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| 5. | 1-5 | | 12 |
| 6. | 1-6 | | 13 |
| 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 |
| 7. | 2-1-7 | | 43 |
| 8. | 2-1-8 | | 45 |
| 9. | 2-2-1 | | 47 |

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| 10. | 2-2-2 | | 52 |
| 11. | 2-2-3 | | 57 |
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| 15. | 2-2-7 | | 77 |
| 16. | 2-2-8 | | 82 |
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| 1. | 3-1 | | 88 |
| 2. | 3-2 | | 91 |
| 3. | 3-3 | | 93 |
| 4. | 3-4 | | 96 |
| 5. | 3-5 | | 99 |
| 6. | 3-6 | | 101 |
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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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11. 2-2-3

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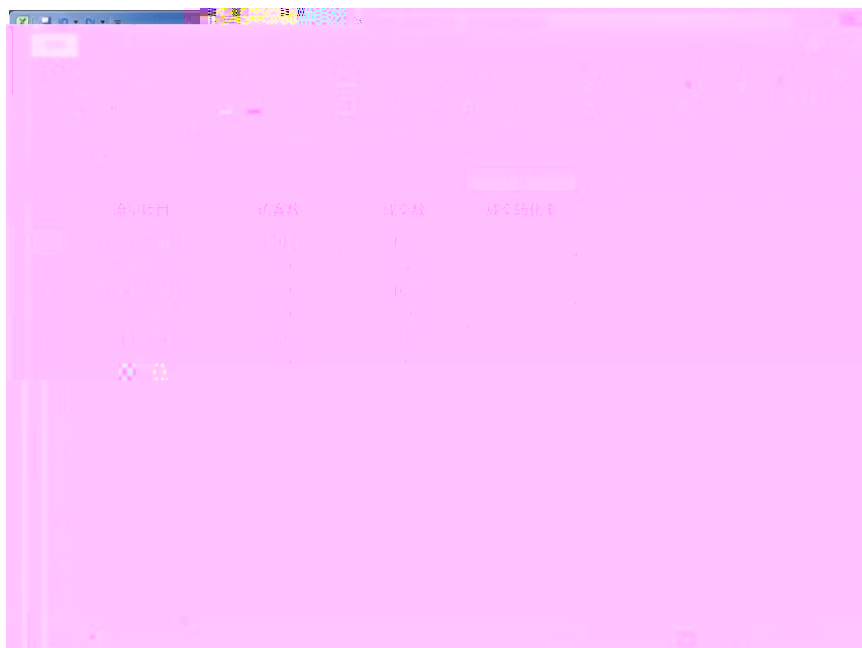
EXCEL

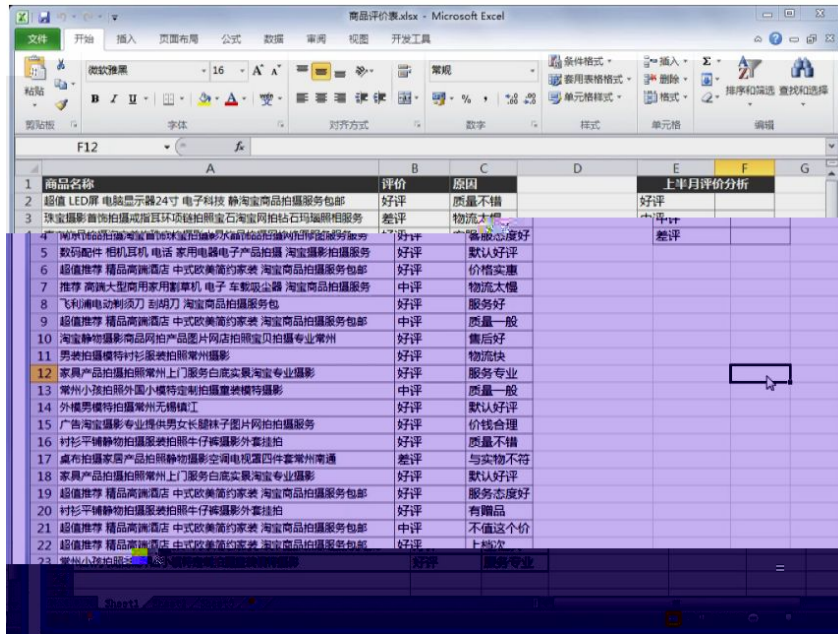
Excel

word

The screenshot shows an Excel spreadsheet titled "店铺浏览量分析.xlsx" (Store Visit Volume Analysis). The data is organized in a table with the following columns: 日期 (Date), 浏览量 (Visit Volume), 访问量 (Access Volume), PC端浏览量 (PC Visit Volume), 移动端浏览量 (Mobile Visit Volume), and 日平均浏览量 (Average Daily Visit Volume). The data spans from 2018/3/1 to 2018/3/20. The value 350 is highlighted in cell D10.

| | A | B | C | D | E | F | G | H | I |
|----|-----------|------|------|--------|--------|--------|---|---|---|
| | 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 | | | |
| 1 | | | | | | | | | |
| 2 | 2018/3/1 | 1200 | 600 | 750 | 450 | 956 | | | |
| 3 | 2018/3/2 | 645 | 350 | 340 | 305 | 956 | | | |
| 4 | 2018/3/3 | 898 | 420 | 480 | 418 | 956 | | | |
| 5 | 2018/3/4 | 1100 | 500 | 600 | 500 | 956 | | | |
| 6 | 2018/3/5 | 950 | 430 | 450 | 500 | 956 | | | |
| 7 | 2018/3/6 | 750 | 360 | 300 | 450 | 956 | | | |
| 8 | 2018/3/7 | 860 | 440 | 400 | 460 | 956 | | | |
| 9 | 2018/3/8 | 1600 | 1000 | 600 | 1000 | 956 | | | |
| 10 | 2018/3/9 | 900 | 350 | 350 | 550 | 956 | | | |
| 11 | 2018/3/10 | 1050 | 500 | 600 | 450 | 956 | | | |
| 12 | 2018/3/11 | 750 | 280 | 450 | 300 | 956 | | | |
| 13 | 2018/3/12 | 600 | 160 | 380 | 220 | 956 | | | |
| 14 | 2018/3/13 | 860 | 300 | 420 | 440 | 956 | | | |
| 15 | 2018/3/14 | 950 | 420 | 580 | 370 | 956 | | | |
| 16 | 2018/3/15 | 1500 | 650 | 620 | 880 | 956 | | | |
| 17 | 2018/3/16 | 1200 | 550 | 600 | 600 | 956 | | | |
| 18 | 2018/3/17 | 800 | 330 | 450 | 350 | 956 | | | |
| 19 | 2018/3/18 | 950 | 380 | 380 | 570 | 956 | | | |
| 20 | 2018/3/19 | 750 | 400 | 420 | 330 | 956 | | | |
| 21 | 2018/3/20 | 800 | 360 | 420 | 380 | 956 | | | |
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| 23 | | | | | | | | | |





