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| 7. | 1-7 | | 14 |
| 8. | 1-8 | | 16 |
| 9. | 1-9 | | 17 |
| 10. | 1-10 | | 19 |
| 11. | 1-11 | | 20 |
| 12 | 1-12 | | 22 |
| 13. | 1-13 | | 23 |
| 14. | 1-14 | | 25 |
| 15. | 1-15 | | 26 |
| 16. | 1-16 | | 28 |
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| 1. | 2-1-1 | | 29 |
| 2 | 2-1-2 | | 31 |
| 3. | 2-1-3 | | 34 |
| 4. | 2-1-4 | | 37 |
| 5. | 2-1-5 | | 39 |
| 6. | 2-1-6 | | 40 |
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| 10. | 2-2-2 | | 52 |
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| 15. | 2-2-7 | | 77 |
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| 1. | 3-1 | | 88 |
| 2. | 3-2 | | 91 |
| 3. | 3-3 | | 93 |
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| | 2,716,772.00 | 2,130,039.00 | 586,733.00 |
| | 1,336,510.96 | 1,167,682.81 | 168,828.15 |
| | 1,380,261.04 | 962,356.19 | 417,904.85 |
| | 50.81% | 45.18% | 5.62% |
| | 163,006.32 | 119,282.18 | 43,724.14 |
| | 630,583.01 | 470,779.21 | 159,803.80 |
| | 368,670.69 | 187,677.55 | 180,993.14 |

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| | 258,455.87 | 280,778.77 | (22,322.90) |
| | 3,456.45 | 2,322.89 | 1,133.56 |
| | 586,671.71 | 372,294.80 | 214,376.91 |
| | | | 0.00 |
| | | | 0.00 |
| | 6,800.00 | 3,000.00 | 3,800.00 |
| | 17,985.00 | 1,200.00 | 16,785.00 |
| | 3,654.77 | 2,100.00 | 1,554.77 |
| | | | 0.00 |
| | 607,801.94 | 374,394.80 | 233,407.14 |
| | 36,000.00 | 24,000.00 | 12,000.00 |
| | 571,801.94 | 350,394.80 | 221,407.14 |
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| | | 5 5 5 | 15% |
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| | | 3 5 | 10% |
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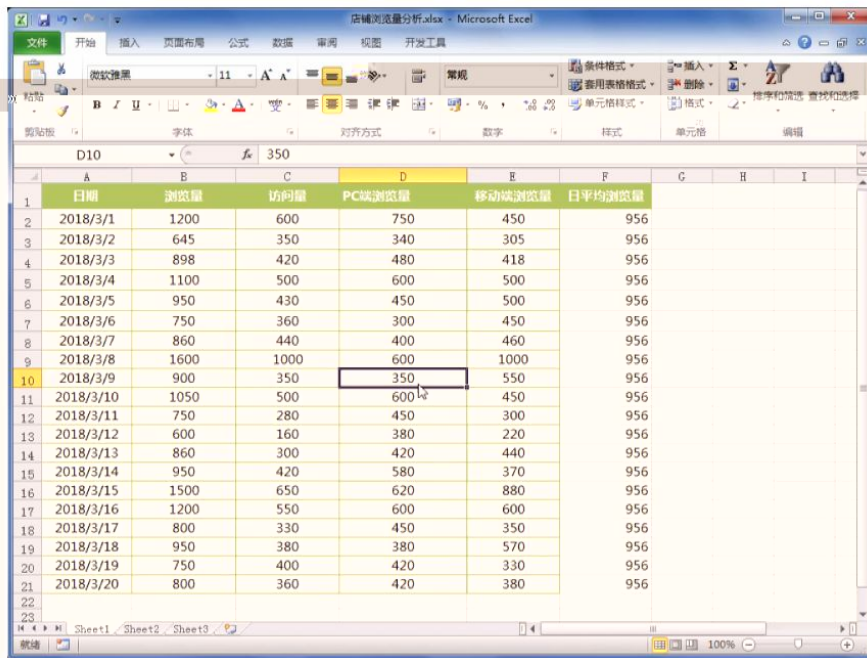
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EXCEL

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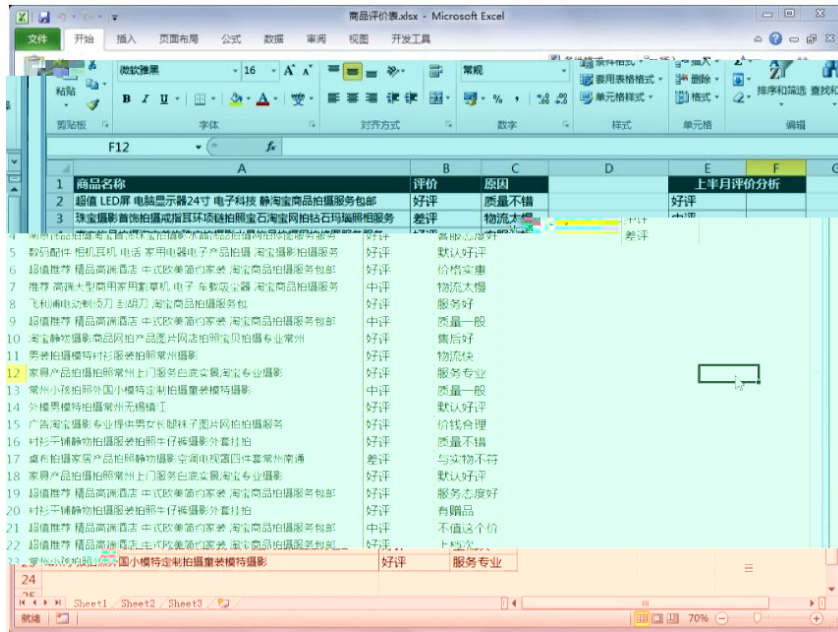
店辅流量分析.xlsx - Microsoft Excel

