

2020 7

		.....	5
1.	1-1	.....	5
2	1-2	.....	7
3.	1-3	.....	9
4.	1-4	.....	10
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
		.....	29
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

10.	2-2-2	.....	52
11.	2-2-3	.....	57
12.	2-2-4	.....	62
13.	2-2-5	.....	67
14.	2-2-6	.....	73
15.	2-2-7	.....	77
16.	2-2-8	.....	82
		.....	88
1.	3-1	.....	88
2.	3-2	.....	91
3.	3-3	.....	93
4.	3-4	.....	96
5.	3-5	.....	99
6.	3-6	.....	101
7.	3-7	.....	103
8.	3-8	.....	105
9.	3-9	.....	107
10.	3-10	.....	111
11.	3-11	.....	113
12.	3-12	.....	116
13.	3-13	.....	119
14.	3-14	.....	122
15.	3-15	.....	125
16.	3-16	.....	128
		.....	131
1.	4-1	.....	131
2.	4-2	.....	134
3.	4-3	.....	136
4.	4-4	.....	139

5.	4-5	.....	141
6.	4-6	.....	144
7.	4-7	.....	146
8.	4-8	.....	148
9.	4-9	.....	150
10.	4-10	.....	152
11.	4-11	.....	154
12.	4-12	.....	156
13.	4-13	.....	159
14.	4-14	.....	161
15.	4-15	.....	165
16.	4-16	.....	167
		.....	170
1.	5-1	.....	170
2.	5-2		

16.

5-16

.....211

1. 1-1

1

1

001						1994/12/12	
002						1999/5/18	
003						1998/4/14	
004						1996/7/25	
005						1997/6/27	
006						1995/1/18	
007						1997/10/18	
008						1996/5/18	
009						1996/9/14	
010						1993/3/21	
011						1998/2/14	
012						1991/12/18	
013						1997/11/20	
014						199810/25	

2

Excel

14

Excel

Word

2

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	2	30	
	1	30 40	Office 5
	30		
	30	2	

3

60

4

5%

5

5%

(20 )

0

1

001						1994/12/12	
002						1999/5/18	
003						1998/4/14	
004						1996/7/25	
005						1997/6/27	
006						1995/1/18	
007						1997/10/18	
008						1996/5/18	
009						1996/9/14	
010						1993/3/21	
011						1998/2/14	
012						1991/12/18	
013						1997/11/20	
014						199810/25	

2

Excel

14

Excel

Word

2

		2		30			
		1		30	40		
				Office		5	
			30				
	30		2				

3



4

(20 )	5%			5	0
	5%			1 4	
	10%			5 5	
(80 )	10%			1 1	
	20%			1 5 5	
	30%			1 5 1 5 5	
	20%			1 5 5	

3. 1-3

1

1

3

30

3 10

30

7

3000

2

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

60

4

5%

5

5%

1

(20 )

4

0

10%

1

1

3 20

4 10

20

7

3000

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2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

60

4

(20 )	5%	5	0
	5%	1	
	10%	4	

			5 5	
(80 )		20%	1 1	
		20%	1 5	
		30%	1 5	
		10%	5	

**5. 1-5**

1

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3 10

3 16

3

2000

2

①

3

3

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

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4

(20 )	5%	5	0
	5%	1 4	
	10%	5 5	
(80 )	20%	1 1	
	20%	1 5	
	30%	1 5	
	10%	5	

6. 1-6

1

1

3 10

3 16 4000

2

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2

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	2	30	
	1	30 40	Office 5
	30		
	30	2	

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(20 )	5%	5	0
	5%	1 4	
	10%	5 5	
(80 )	20%	1 1	
	20%	1 5	
	30%	1 5	
	10%	5	

7. 1-7

1

1

JINMAO-SPORTS

2

①

500

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

90

4

(20 )	5%	5	0	
	5%	1		4
	10%	5		5
(80 )	20%		1 1	
	20%			

			1 5	
		30%	1 5	
		10%	5	

**8. 1-8**

1

1

2019 8 22 2019 100  
 53 2019 9 2018 2020 6 2019  
 14 70

2

①

500

2

	2	30	
	1	30 40 Office	5
	30		
	30	2	

3





	4

2

①

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

90

4

(20 )	5%	5	0
	5%	1	
	10%	4 5 5	
(80 )	20%	1	1

		20%	1 5	
		30%	1 5	
		10%	5	

**10. 1-10**

1

1

	2

2

①

2

	2 30	
	1 30 40 Office 5	

	30	
30	2	

3

90

4

(20 )	5%	5	0
	5%	1 4	
	10%	5 5	
(80 )	20%	1 1	
	20%	1 5	
	30%	1 5	
	10%	5	

11.

1-11

1

1

1 2017 2016 4.9 1 2017 2016 4.9 ( : )

	2017	2016	
	2,716,772.00	2,130,039.00	<b>586,733.00</b>
	1,336,510.96	1,167,682.81	<b>168,828.15</b>
	1,380,261.04	962,356.19	<b>417,904.85</b>
	<b>50.81%</b>	<b>45.18%</b>	<b>5.62%</b>
	163,006.32	119,282.18	<b>43,724.14</b>
	630,583.01	470,779.21	<b>159,803.80</b>
	368,670.69	187,677.55	<b>180,993.14</b>

	258,455.87	280,778.77	(22,322.90)
	3,456.45	2,322.89	1,133.56
	<b>586,671.71</b>	<b>372,294.80</b>	<b>214,376.91</b>
			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
	<b>607,801.94</b>	<b>374,394.80</b>	<b>233,407.14</b>
	36,000.00	24,000.00	12,000.00
	<b>571,801.94</b>	<b>350,394.80</b>	<b>221,407.14</b>
	<b>21.05%</b>	<b>16.45%</b>	<b>4.60%</b>

2

2

	2	30	
	1	30 40	
		Office	5
	30		
	30	2	

3

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4

(20 )	5%	5	0
	5%	1	
	10%	4	
(80 )		5	
		5	
	20%	1	1
	20%		

			1 5	
		30%	1 5	
		10%	5	

**12. 1-12**

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	0730206		6				150
	73		10950		68		

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	0730201		1				200
	95		19000		48		

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	0730204		4				180
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2

Excel

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Excel

2

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	2	30	
	1	30 40	Office 5
	30		
	30	2	

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4

(20 )	5%		5	0
	5%		1	
	10%		4	
		5		
(80 )	30%		5	
			1 5	
	20%		1 1	
	30%		1 5	
			1 5	

13.

