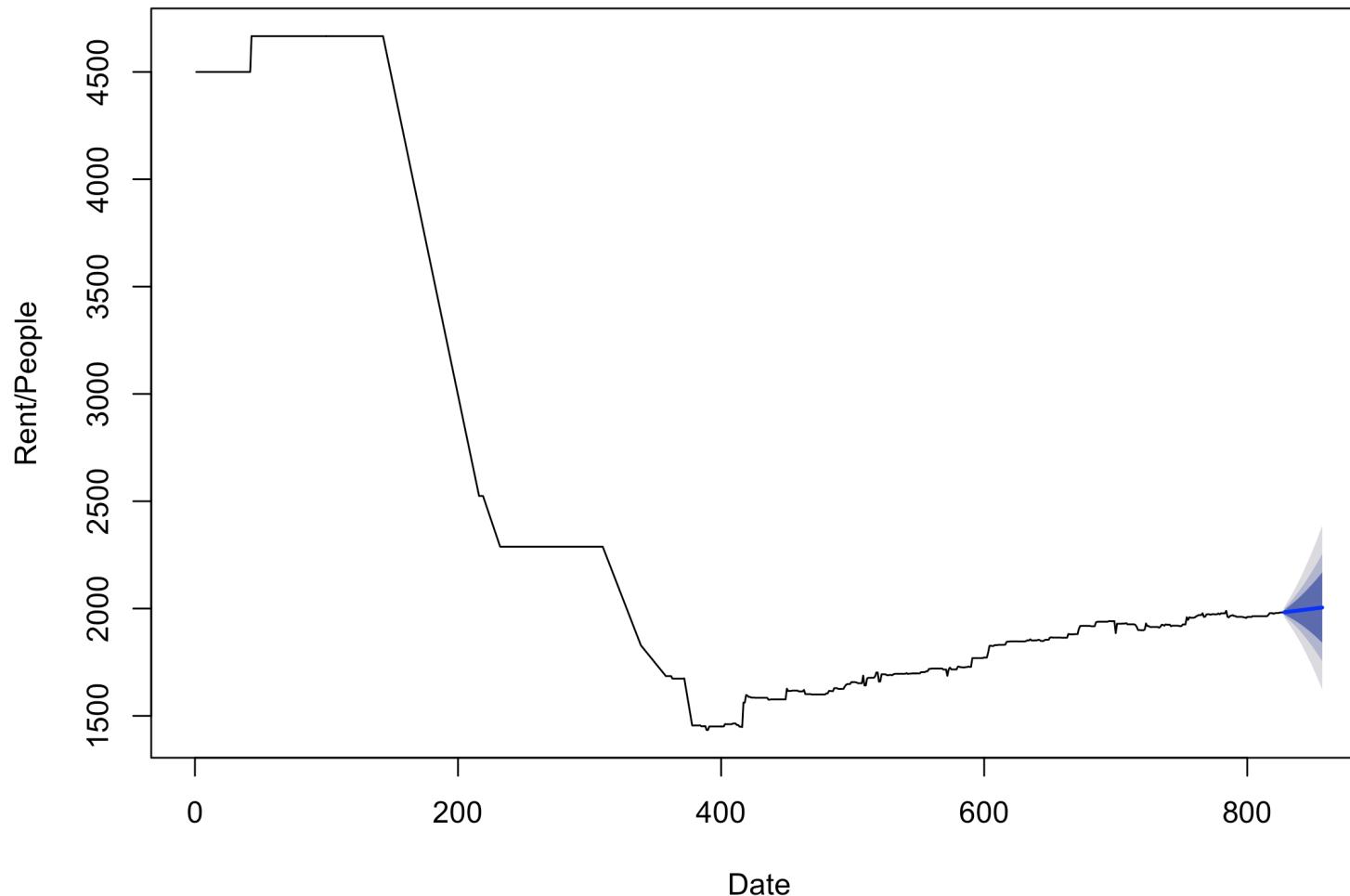


# 时间序列模型(ARIMA)



# 预测

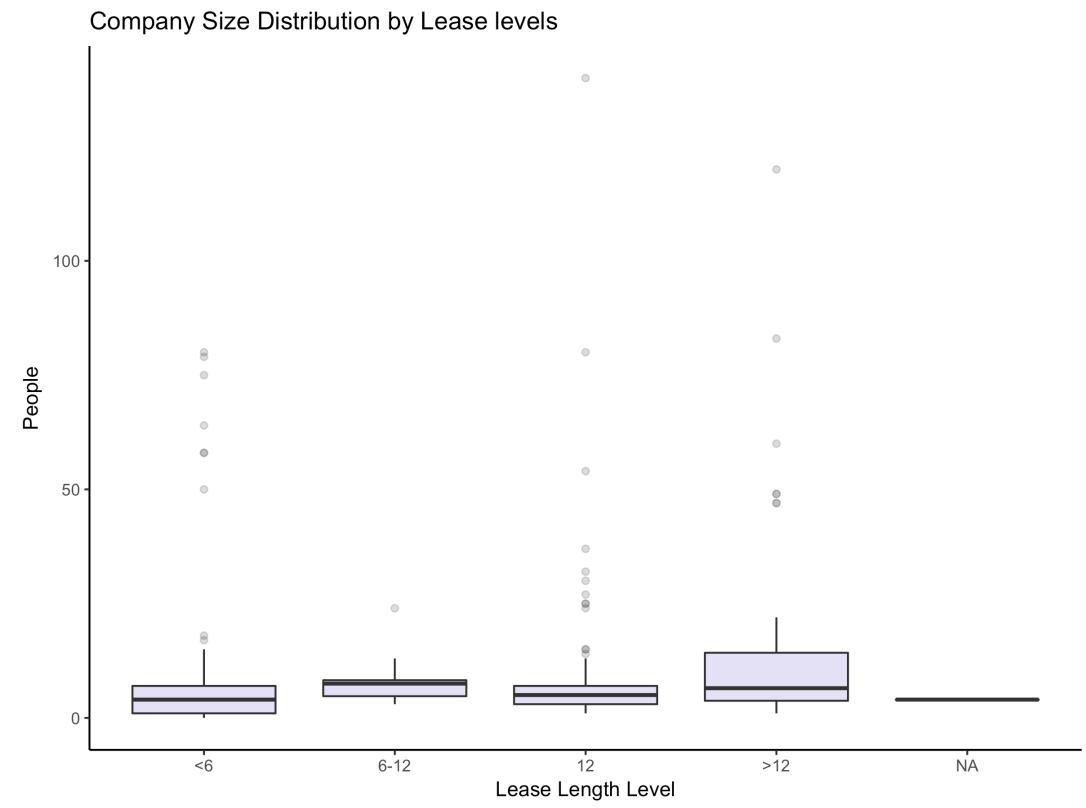
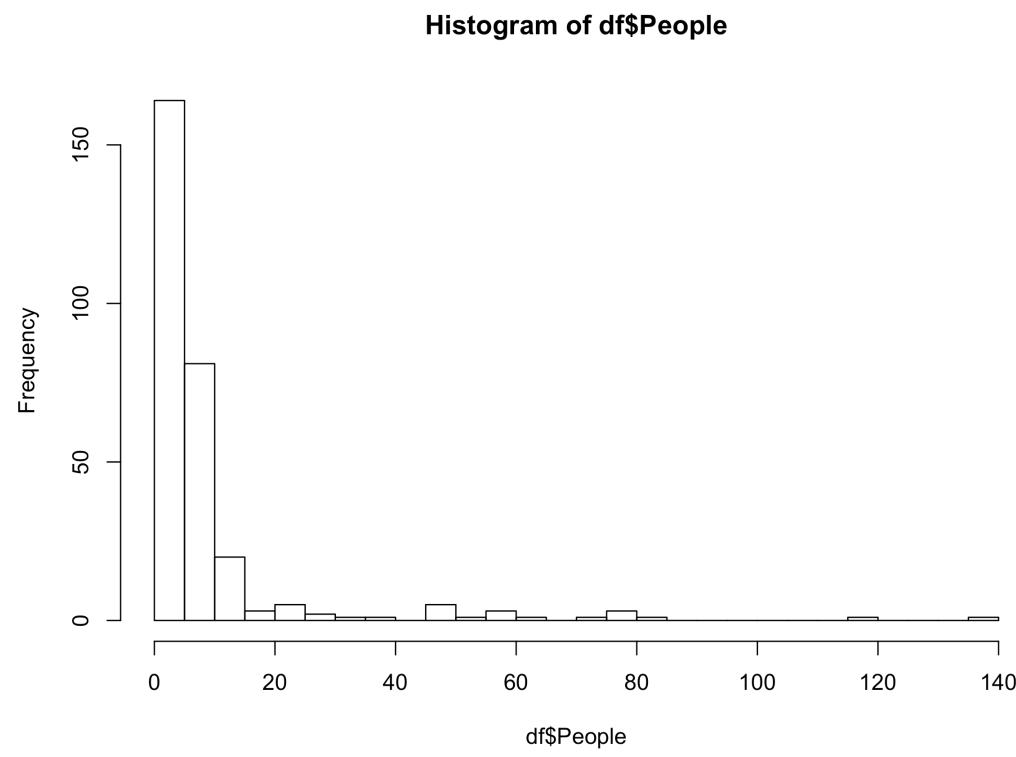
ARIMA Forecast of Daily Rent/People(1 Month)