| 日期 | 浏览量 | 访问量 | PC端浏览量 | 移动端浏览量 | 日平均浏览量 |
|-----------|------|------|--------|--------|--------|
| 2018/3/1 | 1200 | 600 | 750 | 450 | 956 |
| 2018/3/2 | 645 | 350 | 340 | 305 | 956 |
| 2018/3/3 | 898 | 420 | 480 | 418 | 956 |
| 2018/3/4 | 1100 | 500 | 600 | 500 | 956 |
| 2018/3/5 | 950 | 430 | 450 | 500 | 956 |
| 2018/3/6 | 750 | 360 | 300 | 450 | 956 |
| 2018/3/7 | 860 | 440 | 400 | 460 | 956 |
| 2018/3/8 | 1600 | 1000 | 600 | 1000 | 956 |
| 2018/3/9 | 900 | 350 | 350 | 550 | 956 |
| 2018/3/10 | 1050 | 500 | 600 | 450 | 956 |
| 2018/3/11 | 750 | 280 | 450 | 300 | 956 |
| 2018/3/12 | 600 | 160 | 380 | 220 | 956 |
| 2018/3/13 | 860 | 300 | 420 | 440 | 956 |
| 2018/3/14 | 950 | 420 | 580 | 370 | 956 |
| 2018/3/15 | 1500 | 650 | 620 | 880 | 956 |
| 2018/3/16 | 1200 | 550 | 600 | 600 | 956 |
| 2018/3/17 | 800 | 330 | 450 | 350 | 956 |
| 2018/3/18 | 950 | 380 | 380 | 570 | 956 |
| 2018/3/19 | 750 | 400 | 420 | 330 | 956 |
| 2018/3/20 | 800 | 360 | 420 | 380 | 956 |



转化率分析.xlsx - Microsoft Excel

| 流量项目 | 访客数 | 成交数 | 成交转化率 |
|--------|------|-----|-------|
| 淘内免费流量 | 1300 | 120 | |
| 淘外流量 | 600 | 43 | |
| 淘内收费流量 | 760 | 100 | |
| 搜索引擎 | 320 | 30 | |
| 直接访问 | 98 | 5 | |



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| 20 | | 10% | 2 | 0 |
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| 80 | | 15% | | |
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| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

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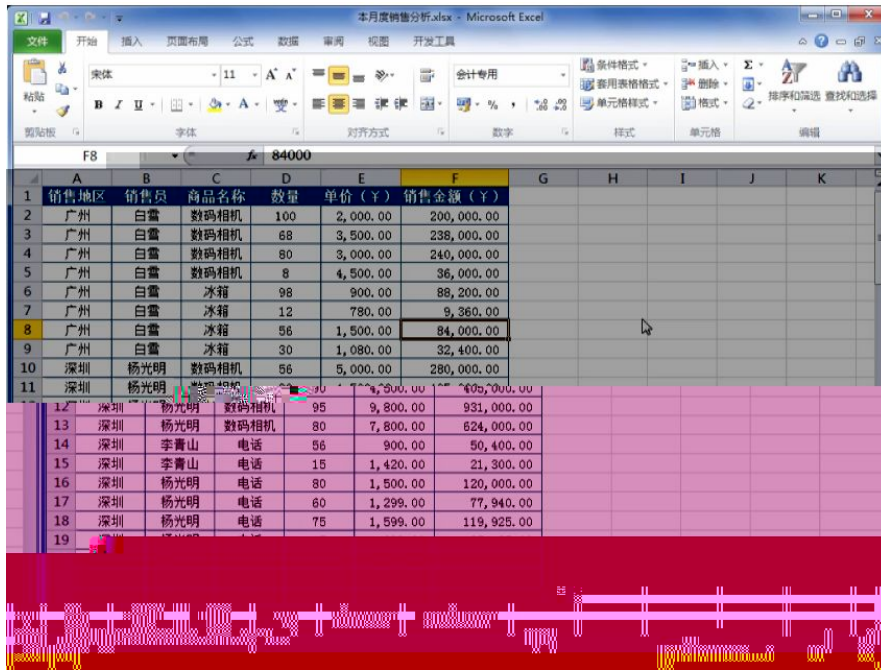
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客户性别分析.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

812

| 近两月访客数据统计 | | | |
|-----------|-----|-----|--|
| 月份 | 女 | 男 | |
| 1月份 | 360 | 140 | |
| 2月份 | 500 | 220 | |
| 总计 | 860 | 360 | |

| 近两月成交顾客数据统计 | | | |
|-------------|--------|-----|-----|
| 月份 | 商品成交总数 | 女 | 男 |
| 1月份 | 300 | 220 | 80 |
| 2月份 | 400 | 300 | 100 |
| 总计 | 700 | 520 | 180 |

顾客年龄统计.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

| 近两月成交顾客数据统计 | | | |
|-------------|--------|-----|-----|
| 月份 | 商品成交总数 | 女 | 男 |
| 1月份 | 300 | 220 | 80 |
| 2月份 | 400 | 300 | 100 |
| 总计 | 700 | 520 | 180 |

城市成交量统计

| 城市 | 成交量 |
|----|------|
| 北京 | 3380 |
| 上海 | 4590 |
| 重庆 | 2810 |
| 广州 | 2500 |
| 深圳 | 3650 |
| 成都 | 3000 |
| 济南 | 2800 |
| 天津 | 3100 |
| 西安 | 2260 |
| 武汉 | 3980 |

消费等级

| 消费水平等级 | 消费指数 |
|--------|------|
| 低 | 8% |
| 较低 | 10% |
| 中 | 48% |
| 较高 | 26% |
| 高 | 8% |

