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| 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 |
| 7. | 2-1-7 | | 43 |
| 8. | 2-1-8 | | 45 |
| 9. | 2-2-1 | | 47 |

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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 |
| 4. | 3-4 | | 96 |
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| | 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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| | | 2 3 | 5% |

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| | | 5 | 10% |
| 40 | | 2 2 1 | 5% |
| | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 1 2 2 | 5% |
| | | 5 5 | 15% |
| 40 | | 2 3 | 5% |
| | | 2 2 | 5% |
| | | 1 5 | 10% |
| | | 2 3 | 10% |
| | | 4 2 | 10% |
| | 5 3 2 | 10% | |
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| 40 | | 2 | 1 | | |
| | | 2 | 3 | 5% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 1 | 2 | 2 | 5% |
| | | | 5 | 5 | 15% |
| 40 | | | 3 | 5% | |
| | | 2 | | | |
| | | | 2 | 2 | 5% |
| | | | 1 | | |
| | | | | 5 | 10% |
| | | 2 | 3 | | |
| | 4 | | 4 | 10% | |
| | | | 3 | 2 | 10% |
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| 40 | | 2 | 1 | | | |
| | | 2 | 3 | 5% | | |
| | | 2 | 3 | 5% | | |
| | | 3 | 2 | 5% | | |
| | | 1 | 2 | 2 | 5% | |
| | | | 5 | 5 | 15% | |
| 40 | | | 3 | 5% | | |
| | | | 2 | 2 | 5% | |
| | | | | 1 | 5 | 10% |
| | | 2 | 3 | | 10% | |
| | | 4 | | 4 | 2 | 10% |
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| 40 | | 2 | 3 | 5 | 10% | |
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| | | 4 | 4 | 2 | 10% |
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| 40 | | 2 | 3 | 5 | 10% | |
| | | 4 | | 4 | 2 | 10% |
| | | | 5 | 3 | 2 | 10% |
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| | | 5 5 | 10% |
| 40 | | 2 2 1 | 5% |
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| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 1 2 2 | 5% |
| | | 5 5 5 | 15% |
| 40 | | 2 3 | 5% |
| | | 2 1 2 | 5% |
| | | 3 5 | 10% |
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| | | 4 2 | 10% |
| | | 3 2 5 | 10% |
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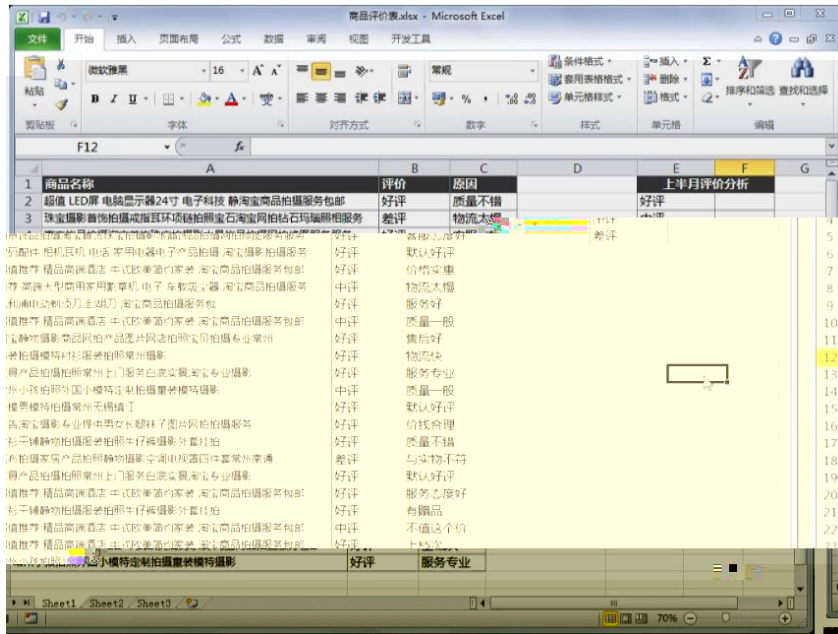
EXCEL

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| 日期 | 浏览量 | 访问量 | PC端浏览量 | 移动端浏览量 | 日均浏览量 |
|-----------|------|------|--------|--------|-------|
| 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 |

| 流量项目 | 访客数 | 成交数 | 成交转化率 |
|--------|------|-----|-------|
| 海内免费流量 | 1300 | 120 | |
| 海外流量 | 600 | 43 | |
| 海内收费流量 | 760 | 100 | |
| 搜索引擎 | 320 | 30 | |
| 直接访问 | 98 | 5 | |
| 其他流量 | 120 | 0 | |



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| 销售地区 | 销售员 | 商品名称 | 数量 | 单价(¥) | 销售金额(¥) |
|------|-----|------|-----|----------|------------|
| 广州 | 白雪 | 数码相机 | 100 | 2,000.00 | 200,000.00 |
| 广州 | 白雪 | 数码相机 | 68 | 3,500.00 | 238,000.00 |
| 广州 | 白雪 | 数码相机 | 80 | 3,000.00 | 240,000.00 |
| 广州 | 白雪 | 数码相机 | 8 | 4,500.00 | 36,000.00 |
| 广州 | 白雪 | 冰箱 | 98 | 900.00 | 88,200.00 |
| 广州 | 白雪 | 冰箱 | 12 | 780.00 | 9,360.00 |
| 广州 | 白雪 | 冰箱 | 56 | 1,500.00 | 84,000.00 |
| 广州 | 白雪 | 冰箱 | 30 | 1,080.00 | 32,400.00 |
| 深圳 | 杨光明 | 数码相机 | 56 | 5,000.00 | 280,000.00 |
| 深圳 | 杨光明 | 数码相机 | 95 | 9,800.00 | 931,000.00 |
| 深圳 | 杨光明 | 数码相机 | 80 | 7,800.00 | 624,000.00 |
| 深圳 | 李青山 | 电话 | 56 | 900.00 | 50,400.00 |
| 深圳 | 李青山 | 电话 | 15 | 1,420.00 | 21,300.00 |
| 深圳 | 杨光明 | 电话 | 80 | 1,500.00 | 120,000.00 |
| 深圳 | 杨光明 | 电话 | 60 | 1,299.00 | 77,940.00 |
| 深圳 | 杨光明 | 电话 | 75 | 1,599.00 | 119,925.00 |
| 深圳 | 杨光明 | 电话 | 15 | 1,699.00 | 25,485.00 |
| 深圳 | 李青山 | 电脑 | 40 | 2,500.00 | 100,000.00 |
| 深圳 | 李青山 | 电脑 | 15 | 2,850.00 | 42,750.00 |
| 深圳 | 李青山 | 电脑 | 20 | 3,000.00 | 60,000.00 |
| 深圳 | 李青山 | 电脑 | 79 | 2,500.00 | 197,500.00 |