1-13

1

1

0.4 0.3 0.2 0.1

	A	B	C
	A	A	B

	3	2	1
0.4			
0.3	A	B	C
0.2			
0.1			

2

2

	2	30	
	1	30 40	Office
5			
	30		
	30	2	

3

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	5%	5	



(20 )	5%	1	4	0
	10%		5 5	
(80 )	20%		1 1	
	20%	1	5	
	30%	1	5	
	10%		5	

14.

1-14

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2020 6 1 2020

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	2	30
	1	30 40 Office
	5	
	30	
	30	2

3

120

4

(20 )	5%	5	0	
	5%	1		4
	10%	5		5
(80 )	20%		1 1	
	20%	1	5	
	30%	1	5	
	10%		5	

15.

1-15

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4

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Fi tness Zone

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	2	30
	1	30 40 Of fi ce
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	30	
	30	2

3

120

4

	5%	5	0
(20 )	5%	1	

			4	
		10%	5 5	
(80 )		20%	1 1	
		20%	1 5	
		30%	1 5	
		10%	5	

16.

1-16

1

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30 40

Office

5

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3

120

4

(20 )	5%	5	0
	5%	1 4	
	10%	5 5	
(80 )	20%	1 1	
	20%	1 5	
	30%	1 5	
	10%	5	

1. 2-1-1

1

1

2

2

	2 30	
	1 30 40 Office 5	
	30	
	30 2	

3

4

(20 )		5	5%
		1 4	5%
		5 5	10%
(80 )		1 2 2 3	10%
		1 3	
		5 5	10%
		2 5	10%
		2 5	10%
		1 1	10%
		1 5	10%
		1 5	10%
		5	10%
			100%

2

2-1-2

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2

	2 30	
	1 30 40 Office 5	
	30	
	30 2	

3

90

4

(20 )		5	5%
		1 4	5%
		5 5 5	10%
(80 )		2 2 3 1	10%
		3	
		5 5	10%
		2 5	10%
		2 5	10%
		1 1	10%
		1 5	10%
		1 5	10%
		5	10%
			100%

3

2-1-3

1

2

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

90

4

(20 )	5	5%
		1 5%
	4	10%
(80 )	5 5	10%
		2 2 3 1 10%
	5	5 10%
		2 5 10%
	2	5 10%

			1 1	10%
			1 5	10%
			1 5	10%
			5	10%
			100%	

4. 2-1-4

2

2

	2	30
	1	30 40 Office 5
	30	
	30	2

3

90

4

(20 )		5	5%
			1 5%
		4	
(80 )		5 5	10%
			2 2 3 1 10%
		5	5 10%
			5 10%
		2	5 10%
		2	5 10%
		1	1 10%

			1 5	10%
			1 5	10%
			5	10%
			100%	

5. 2-1-5

2

2

	2	30

	1	30	40	Office	5	
		30				
	30	2				

3

90

4

		5				5%
	(20 )				1	5%
		4				
		5				10%
		5				
				2		
				2		
				3	3	10%
					1	
				3		
		5		5		10%
					5	10%
		2				10%
	(80 )			5		10%
		2				
				1	1	10%
		1		5		10%
		1		5		10%



			5	10%
			100%	

6

2-1-6

10

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7

1

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2

	2 30	
	1 30 40 Office 5	
	30	
	30 2	

3

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4

	5	5%

(20 )		1	5%
		4	
(80 )		5 5	10%
		2 2 3 1	10%
		5 5	10%
		2 5	10%
		2 5	10%
		1 1	10%
		1 5	10%
		1 5	10%
		5	10%

7. 2-1-7

1  
2016

" "

" " " " 10 " "

2

2

	2 30	
	1 30 40 Office 5	
	30	
	30 2	

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4

	5	5%

(20 )		1	4	5%	
			5 5	10%	
(80 )		1	2 2 3	10%	
		5	5	10%	
		2	5	10%	
		2	5	10%	
			1 1	10%	
		1	5	10%	
		1	5	10%	
			5	10%	
			100%		

8 2-1-8

1  
2016 7 4  
7.50 /

" "

" " 7.5 / " " 15.0 !  
 ,  
 " 7.5 " " 7.5  
 " 7.5 " "

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2

	2 30	
	1 30 40 Office 5	
	30	
	30 2	

3

90

4

(20 )		5	5%
		1 4	5%
		5 5	10%
(80 )		2 2 3	10%
		1 3	
		5 5	10%
		2 5	10%
		2 5	10%
		1 1	10%
		1 5	10%
		1 5	10%
		5	10%
			100%

9. 2-2-1

1

ROSSI GNOL

BI RKO

AXE

VOLA

BRI KO

" "

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VOLK

2100 /

Atomic( ) 2400 /

ROSSI GNOL

160 /



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	40	
	1	15
	3	1

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20		2 3
		2 3
		5%
		5%

		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%	
		5	100%

10

2-2-2

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	40	
	1	15
	3	1

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90

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4

20		2 3	5%
		2 3	5%
		5	10%
		2	5%



40		2	1			
		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		4	2	10%
			3	2	10%	
		5				
		100%				

11. 2-2-3

1

( )

ROSSI GNCL

BI RKO  
BRI KO

AXE

VOLA

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	40	
	1	15
	3	1

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20		2 3	5%
		2 3	5%
		5	10%
		2	5%

40		2	1			
		2	3	5%		
		2	3	5%		
		3	2	5%		
		1	2	2	5%	
				5	5	15%
40				3	5%	
			2		5%	
				1	5	10%
		2	3			10%
		4		4	2	10%
			3	2	10%	
		5			100%	

12

2-2-4

1

1987 1 1

2009

600

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500

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1                      3                      25



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20		2 3	5%
		2 3	5%
		5	10%

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	40	

	1 15	
	3 1	



40		2	3	5	10%	
		4		4	2	10%
			5	3	2	10%
		100%				

14. 2-2-6

1

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		4	4	2	10%
			3	2	10%
			5		
		100%			

15.