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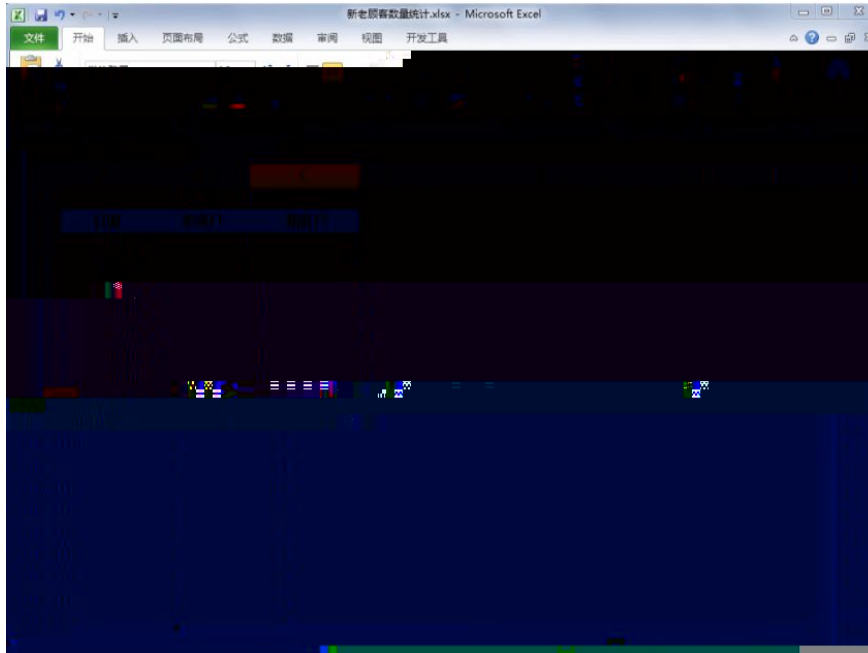
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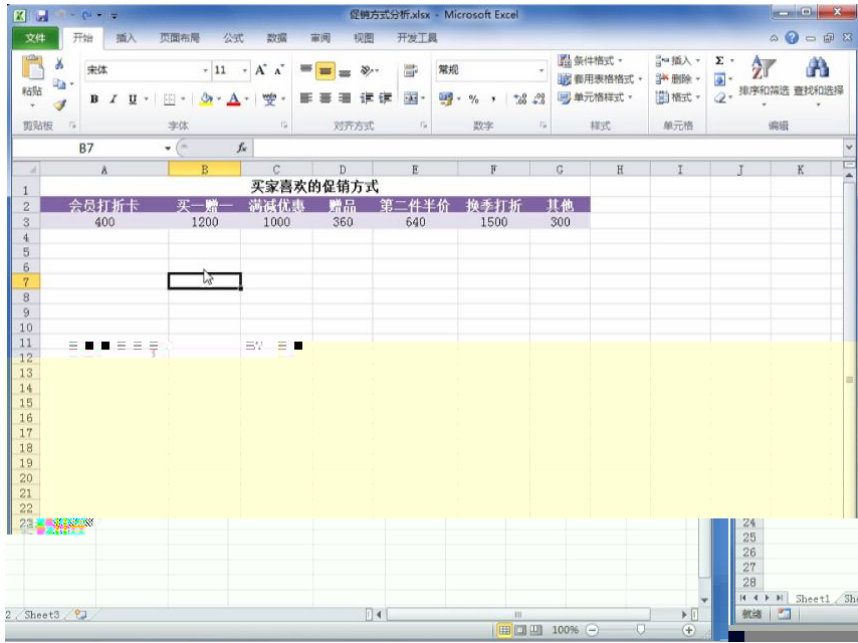
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| | A | B | C | D | E |
|----|--------------------|-----------|-------------|-------------|-----------------------------------|
| 1 | 订单编号 | 买家会员名 | 买家支付宝账号 | 联系手机 | 宝贝标题名称 |
| 2 | 889056655458875056 | 追风少年 | 189****4551 | 189****4551 | 超值 LED屏 电脑显示器24寸 电子科技 韩淘宝商品拍摄服务包邮 |
| 3 | 154222459555755598 | 爱吃鱼的鱼 | 171****4525 | 171****4525 | 珠宝摄影首饰拍摄戒指耳环项链拍钻石淘宝网店钻石玛瑙摄影服装 |
| 4 | 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 淘宝饰品拍摄淘宝首饰珠宝拍摄水晶饰品拍摄网店修图服务服务 |
| 5 | 115433655875421267 | love_wei | 151****9856 | 151****9856 | 数码配件 相机耳机 电话 家用电器电子产品拍摄 淘宝摄影拍摄服务 |
| 6 | 124569841155223502 | 爱淘 | 187****4574 | 187****4574 | 超值推荐 精品高档酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 7 | 155874541354553124 | 网名不重要 | 168****4545 | 168****4545 | 推荐 高端大型商用家用投影机 电子 车载吸尘器 淘宝商品拍摄服务 |
| 8 | 165987544451579742 | 肤是皇上 | 185****5661 | 185****5661 | 飞利浦电动剃须刀 剃须刀 淘宝商品拍摄服务包 |
| 9 | 844235785135458654 | 乐天派 | 145****4584 | 145****4584 | 超值推荐 精品高档酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 10 | 254843548763123574 | 淘子 | 187****9856 | 187****9856 | 淘宝摄影拍摄网店产品图片网店拍照宝贝拍摄专业常州 |
| 11 | 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特村衫服装拍照常州摄影 |
| 12 | 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 家具产品拍摄常州上门服务白度实景淘宝专卖 摄影 |
| 13 | 541235458835512126 | 追风少年 | 183****7545 | 183****7545 | 常州小孩拍摄外国小模特定制拍摄服装模特摄影 |
| 14 | 122545354225487635 | 你若安好，便是晴天 | 187****5475 | 187****5475 | 外模男模特拍摄常州无锡镇江 |
| 15 | 547886544254785854 | 明天会更好 | 177****7545 | 177****7545 | 广告淘宝摄影专业提供男女长腿妹子模特 拍摄 |
| 16 | 123659455786554532 | 我是一只蜡烛 | 186**** | 186**** | 婚纱摄影常州无锡镇江 |
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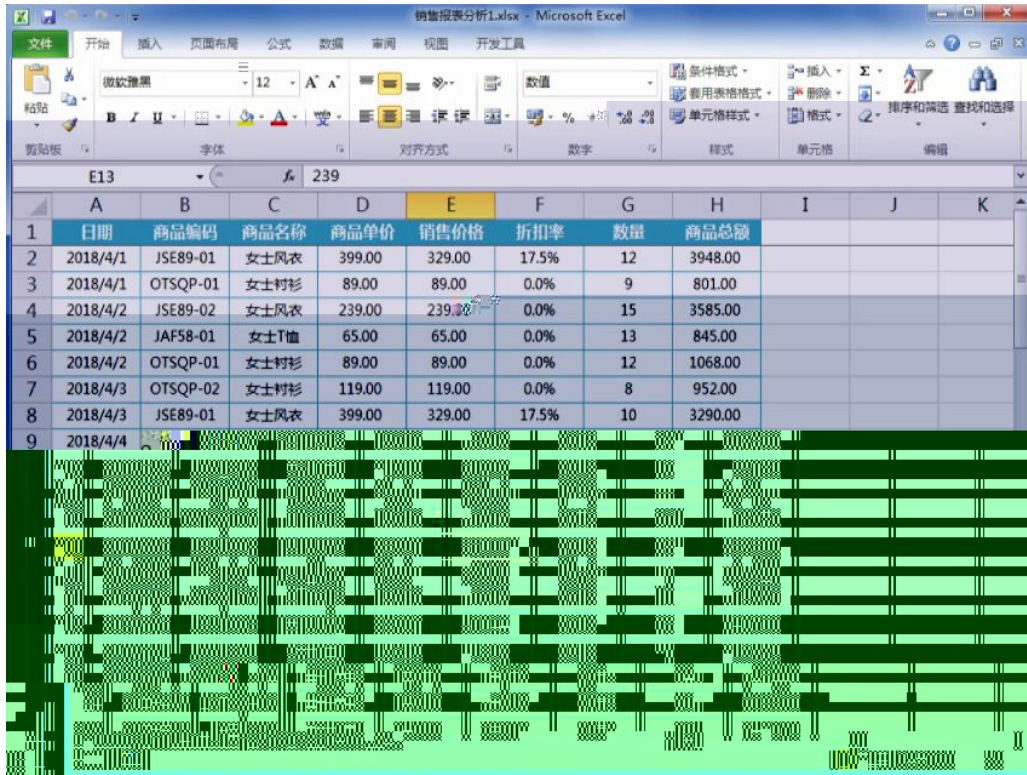
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| 80 | | 15% | 6 | 9 |
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| | | 100% | | |