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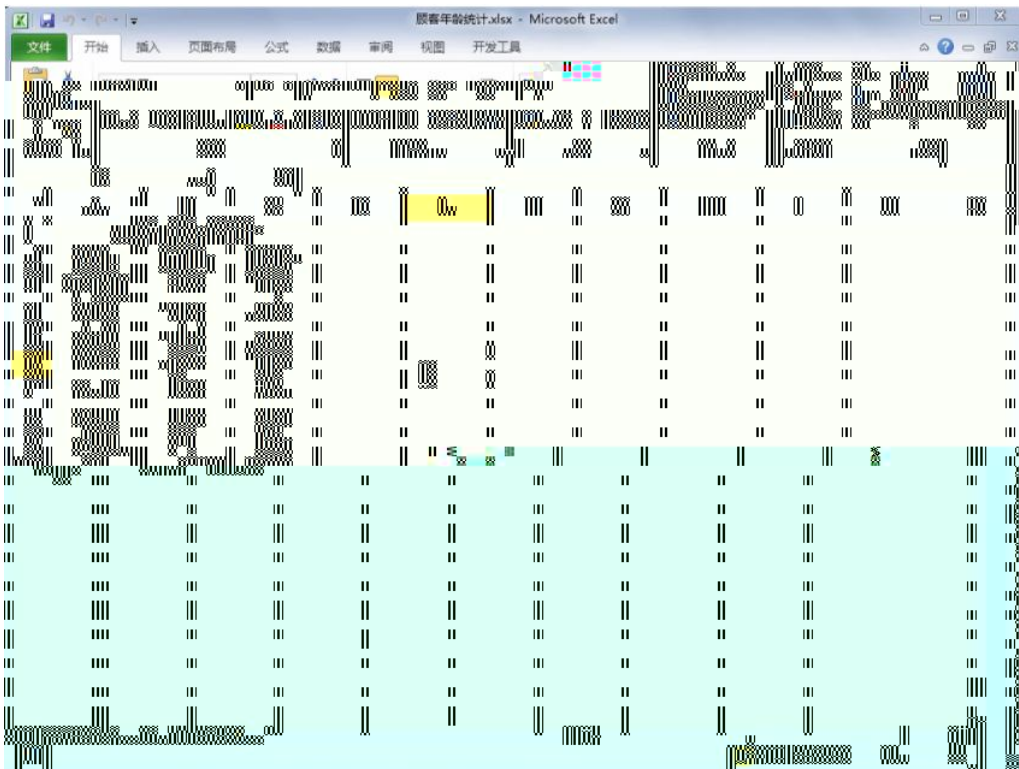
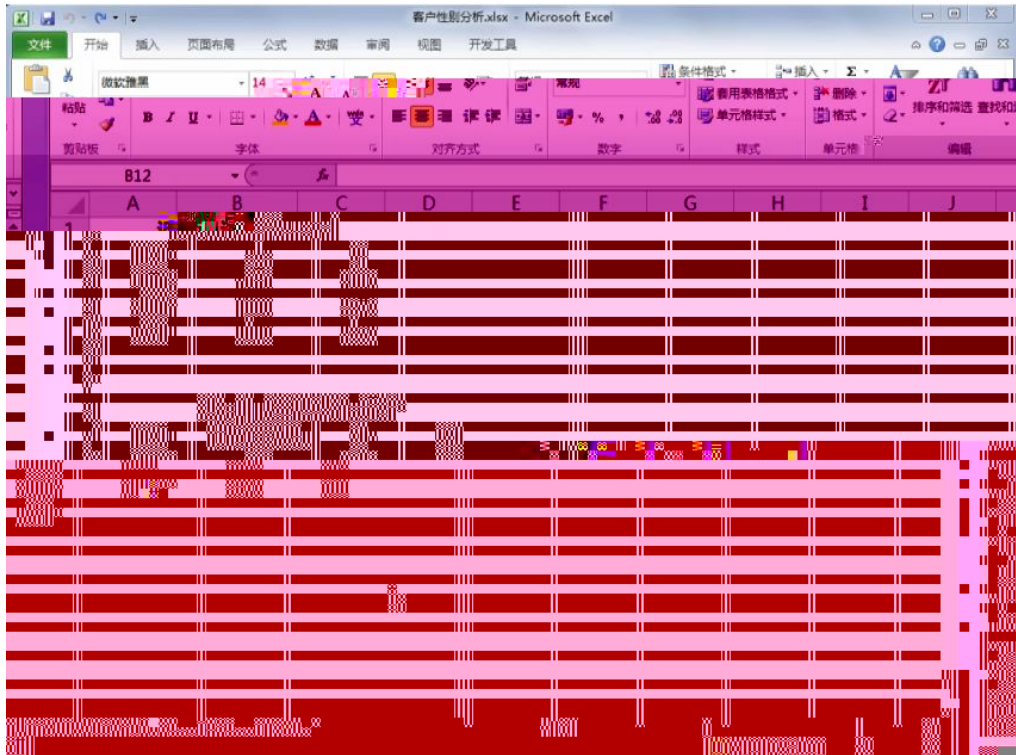
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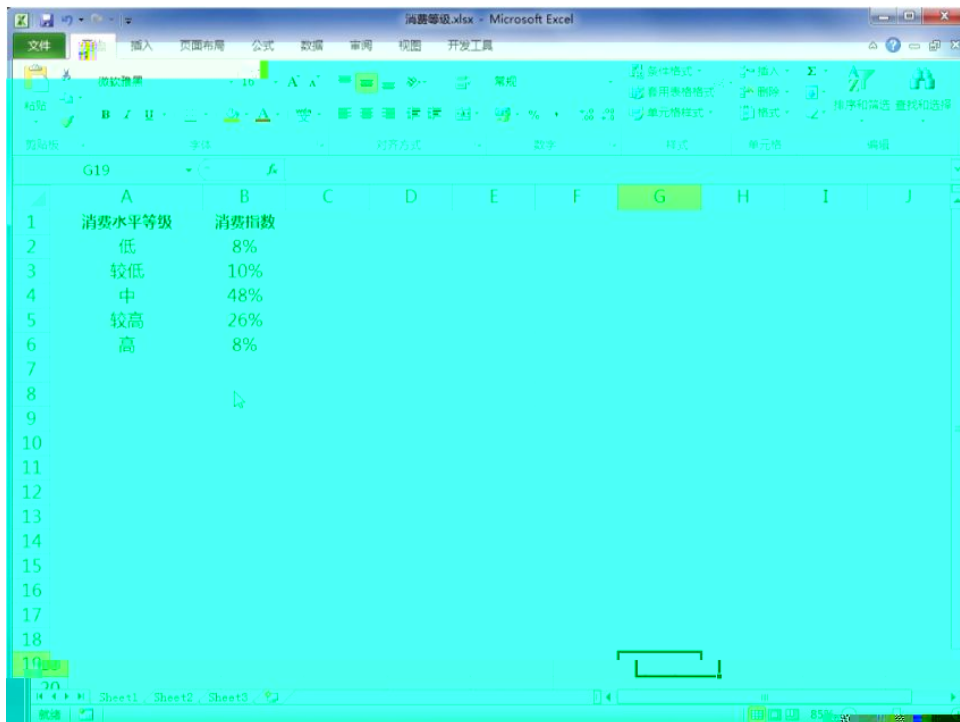
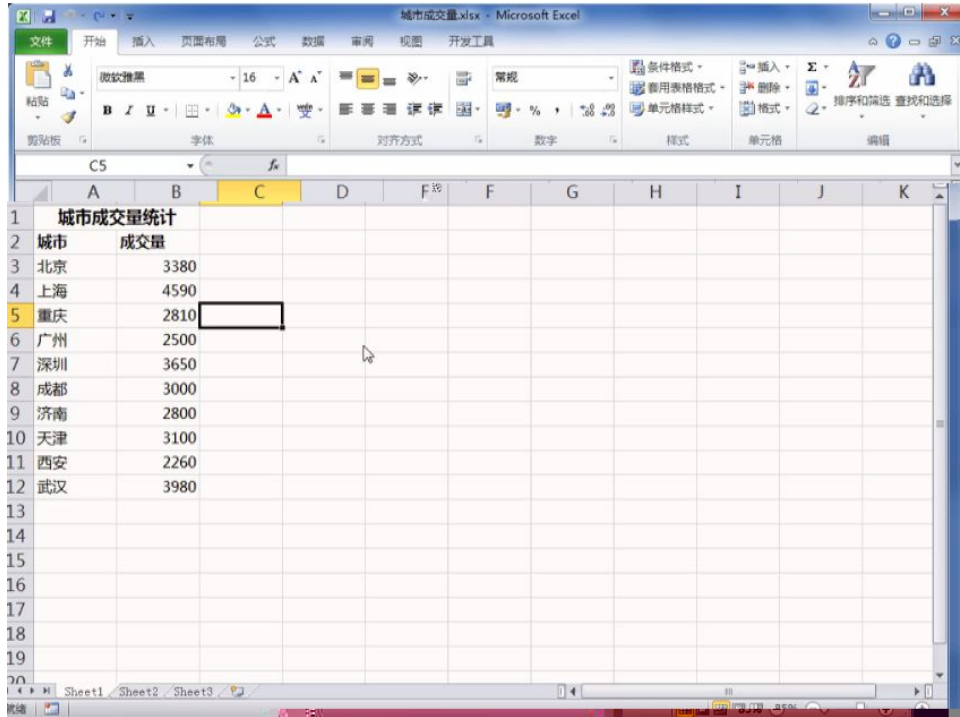
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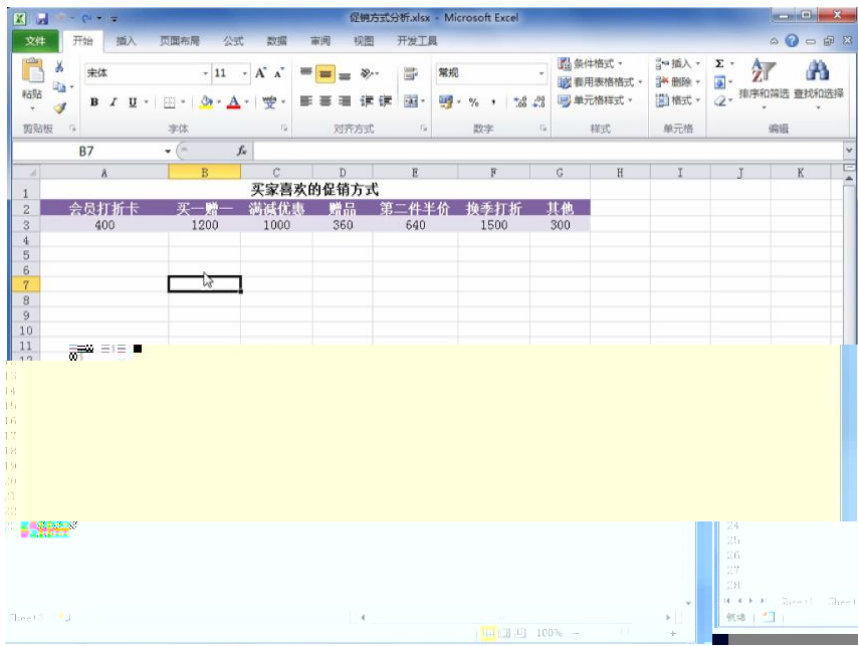
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| 日期 | 老客户 | 新客户 |
|-----------|-----|-----|
| 2018/4/1 | 0 | 50 |
| 2018/4/2 | 1 | 48 |
| 2018/4/3 | 0 | 65 |
| 2018/4/4 | 1 | 65 |
| 2018/4/5 | 2 | 45 |
| 2018/4/6 | 1 | 56 |
| 2018/4/7 | 0 | 49 |
| 2018/4/8 | 2 | 56 |
| 2018/4/9 | 3 | 56 |
| 2018/4/10 | 2 | 58 |
| 2018/4/11 | 4 | 34 |
| 2018/4/12 | 5 | 49 |
| 2018/4/13 | 5 | 56 |
| 2018/4/14 | 6 | 65 |
| 2018/4/15 | 3 | 63 |
| 2018/4/16 | 6 | 69 |
| 2018/4/17 | 6 | 75 |
| 2018/4/18 | 7 | 79 |