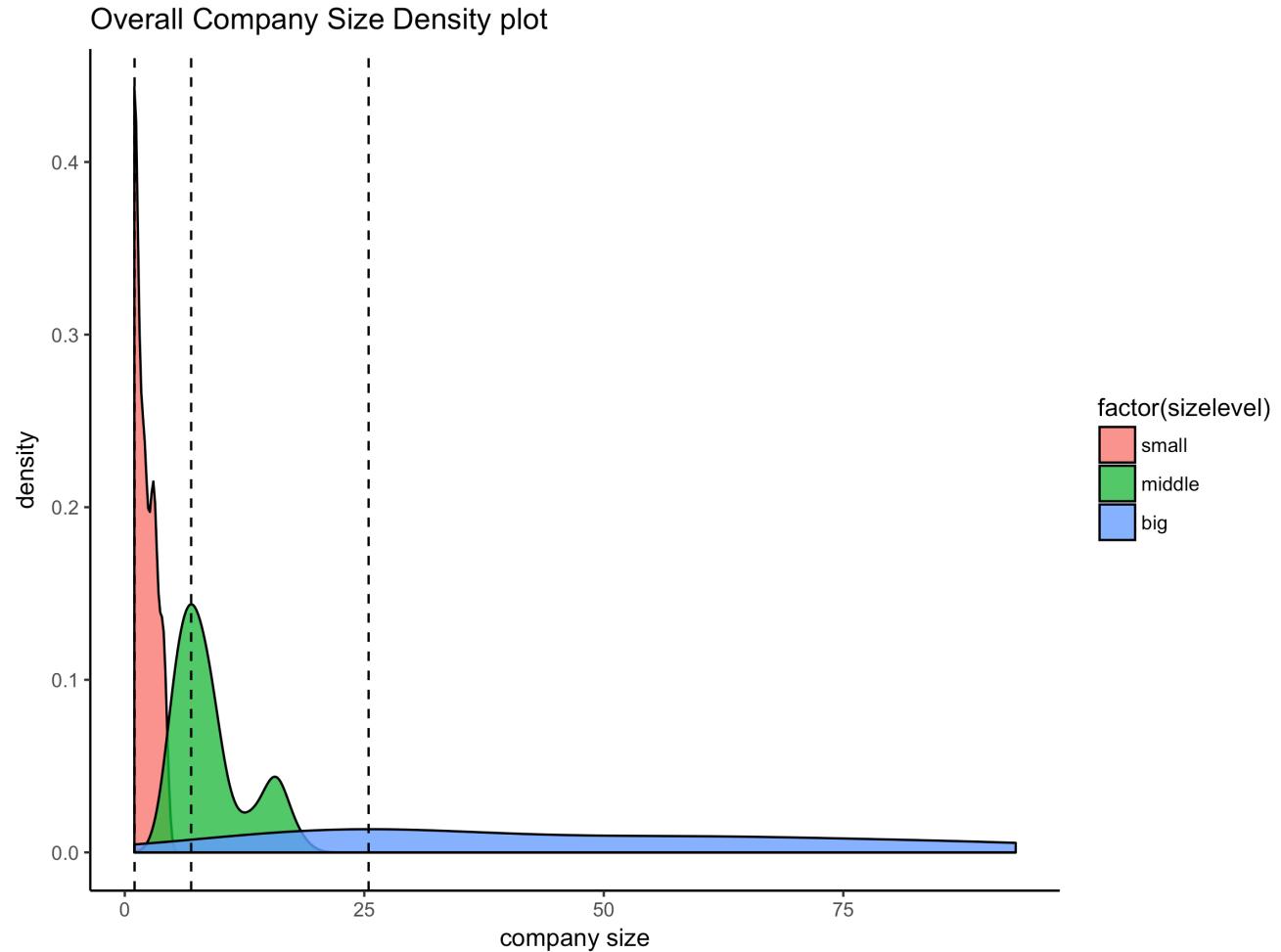
# 团队人数

- 数据
  - 米域运营部入驻记录
  - 米域App数据
- 整体情况
  - 范围 : 0 – 140
  - 平均值 : 9.4
  - 中位数 : 5

# 整体 (运营部数据)

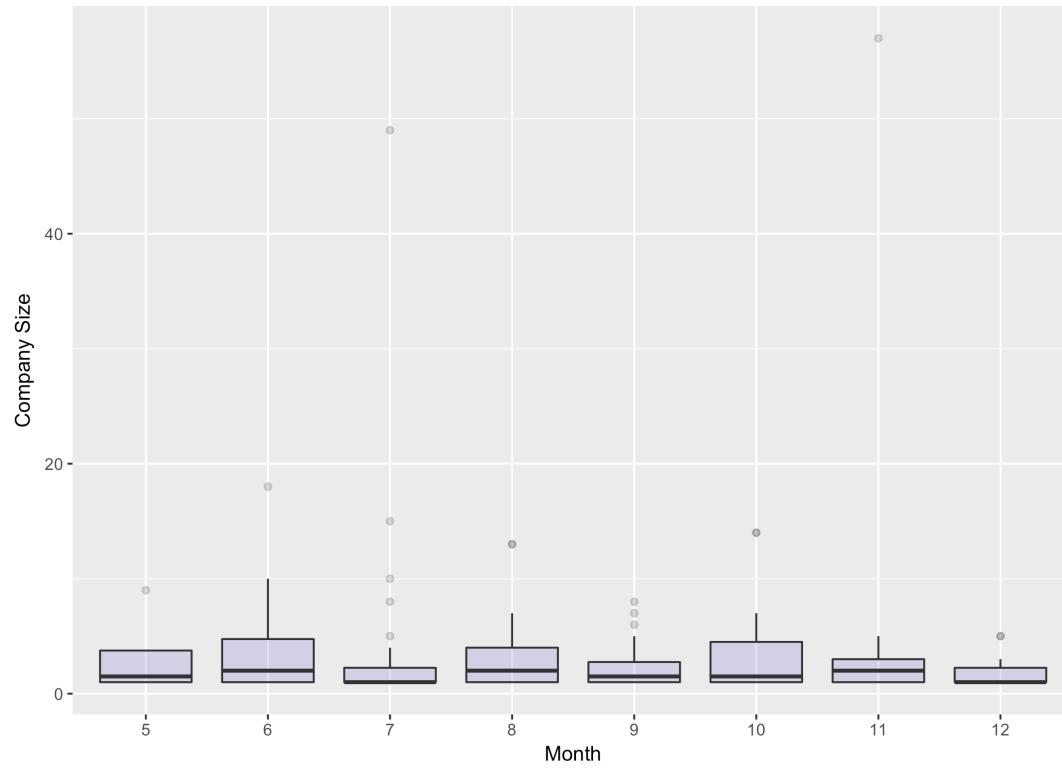


# 整体 (米域App)

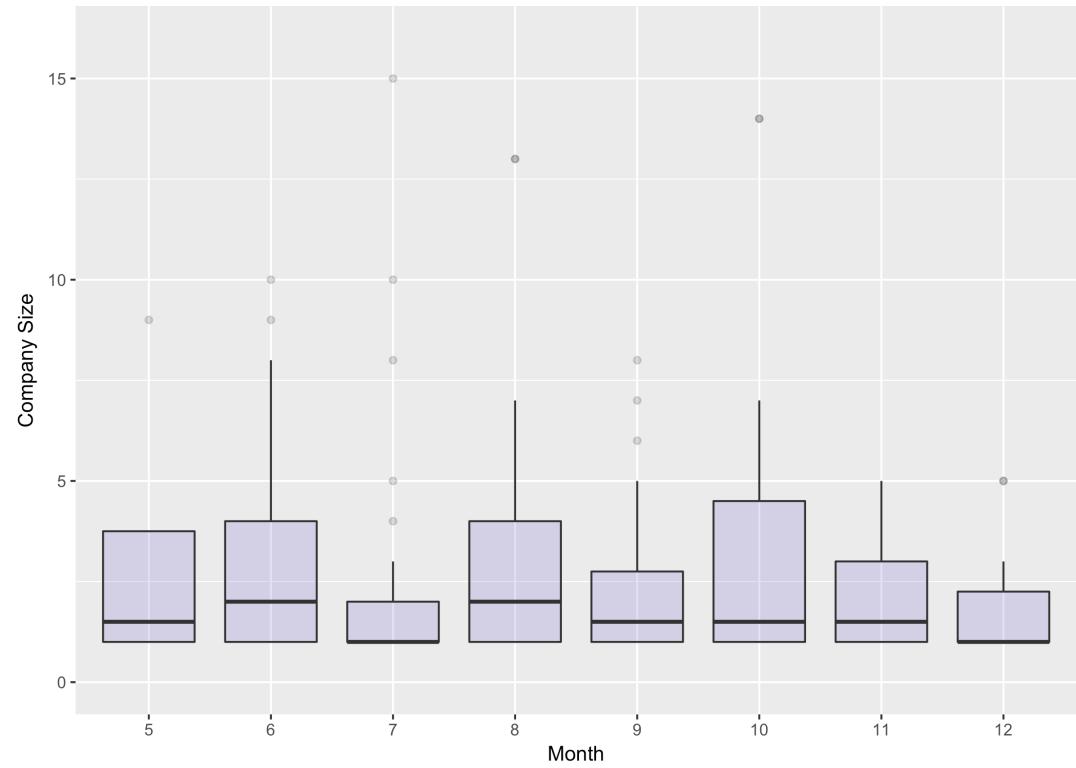


# 月度比較 2017

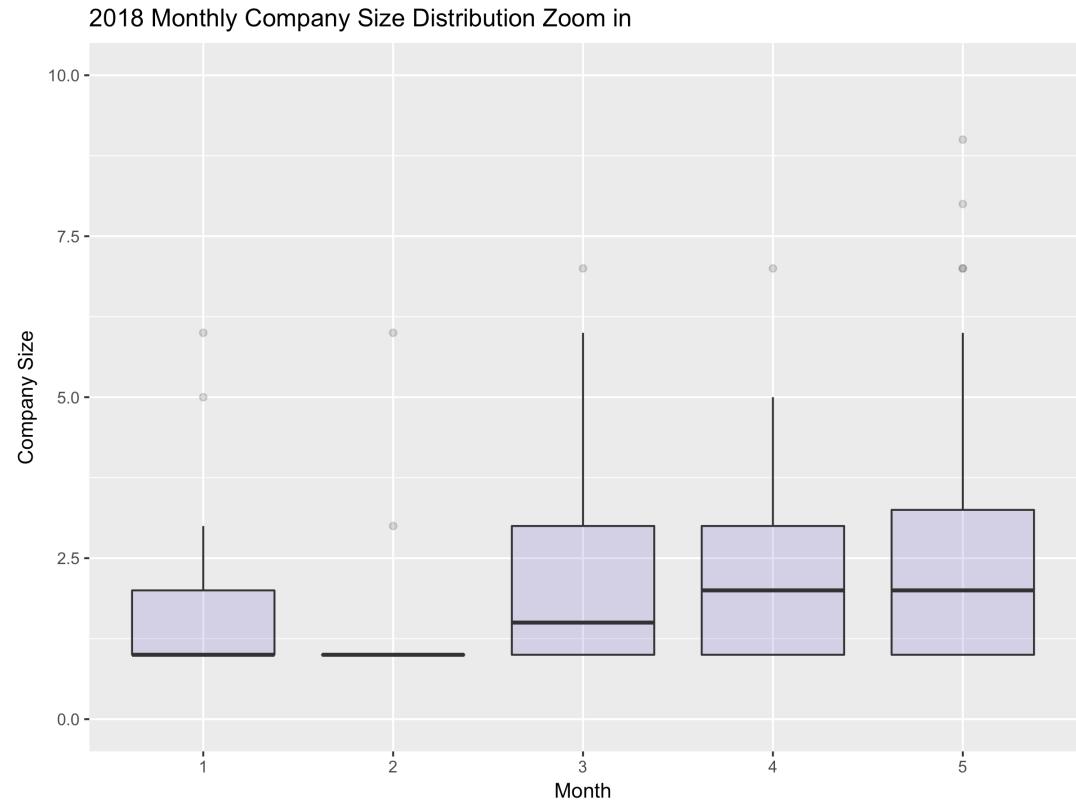
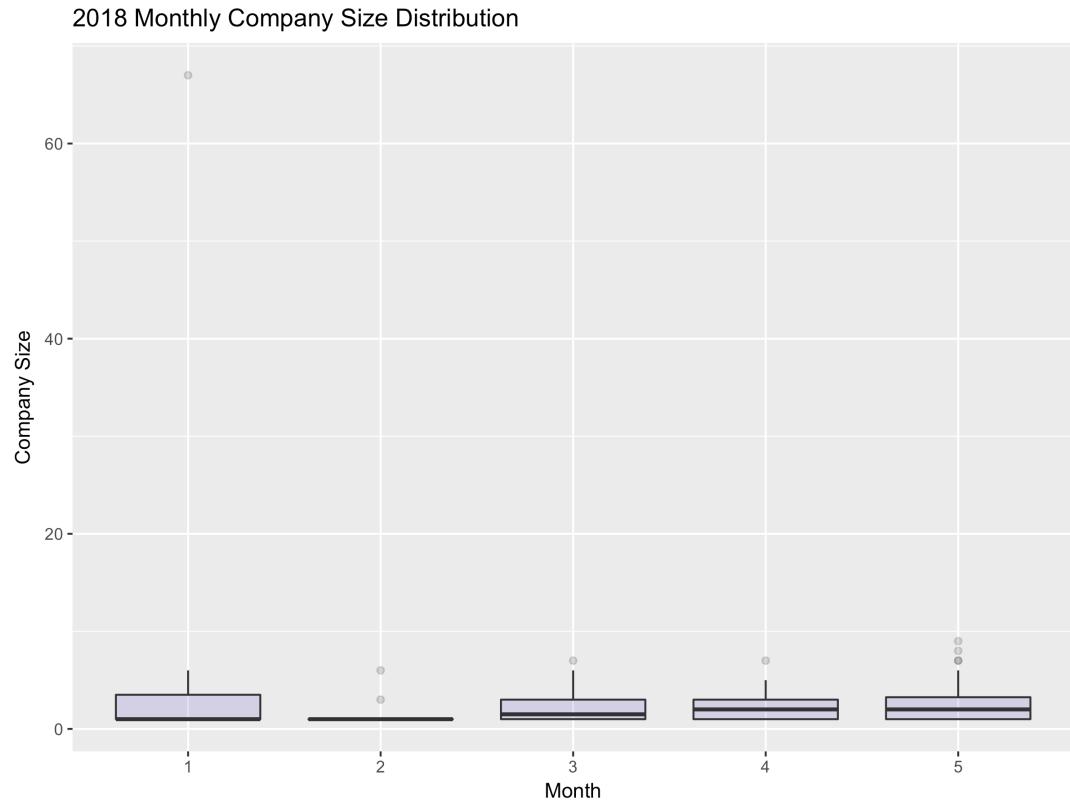
2017 Monthly Company Size Distribution



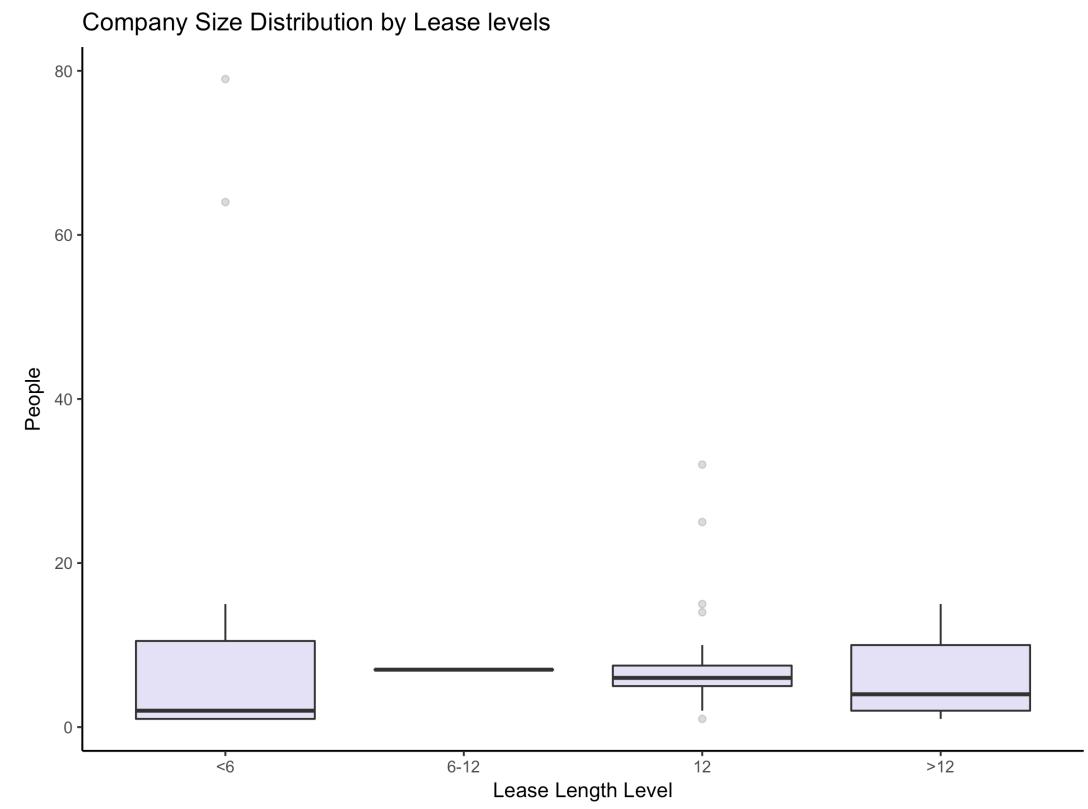
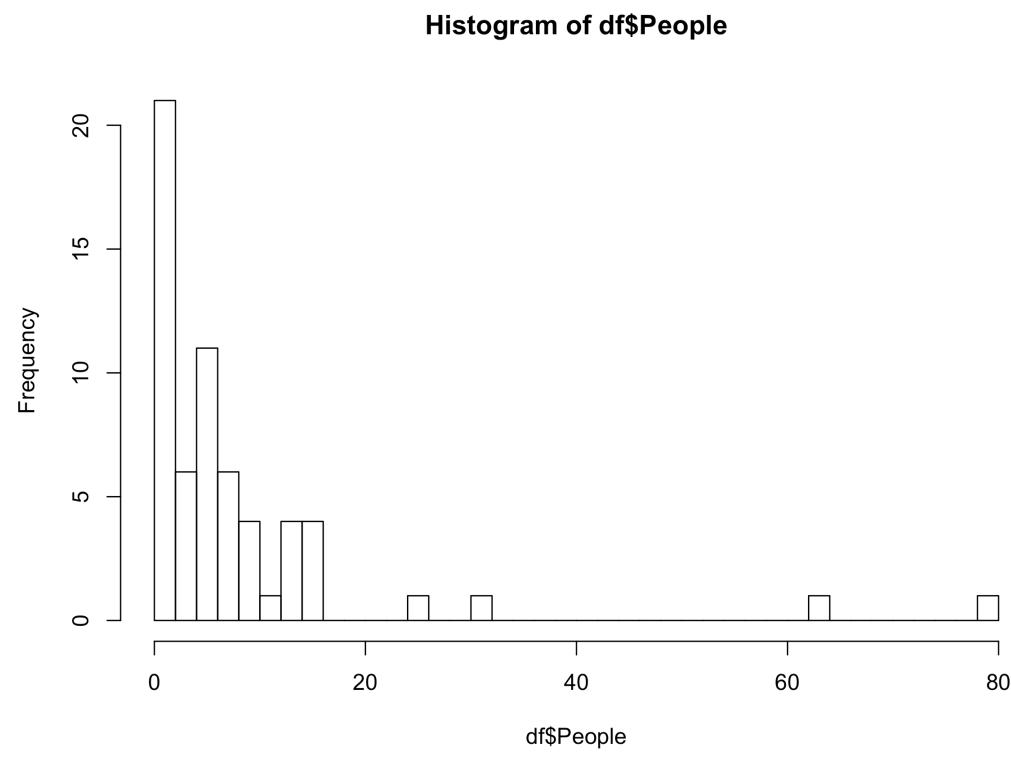
2017 Monthly Company Size Distribution Zoom in



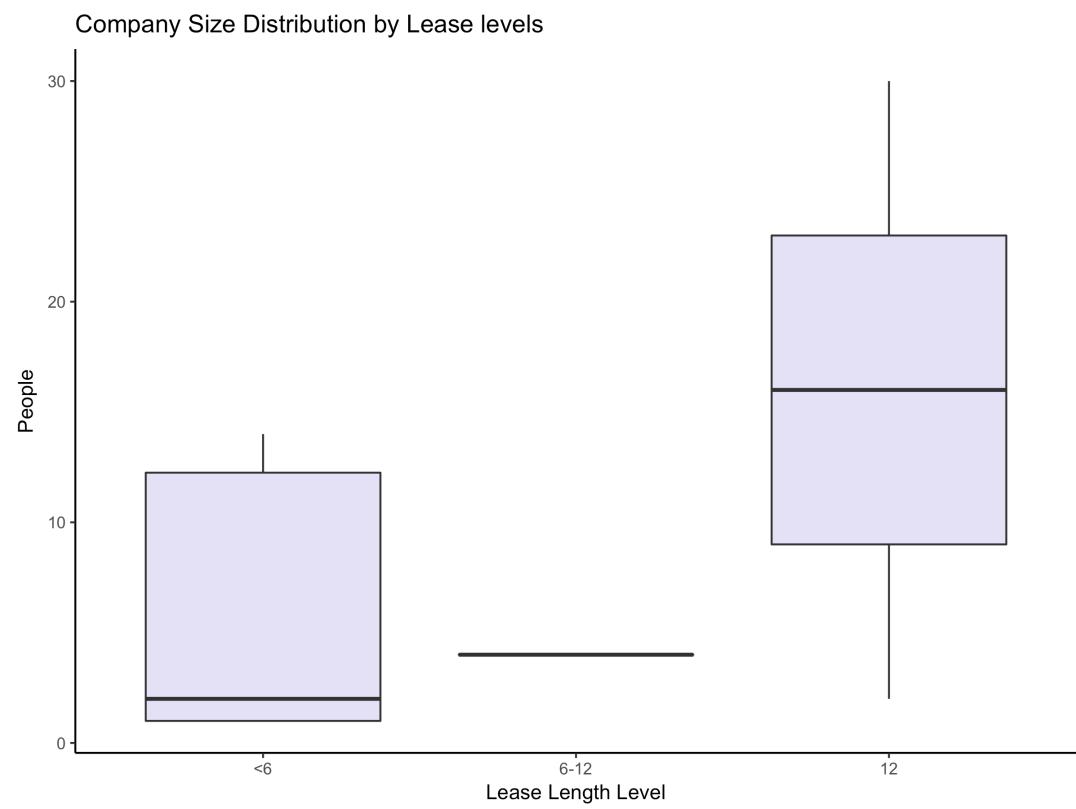
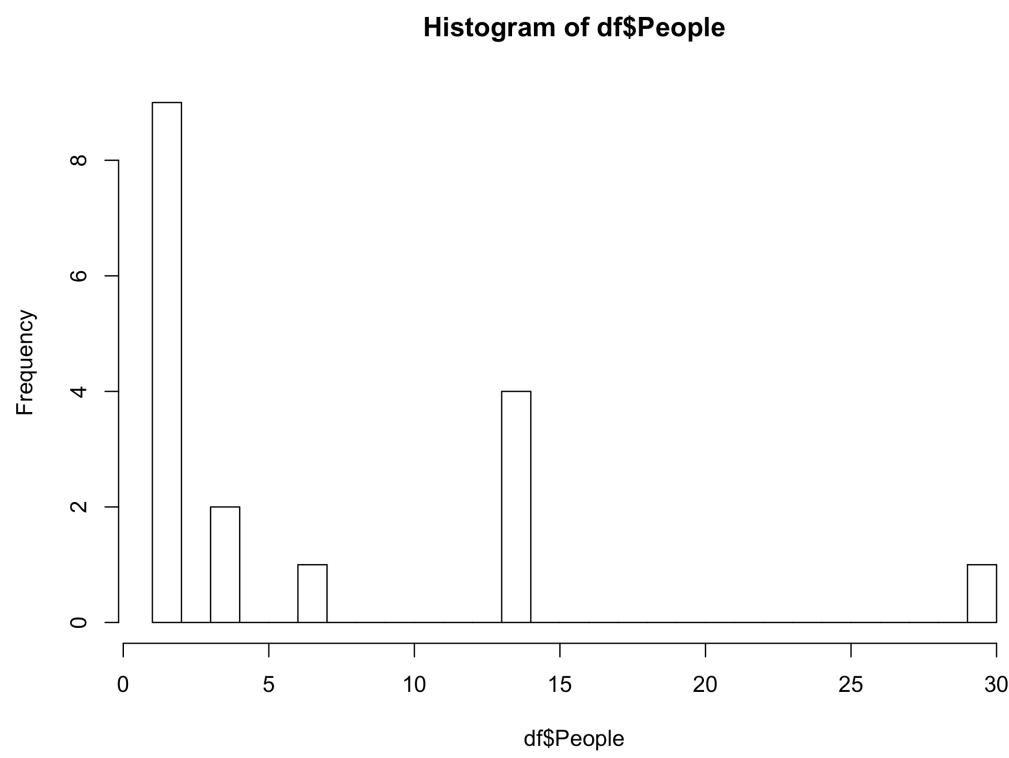
# 月度比較 2018