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近期宝贝销售记录.xlsx - Microsoft Excel

| 订单编号 | 买家会员名 | 买家支付宝账号 | 联系电话 | 宝贝标题名称 |
|--------------------|-----------|-------------|-------------|------------------------------|
| 115433655875421267 | love_wei | 151****9856 | 151****9856 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 154222459552153598 | 爱吃猫的鱼 | 171****4525 | 171****4525 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 124569841155223502 | 爱淘 | 187****4574 | 187****4574 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服 |
| 254843548765123574 | 鸽子 | 181****9856 | 181****9856 | 常州小孩拍摄外国小模特定制拍摄童装模特摄影 |
| 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 844235785135458654 | 乐天派 | 145****4584 | 145****4584 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服 |
| 547886544254785854 | 明天会更好 | 177****7545 | 177****7545 | 常州小孩拍摄外国小模特定制拍摄童装模特摄影 |
| 122545354225487635 | 你若安好，便是晴天 | 187****5475 | 187****5475 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服 |
| 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服 |

商品分配方案分析.xlsx - Microsoft Excel

| 商品名称 | 商品成本 | 平均售出时间(天) | 商品毛利 | 商品分配数量 | 毛利合计 |
|------|--------|-----------|------|--------|------|
| 女士内衣 | 120.00 | 2.5 | | | |

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|----|----------------------------------|-----|------|---|---|
| 1 | 商品名称 | 颜色 | 成交数量 | | |
| 2 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 藏青色 | 4 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 淡紫色 | 10 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 米白色 | 6 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 卡其色 | 15 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 淡紫色 | 2 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 卡其色 | 5 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 淡紫色 | 2 | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 米白色 | 10 | | |
| 10 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 牛仔蓝 | 8 | | |
| 11 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 藏青色 | 5 | | |
| 12 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 卡其色 | 9 | | |
| 13 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 米白色 | 10 | | |
| 14 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 藏青色 | 6 | | |
| 15 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 玫红色 | | | |
| | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 米白色 | 9 | | |
| 19 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 淡紫色 | 12 | | |

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| 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 |
|------------------------------------|---------|---------|---------|
| 女装 百搭条纹翻领衬衫女 2018夏装新款chic直筒中袖衬衣女 | 质量问题 | 部分退款 | ¥20.00 |
| 2018夏季新款时尚休闲运动服装套装女夏天短袖女休闲两件套潮夏装 | 描述与商品不符 | 全部退款 | ¥139.00 |
| 2018春秋新款时尚休闲运动服装春秋装时髦卫衣女装两件套韩版潮 | 发错商品 | 全部退款 | ¥128.00 |
| 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 质量问题 | 部分退款 | ¥30.00 |
| 运动套装女夏季新款2018韩版短袖七分裤休闲两件套夏天时尚夏装潮 | 描述与商品不符 | 全部退款 | ¥69.00 |
| 运动套装女2018夏季新款休闲装两件套时尚夏天短袖显瘦运动衣服潮 | 质量问题 | 部分退款 | ¥10.00 |
| 运动服套装女2018夏季新款韩版夏天短袖时尚休闲两件套夏装七分裤 | 发错商品 | 全部退款 | ¥89.00 |
| 2018夏季新款韩版时尚运动服装套装女夏天休闲两件套短袖宽松薄款 | 发错商品 | 全部退款 | ¥199.00 |
| 夏装新款时尚休闲运动两件套2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥50.00 |
| 2018夏季新款时尚休闲运动两件套2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥30.00 |
| 2018夏季新款时尚休闲运动两件套2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥20.00 |
| 2018夏季新款时尚休闲运动两件套2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥15.00 |
| 2018夏季新款时尚休闲运动两件套2018女潮夏天短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥10.00 |