| 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 |
|--------------------|-----------|-------------|-------------|-----------------------------------|
| 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 |
| 154222459555755598 | 爱吃鱼的鱼 | 171****4525 | 171****4525 | 珠宝摄影首饰拍摄戒指耳环项链钻石海宝网拍钻石玛瑙摄影服装 |
| 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 |
| 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 |
| 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 淘宝商品拍摄服务包 |
| 155874541354553124 | 网名不重要 | 168****4545 | 168****4545 | 推荐 高端大型商用家用数码相机 电子 车载吸尘器 淘宝商品拍摄服务 |
| 165987544451579742 | 朕是皇上 | 185****5661 | 185****5661 | 飞利浦电动剃须刀 剃须刀 淘宝商品拍摄服务包 |
| 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 淘宝商品拍摄服务包 |
| 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特衬衫服装拍摄常州摄影 |
| 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 家具产品拍摄拍摄常州上门服务白底实景淘宝专门摄影 |
| 541235458835512126 | 追风少年 | 183****7545 | 183****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 | 外模男模特拍摄常州无锡镇江 |
| 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 |
| 123659455786554532 | 我是一只蝴蝶 | 186**** | 186**** | |



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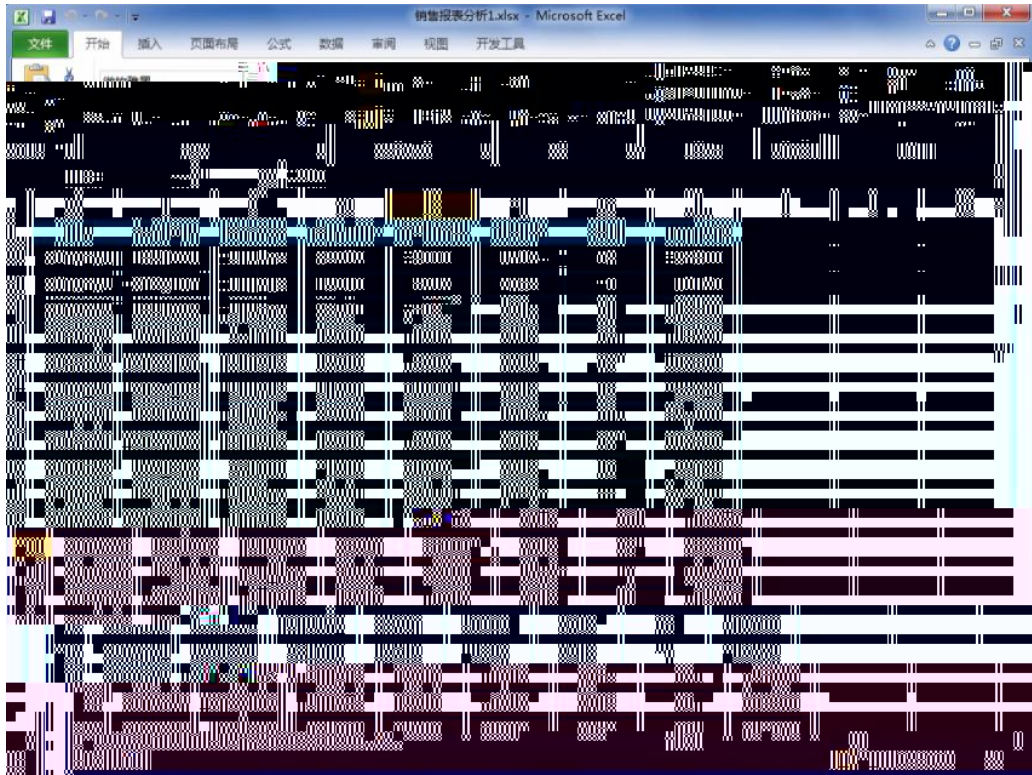
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近期宝贝销售记录.xlsx - Microsoft Excel

| | | | | | |
|----|--------------------|--------|-------------|-------------|---------------|
| 12 | 155874541354553124 | 网名不重要 | 168****4545 | 168****4545 | 男装拍摄模特衬衫服装拍 |
| 13 | 123658455786554532 | 我是一只蜡烛 | 186****5485 | 186****5485 | 男装拍摄模特衬衫服装拍 |
| 14 | 165987544451579742 | 朕是皇上 | 185****5661 | 185****5661 | 常州小孩拍照外国小模特定制 |
| 15 | 541235458835512126 | 追风少年 | 183****7545 | 183****7545 | 常州小孩拍照外国小模特定制 |
| 16 | 889056655458875056 | 追风少年 | 189****4551 | 189****4551 | 常州小孩拍照外国小模特定制 |