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EXCEL

word

| 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 | 电话 | 40 | 2,500.00 | 100,000.00 |
| 深圳 | 李青山 | 电话 | 15 | 2,850.00 | 42,750.00 |
| 深圳 | 李青山 | 电话 | 20 | 3,000.00 | 60,000.00 |
| 深圳 | 李青山 | 电话 | 79 | 2,500.00 | 197,500.00 |

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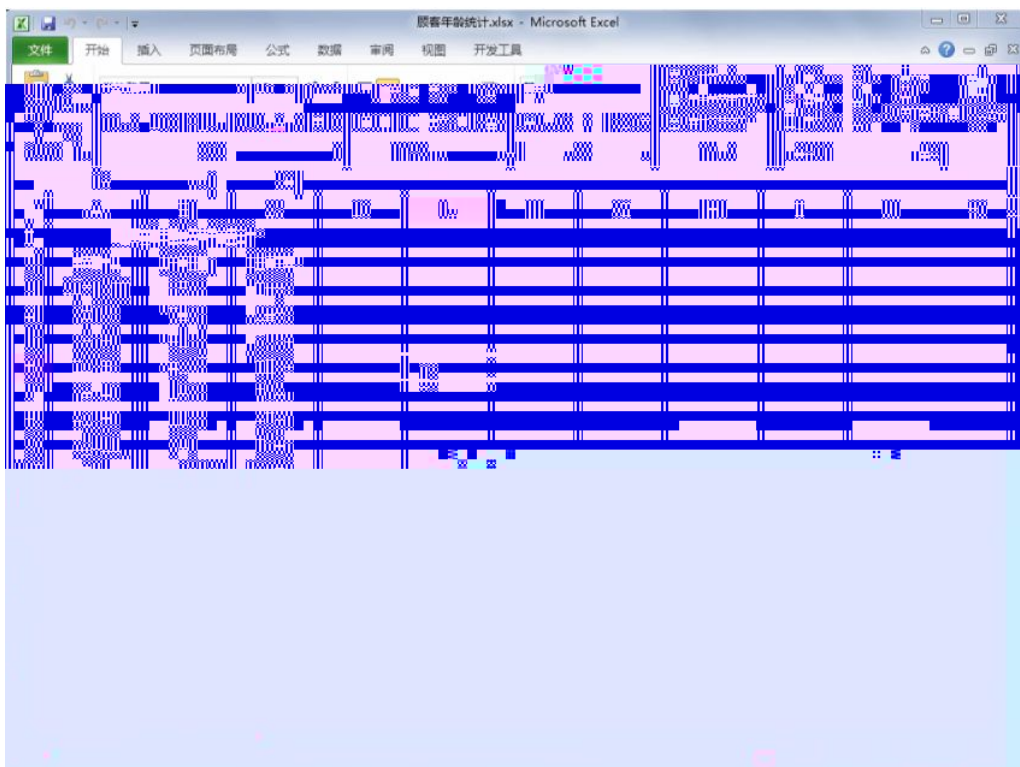
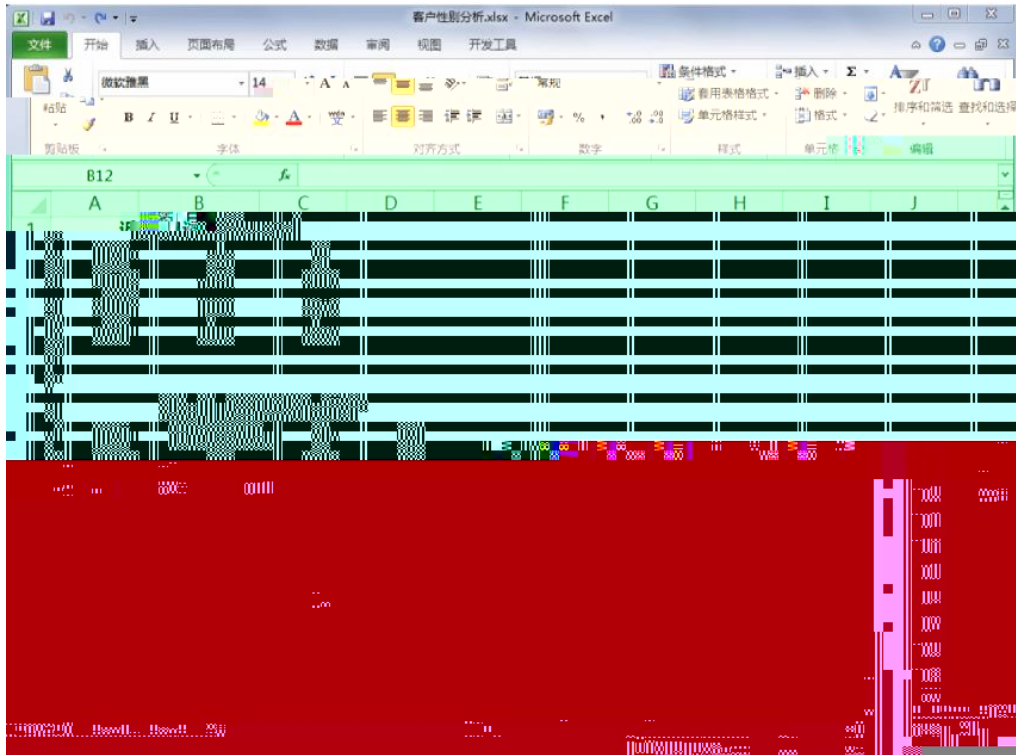
"