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商品成本趋势图.xlsx - Microsoft Excel

| 商品名称 | 日期 | 成本价格 |
|------|------------|------|
| 女士风衣 | 2018年4月1日 | ¥150 |
| 女士风衣 | 2018年4月2日 | ¥169 |
| 女士风衣 | 2018年4月3日 | ¥120 |
| 女士风衣 | 2018年4月4日 | ¥180 |
| 女士风衣 | 2018年4月5日 | ¥156 |
| 女士风衣 | 2018年4月6日 | ¥143 |
| 女士风衣 | 2018年4月7日 | ¥120 |
| 女士风衣 | 2018年4月8日 | ¥143 |
| 女士风衣 | 2018年4月9日 | ¥150 |
| 女士风衣 | 2018年4月10日 | ¥143 |
| 女士风衣 | 2018年4月11日 | ¥143 |
| 女士风衣 | 2018年4月12日 | ¥150 |
| 女士风衣 | 2018年4月13日 | ¥165 |
| 女士风衣 | 2018年4月14日 | ¥140 |
| 女士风衣 | 2018年4月15日 | ¥185 |
| 女士风衣 | 2018年4月16日 | ¥163 |
| 女士风衣 | 2018年4月17日 | ¥140 |
| 女士风衣 | 2018年4月18日 | ¥159 |
| 女士风衣 | 2018年4月19日 | ¥140 |
| 女士风衣 | 2018年4月20日 | ¥140 |
| 女士风衣 | 2018年4月21日 | ¥143 |
| 女士风衣 | 2018年4月22日 | ¥178 |
| 女士风衣 | 2018年4月23日 | ¥150 |

货物采购明细.xlsx - Microsoft Excel

| 日期 | 货物编号 | 货物名称 | 供货名称 | 数量 | 数量 | 单价 | 供货成本 |
|-----------|----------|------|-----------|----|----|------|--------|
| 2018/4/21 | XEW16-45 | 板鞋 | 乐××服装有限公司 | 22 | 22 | ¥169 | ¥3,718 |
| 2018/4/21 | SE20-45 | 运动鞋 | 恩××鞋业厂 | 20 | 20 | ¥89 | ¥1,780 |
| 2018/4/21 | JIERF-10 | 板鞋 | 开××鞋业有限公司 | 19 | 19 | ¥79 | ¥1,401 |
| 2018/4/21 | FJDIE-08 | 运动鞋 | 索××鞋业 | 12 | 12 | ¥130 | ¥1,560 |
| 2018/4/30 | FDEK9-52 | 板鞋 | 金××鞋服有限公司 | 15 | 15 | ¥180 | ¥2,700 |
| 2018/4/30 | HJER-56 | 板鞋 | 金××鞋服有限公司 | 15 | 15 | ¥180 | ¥2,700 |

商品采购价格明细表.xlsx - Microsoft Excel

| 日期 | 品名 | 单位 | 价格 |
|-----------|------|----|-----|
| 2018/4/1 | 女士风衣 | ¥ | 179 |
| 2018/4/2 | 女士风衣 | ¥ | 188 |
| 2018/4/3 | 女士风衣 | ¥ | 200 |
| 2018/4/4 | 女士风衣 | ¥ | 190 |
| 2018/4/5 | 女士风衣 | ¥ | 210 |
| 2018/4/6 | 女士风衣 | ¥ | 180 |
| 2018/4/7 | 女士风衣 | ¥ | 185 |
| 2018/4/8 | 女士风衣 | ¥ | 196 |
| 2018/4/9 | 女士风衣 | ¥ | 200 |
| 2018/4/10 | 女士风衣 | ¥ | 180 |
| 2018/4/11 | 女士风衣 | ¥ | 190 |
| 2018/4/12 | 女士风衣 | ¥ | 180 |
| 2018/4/13 | 女士风衣 | ¥ | 230 |
| 2018/4/14 | 女士风衣 | ¥ | 200 |
| 2018/4/15 | 女士风衣 | ¥ | 220 |

采购金额预测.xlsx - Microsoft Excel

| 年份 | 投入成本 | 成本增减率 |
|--------------|--------------|--------|
| 2012 | ¥ 125,000.00 | 16.00% |
| 2013 | ¥ 96,000.00 | |
| 2014 | ¥ 138,000.00 | |
| 2015 | ¥ 166,000.00 | |
| 2016 | ¥ 205,000.00 | |
| 2017 | ¥ 189,000.00 | |
| 2018年采购金额预测： | | |

| 商品名称 | 供货商 | 商品报价 |
|------|----------|------|
| 女士风衣 | 达康鞋服厂 | 182 |
| 女士衬衫 | 达康鞋服厂 | 135 |
| 女士外套 | 达康鞋服厂 | 178 |
| 板鞋 | 达康鞋服厂 | 120 |
| 运动鞋 | 达康鞋服厂 | 178 |
| 休闲鞋 | 达康鞋服厂 | 193 |
| 女士风衣 | 恩科鞋服有限公司 | 170 |
| 女士衬衫 | 恩科鞋服有限公司 | 100 |
| 女士外套 | 恩科鞋服有限公司 | 180 |
| 板鞋 | 恩科鞋服有限公司 | 149 |
| 运动鞋 | 恩科鞋服有限公司 | 189 |
| 休闲鞋 | 恩科鞋服有限公司 | 169 |
| 女士风衣 | 阳光鞋服有限公司 | 192 |
| 女士衬衫 | 阳光鞋服有限公司 | 150 |
| 女士外套 | 阳光鞋服有限公司 | 156 |
| 板鞋 | 阳光鞋服有限公司 | 123 |
| 运动鞋 | 阳光鞋服有限公司 | 169 |
| 休闲鞋 | 阳光鞋服有限公司 | 170 |