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 | 75.00 | | |
| 女士衬衫 | 80.00 | 2 | 60.00 | | |
| 总成本 | 15000.00 | 实际投入成本 | | | |
| 总时间(天) | 90 | 实际销售时间 | | | |
| 总收益 | | | | | |

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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 | 10 |
| 3 | 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 |
| 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 | 米白色 | 6 |
| 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 | 卡其色 | 15 |
| 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 | 淡紫色 | 2 |
| 7 | 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 |
| 8 | 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 |
| 9 | 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 | 8 |
| 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 | 9 |
| 16 | 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 | 11 |
| 17 | 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 | 10 |
| 18 | 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 | | |

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The screenshot shows a Microsoft Excel spreadsheet titled "退货、退款原因分析.xlsx". The table contains the following data:

| 1 | D | E | F | G | H |
|----|-------------------------------------|---------|---------|---------|---|
| | 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 | |
| 2 | 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 | |
| 3 | 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 | |
| 4 | 2018春秋新款时尚休闲运动服装套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 | |
| 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 | 质量问题 | 部分退款 | ¥30.00 | |
| 6 | 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 | |
| 7 | 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 | |
| 8 | 运动服装女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 | |
| 9 | 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 | |
| 10 | 夏季新款时尚休闲运动两件套装2018女潮夏天短袖宽松显瘦衣服二件套 | 质量问题 | 部分退款 | ¥50.00 | |
| 11 | 11 18桑蚕丝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 | 商品漏发 | 部分退款 | ¥30.00 | |
| 12 | 12 18桑蚕丝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 | 质量问题 | 部分退款 | ¥20.00 | |
| 13 | 13 薄款桑蚕丝春夏季新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好t恤女 | 补差价 | 部分退款 | ¥15.00 | |
| 14 | 14 春秋韩版新品中长款羊毛衫外搭针织好开衫宽松长袖毛衣披肩外套女 | 补差价 | 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 | ¥150 |
| 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 |
| 女士风衣 | 2018年4月24日 | ¥148 |

货物采购明细.xlsx - Microsoft Excel

金××鞋服有限公司

| 日期 | 商品名称 | 规格 | 单位 | 数量 | 单价 | 金额 |
|-----------|------|-----|----|----|-----|------|
| 2018/4/1 | 女士风衣 | 180 | 件 | 10 | 150 | 1500 |
| 2018/4/2 | 女士风衣 | 169 | 件 | 10 | 169 | 1690 |
| 2018/4/3 | 女士风衣 | 120 | 件 | 10 | 120 | 1200 |
| 2018/4/4 | 女士风衣 | 180 | 件 | 10 | 180 | 1800 |
| 2018/4/5 | 女士风衣 | 156 | 件 | 10 | 156 | 1560 |
| 2018/4/6 | 女士风衣 | 143 | 件 | 10 | 143 | 1430 |
| 2018/4/7 | 女士风衣 | 120 | 件 | 10 | 120 | 1200 |
| 2018/4/8 | 女士风衣 | 143 | 件 | 10 | 143 | 1430 |
| 2018/4/9 | 女士风衣 | 150 | 件 | 10 | 150 | 1500 |
| 2018/4/10 | 女士风衣 | 143 | 件 | 10 | 143 | 1430 |
| 2018/4/11 | 女士风衣 | 143 | 件 | 10 | 143 | 1430 |
| 2018/4/12 | 女士风衣 | 150 | 件 | 10 | 150 | 1500 |
| 2018/4/13 | 女士风衣 | 165 | 件 | 10 | 165 | 1650 |
| 2018/4/14 | 女士风衣 | 140 | 件 | 10 | 140 | 1400 |
| 2018/4/15 | 女士风衣 | 185 | 件 | 10 | 185 | 1850 |
| 2018/4/16 | 女士风衣 | 163 | 件 | 10 | 163 | 1630 |
| 2018/4/17 | 女士风衣 | 140 | 件 | 10 | 140 | 1400 |
| 2018/4/18 | 女士风衣 | 159 | 件 | 10 | 159 | 1590 |
| 2018/4/19 | 女士风衣 | 140 | 件 | 10 | 140 | 1400 |
| 2018/4/20 | 女士风衣 | 150 | 件 | 10 | 150 | 1500 |
| 2018/4/21 | 女士风衣 | 143 | 件 | 10 | 143 | 1430 |
| 2018/4/22 | 女士风衣 | 178 | 件 | 10 | 178 | 1780 |
| 2018/4/23 | 女士风衣 | 150 | 件 | 10 | 150 | 1500 |
| 2018/4/24 | 女士风衣 | 148 | 件 | 10 | 148 | 1480 |

| 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 | 180 |

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The screenshot shows a Microsoft Excel spreadsheet titled "商品库存状态分析.xlsx". The spreadsheet has the following data:

| 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 |
| 2018/5/19 | | 5 | 4 | 20 |

库存周转率分析L.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

字体 16 A A 剪贴板 对齐方式 数字 样式 单元格 编辑

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| | 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 | 26,000 | 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 |

库存周转率分析 / Sheet2 / Sheet3

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利润与成本关系.xlsx - Microsoft Excel