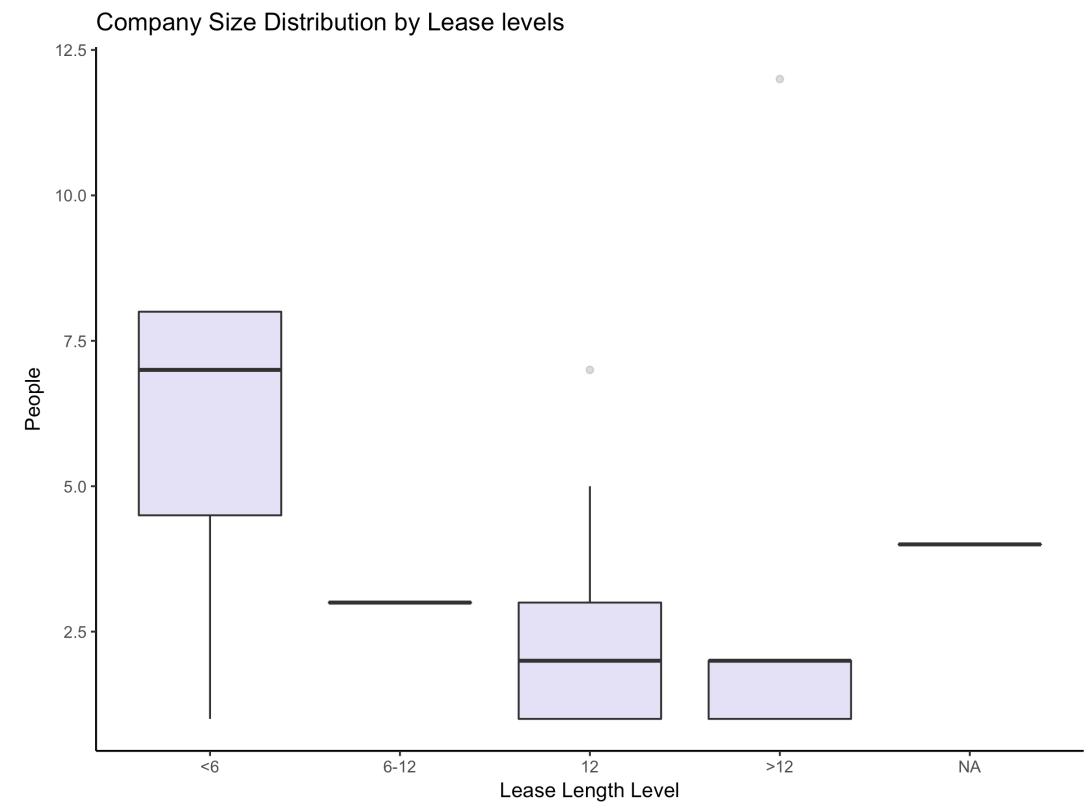
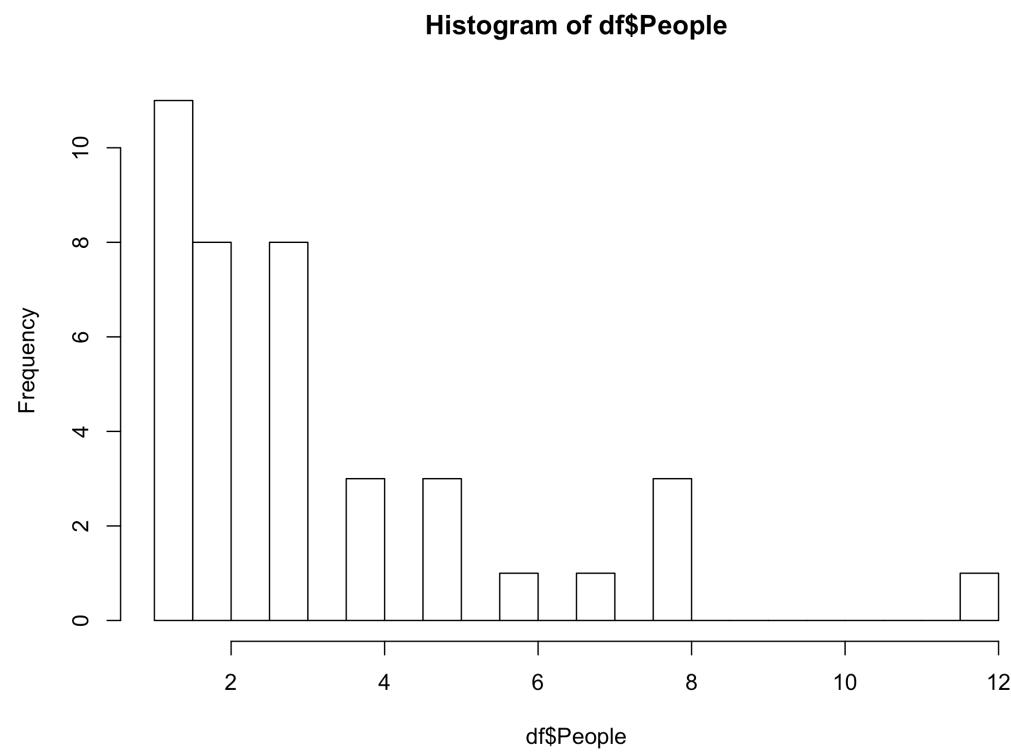
方寸



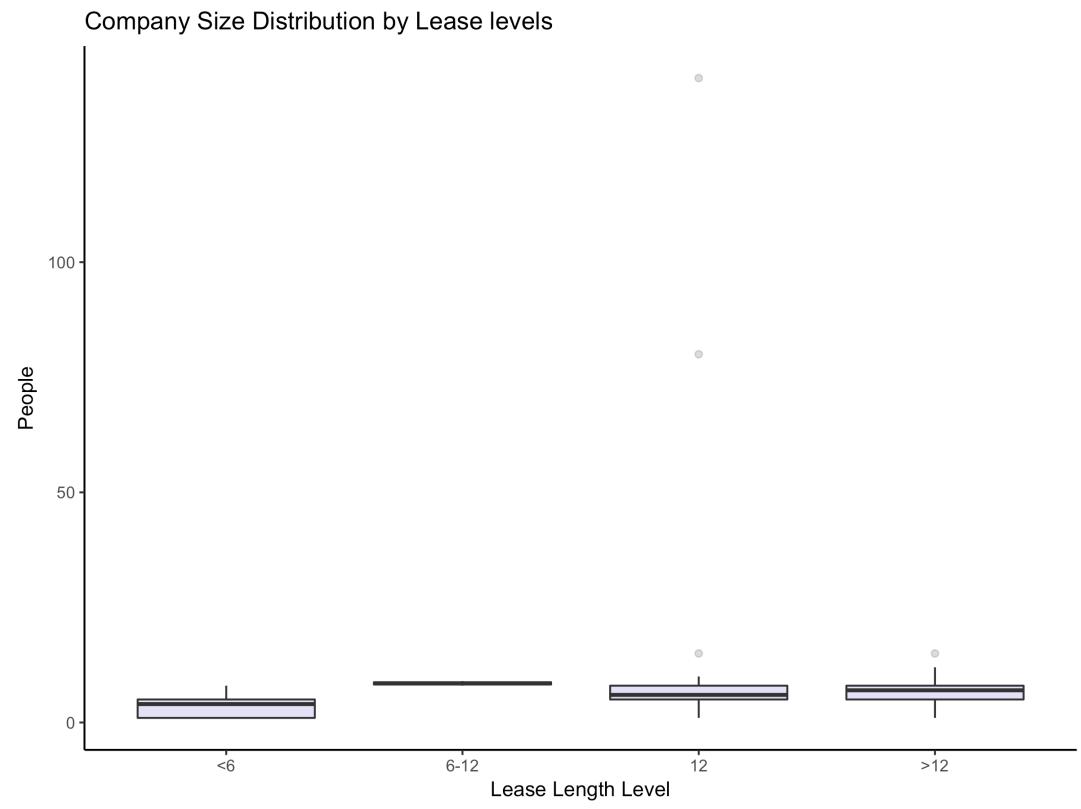
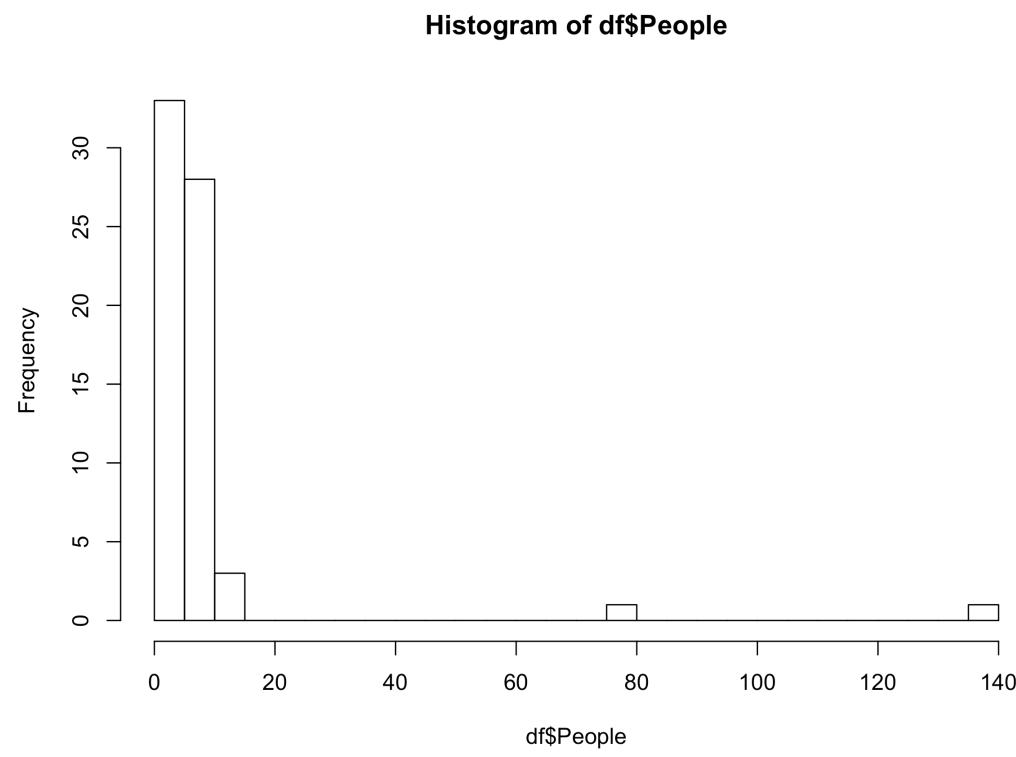
恒泰



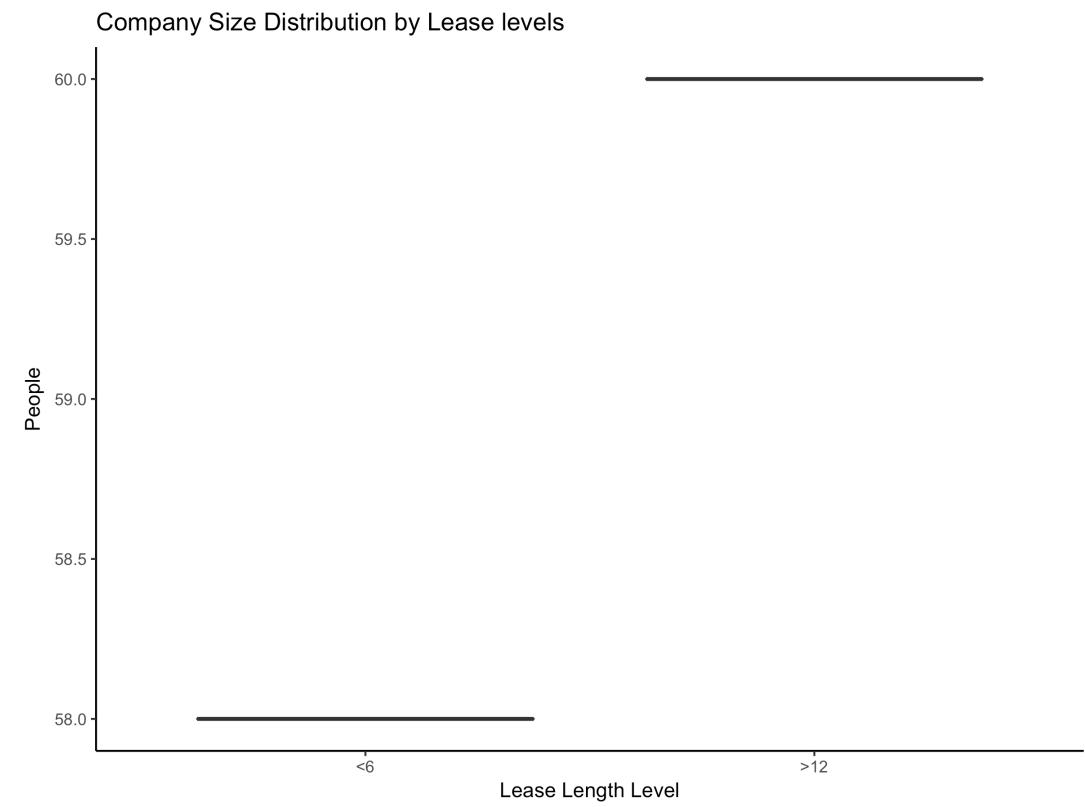
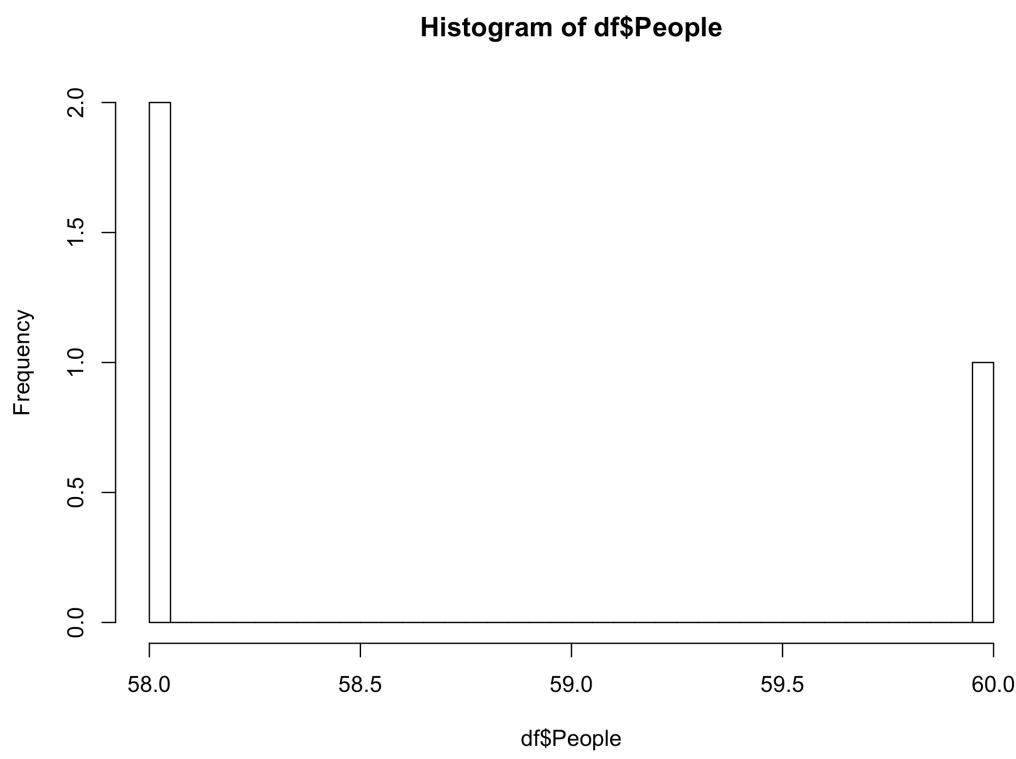
# 太平18F