2-2-7

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	40	
	1	15
	3	1

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5%

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5%

40		2	3	5	10%	
		4		4	2	10%
			5	3	2	10%
		100%				

16

2-2-8

1

A

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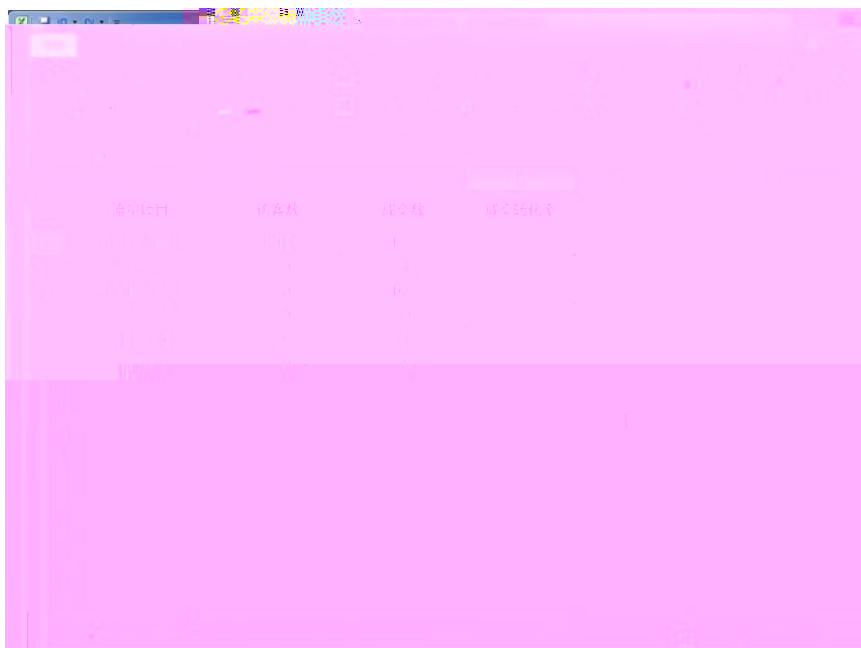
EXCEL

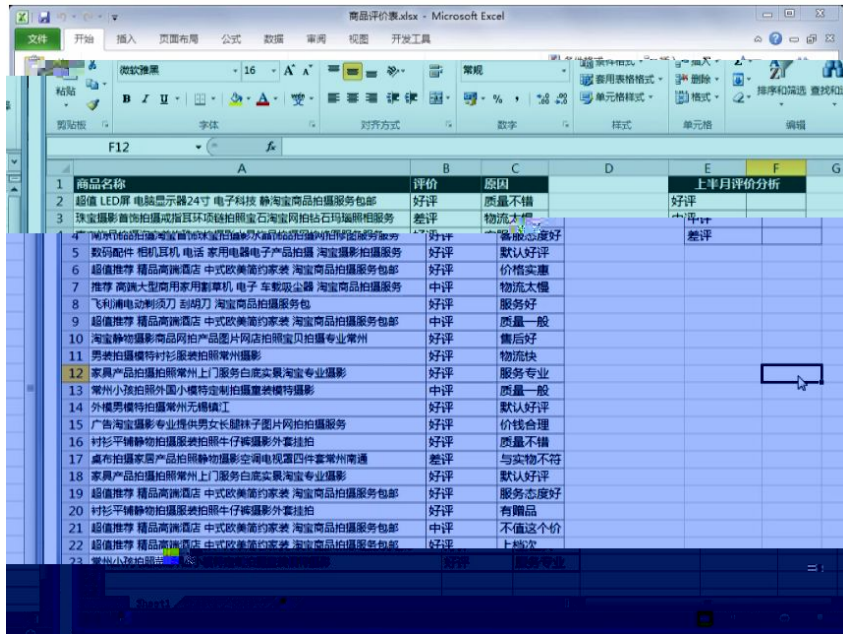
Excel

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The screenshot shows a Microsoft Excel spreadsheet titled "店铺浏览量分析.xlsx". 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浏览量 (PC Visit Volume), 移动端浏览量 (Mobile Visit Volume), and 日均浏览量 (Average 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浏览量	移动端浏览量	日均浏览量			
1	2018/3/1	1200	600	750	450	956			
2	2018/3/2	645	350	340	305	956			
3	2018/3/3	898	420	480	418	956			
4	2018/3/4	1100	500	600	500	956			
5	2018/3/5	950	430	450	500	956			
6	2018/3/6	750	360	300	450	956			
7	2018/3/7	860	440	400	460	956			
8	2018/3/8	1600	1000	600	1000	956			
9	2018/3/9	900	350	350	550	956			
10	2018/3/10	1050	500	600	450	956			
11	2018/3/11	750	280	450	300	956			
12	2018/3/12	600	160	380	220	956			
13	2018/3/13	860	300	420	440	956			
14	2018/3/14	950	420	580	370	956			
15	2018/3/15	1500	650	620	880	956			
16	2018/3/16	1200	550	600	600	956			
17	2018/3/17	800	330	450	350	956			
18	2018/3/18	950	380	380	570	956			
19	2018/3/19	750	400	420	330	956			
20	2018/3/20	800	360	420	380	956			