2018年

零售女士装 百褶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 | 成交额 | 浏览量 | 转化率 |
|--------------------------------|------|------|-----|-----|-----|-----|
| 2018夏季新款韩版时尚运动显瘦女夏天休闲两件套裙袖宽松薄款 | ¥ 20 | ¥ 30 | 130 | | | |
| 2018夏季新款韩版时尚运动显瘦女夏天休闲两件套裙袖宽松薄款 | ¥ 20 | ¥ 30 | 130 | | | |

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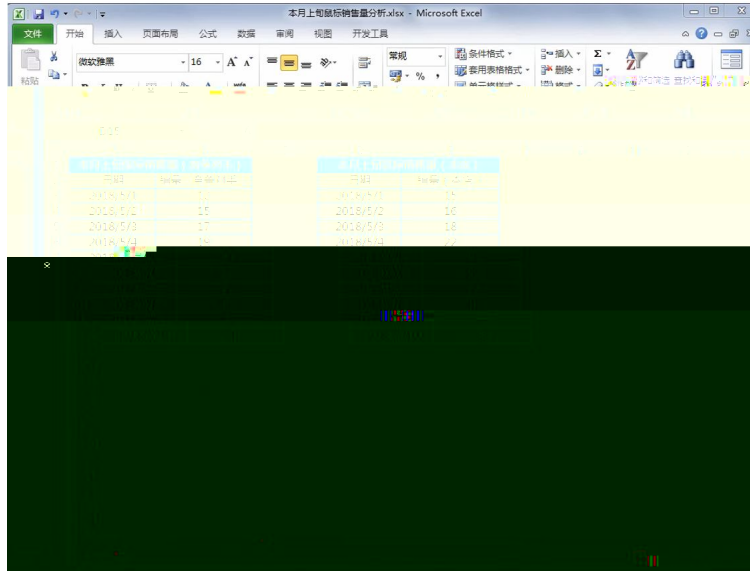
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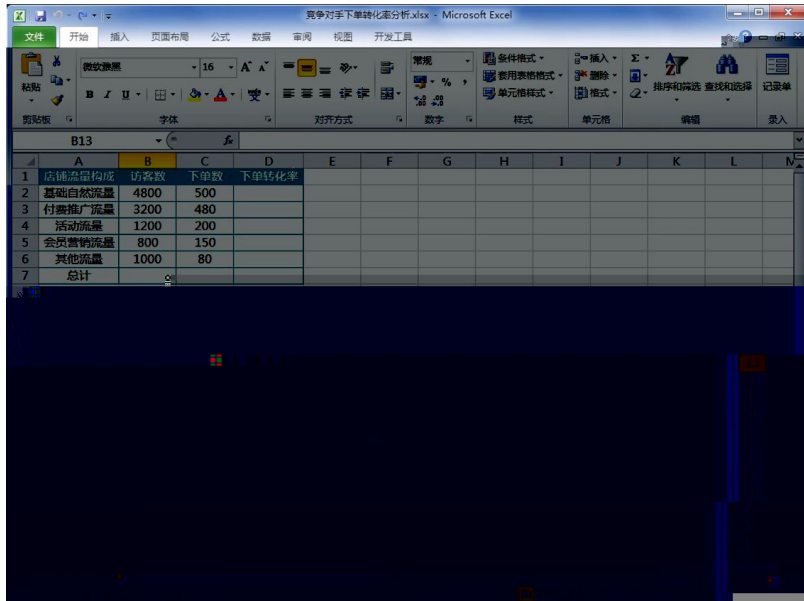


竞争对手销售商品数据.xlsx - Microsoft Excel

| 宝贝名称 | 售价 | 销量 | 销售额 | 竞争对手 |
|---|-------|----|-----|------|
| 游戏机械鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用lol | ¥ 59 | 45 | | |
| 罗技 (Logitech) M330 无线静音鼠标 舒适曲线 黑色 M275升级版 | ¥ 79 | 28 | | |
| 西伯利亚 (XIBERIA) V10 电竞游戏耳机头戴式7.1声道重低音7彩发光电脑耳麦 灰色 | ¥ 59 | 37 | | |
| 鼠标pad电竞鼠标有线台式电脑笔记本无线游戏家用usb键鼠 | ¥ 79 | 34 | | |
| 键鼠鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 129 | 22 | | |
| 键鼠鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 149 | 18 | | |
| 雷柏8000P 无线鼠标键鼠套装静音防水省电键鼠套装 | ¥ 59 | 59 | | |
| 飞利浦无线鼠标 静音办公舒适便携鼠标无线静音光电办公家用lol | ¥ 49 | 56 | | |
| 游戏鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 149 | 45 | | |
| 真机械鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 159 | 18 | | |
| 大号鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 15 | 69 | | |
| 雷柏朋克真机械鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 179 | 22 | | |
| 键鼠鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 89 | 48 | | |
| 键鼠鼠标有线台式电脑笔记本无线静音光电办公家用lol | ¥ 119 | 39 | | |

竞争对手销售商品数据.xlsx - Microsoft Excel

| 下单日期 | 买家名称 | 下单人数 | 回头客人数 |
|----------|-----------|------|-------|
| 2018/5/1 | 追风少年 | | |
| 2018/5/1 | 爱吃猫的鱼 | | |
| 2018/5/1 | 太阳花 | | |
| 2018/5/1 | 乐天派 | | |
| 2018/5/2 | 爱淘 | | |
| 2018/5/2 | 网名不重要 | | |
| 2018/5/2 | 朕是皇上 | | |
| 2018/5/3 | 乐天派 | | |
| 2018/5/4 | 鸽子 | | |
| 2018/5/4 | 来自太阳的我 | | |
| 2018/5/4 | 太阳花 | | |
| 2018/5/5 | 追风少年 | | |
| 2018/5/6 | 你若安好，便是晴天 | | |
| 2018/5/6 | 明天会更好 | | |
| 2018/5/6 | 我是一只蜡烛 | | |
| 2018/5/7 | 爱吃猫的鱼 | | |
| 2018/5/7 | 太阳花 | | |
| 2018/5/8 | love_wei | | |