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EXCEL

Excel

word



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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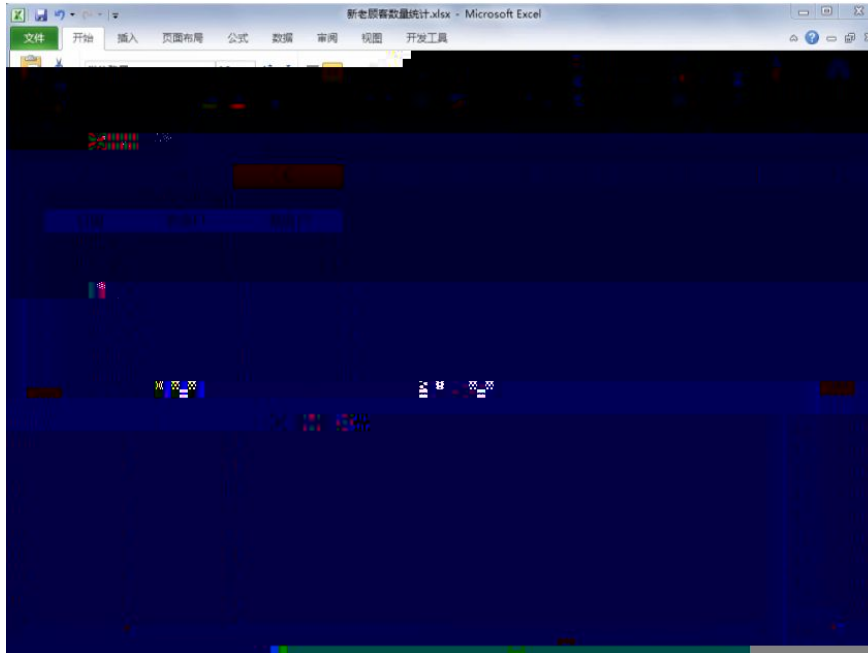
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EXCEL

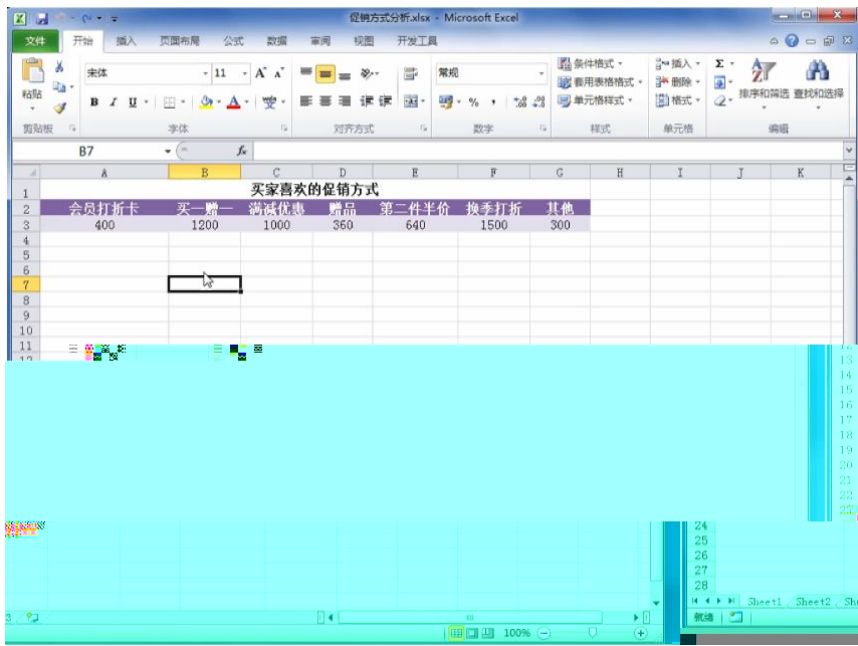
Excel

word



店铺销售记录.xlsx - Microsoft Excel

| | 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摄宝石淘宝网拍钻石玛瑙摄影服装 |
| 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拍修图服务服务 |
| 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 精品高端酒店 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 | 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 |
| 9 | 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邮 |
| 10 | 254843548765123574 | 淘子 | 187****9856 | 187****9856 | 淘宝摄影拍摄网拍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 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 12 | 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 家具产品拍摄拍照常州上门服务白底实景淘宝专业摄影 |
| 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童装模特摄影 |
| 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 | 54786544254785854 | 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 | 我是一只蝴蝶 | 186****4567 | 186****4567 | 常州小孩拍摄外国小模特定制拍摄童装模特摄影 |
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| Row | Date | Product Code | Product Name | Price | Quantity | Total Sales |
|-----|----------|--------------|--------------|--------|----------|-------------|
| 10 | 2018/4/5 | JAF58-02 | 女士T恤 | 49.00 | 6 | 294.00 |
| 11 | 2018/4/5 | JSE89-01 | 女士风衣 | 399.00 | 8 | 2632.00 |
| 12 | 2018/4/5 | OTSQP-01 | 女士衬衫 | 89.00 | 10 | 890.00 |
| 13 | 2018/4/5 | JSE89-02 | 女士风衣 | 239.00 | 12 | 2868.00 |
| 14 | 2018/4/6 | JSE89-01 | 女士风衣 | 399.00 | 6 | 1974.00 |
| 15 | 2018/4/6 | OTSQP-01 | 女士衬衫 | 89.00 | 5 | 445.00 |
| 16 | 2018/4/6 | JSE89-03 | 女士风衣 | 339.00 | 13 | 4407.00 |
| 17 | 2018/4/6 | JAF58-01 | 女士T恤 | 65.00 | 7 | 455.00 |
| 18 | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 14 | 1246.00 |
| 19 | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 15 | 1335.00 |