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

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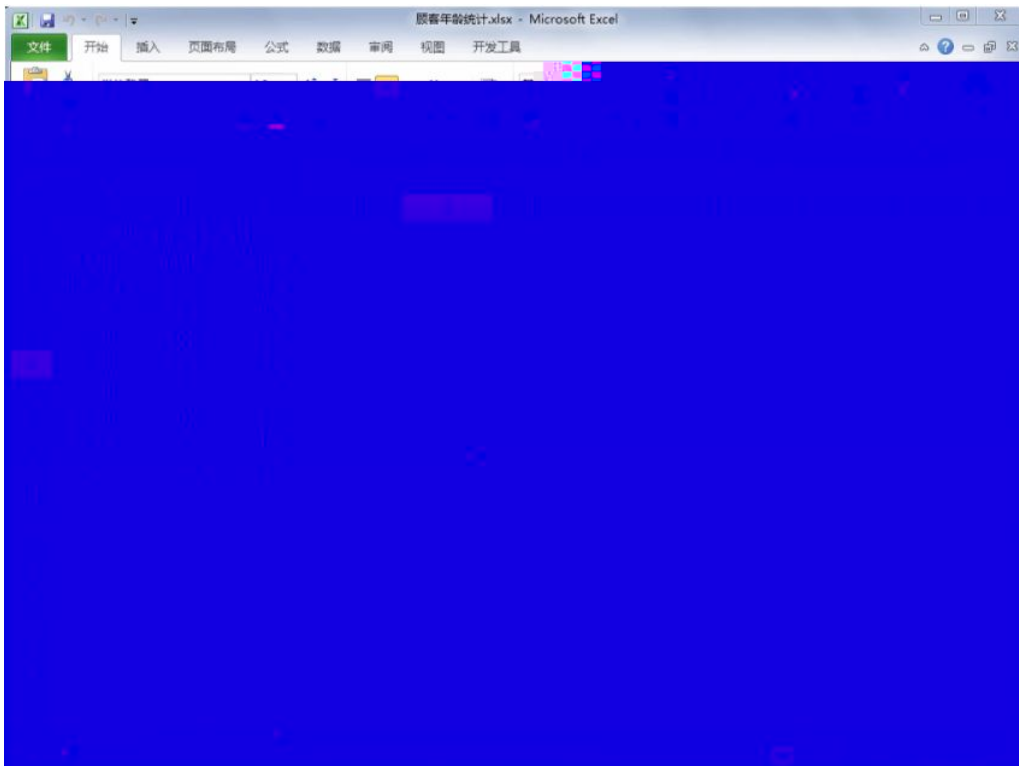
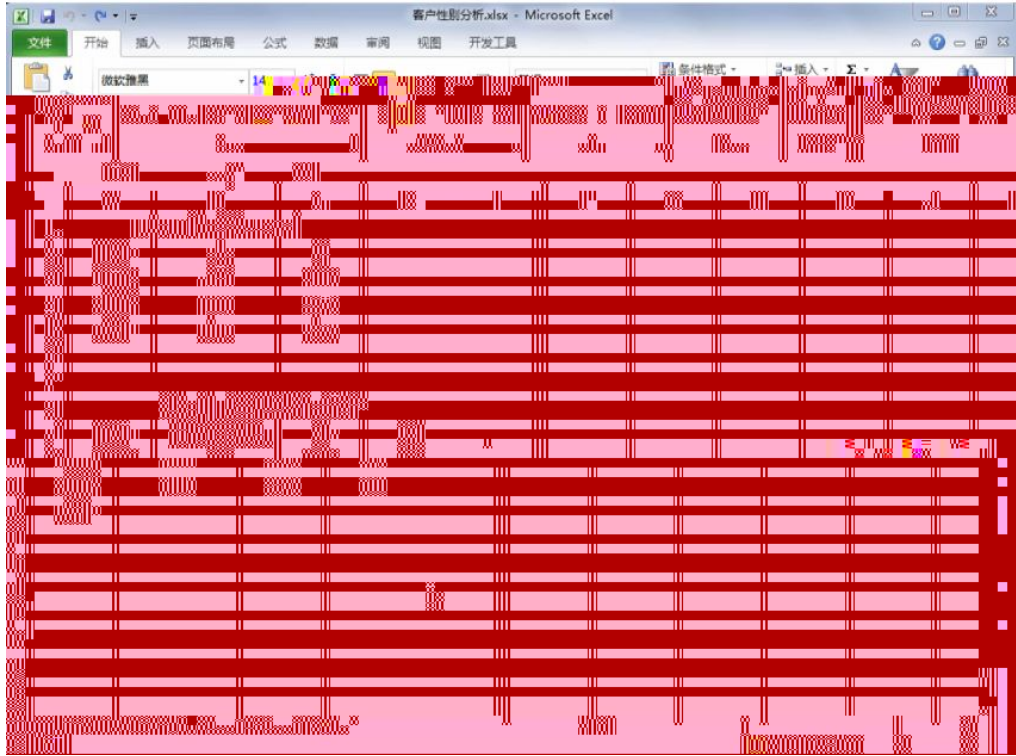
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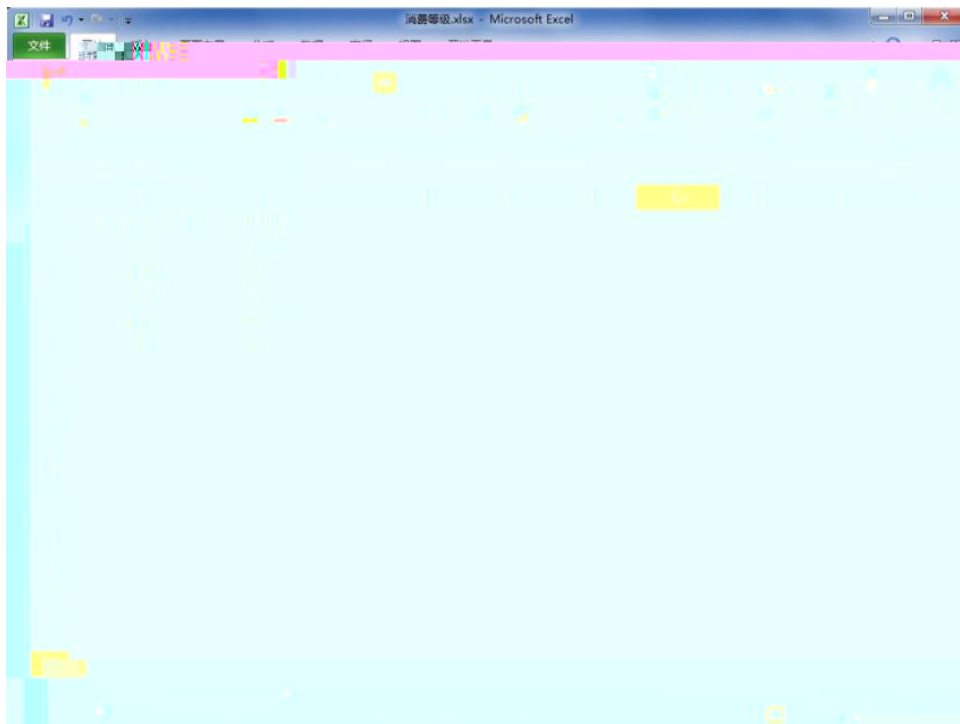
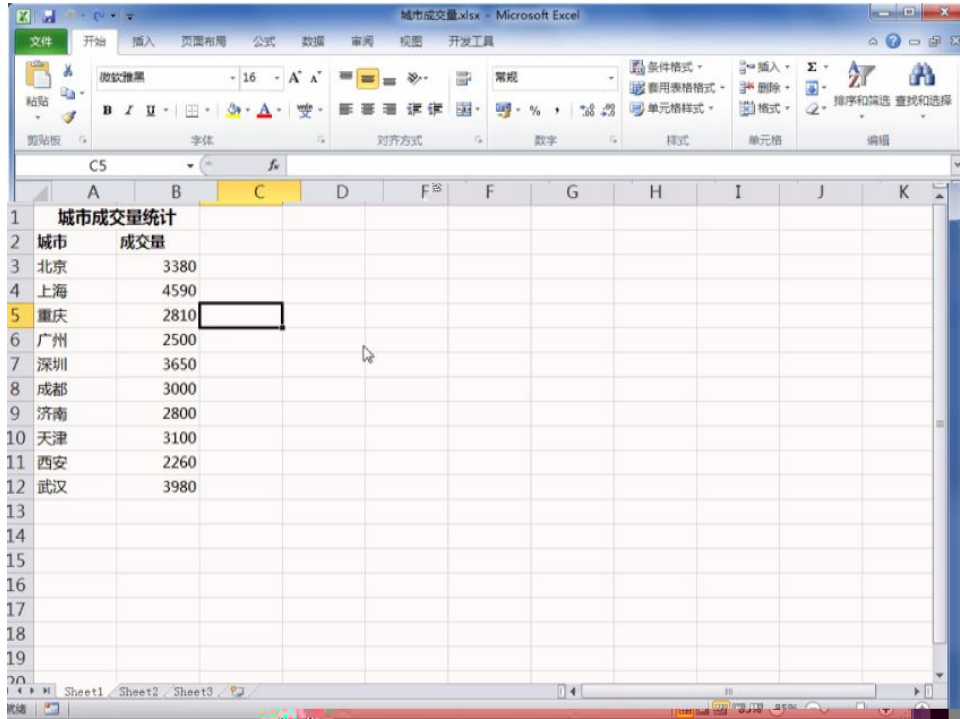
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EXCEL