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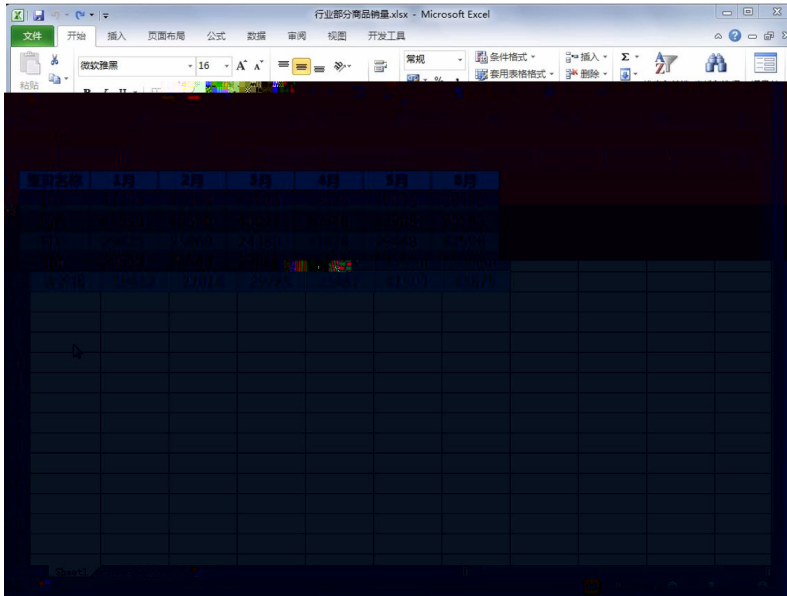
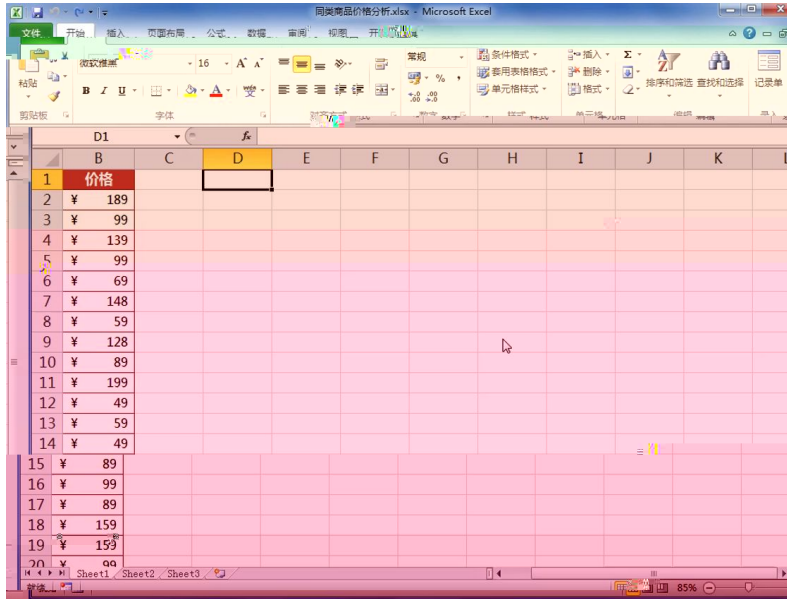
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商品搜索趋势分析.xlsx - Microsoft Excel

| 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 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