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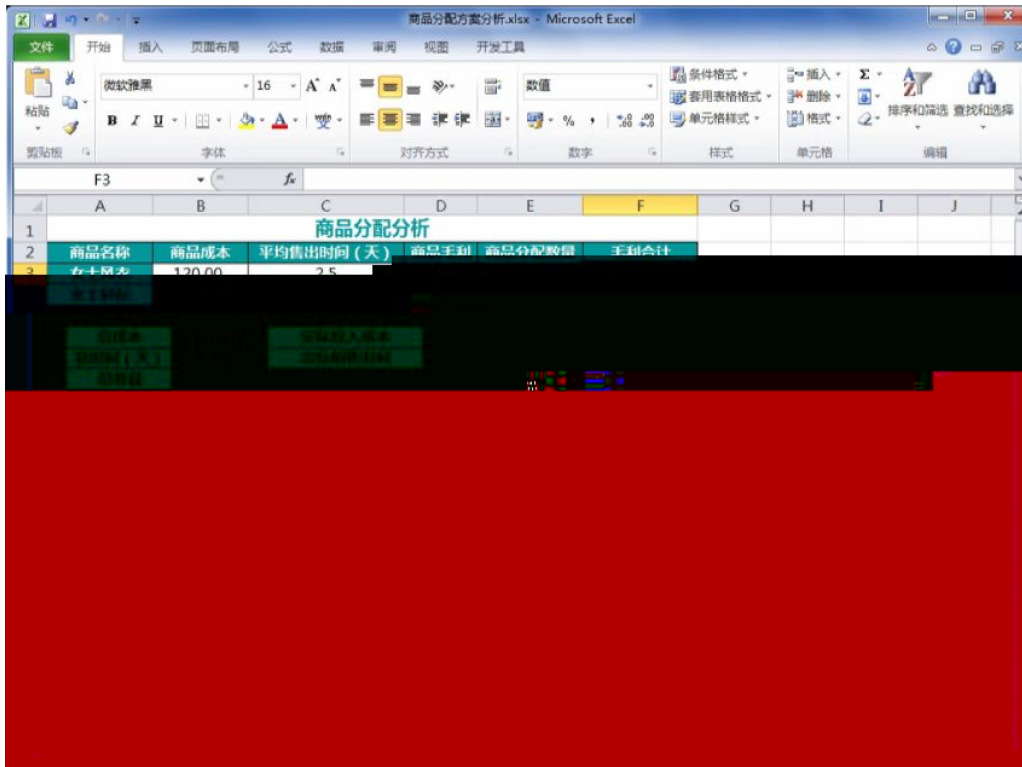
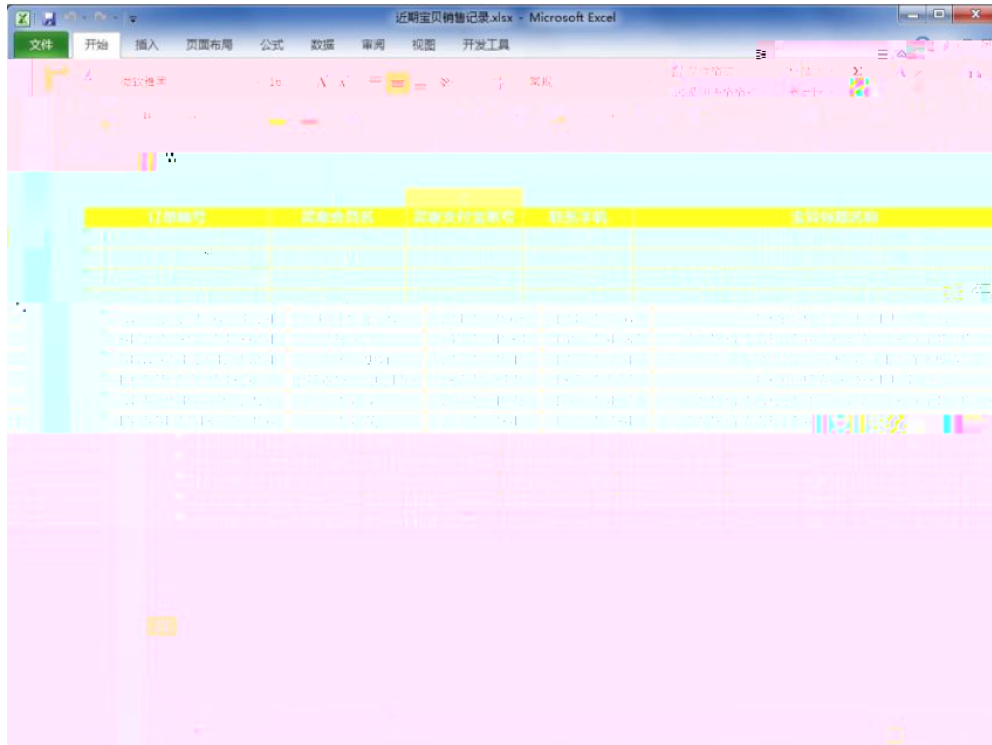
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| 商品名称 | 颜色 | 成交数量 |
|----------------------------------|-----|------|
| 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 藏青色 | 4 |
| 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 淡紫色 | 10 |
| 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 米白色 | 6 |
| 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装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

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

| 1 | 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 | 发错商品 | 全部退款 | ¥69.00 |
| 7 | 运动套装女2018夏季新款休闲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 | 夏装新款时尚休闲运动两件套女2018女潮夏天短袖宽松薄款两件套 | 质量问题 | 部分退款 | ¥50.00 |
| 11 | 花色运动服装女夏季新款休闲两件套时尚短袖夏装七分裤2018新款 | 商品漏发 | 部分退款 | ¥30.00 |
| 12 | 18益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 | 薄款蚕丝春夏季新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好血女 | 补差价 | 部分退款 | ¥15.00 |
| 14 | 春秋韩版新品中长款羊毛衫外搭针织衫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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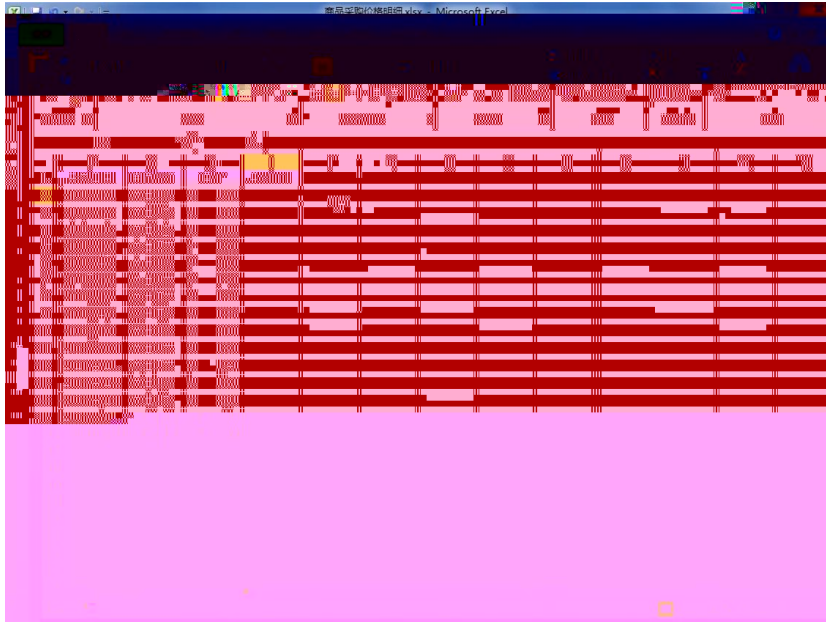
word