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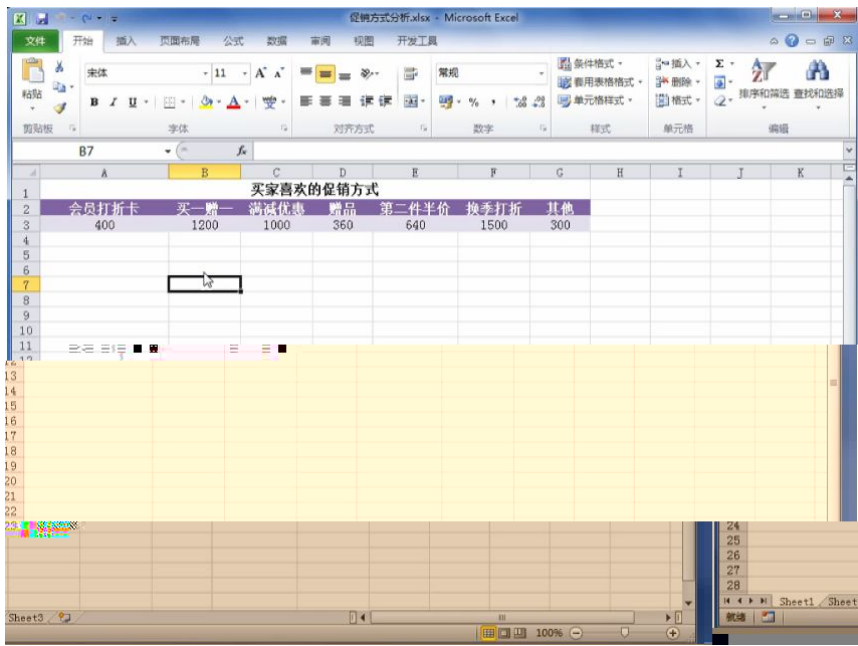
EXCEL

Excel

word

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	1	56
2018/4/9	1	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	5	70

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玛瑙玉石玛瑙相机服装
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拍摄图服务
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 精品高档酒店 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 精品高档酒店 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拍淘宝商品拍摄服务包
541235458835512126	追风少年	183****7545	183****7545	常州小孩拍摄写真 模特定制服装模特摄影
122545354225487635	你若安好 便是晴天	187****5475	187****5475	外模拍摄模特服装常州拍摄精修
547886544254783854	明天会更好	172****7545	172****7545	广告淘宝摄影 专业模特美女年轻写真
123658455786554532	我愿一只蝴蝶	186****5485	186****5485	婚纱摄影 婚纱摄影 婚纱摄影 婚纱摄影
17				
18				
19	老顾客购买商品金额			
20	新顾客购买商品金额			



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销售报表分析1.xlsx - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K
1	日期	商品编码	商品名称	商品单价	销售价格	折扣率	数量	商品总额			
2	2018/4/1	JSE89-01	女士风衣	399.00	329.00	17.5%	12	3948.00			
3	2018/4/1	OTSQP-01	女士衬衫	89.00	89.00	0.0%	9	801.00			
4	2018/4/2	JSE89-02	女士风衣	239.00	239.00	0.0%	15	3585.00			
5	2018/4/2	JAF58-01	女士T恤	65.00	65.00	0.0%	13	845.00			
6	2018/4/2	OTSQP-01	女士衬衫	89.00	89.00	0.0%	12	1068.00			
7	2018/4/3	OTSQP-02	女士衬衫	119.00	119.00	0.0%	8	952.00			
8	2018/4/3	JSE89-01	女士风衣	399.00	329.00	17.5%	10	3290.00			
9	2018/4/4	OTSQP-01	女士衬衫	89.00	89.00	0.0%	12	1068.00			
10	2018/4/5	JAF58-02	女士T恤	49.00	49.00	0.0%	6	294.00			
11	2018/4/5	JSE89-01	女士风衣	399.00	329.00	17.5%	8	2632.00			
12	2018/4/5	OTSQP-01	女士衬衫	89.00	89.00	0.0%	10	890.00			
13	2018/4/5	JSE89-02	女士风衣	239.00	239.00	0.0%	12	2868.00			
14	2018/4/6	JSE89-01	女士风衣	399.00	329.00	17.5%	6	1974.00			
15	2018/4/6	OTSQP-01	女士衬衫	89.00	89.00	0.0%	5	445.00			
16	2018/4/6	JSE89-03	女士风衣	339.00	339.00	0.0%	13	4407.00			
17	2018/4/6	JAF58-01	女士T恤	65.00	65.00	0.0%	7	455.00			
18	2018/4/7	OTSQP-01	女士衬衫	89.00	89.00	0.0%	14	1246.00			
19	2018/4/7	OTSQP-01	女士衬衫	89.00	89.00	0.0%	15	1335.00			
20	2018/4/7	JAF58-02	女士T恤	49.00	49.00	0.0%	10	490.00			