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| 日期 | 库存 | 入库 | 出库 | 库存积压值 |
|-----------|----|----|----|-------|
| 2018/5/1 | 15 | 10 | 8 | 20 |
| 2018/5/2 | | 5 | 10 | 20 |
| 2018/5/3 | | 10 | 6 | 20 |
| 2018/5/4 | | 8 | 5 | 20 |
| 2018/5/5 | | 5 | 8 | 20 |
| 2018/5/6 | | 10 | 7 | 20 |
| 2018/5/7 | | 5 | 9 | 20 |
| 2018/5/8 | | 8 | 10 | 20 |
| 2018/5/9 | | 15 | 8 | 20 |
| 2018/5/10 | | 3 | 5 | 20 |
| 2018/5/11 | | 5 | 6 | 20 |
| 2018/5/12 | | 8 | 10 | 20 |
| 2018/5/13 | | 8 | 8 | 20 |
| 2018/5/14 | | 10 | 8 | 20 |
| 2018/5/15 | | 6 | 10 | 20 |
| 2018/5/16 | | 10 | 12 | 20 |
| 2018/5/17 | | 15 | 6 | 20 |
| 2018/5/18 | | 8 | 3 | 20 |

| | 销售量 | | | 平均库存 | | | 库存周转率 | | | 库存周转天数 | | |
|----|-----|-----|-----|--------|--------|--------|-------|------|------|--------|-----|-----|
| | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 |
| 2 | 521 | 356 | 425 | 14,050 | 18,000 | 26,060 | 115% | 61% | 51% | 27 | 51 | 61 |
| 3 | 689 | 427 | 367 | 30,090 | 26,000 | 8,900 | 64% | 46% | 115% | 44 | 61 | 24 |
| 4 | 781 | 425 | 542 | 28,900 | 25,660 | 16,500 | 84% | 51% | 102% | 37 | 60 | 30 |
| 5 | 650 | 389 | 346 | 56,800 | 69,800 | 25,630 | 34% | 17% | 40% | 87 | 179 | 74 |
| 6 | 480 | 378 | 289 | 32,400 | 46,350 | 13,660 | 46% | 25% | 66% | 68 | 123 | 47 |
| 7 | 320 | 580 | 156 | 10,900 | 19,600 | 10,720 | 88% | 89% | 44% | 34 | 34 | 69 |
| 8 | 580 | 260 | 265 | 36,300 | 12,300 | 32,123 | 50% | 66% | 26% | 63 | 47 | 121 |
| 9 | 490 | 480 | 241 | 25,600 | 26,500 | 20,711 | 59% | 56% | 36% | 52 | 55 | 86 |
| 10 | 360 | 798 | 389 | 12,600 | 12,600 | 18,525 | 86% | 190% | 63% | 35 | 16 | 48 |
| 11 | 530 | 689 | 256 | 18,300 | 16,530 | 10,689 | 90% | 129% | 74% | 35 | 24 | 42 |
| 12 | 300 | 645 | 321 | 9,600 | 45,630 | 36,590 | 94% | 42% | 26% | 32 | 71 | 114 |
| 13 | 450 | 780 | 405 | 11,560 | 30,260 | 15,630 | 121% | 80% | 80% | 26 | 39 | 39 |
| 14 | 512 | 517 | 334 | 23,890 | 29,042 | 19,693 | 783% | 650% | 618% | 47 | 56 | 59 |

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利润与成本关系.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

微软雅黑 12 A A' 常规 条件格式 插入 删除 格式刷 排序和筛选 查找和选择 记录单

B I U 字体 对齐方式 数字 样式 单元格 编辑 录入

A15 睿步士女装 百搭黑白条纹翻领衬衫女 2018夏季新款chic中袖衬衣女

| 宝贝名称 | 采购价 | 售价 | 成交量 | 成本 | 销售总额 | 毛利 |
|-----------------------------------|-------|-------|-----|----|------|----|
| 2018夏季新款韩版时尚运动服装套装女夏天休闲两件套短袖宽松薄款 | ¥ 20 | ¥ 30 | 130 | | | |
| 运动服套装女2018夏季新款韩版夏天短袖时尚休闲两件套夏装七分裤 | ¥ 25 | ¥ 49 | 160 | | | |
| 18夏季薄中长款春夏季新款针织开衫女外搭冰丝防晒衣外套空调衫 | ¥ 30 | ¥ 53 | 245 | | | |
| 运动套装女2018夏季新款休闲运动休闲女夏季短袖休闲运动衣服裤子 | ¥ 30 | ¥ 53 | 245 | | | |
| 2018新款韩版时尚休闲运动服装套装春秋款时尚上衣女装两件套韩版潮 | ¥ 30 | ¥ 59 | 150 | | | |
| 海款桑蚕丝春夏季新款针织圆领修身纯色上衣宽松冰丝中袖 好值女 | ¥ 40 | ¥ 68 | 215 | | | |
| 夏季新款时尚休闲运动两件套装2018女款夏天短袖宽松迷彩服二件套 | ¥ 38 | ¥ 69 | 169 | | | |
| 蓝语鲜mm2018夏季新款显瘦肚子肌肉大S曲线 | ¥ 52 | ¥ 88 | 54 | | | |
| 时尚韩版女夏季新款2018韩版短袖七分袖休闲女夏季新款韩版修身 | ¥ 51 | ¥ 83 | 79 | | | |
| 夏季新款韩版女夏季新款2018韩版短袖七分袖休闲女夏季新款韩版修身 | ¥ 50 | ¥ 83 | 82 | | | |
| 时尚韩版女夏季新款2018韩版短袖七分袖休闲女夏季新款韩版修身 | ¥ 50 | ¥ 83 | 145 | | | |
| 韩版修身显瘦女夏季新款2018夏季新款chic中袖衬衣女 | ¥ 60 | ¥ 108 | 110 | | | |
| 中长款修身显瘦女夏季新款2018夏季新款chic中袖衬衣女 | ¥ 80 | ¥ 120 | 80 | | | |
| 印花连衣长裙女2018新款韩版修身显瘦印花中长款连衣裙 薄袖 | ¥ 98 | ¥ 138 | 78 | | | |
| 精品金特夏季真丝连衣裙女2018新款印花桑蚕丝真丝连衣裙 | ¥ 110 | ¥ 138 | 105 | | | |
| 夏季新款韩版女夏季新款2018韩版短袖七分袖休闲女夏季新款韩版修身 | ¥ 116 | ¥ 134 | 119 | | | |