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 |
| 女士风衣 | 2018年4月24日 | ¥148 |

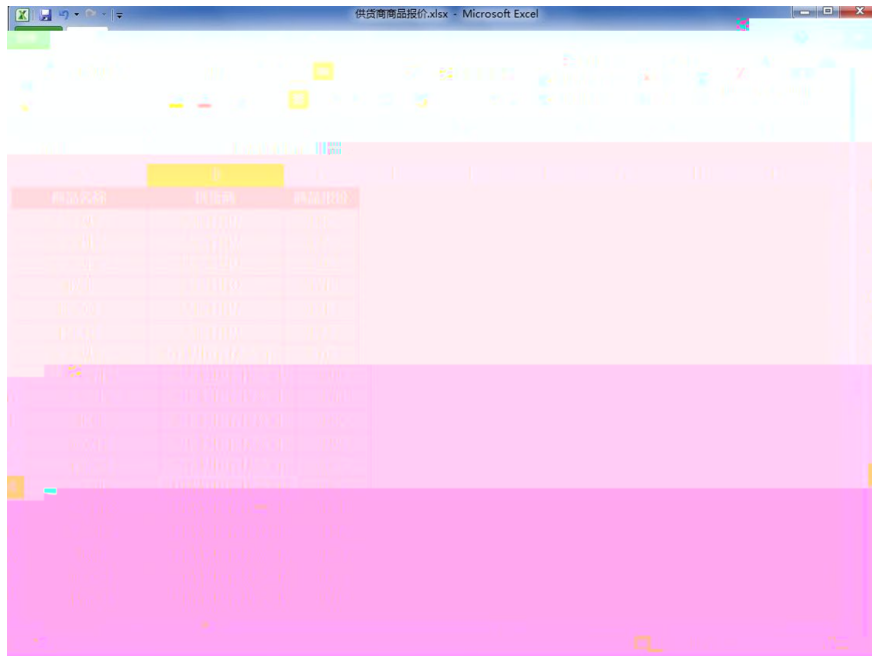
货物采购明细.xlsx - Microsoft Excel

| 日期 | 货物编号 | 货物名称 | 供货商名称 | 数量 | 单价 | 进货成本 |
|-----------|-----------|------|------------|----|------|--------|
| 2018/4/1 | GJD23-56 | 板鞋 | 恩××鞋业厂 | 10 | ¥89 | ¥890 |
| 2018/4/1 | JSE89-02 | 运动鞋 | 恩××鞋业厂 | 12 | ¥129 | ¥1,548 |
| 2018/4/1 | JFA58-03 | 板鞋 | 索××鞋业 | 15 | ¥139 | ¥2,085 |
| 2018/4/8 | RC611-12 | 板鞋 | 尔××鞋业有限公司 | 12 | ¥189 | ¥2,268 |
| 2018/4/8 | IENS6-13 | 休闲鞋 | 开××鞋业有限公司 | 18 | ¥239 | ¥4,302 |
| 2018/4/15 | IOE12-45 | 板鞋 | 金××鞋服有限公司 | 22 | ¥129 | ¥2,838 |
| 2018/4/15 | BIE45-93 | 休闲鞋 | 索××鞋业 | 15 | ¥139 | ¥2,085 |
| 2018/4/15 | BSW45-23 | 板鞋 | 金××鞋服有限公司 | 10 | ¥189 | ¥1,890 |
| 2018/4/21 | SIE20-45 | 运动鞋 | 恩××鞋业厂 | 22 | ¥169 | ¥3,718 |
| 2018/4/21 | JIERF-10 | 板鞋 | 开××鞋业厂有限公司 | 19 | ¥90 | ¥1,710 |
| 2018/4/21 | FJDIE-08 | 运动鞋 | 索××鞋业 | 12 | ¥130 | ¥1,560 |
| 2018/4/30 | IFDEK9-52 | 板鞋 | 金××鞋服有限公司 | 15 | ¥180 | ¥2,700 |
| 2018/4/30 | HUER-56 | 运动鞋 | 恩××鞋业厂 | 12 | ¥189 | ¥2,268 |



| 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:



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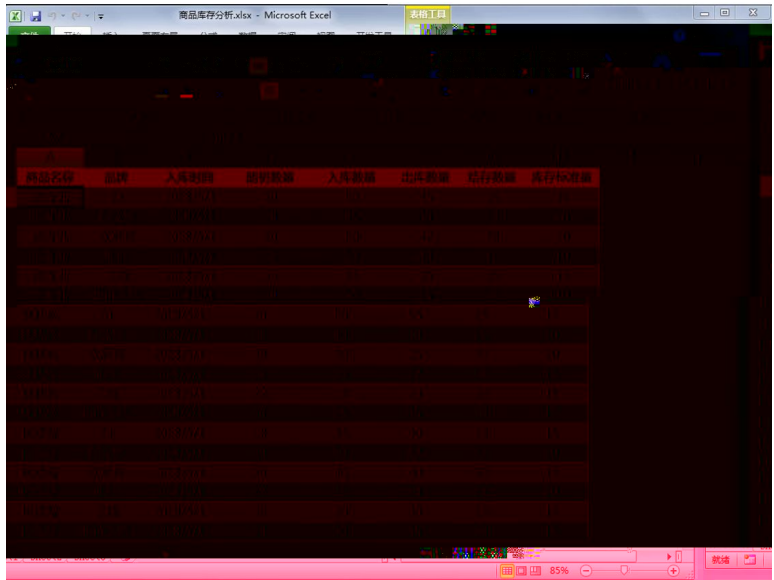
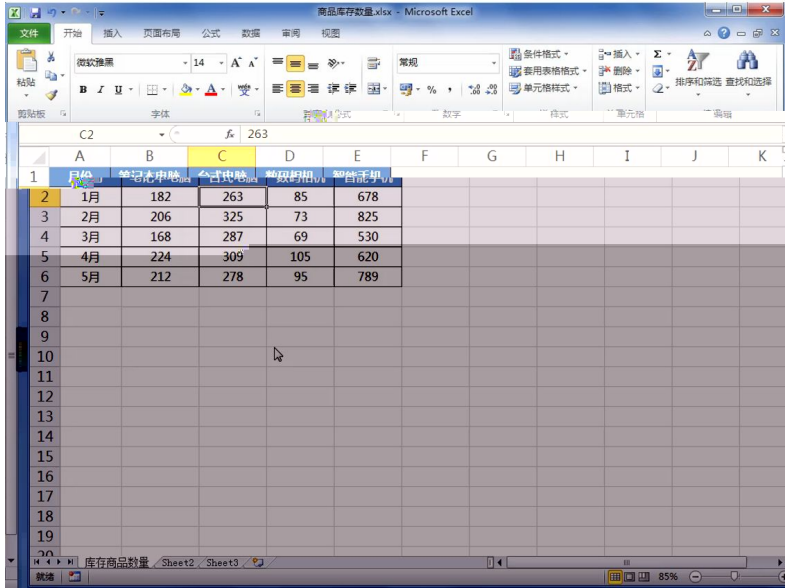
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The screenshot shows a Microsoft Excel spreadsheet titled '商品库存状态分析.xlsx'. The spreadsheet has the following data:

| 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 |



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| 80 | | 15% | | |
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EXCEL

Excel

利润与成本关系.xlsx - Microsoft Excel

宝贝名称 采购价 售价 成交量 成本 毛利

| 宝贝名称 | 采购价 | 售价 | 成交量 | 成本 | 毛利 |
|-----------------------------|------|------|-----|----|----|
| 2018夏季新款韩版时尚运动显瘦女夏无袖两件套短袖薄款 | 4.20 | 4.20 | 130 | | |
| 2018夏季新款韩版时尚运动显瘦女夏无袖两件套短袖薄款 | | | | | |

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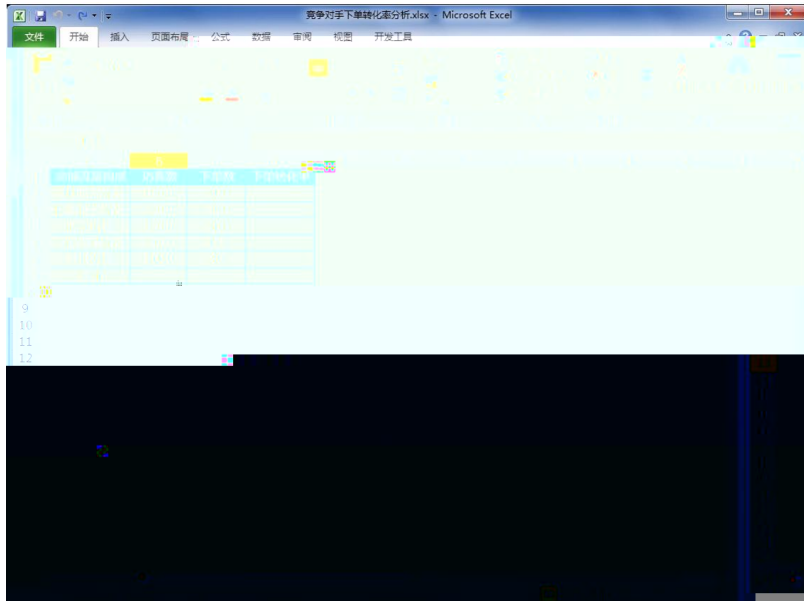
本月上旬鼠标销售量分析.xlsx - Microsoft Excel

| 本月上旬鼠标销售量 (本店) | | 本月上旬鼠标销售量 (竞品) | |
|----------------|-----------|----------------|---------|
| 日期 | 销量 (竞争对手) | 日期 | 销量 (本店) |
| 2018/5/1 | 12 | 2018/5/1 | 15 |
| 2018/5/2 | 15 | 2018/5/2 | 16 |
| 2018/5/3 | 17 | 2018/5/3 | 18 |
| 2018/5/4 | 19 | 2018/5/4 | 22 |
| 2018/5/5 | 20 | 2018/5/5 | 25 |
| 2018/5/6 | 21 | 2018/5/6 | 28 |
| 2018/5/7 | 22 | 2018/5/7 | 27 |
| 2018/5/8 | 26 | 2018/5/8 | 31 |
| 2018/5/9 | 27 | 2018/5/9 | 28 |
| 2018/5/10 | 48 | 2018/5/10 | 33 |

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 电竞鼠标有线机械鼠标/有线电竞鼠标/有线电竞鼠标/有线电竞鼠标/有线电竞鼠标 | ¥ 50 | 27 | | |

| 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 电竞鼠标有线机械鼠标/有线电竞鼠标/有线电竞鼠标/有线电竞鼠标/有线电竞鼠标 | ¥ 50 | 27 | | |