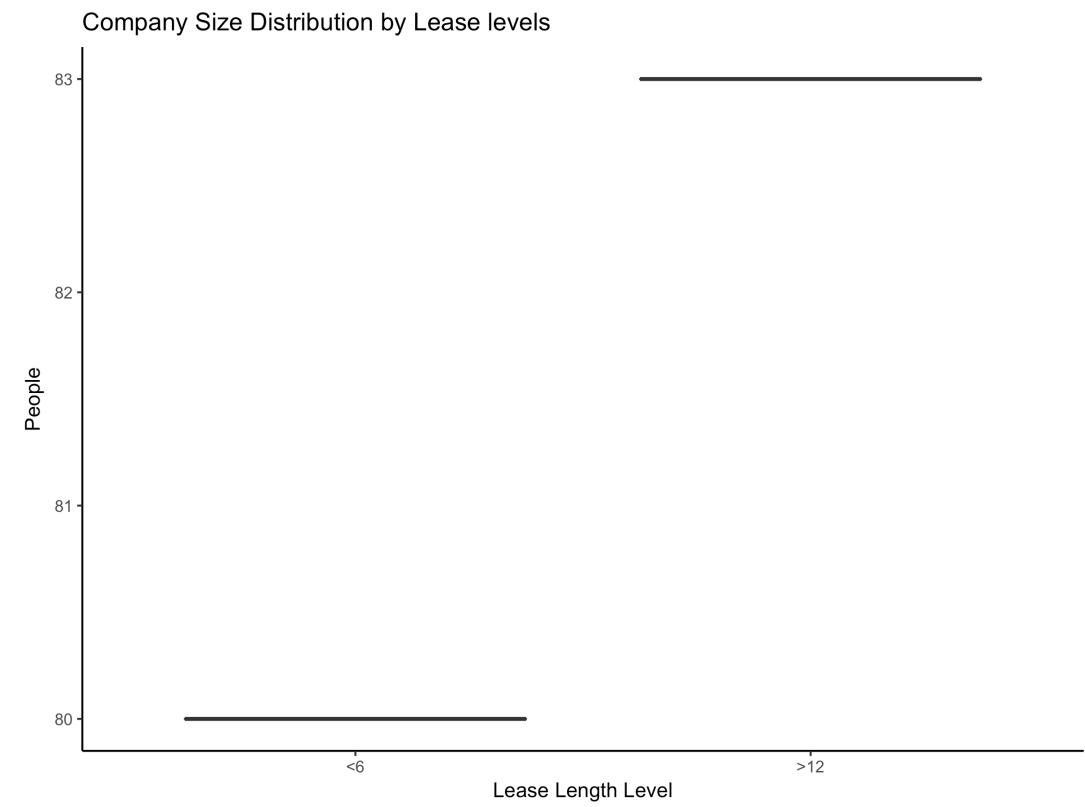
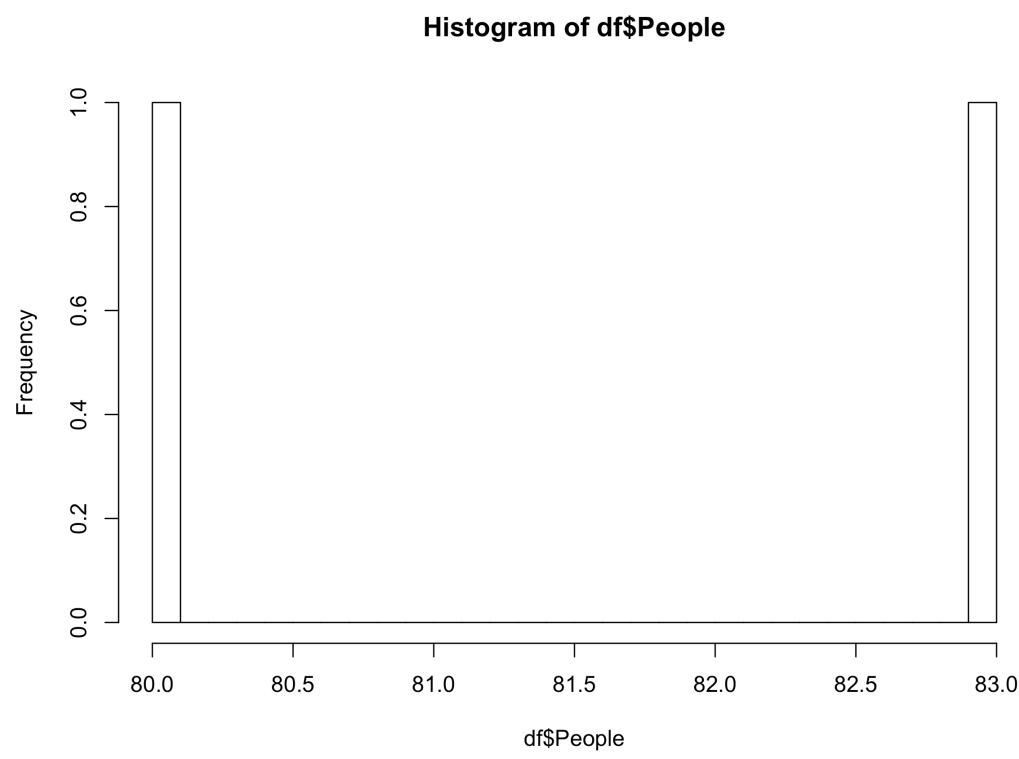
有光



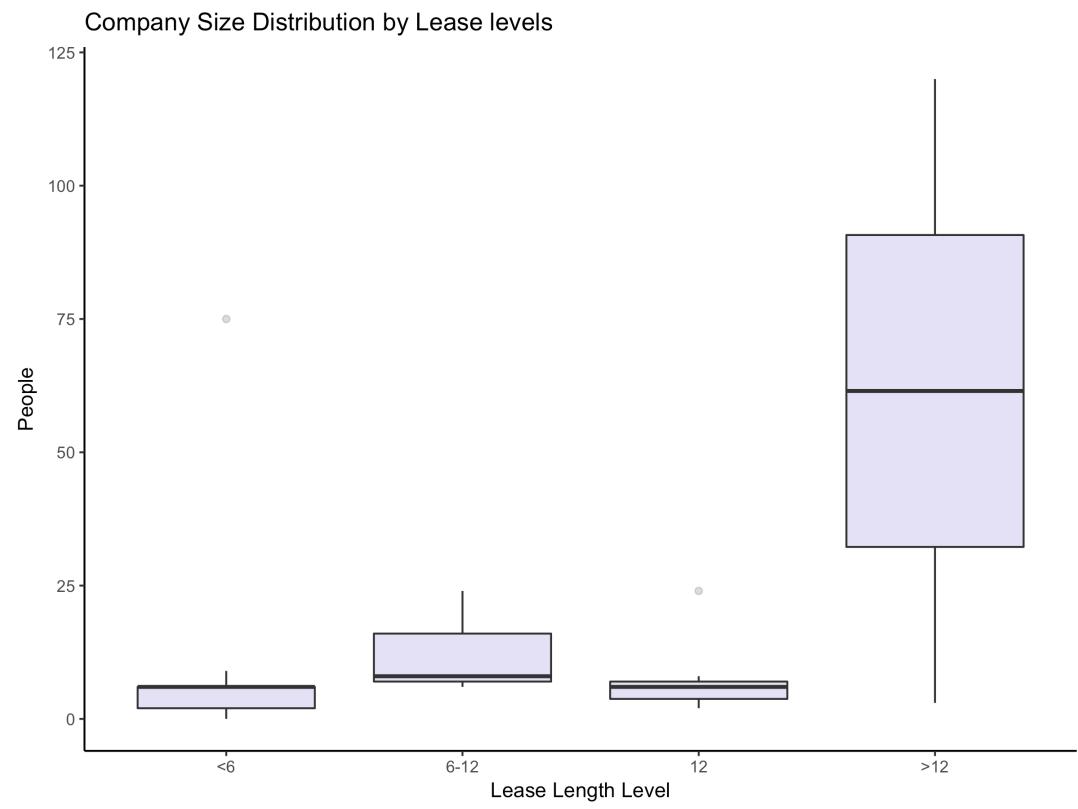
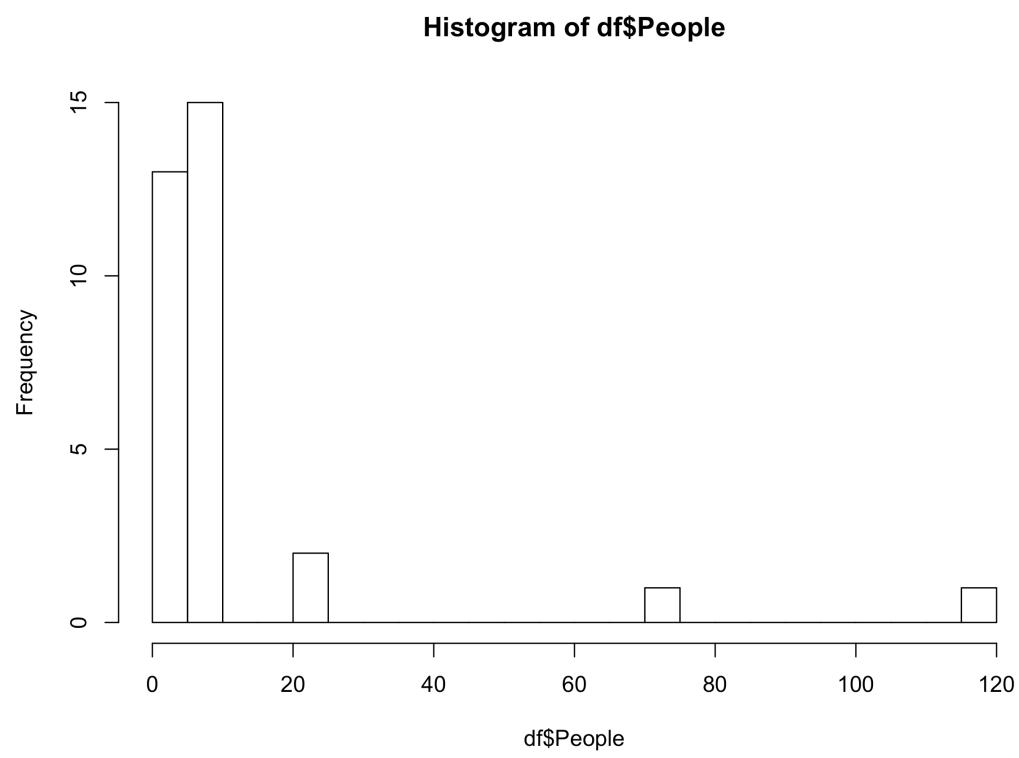
吾元



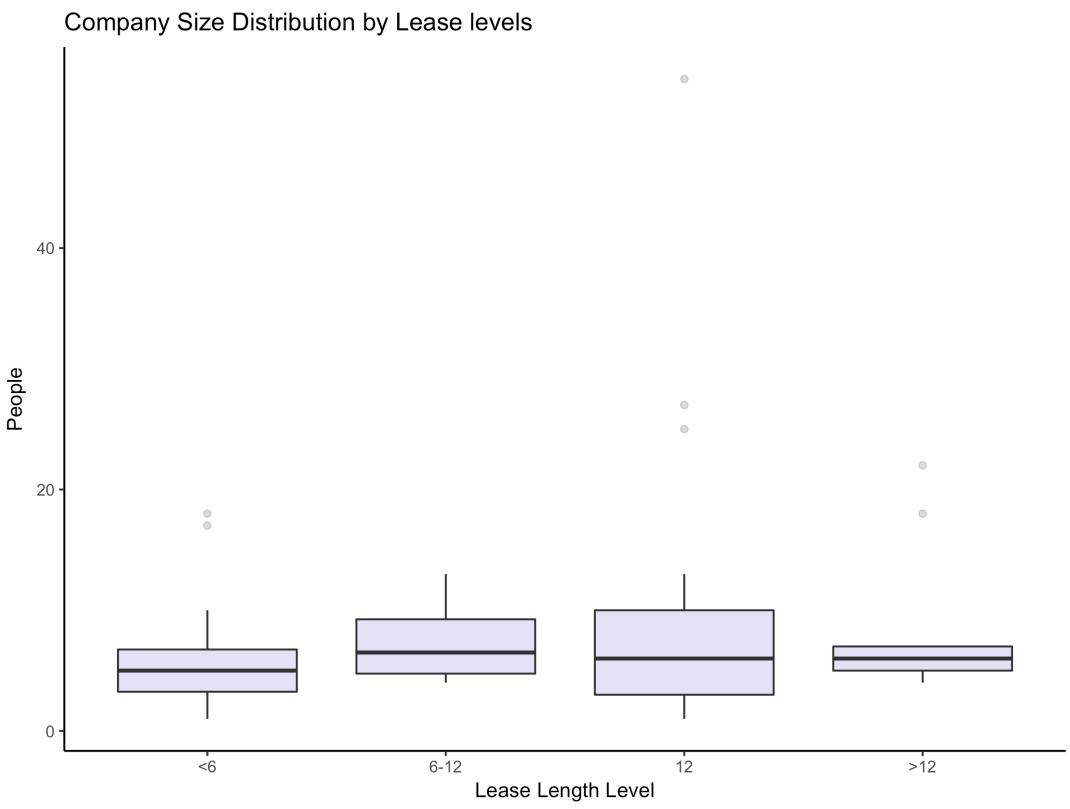
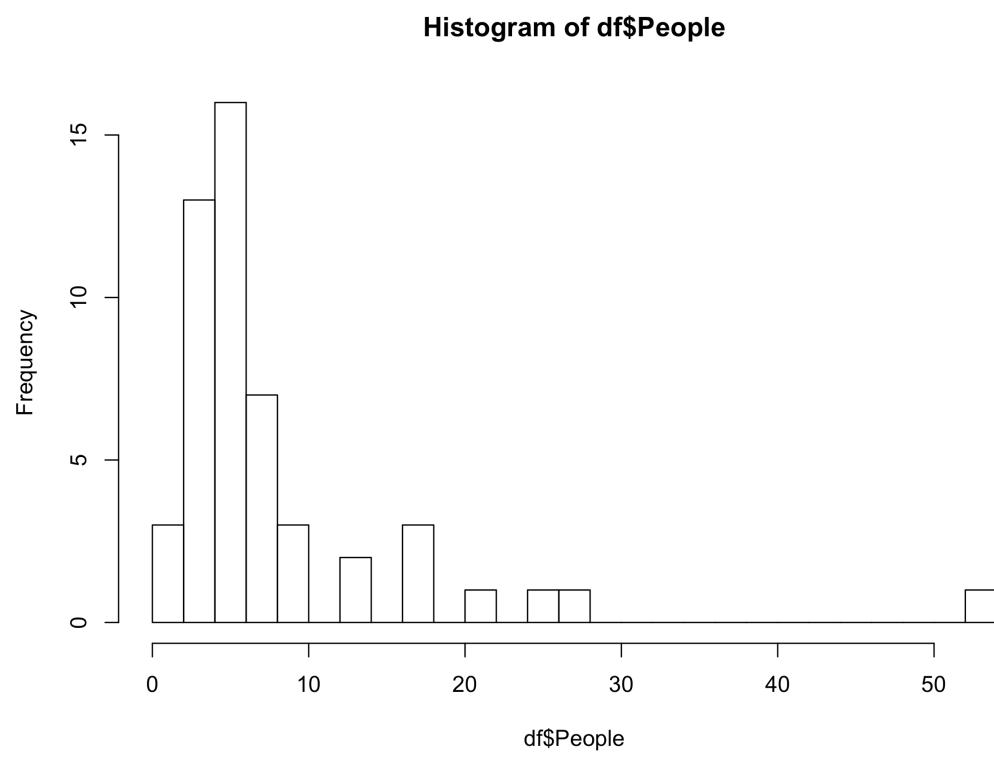
上元