| 1 | 女士风衣行业卖家经营阶段 | | |
|----|--------------|------|----|
| 2 | 经营阶段 | 卖家数据 | 比例 |
| 3 | 新手 | 3200 | |
| 4 | 入门期 | 3800 | |
| 5 | 上升期 | 2200 | |
| 6 | 稳定期 | 1400 | |
| 7 | 资深卖家 | 200 | |
| 8 | 总计 | | |
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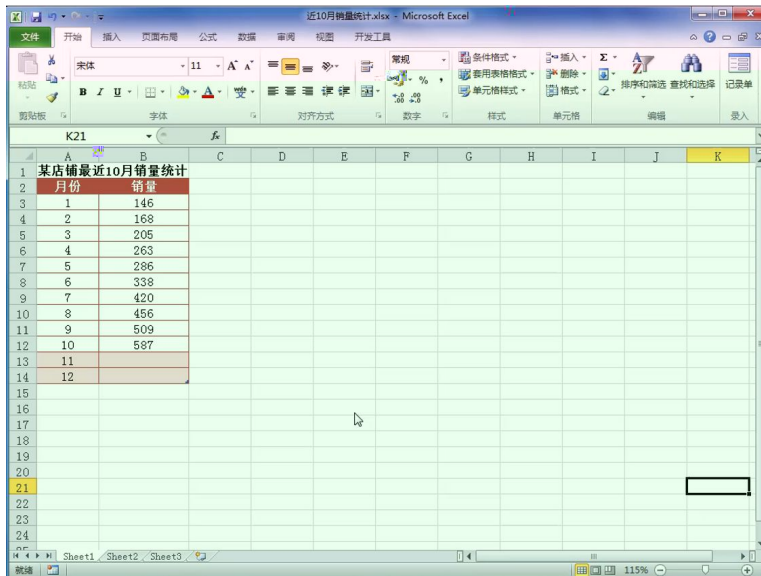
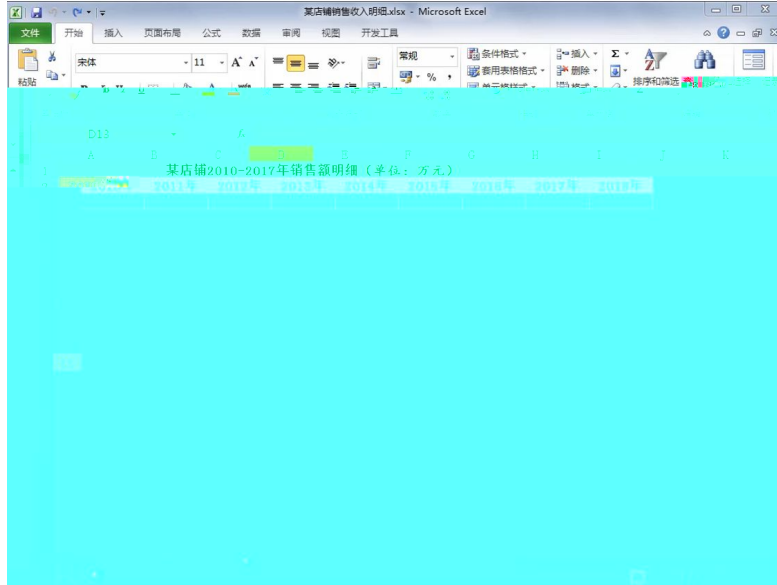
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| 旗舰店店铺销售额和销售费用 (单位: 万元) | | |
|------------------------|---------|--------|
| 日期 | 销售额 | 销售费用 |
| 2018.6.1 | 1845.00 | 178.00 |
| 2018.6.2 | 1469.00 | 138.00 |
| 2018.6.3 | 1709.00 | 148.00 |
| 2018.6.4 | 1895.00 | 109.00 |
| 2018.6.5 | 2150.00 | 91.00 |
| 2018.6.6 | 2335.00 | 103.00 |
| 2018.6.7 | 2472.00 | 108.00 |
| 2018.6.8 | 4225.00 | 83.00 |
| 2018.6.9 | 2603.00 | 60.00 |
| 2018.6.10 | 2612.00 | 95.00 |
| 2018.6.11 | 4648.00 | 111.00 |
| 2018.6.12 | 2881.00 | 57.00 |
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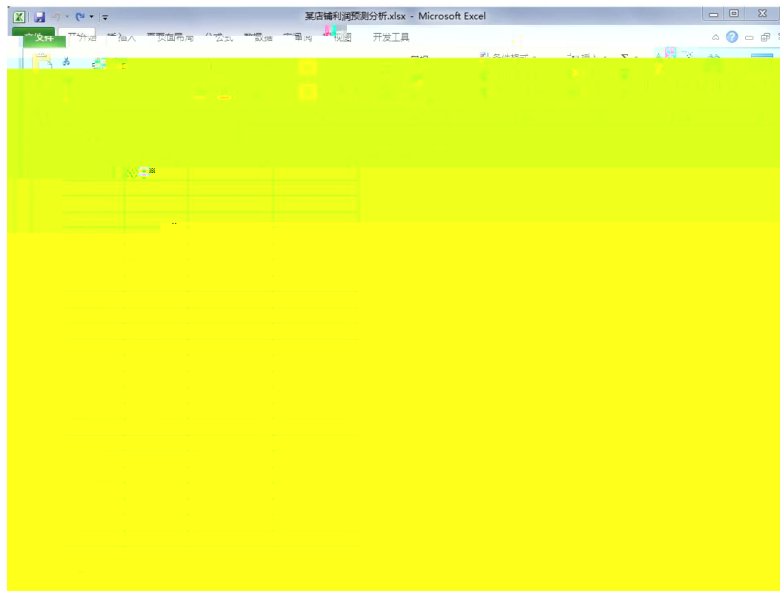
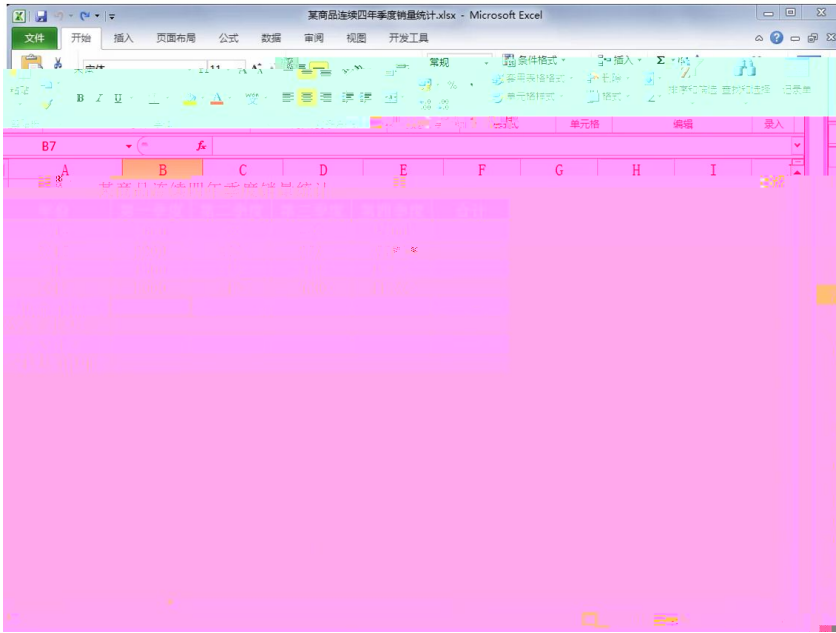
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某店净利润预测分析1.xlsx - Microsoft Excel

| 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 | 2050.26 |
| | 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 | 2273.0 |

销量预测分析.xlsx - Microsoft Excel

| 年份 | 销量实际值 | 销量预测值 | 预测误差 | 预测误差平方和 | 平滑系数 |
|------|-------|-------|------|---------|-------------------------------|
| 2006 | 2056 | | | | 0.3 实际销售量的平均值 预测误差的总平方和 |
| 2007 | 3055 | | | | |
| 2008 | 4800 | | | | |
| 2009 | 5600 | | | | |
| 2010 | 7900 | | | | |
| 2011 | 9600 | | | | |
| 2012 | 13560 | | | | |
| 2013 | 16530 | | | | |
| 2014 | 19600 | | | | |
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