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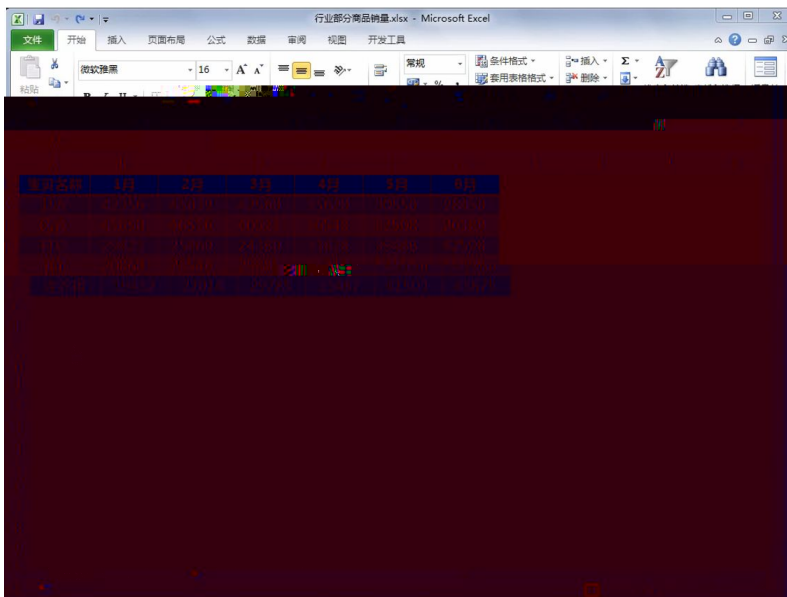
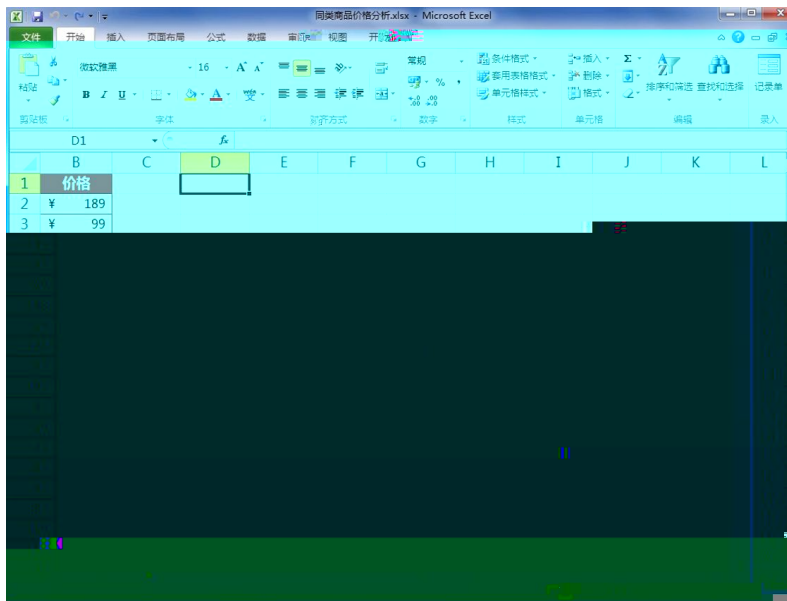
word

商品搜索趋势分析.xlsx - Microsoft Excel

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

行业卖家经营阶段数据.xlsx - Microsoft Excel

| 经营阶段 | 卖家数据 | 比例 |
|------|------|----|
| 新手 | 3200 | |
| 入门期 | 3800 | |
| 上升期 | 2200 | |
| 稳定期 | 1400 | |
| 资深卖家 | 200 | |
| 总计 | | |



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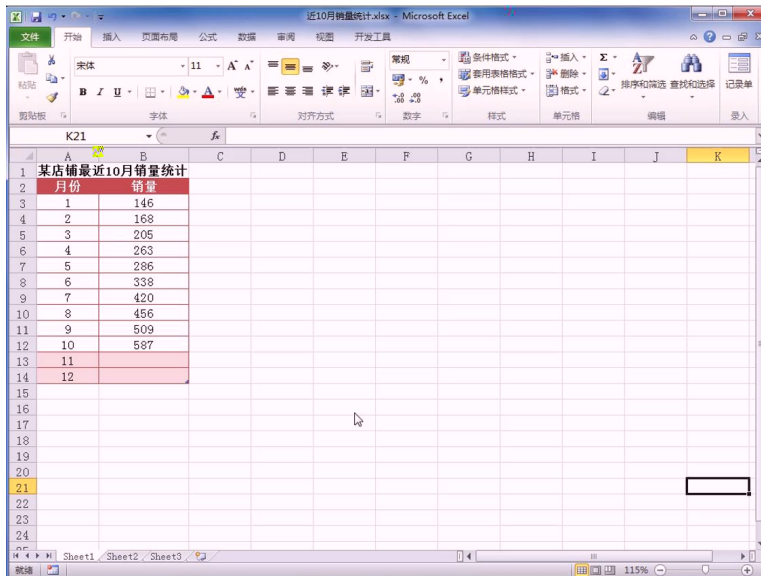
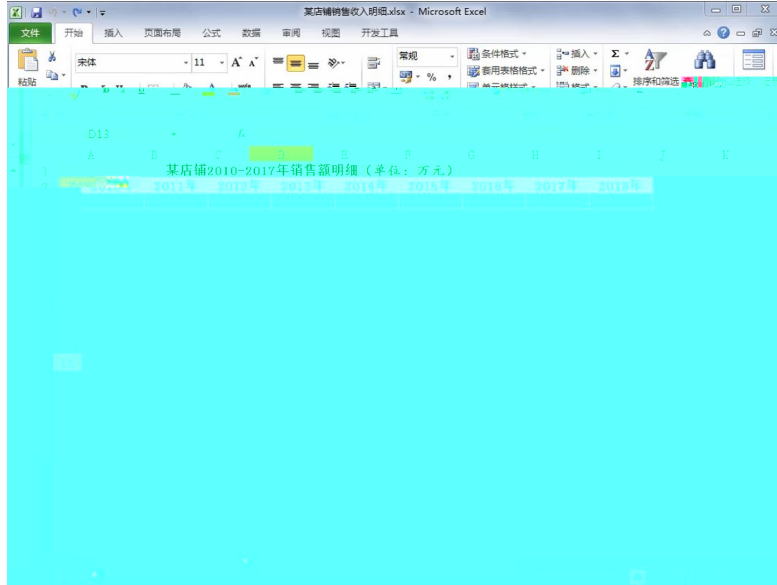
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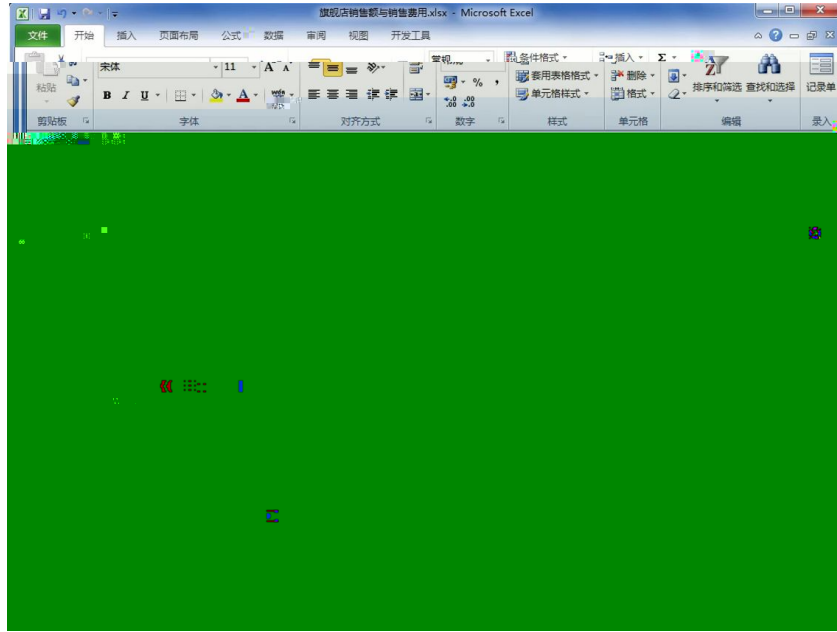
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某商品连续四年季度销量统计