礼和



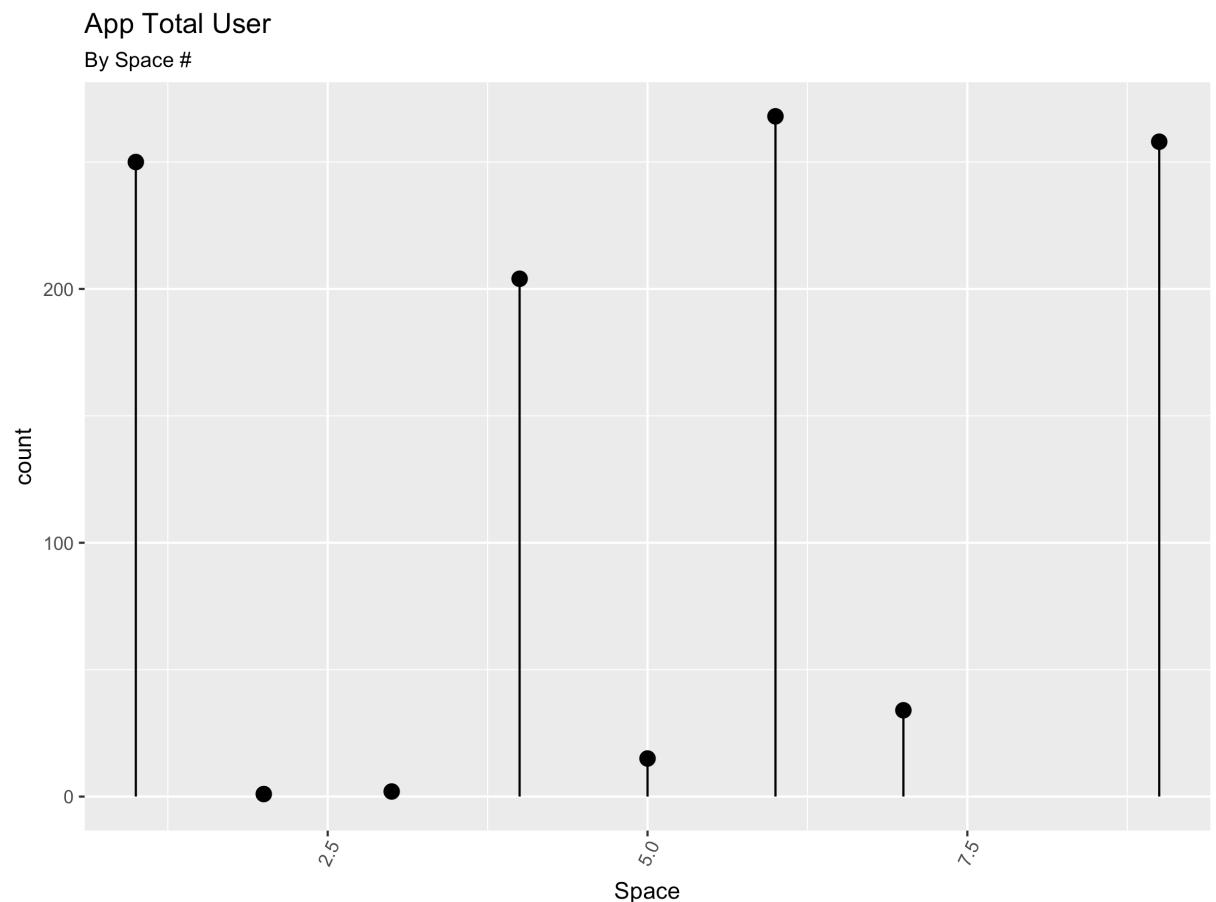
飞元



个人层面

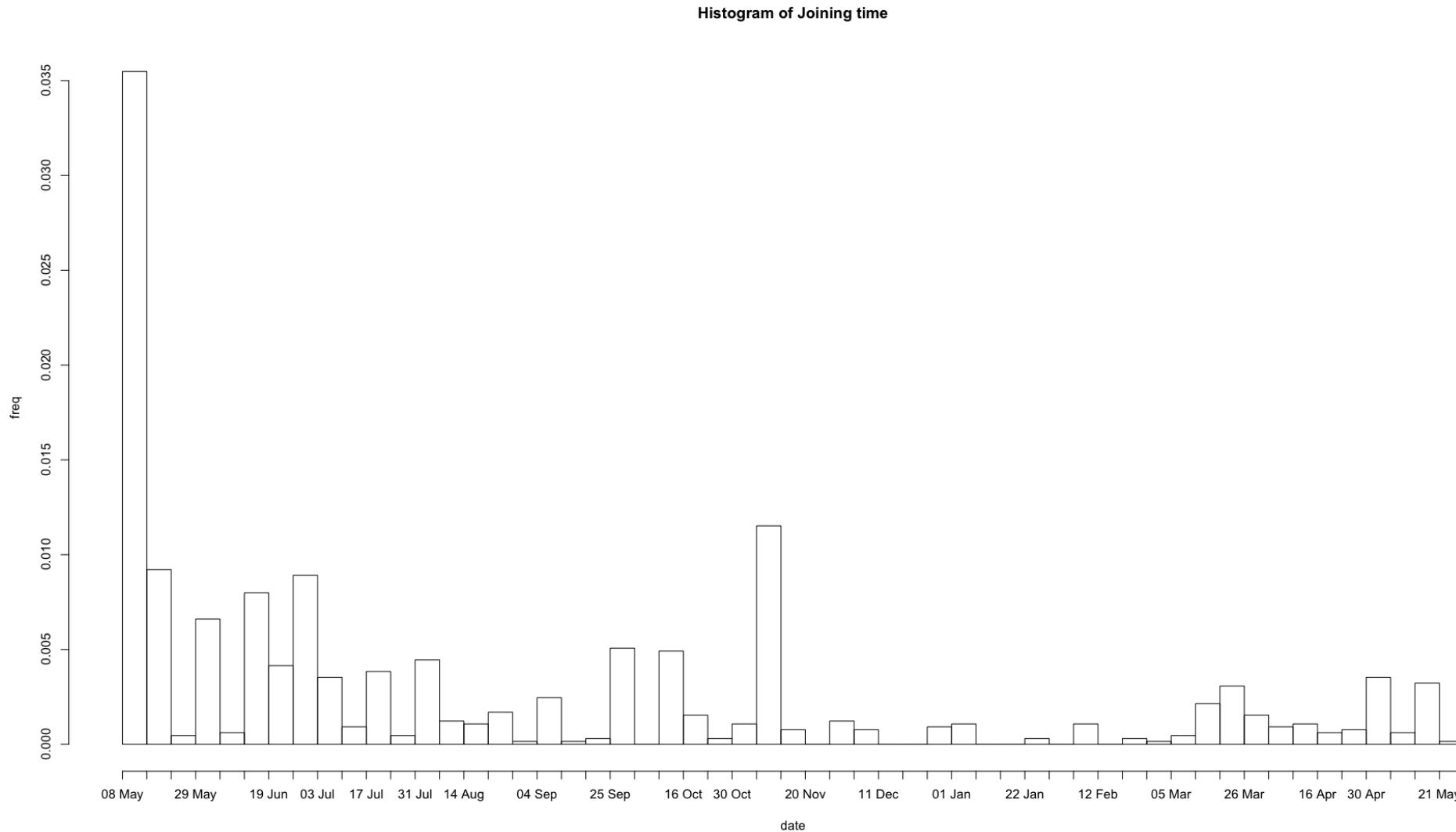
# App用户

- 数据
  - 米域App数据
- 整体情况
  - 历史用户: 1328
  - 主要集中在4个空间
    - 1有光
    - 4方寸
    - 6飞元
    - 9礼和

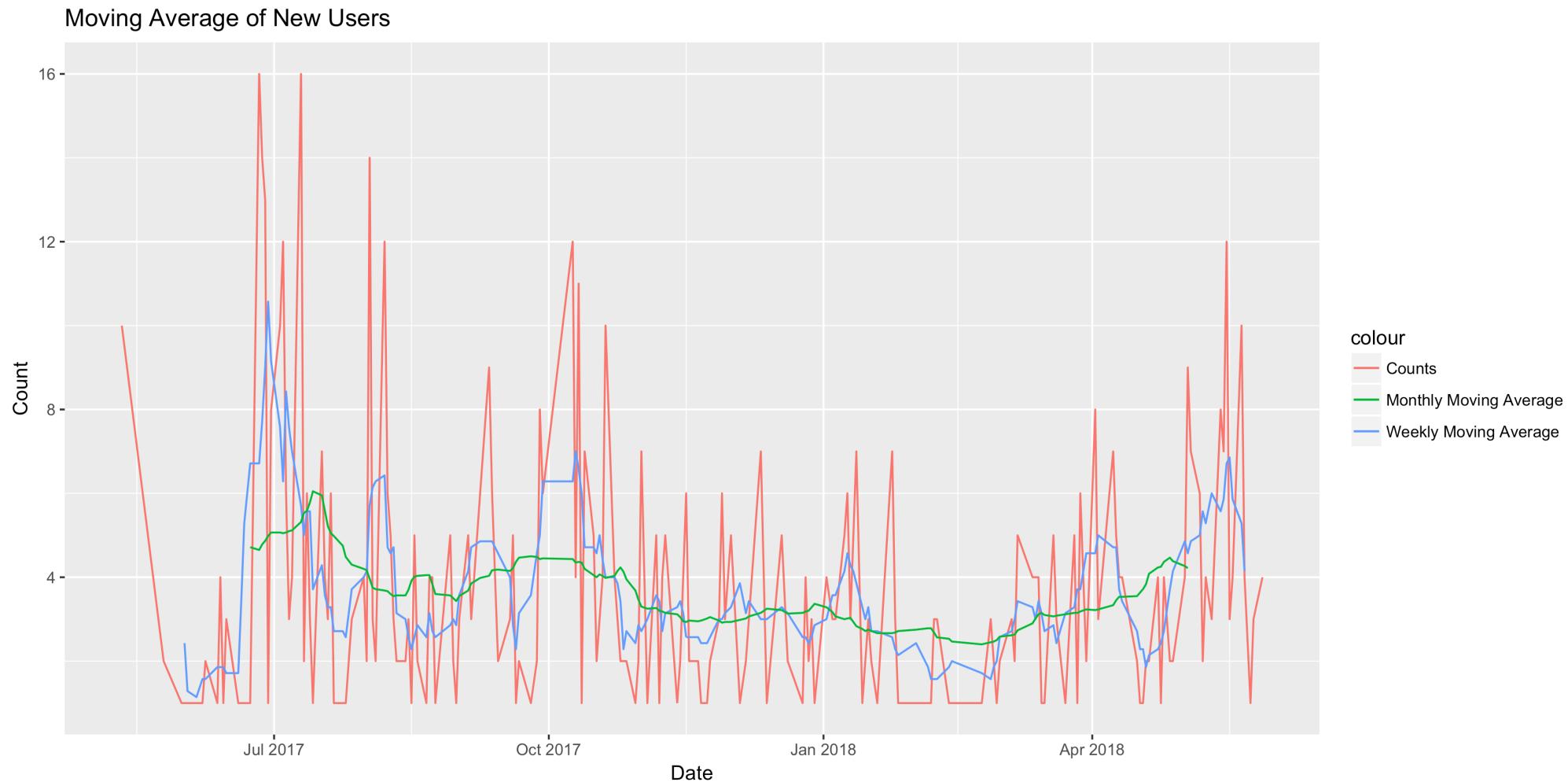


1有光; 2吾元; 3市隐; 4方寸; 5阁致; 6飞元; 7恒泰; 8丰再; 9礼和

# 整体

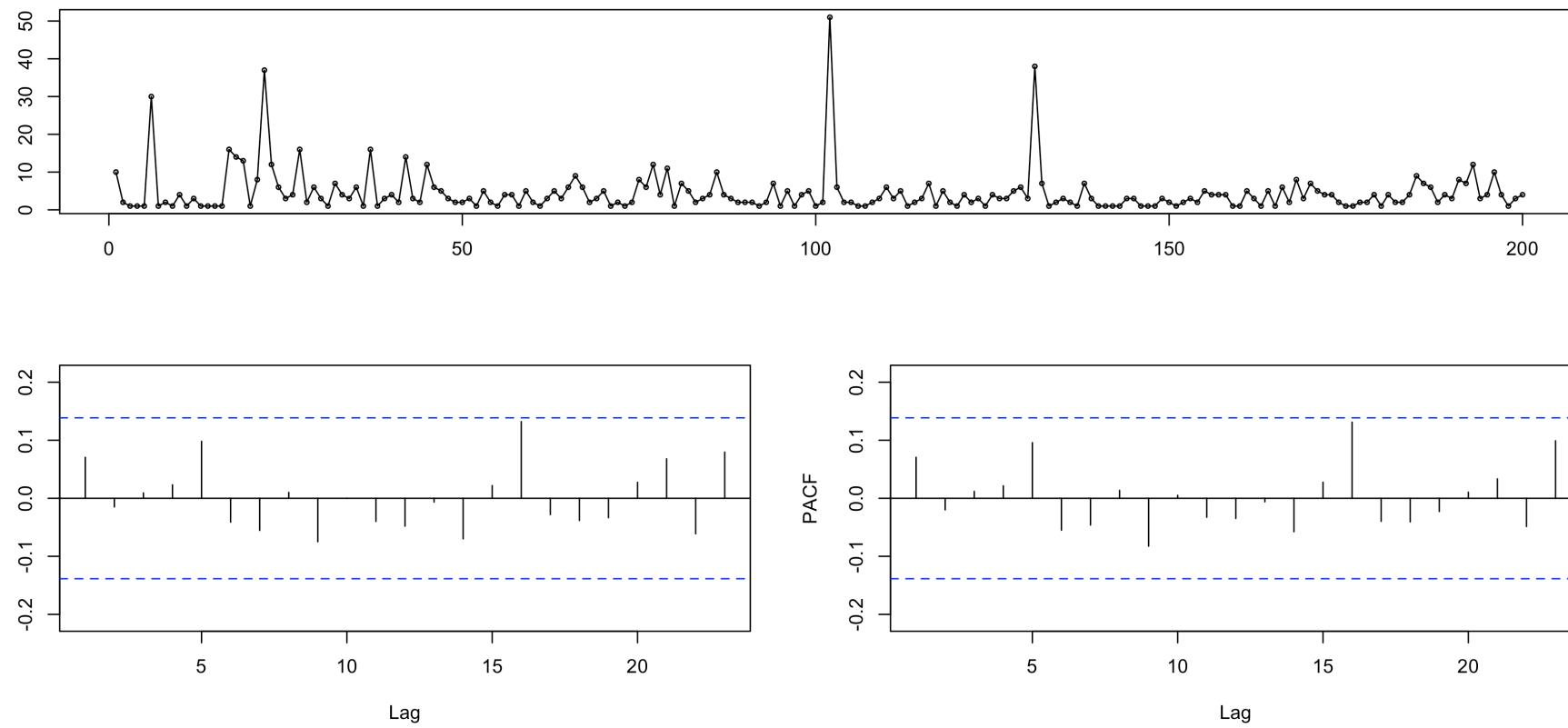


# 整体



# 数据概况

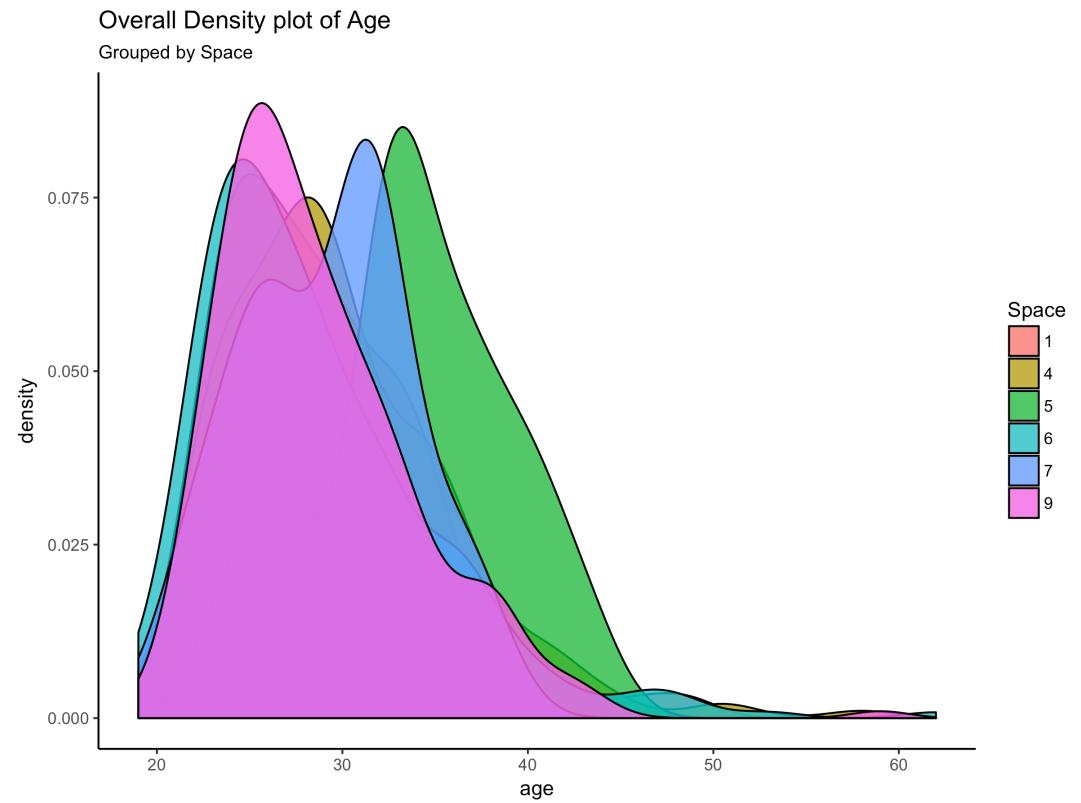
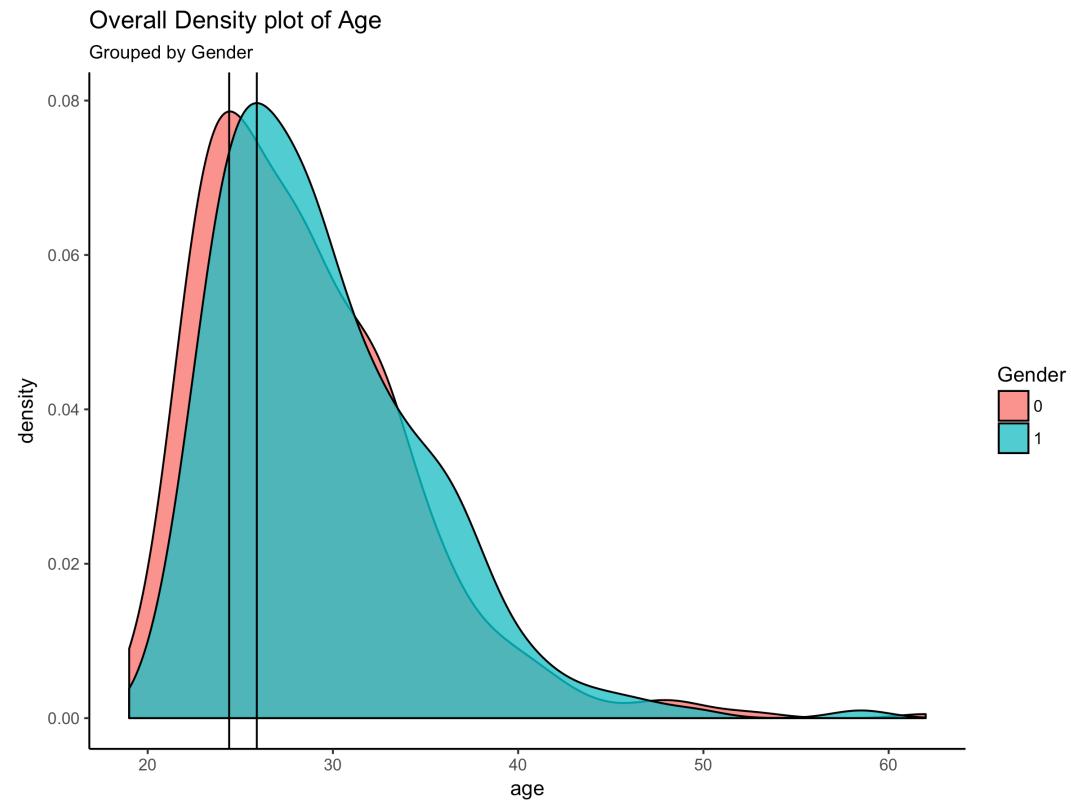
Daily New Users series forecast EDA