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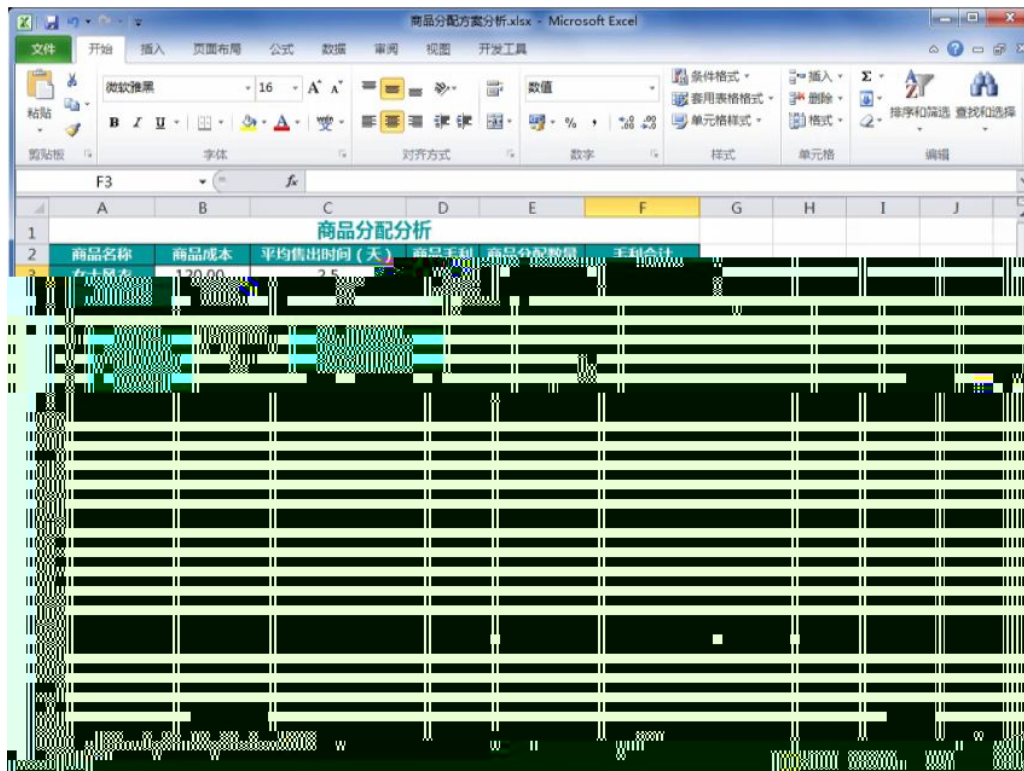
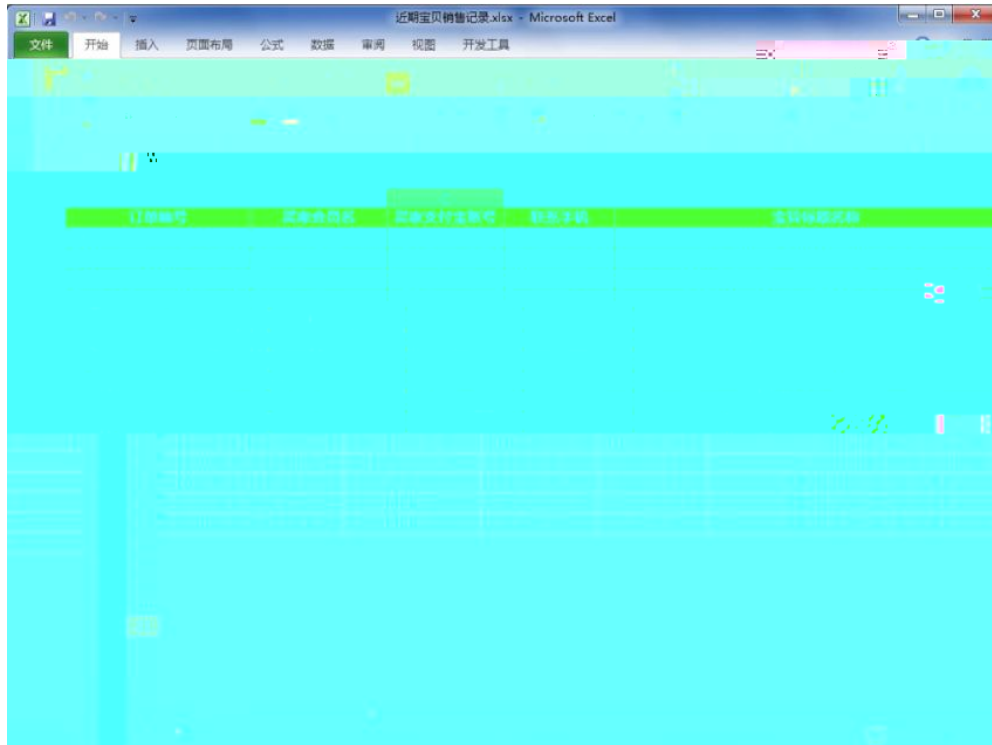
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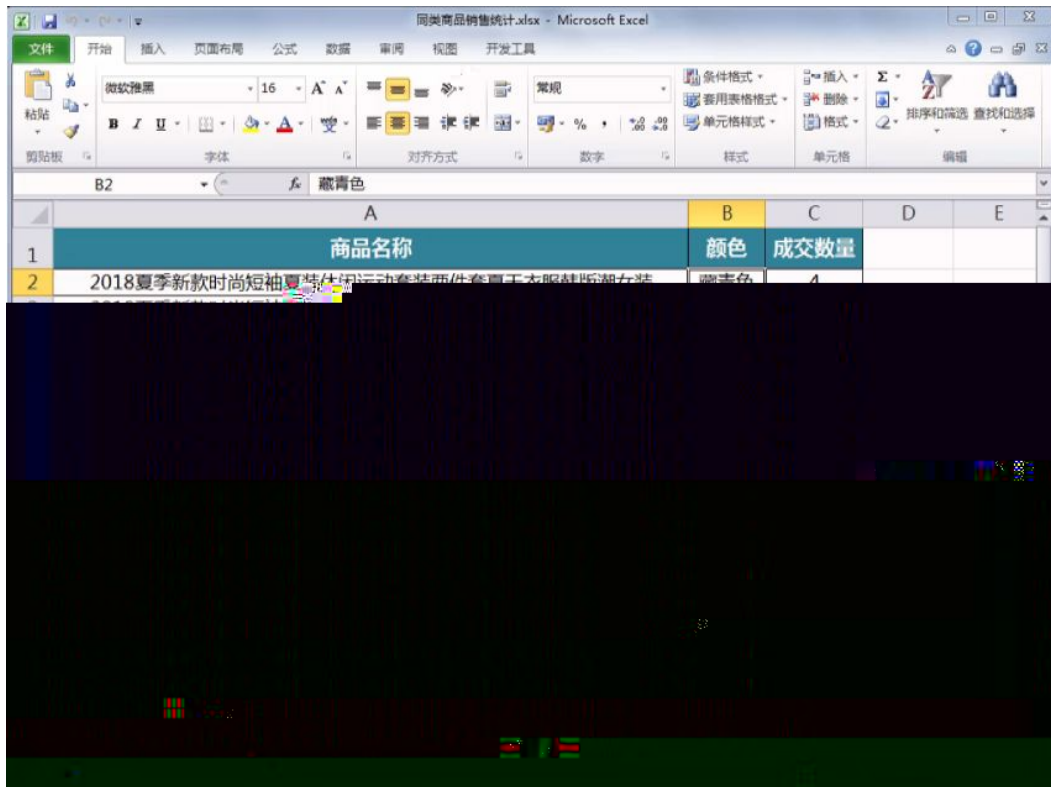
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The screenshot shows a Microsoft Excel spreadsheet titled "退货、退款原因分析.xlsx". The spreadsheet contains a table with the following data:

1	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2018女潮夏无袖宽松潮流显瘦二件套	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晶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	薄款晶蚕丝春夏季新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好恤女	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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EXCEL

Excel

word

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		6	4	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	26,000	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

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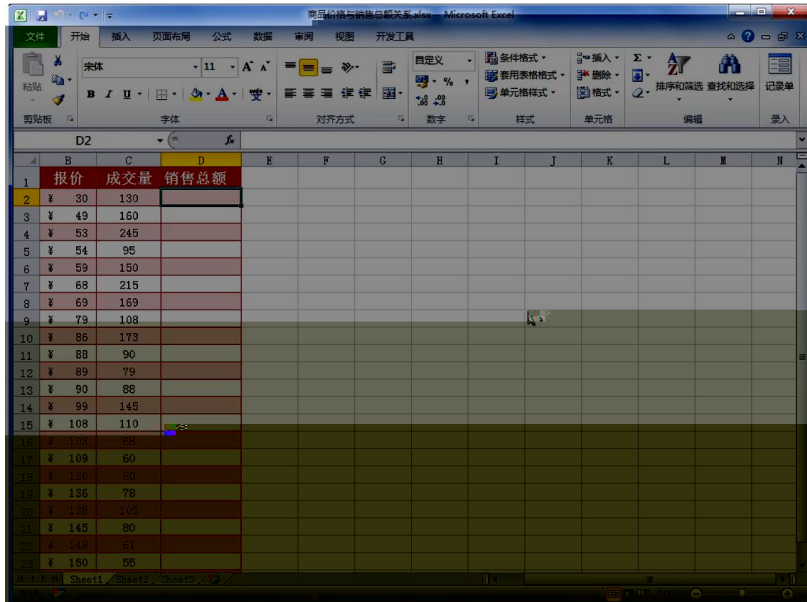
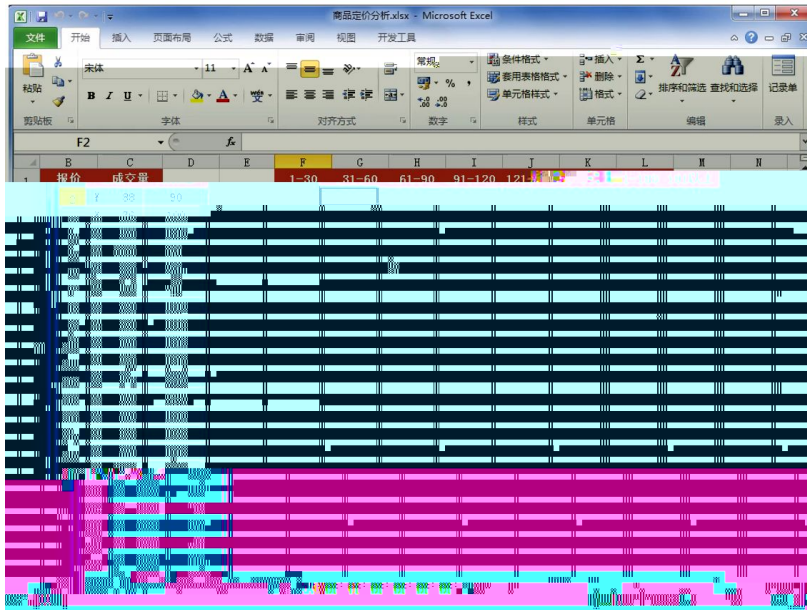
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EXCEL