| 年份 | 第一季度 | 第二季度 | 第三季度 | 第四季度 | 合计 |
|--------|------|------|------|-------|----|
| 2014 | 1600 | 200 | 400 | 5100 | |
| 2015 | 2800 | 430 | 670 | 7750 | |
| 2016 | 4500 | 710 | 1420 | 10500 | |
| 2017 | 5000 | 510 | 1680 | 11400 | |
| 同季平均 | | | | | |
| 所有季度平均 | | | | | |
| 季度比率 | | | | | |

2018年预测值

某店辅利润预测分析

| 年份 | 第一季度 | 第二季度 | 第三季度 | 第四季度 | 合计 |
|------|---------|------|------|------|----|
| 2014 | 1904.5 | | | | |
| 2015 | 2053.64 | | | | |
| 2016 | 2211.32 | | | | |

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 | 2426.61 |
| | 9 | 2273.82 |

销量预测分析.xlsx - Microsoft Excel

| | | |
|------|----|---------|
| 2016 | 1 | 1895.74 |
| 2016 | 2 | 1924.5 |
| 2016 | 3 | 2083.64 |
| 2016 | 4 | 2211.39 |
| 2016 | 5 | 2268.69 |
| 2016 | 6 | 2686.4 |
| 2016 | 7 | 2432.94 |
| 2016 | 8 | 2224.38 |
| 2016 | 9 | 2099.55 |
| 2016 | 10 | 2059.28 |
| 2016 | 11 | 2138.61 |
| 2016 | 12 | 2123.35 |
| 2017 | 1 | 2081.52 |
| 2017 | 2 | 2109.26 |
| 2017 | 3 | 2290.01 |
| 2017 | 4 | 2443.53 |
| 2017 | 5 | 2497.84 |
| 2017 | 6 | 2944.31 |
| 2017 | 7 | 2625.15 |
| 2017 | 8 | 2426.61 |
| 2017 | 9 | 2273.82 |
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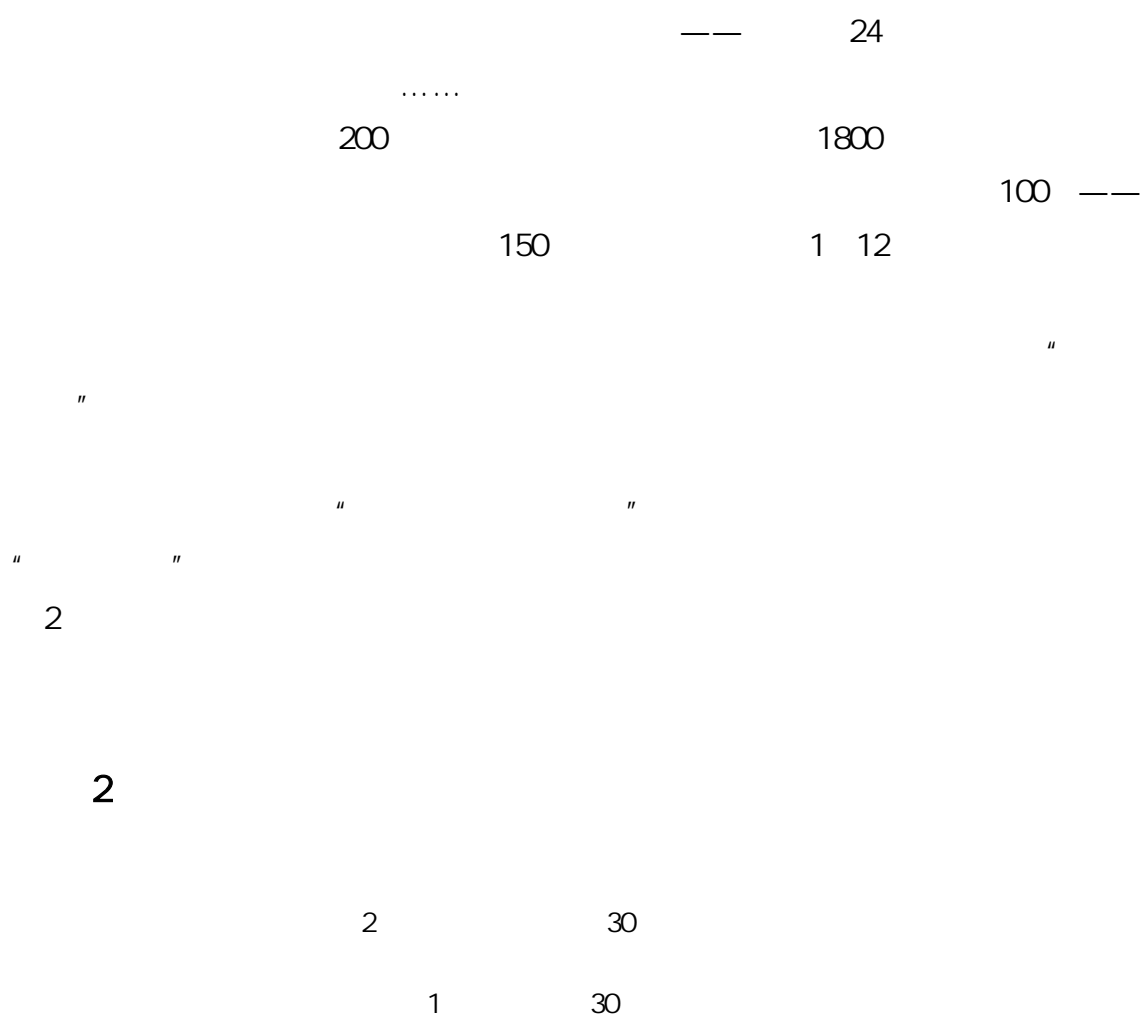
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