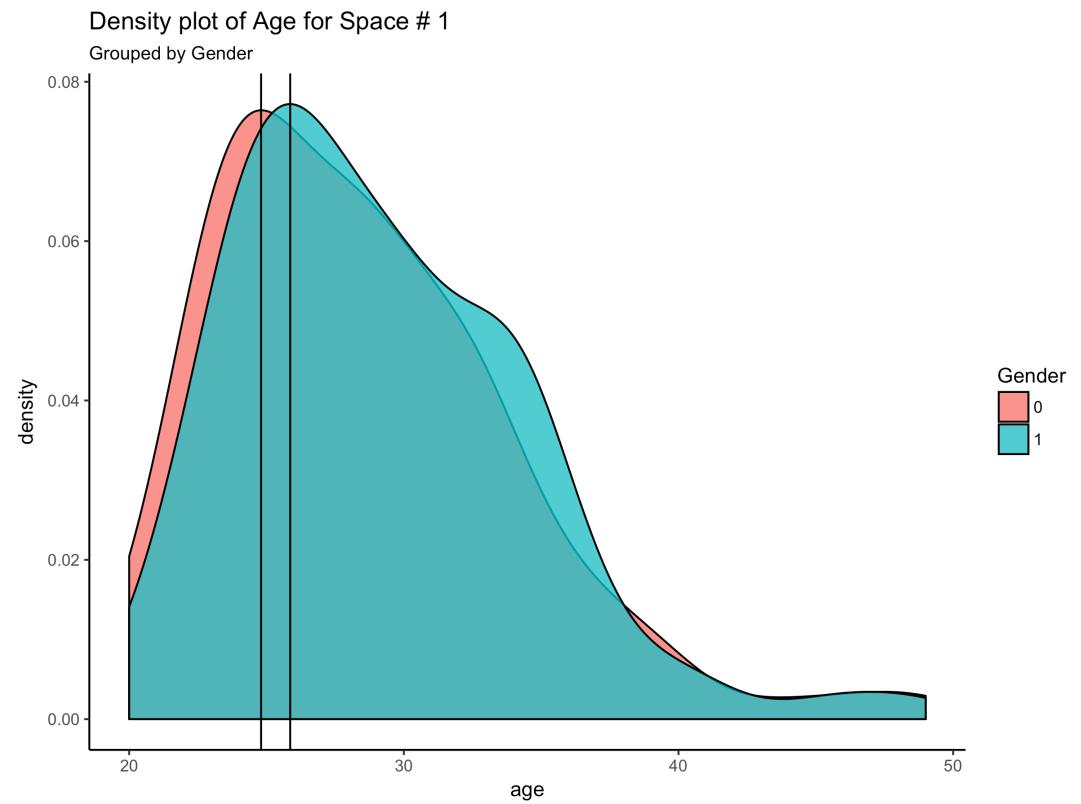
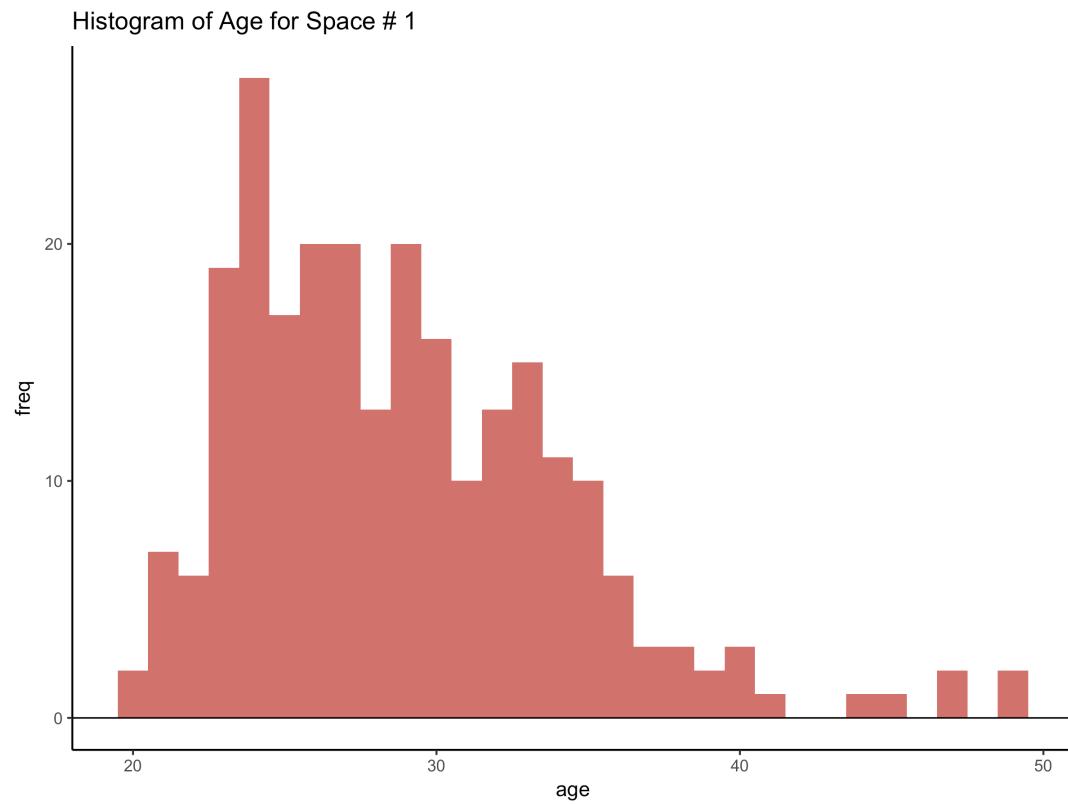
# 年龄&性别

- 数据
  - 米域App数据
- 整体情况
  - 性别
    - 50% Male
  - 年龄
    - 最小值: 19
    - 最大值: 62
    - 中位数: 28
    - 平均数: 29.05

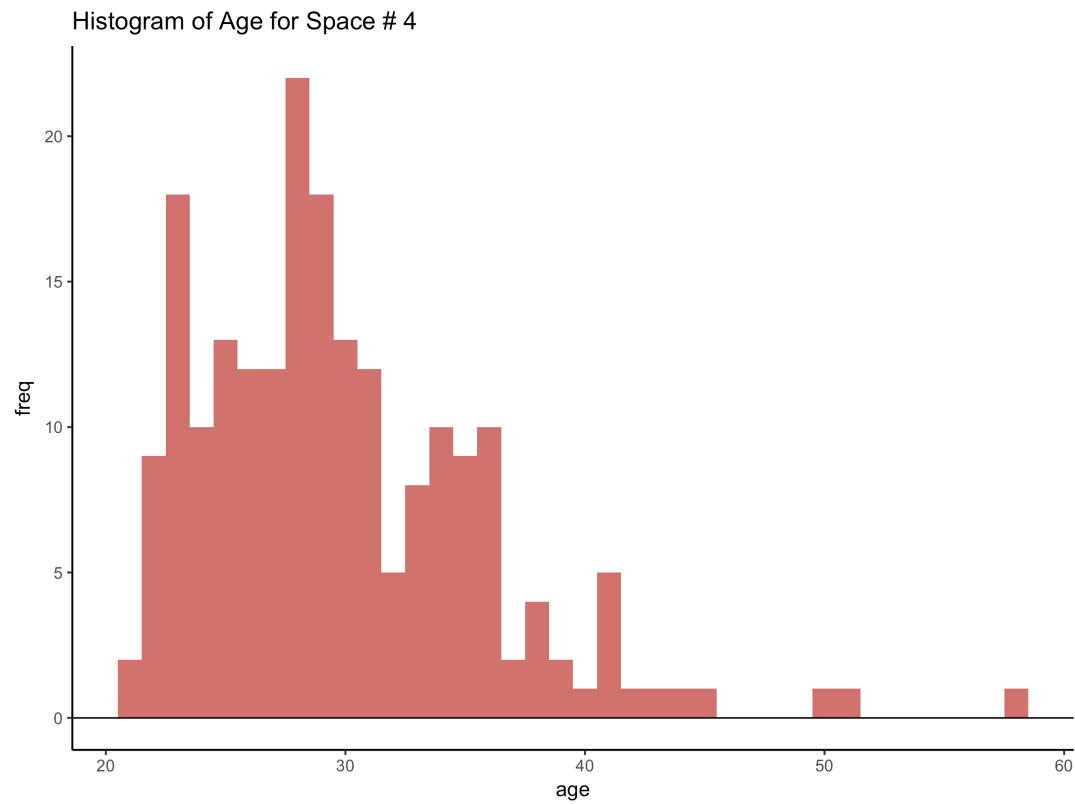
# 整体



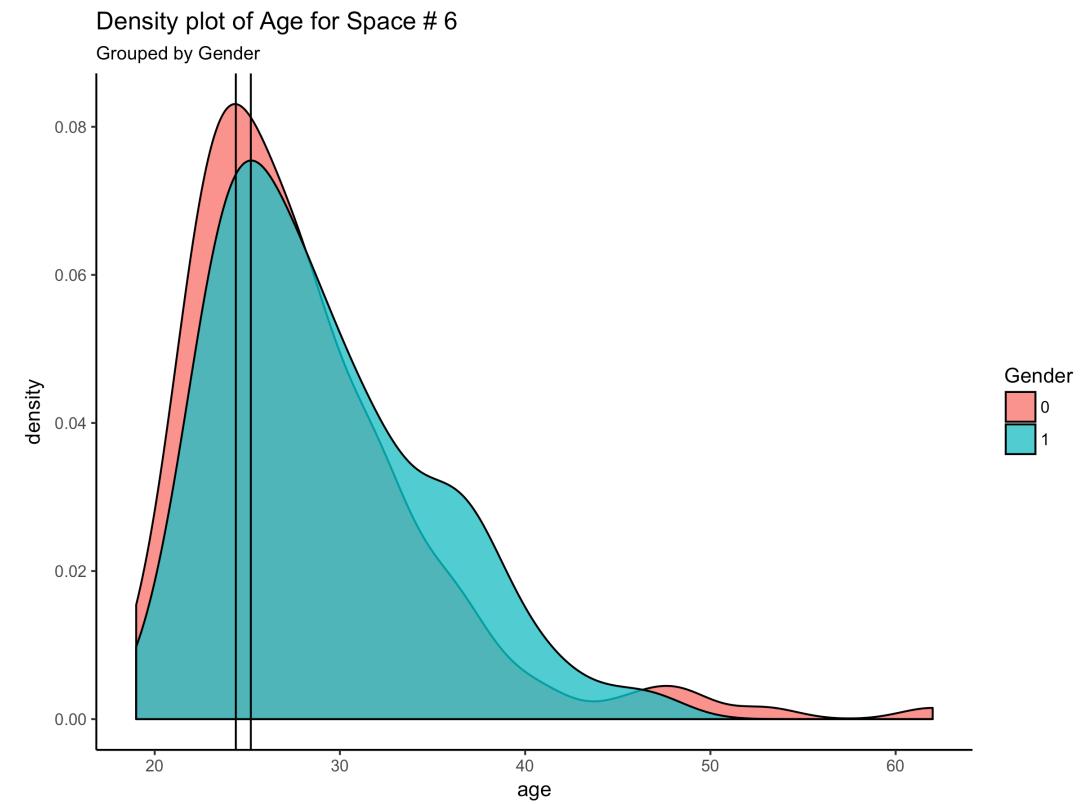
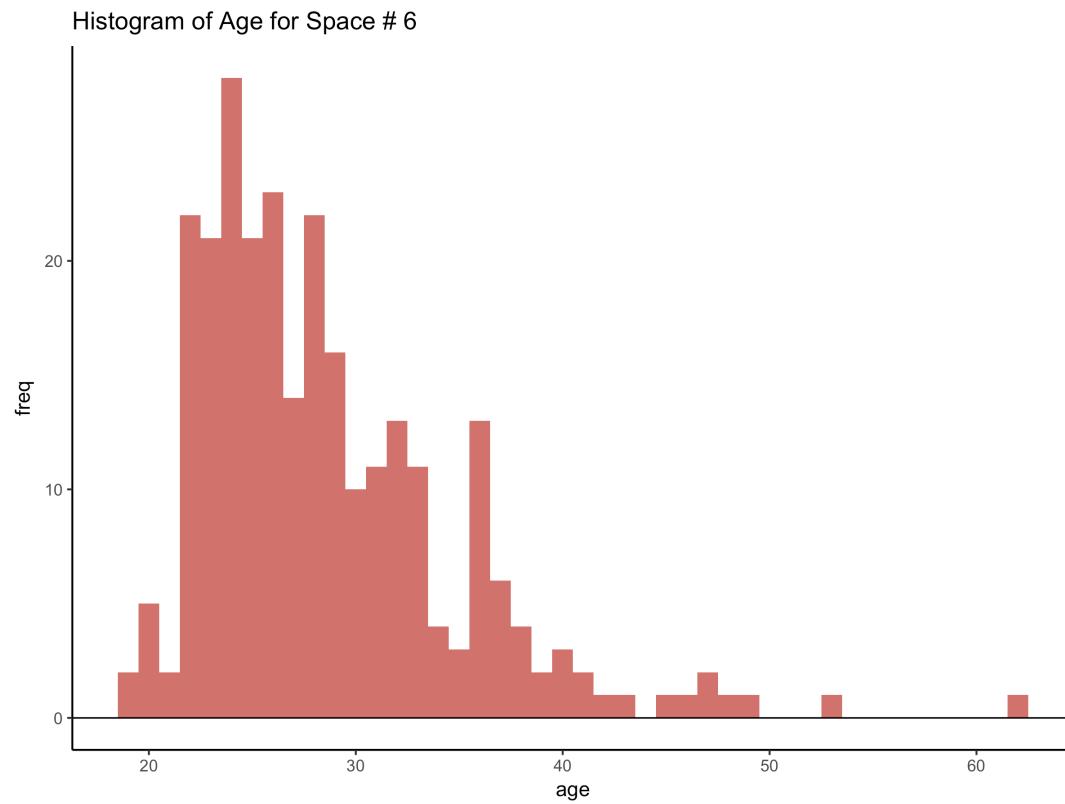
有光



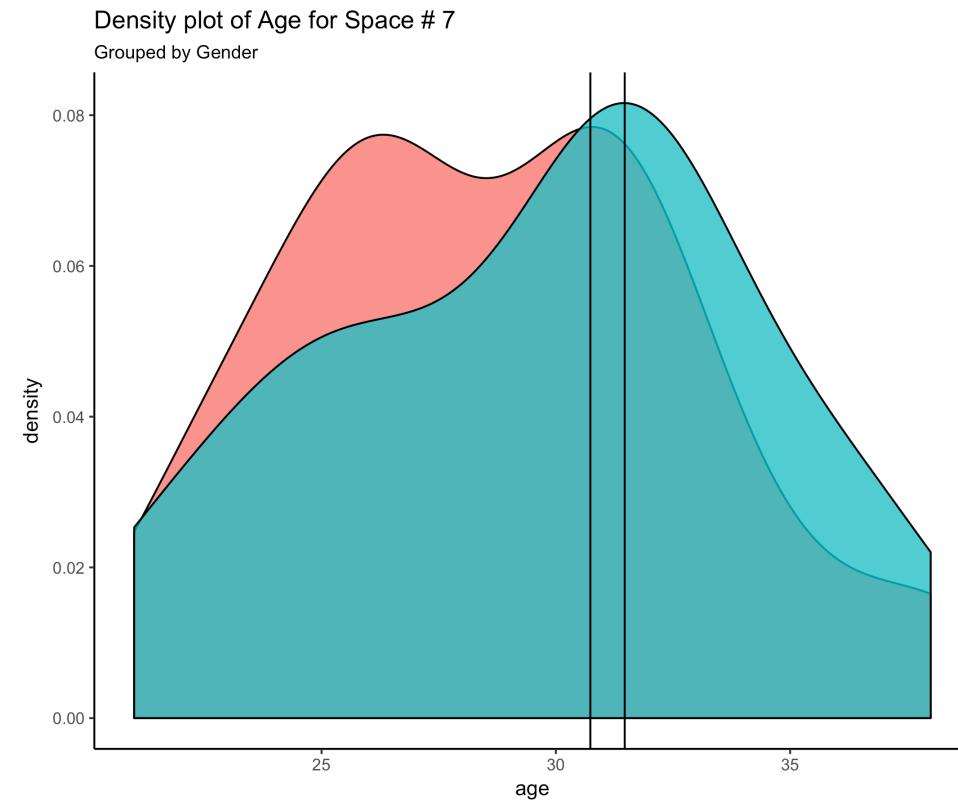
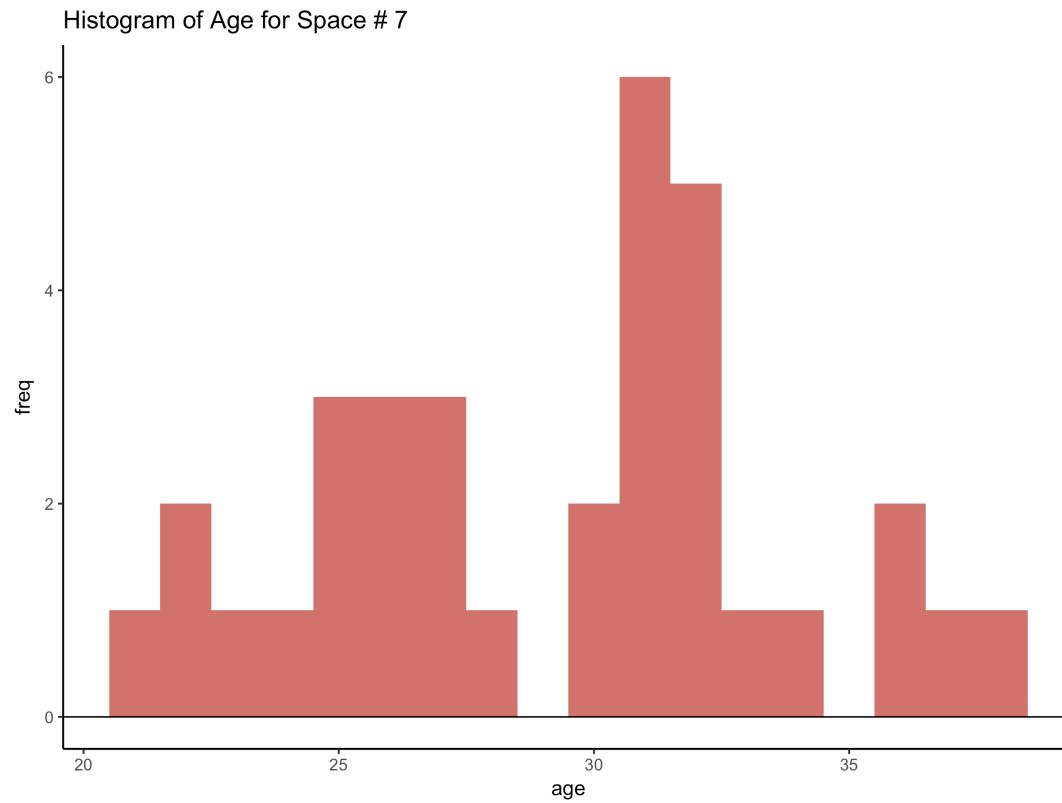
# 方寸