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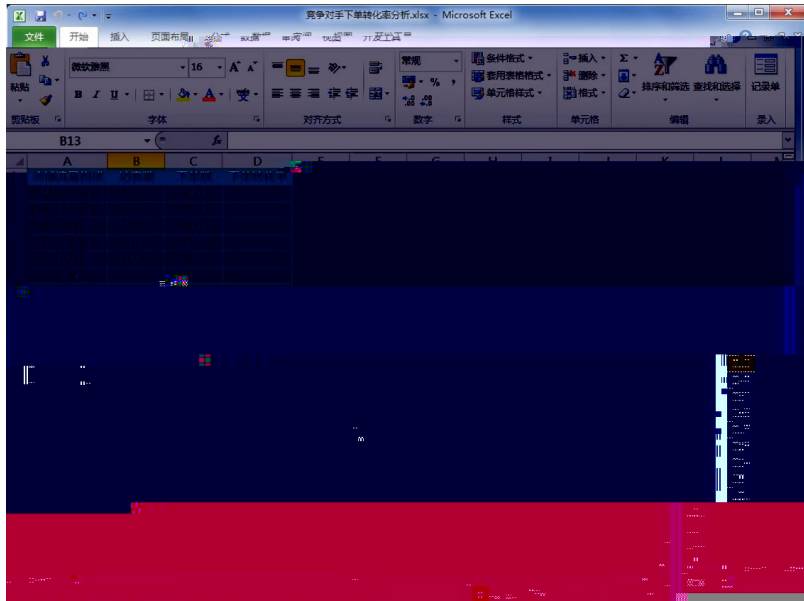
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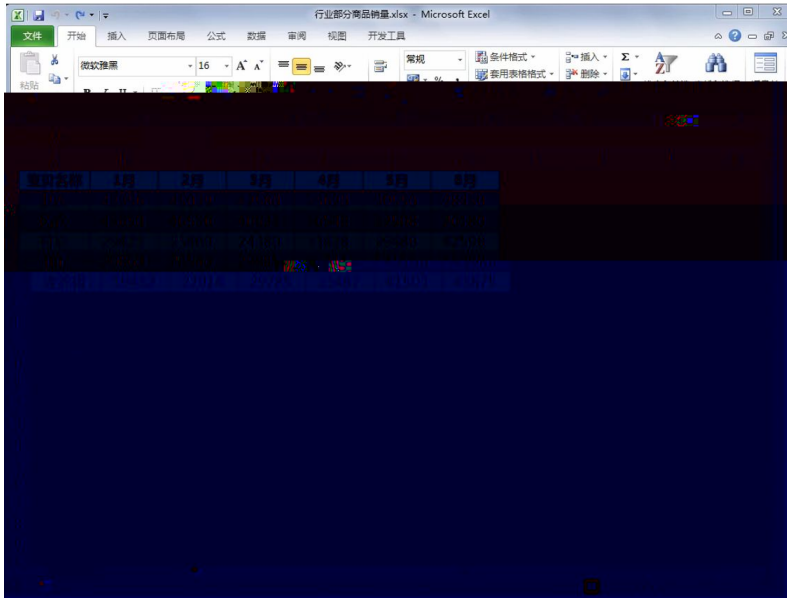
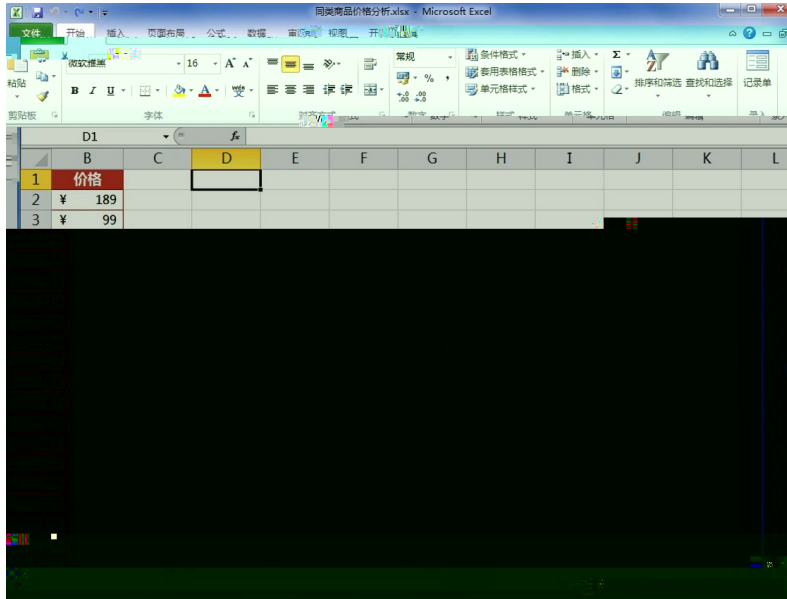
word

商品搜索趋势分析.xlsx - Microsoft Excel

| 1 | 搜索关键词 | 日期 | 搜索量 |
|----|-------|-----------|-------|
| 2 | 连衣裙 | 2018/6/1 | 4500 |
| 3 | 连衣裙 | 2018/6/2 | 5000 |
| 4 | 连衣裙 | 2018/6/3 | 5200 |
| 5 | 连衣裙 | 2018/6/4 | 5800 |
| 6 | 连衣裙 | 2018/6/5 | 6200 |
| 7 | 连衣裙 | 2018/6/6 | 7800 |
| 8 | 连衣裙 | 2018/6/7 | 6500 |
| 9 | 连衣裙 | 2018/6/8 | 7200 |
| 10 | 连衣裙 | 2018/6/9 | 6900 |
| 11 | 连衣裙 | 2018/6/10 | 7500 |
| 12 | 连衣裙 | 2018/6/11 | 8900 |
| 13 | 连衣裙 | 2018/6/12 | 7800 |
| 14 | 连衣裙 | 2018/6/13 | 7200 |
| 15 | 连衣裙 | 2018/6/14 | 8100 |
| 16 | 连衣裙 | 2018/6/15 | 8300 |
| 17 | 连衣裙 | 2018/6/16 | 7900 |
| 18 | 连衣裙 | 2018/6/17 | 8900 |
| 19 | 连衣裙 | 2018/6/18 | 10200 |
| 20 | 连衣裙 | 2018/6/19 | 8900 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

| 经营阶段 | 经营数据 | 占比 |
|------|-------|-----|
| 新手期 | 10000 | 10% |
| 成长期 | 8000 | 8% |
| 成熟期 | 12000 | 12% |
| 衰退期 | 15000 | 15% |
| 行业领先 | 20000 | 20% |
| 行业巨头 | 30000 | 30% |