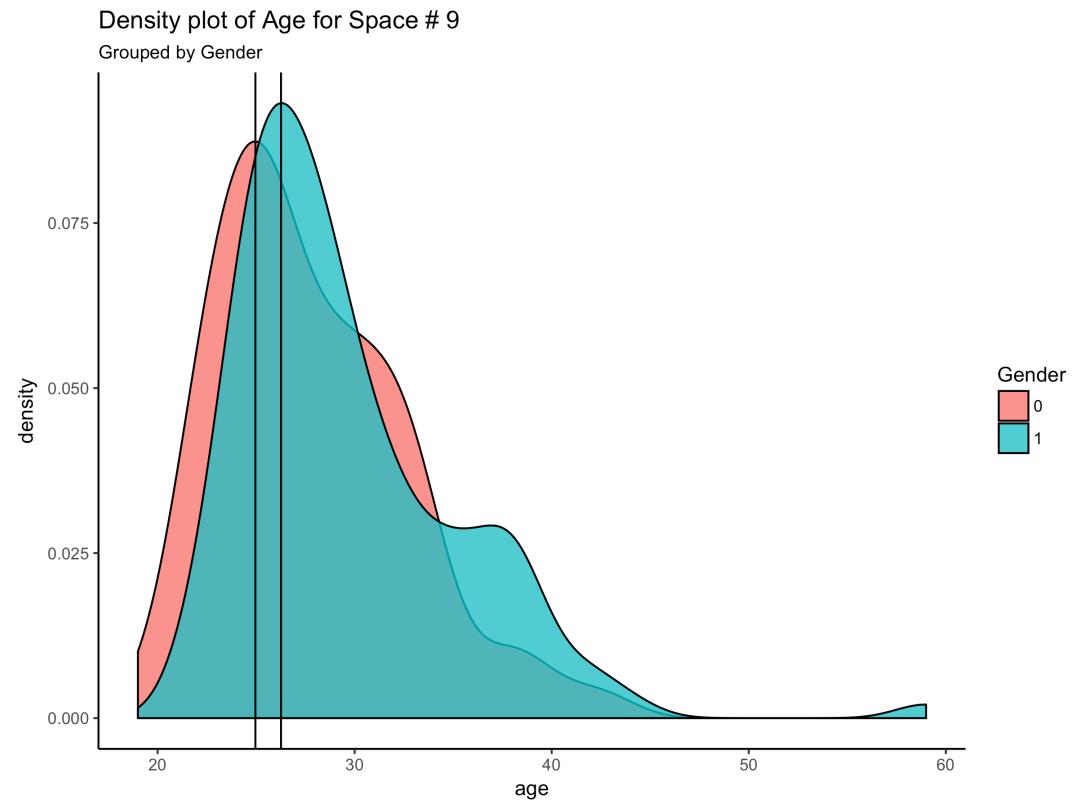
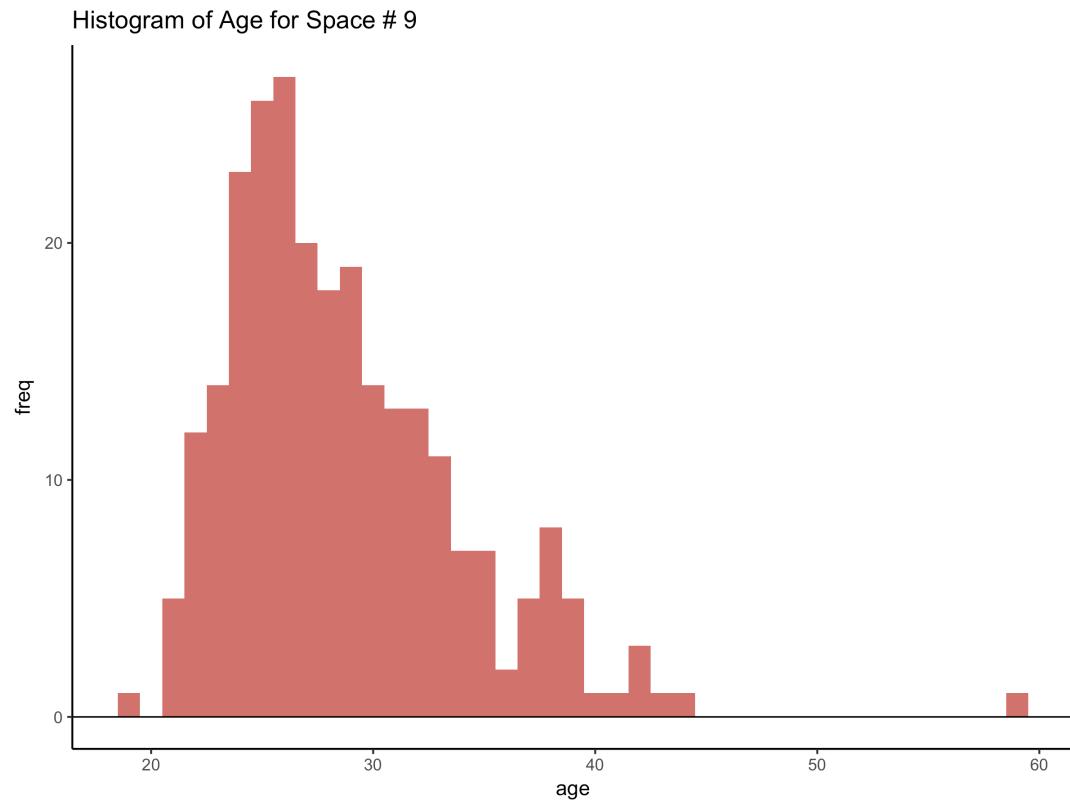
飞元



恒泰



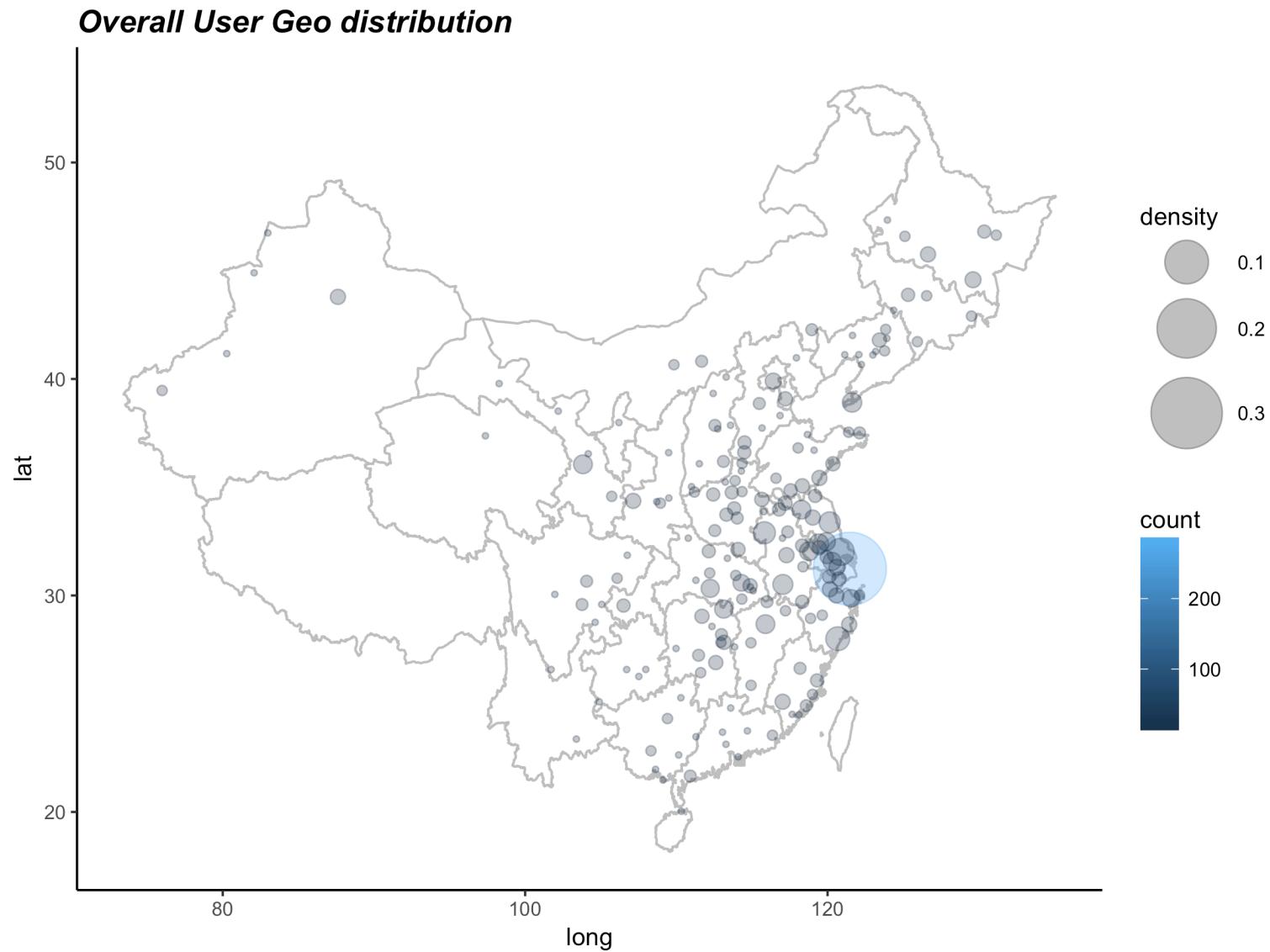
和礼



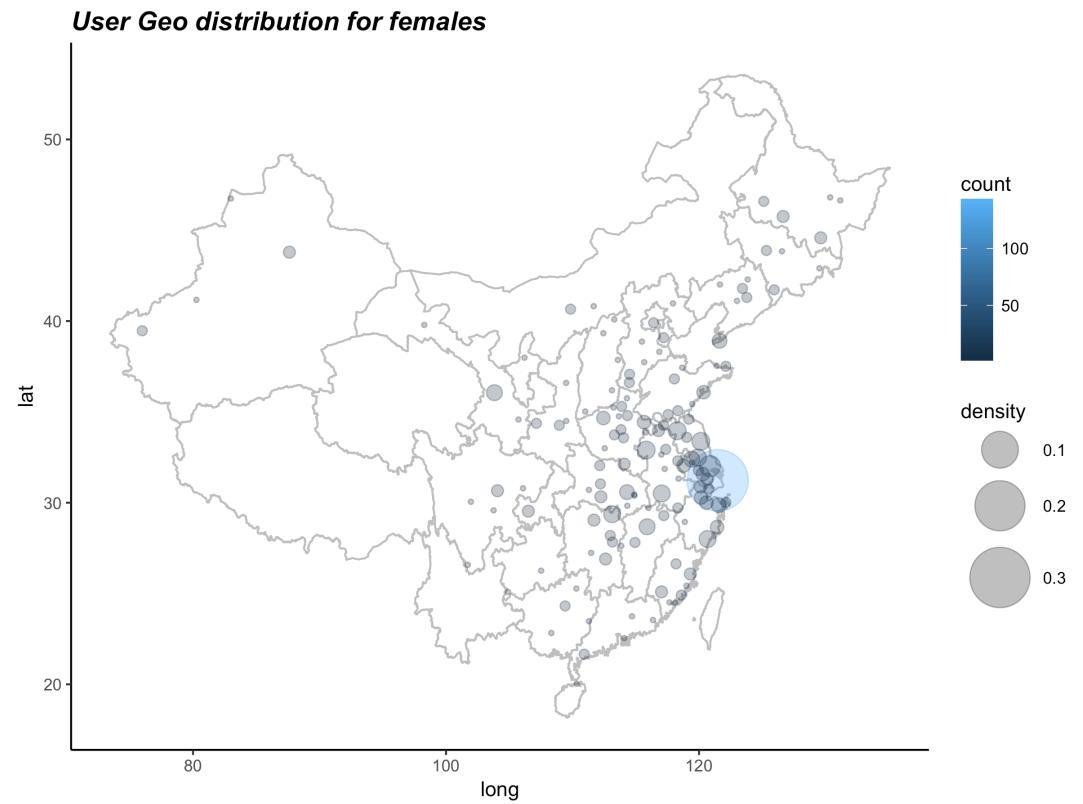
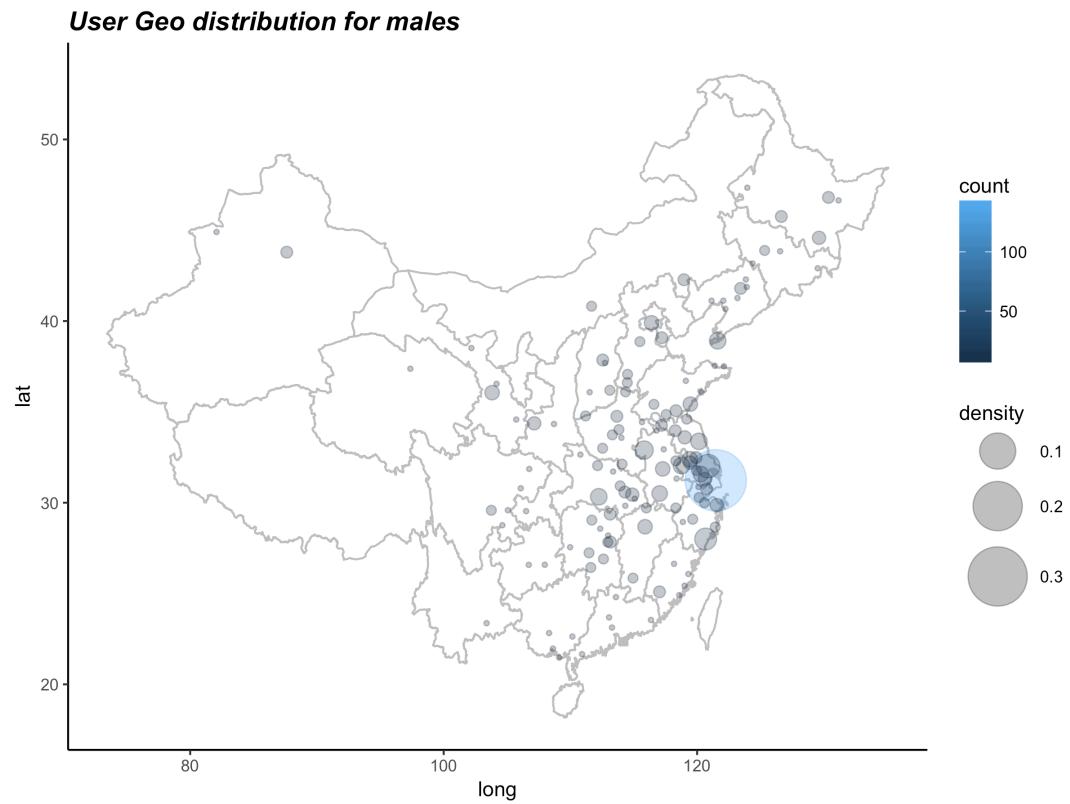
# 出生地