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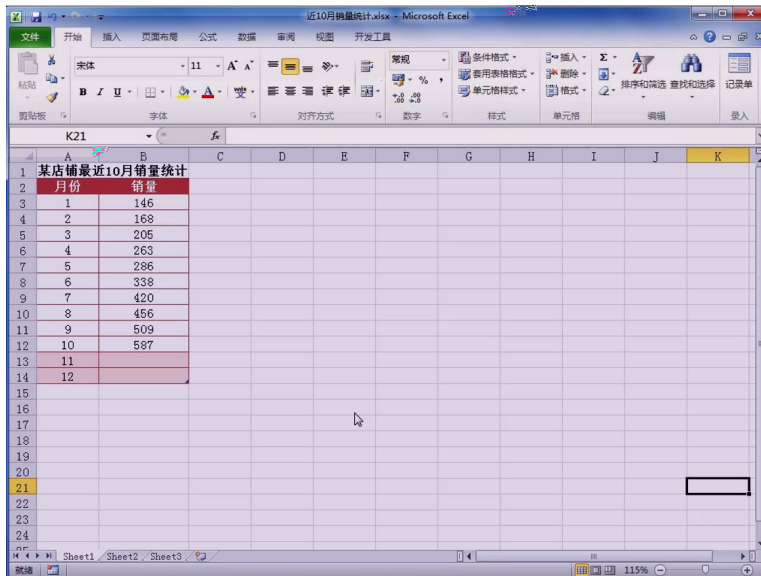
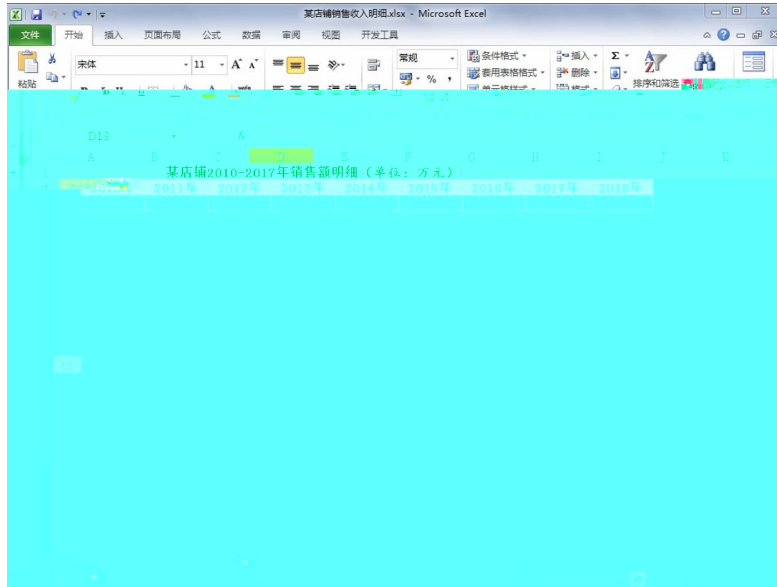
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| 日期 | 销售额 | 销售费用 |
|-----------|---------|--------|
| 2018.6.1 | 1845.00 | 178.00 |
| 2018.6.2 | 1469.00 | 138.00 |
| 2018.6.3 | 1709.00 | 148.00 |
| 2018.6.4 | 1895.00 | 109.00 |
| 2018.6.5 | 2130.00 | 91.00 |
| 2018.6.6 | 2385.00 | 103.00 |
| 2018.6.7 | 2472.00 | 105.00 |
| 2018.6.8 | 4225.00 | 88.00 |
| 2018.6.9 | 2603.00 | 60.00 |
| 2018.6.10 | 2012.00 | 97.00 |
| 2018.6.11 | 4648.00 | 111.00 |
| 2018.6.12 | 2881.00 | 87.00 |
| 2018.6.13 | 2955.00 | 75.00 |
| 2018.6.14 | 5301.00 | 145.00 |
| 2018.6.15 | 3141.00 | 85.00 |
| 2018.6.16 | 4061.00 | 94.00 |

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某商品连续四年季度销售量统计.xlsx - Microsoft Excel

| 年份 | 第一季度 | 第二季度 | 第三季度 | 第四季度 |
|----------|------|------|------|-------|
| 2017 | 5000 | 610 | 1680 | 11400 |
| 所有年度平均 | | | | |
| 季度比率 | | | | |
| 2018年预测值 | | | | |

某店辅助销售分析.xlsx - Microsoft Excel

| 年份 | 第一季度 | 第二季度 | 第三季度 | 第四季度 |
|----------|------|------|------|------|
| 2017 | | | | |
| 所有年度平均 | | | | |
| 季度比率 | | | | |
| 2018年预测值 | | | | |

某店铺利润预测分析1.xlsx - Microsoft Excel

| 年份 | 月份 | 利润 |
|------|----|---------|
| 2016 | 1 | 1895.74 |
| | 2 | 1924.5 |
| | 3 | 2083.64 |
| | 4 | 2211.39 |
| | 5 | 2268.69 |
| | 6 | 2686.4 |
| | 7 | 2432.94 |
| | 8 | 2224.38 |
| | 9 | 2099.55 |
| | 10 | 2059.28 |
| | 11 | 2138.61 |
| | 12 | 2123.35 |
| 2017 | 1 | 2081.52 |
| | 2 | 2109.26 |
| | 3 | 2290.01 |
| | 4 | 2443.53 |
| | 5 | 2497.84 |
| | 6 | 2944.31 |
| | 7 | 2625.15 |
| | 8 | 2426.81 |
| | 9 | 2273.8 |

| 年份 | 销量实际值 | 销量预测值 | 预测误差 | 预测误差平方和 | 上半年的预测误差 |
|------|--------|-------|------|---------|----------|
| 2006 | 2056 | | | | |
| 2007 | 3055 | | | | |
| 2008 | 4800 | | | | |
| 2009 | | | | | |
| 2010 | | | | | |
| 2011 | | | | | |
| 2012 | | | | | |
| 2013 | | | | | |
| 2014 | | | | | |
| 2015 | | | | | |
| 2016 | | | | | |
| 2017 | 207450 | | | | |
| 2018 | | | | | |

实际销售量的平均值: 0.3
预测误差的总平方和

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129

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13. 4-13

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