- 数据
  - 米域App数据

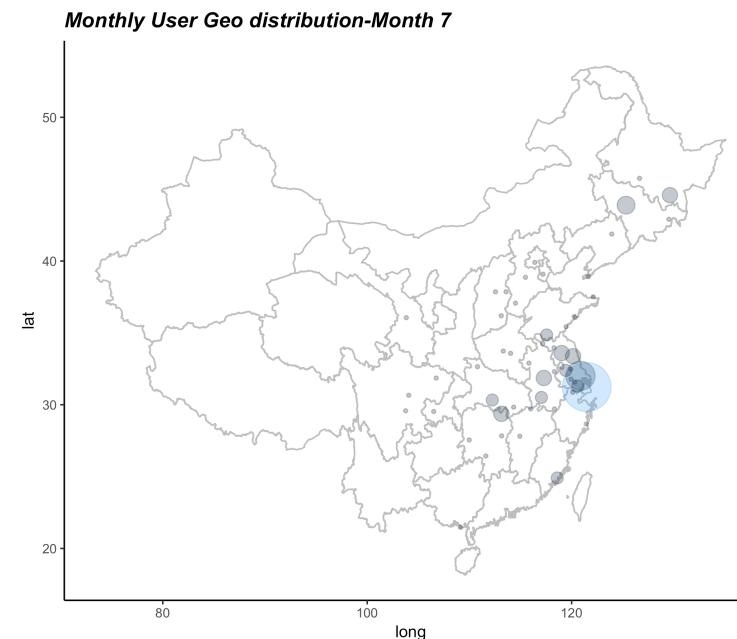
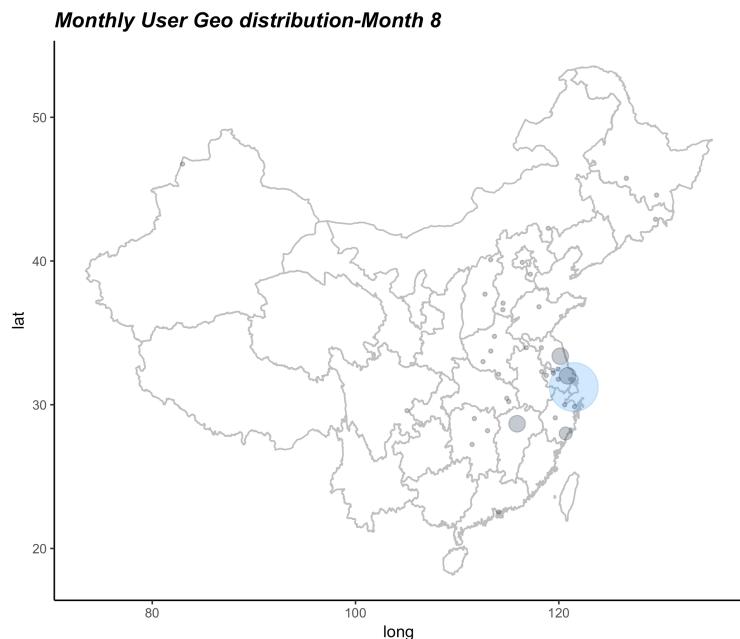
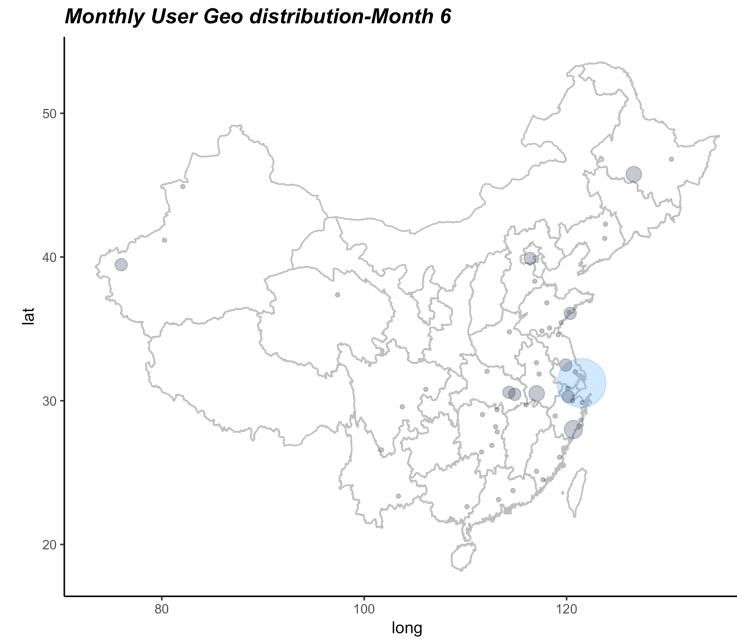
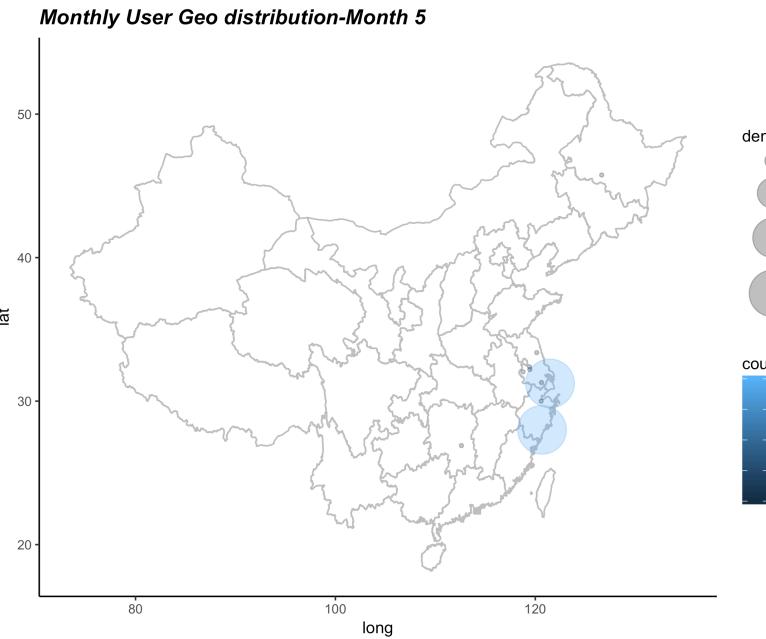
整体



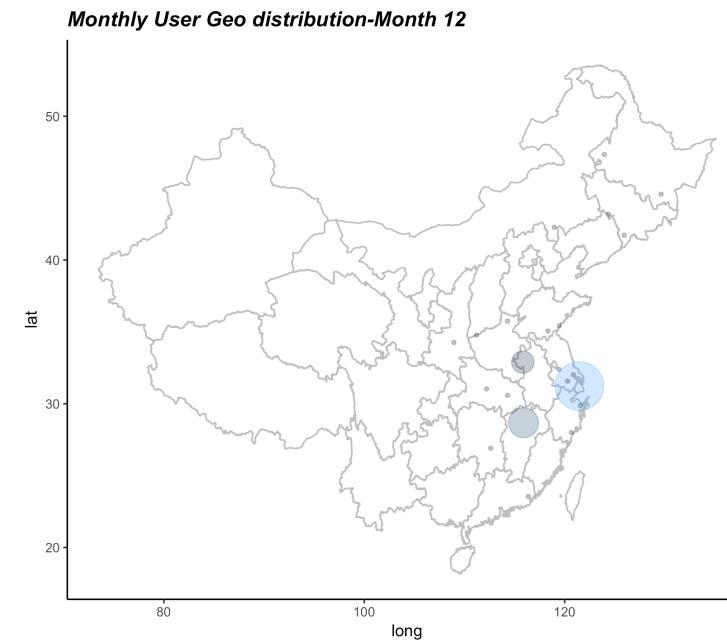
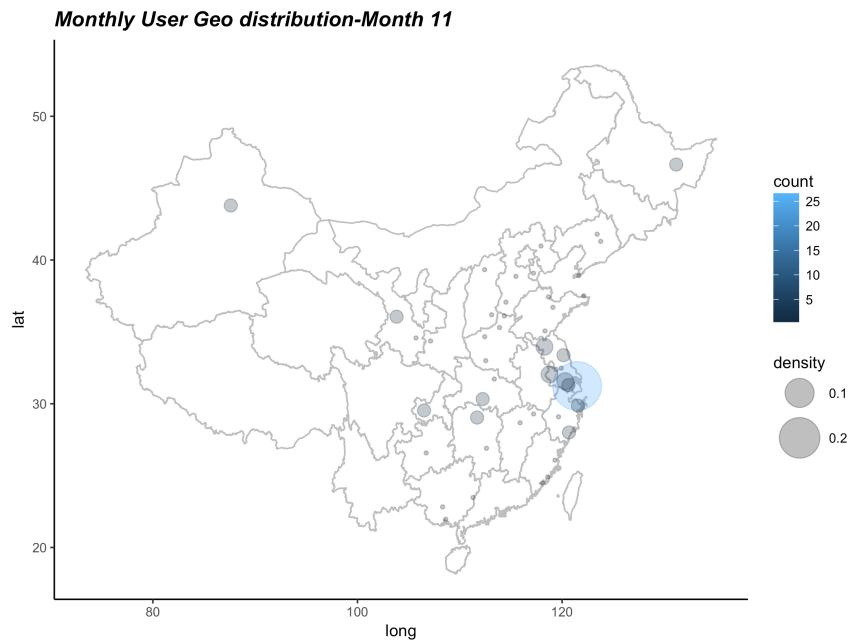
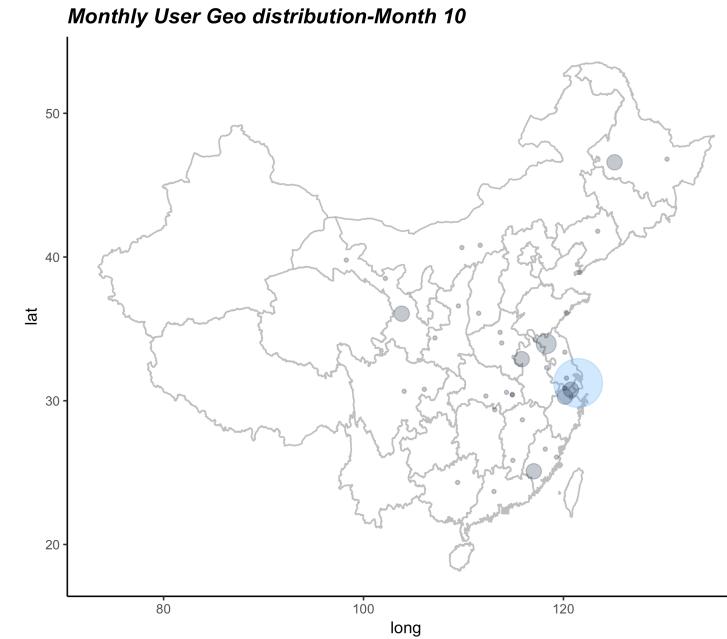
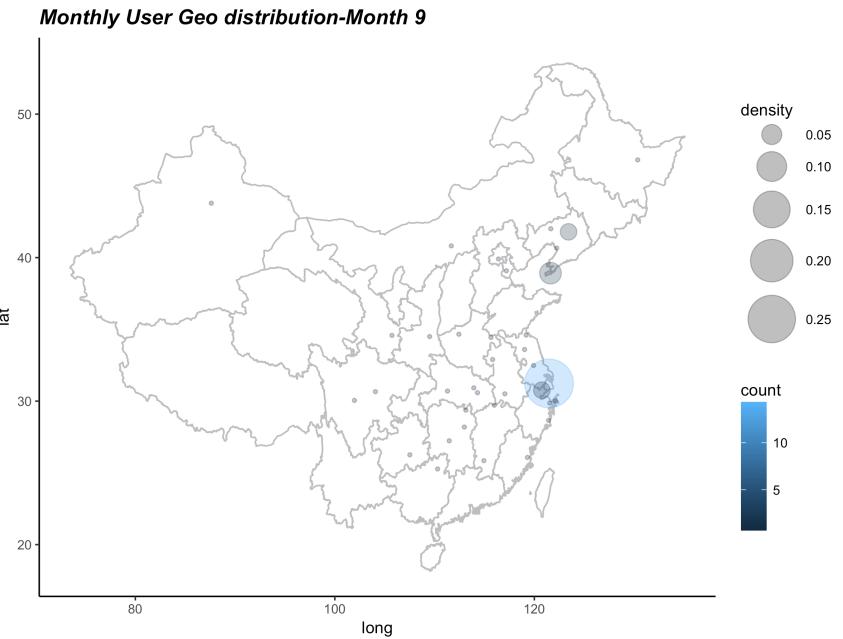
# 性别比较



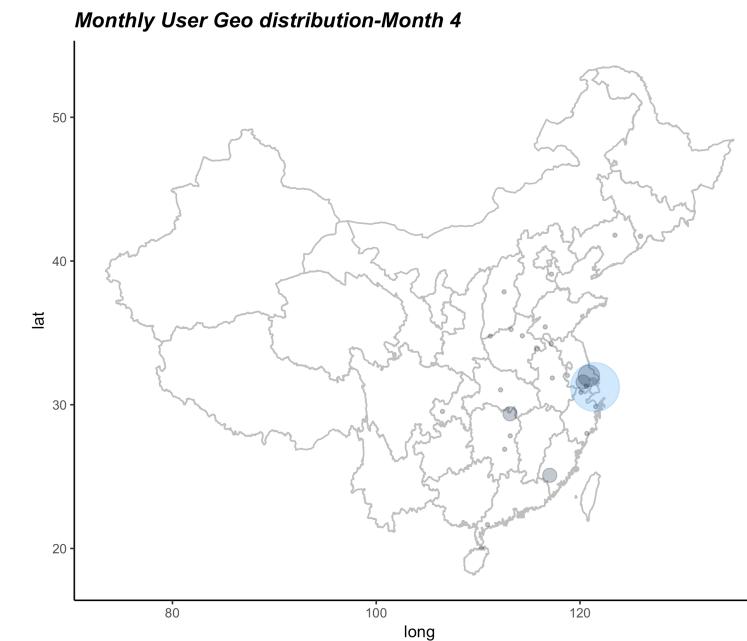
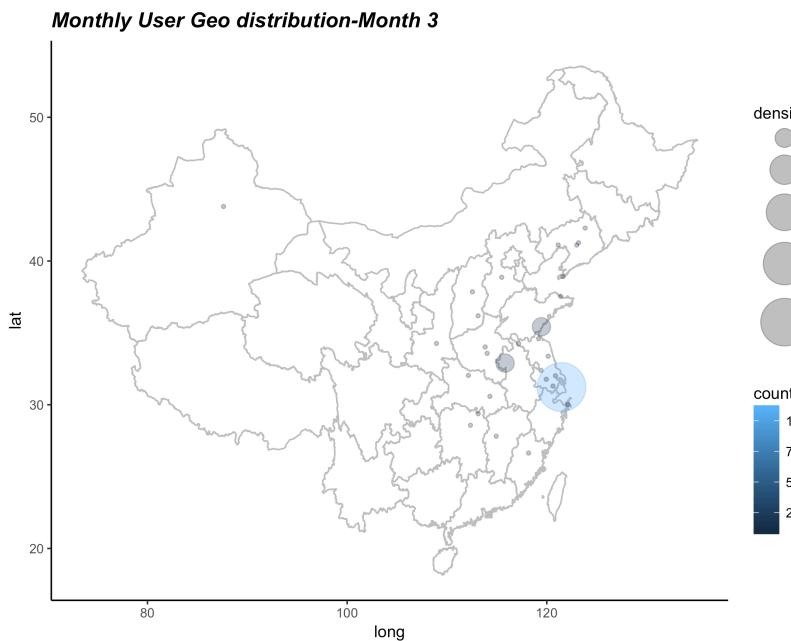
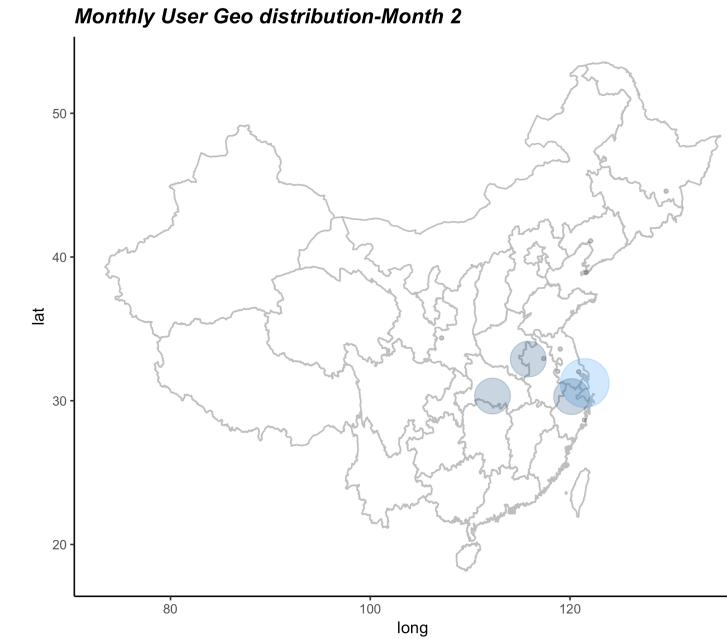
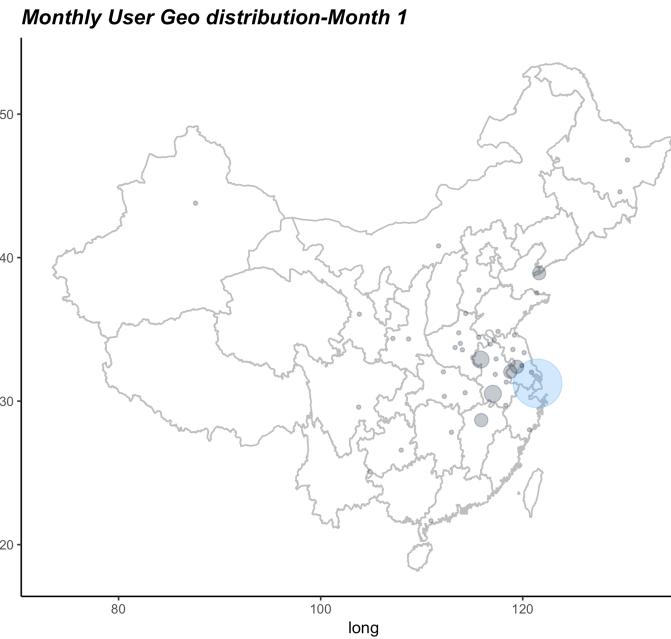
2017



2017



2018



# 礼和三楼大门流量