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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 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 单元格格式 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	¥ 30	¥ 53	245			
运动套装女2018夏季新款休闲运动两件套时尚夏天短袖显瘦运动衣裤	¥ 32	¥ 54				
2018春季新款时尚休闲运动服装春季秋装时髦上衣女装两件套韩版潮	¥ 30	¥ 59	150			
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 好值女	¥ 40	¥ 68	215			
夏季新款时尚休闲运动两件套装2018女潮夏天短袖宽松休闲二件套	¥ 38	¥ 69	169			
蓝语群mm2018夏装新款超肚子显瘦大码女装夏季休闲运动套装	¥ 40	¥ 79	108			
宽松短袖2018夏季新款韩版显瘦大码女装休闲运动套装	¥ 66	¥ 85	173			
女装 百搭条纹翻领衬衫女 2018夏季新款chic蓝宽中袖衬衣女	¥ 40	¥ 85	93			
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显瘦潮	¥ 51	¥ 89	73			
夏季大码宽松连衣裙女装一字肩连衣裙MM韩版百搭显瘦蕾丝开襟子	¥ 75	¥ 99	83			
花色运动服套装女夏季新款休闲运动两件套时尚短袖夏装七分裤2018新款	¥ 58	¥ 99	145			
夏季女大码百搭高腰显瘦新款翻领衬衫女 2018夏季新款chic中袖衬衣女	¥ 60	¥ 108	110			
中长款修身无袖连衣裙欧美大牌V领A字裙2018夏季新款气质女装	¥ 80	¥ 120	80			
烟花烫SD连衣裙女夏2018新款裙子气质修身印花中长款雪纺裙 芳裙	¥ 99	¥ 138	78			
精品特卖夏季真丝雪纺连衣裙女2018新款印花桑蚕丝气质宽松裙子	¥ 110	¥ 138	105			
百搭风女装长袖修身显瘦夏季新款韩版立领短袖修身连衣裙正品包邮	¥ 105	¥ 145	90			
秋韵正品欧洲站真丝女装雪纺连衣裙 2018夏季1113新款优雅时尚斜襟	¥ 85	¥ 118	67			
2018夏季新款时尚休闲运动大码显瘦连衣裙中长款一步包臀裙	¥ 80	¥ 130	55			
裙子夏女2018新款韩版修身休闲百搭中长款时尚雪纺chic连衣裙	¥ 85	¥ 138	67			

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本月上周鼠标销售量分析.xlsx - Microsoft Excel

1	本月上周鼠标销售量 (竞争对手)	本月上周鼠标销售量 (本店)
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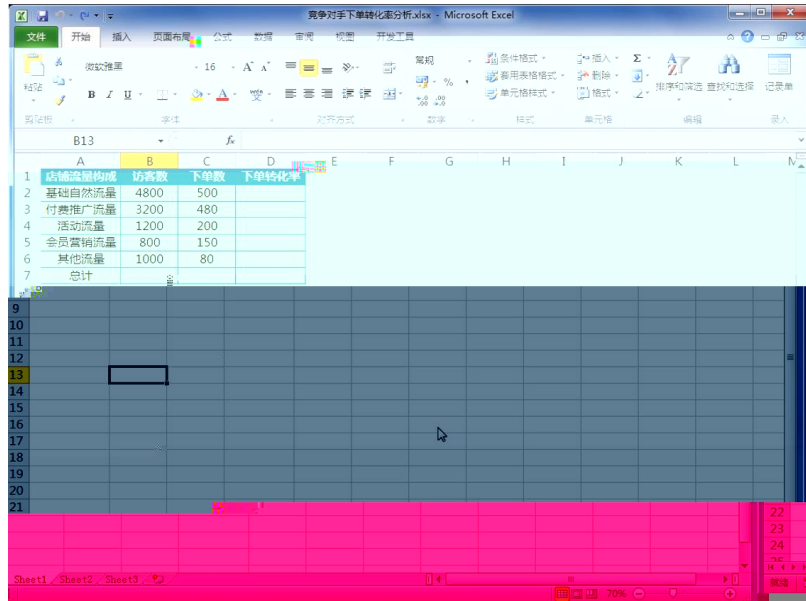
竞争对手销售商品数据.xlsx - Microsoft Excel

1	宝贝名称	售价	销量	销售额	竞争对手
2	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		
3	罗技 (Logitech) M330 无线静音鼠标 舒适曲线 黑色 M275升级版	¥ 79	28		
4	西伯利亚 (XIBERIA) V10 电竞鼠标 有线台式机笔记本台式电竞鼠标 灰色	¥ 49	31		
5	小米 (MI) 小米便携鼠标 深空灰 无线蓝牙4.0 男女生家用 笔记本电脑办公鼠标	¥ 29	26		
6	蒸汽朋克真机械鼠标套装青轴黑轴笔记本有线家用游戏吃鸡	¥ 35	65		
7	飞利浦无线鼠标 静音办公联想华硕戴尔游戏笔记本电脑无限女生	¥ 75	32		
8	三巨无声静音无线鼠标女生可爱创意 台式笔记本电脑无限鼠标	¥ 20	45		
9	雷柏rapoo鼠标套装有线台式笔记本电脑游戏家用办公usb鼠标	¥ 79	34		
10	雷柏rapoo鼠标套装有线台式笔记本电脑游戏家用办公usb鼠标	¥ 129	22		
11	雷柏鼠标套装真机械鼠标有线台式笔记本电脑游戏吃鸡电竞外设鼠标	¥ 149	18		
12	雷柏8300P 无线鼠标键盘套装静音防水电竞鼠标套装	¥ 59	59		
13	飞利浦无线鼠标 静音办公联想华硕戴尔游戏笔记本电脑无限女生	¥ 49	56		
14	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	¥ 49	45		
15	真机械鼠标套装青轴黑轴有线吃鸡游戏鼠标耳机三件套装	¥ 159	18		
16	大号鼠标游戏鼠标轴边可滑动增加厚度笔记本办公小号键盘垫	¥ 15	69		
17	蒸汽朋克真机械鼠标套装青轴黑轴笔记本有线家用游戏吃鸡	¥ 179	22		
18	键盘鼠标套装真机械鼠标有线台式笔记本电脑有线吃鸡电竞外设鼠标	¥ 89	48		
19	蒸汽朋克真机械鼠标套装有线家用电脑台式笔记本游戏吃鸡键盘	¥ 119	39		

竞争对手销售商品数据.xlsx - Microsoft Excel

1	下单日期	宝贝名称	下单数量	宝贝单价
2	2018/5/1	追风少年		
3	2018/5/1	爱吃猫的鱼		
4	2018/5/1	太阳花		
5	2018/5/1	乐天派		
6	2018/5/2	烟雨		
7	2018/5/2	网名不重要		
8	2018/5/2	朕是皇上		
9	2018/5/3	乐天派		
10	2018/5/4	锦子		
11	2018/5/4	来自太阳的我		
12	2018/5/4	太阳花		
13	2018/5/5	追风少年		
14	2018/5/6	你若安好，便是晴天		
15	2018/5/6	明天会更好		
16	2018/5/6	我是一只蝴蝶		
17	2018/5/7	爱吃猫的鱼		
18	2018/5/7	太阳花		
19	2018/5/8	love_well		





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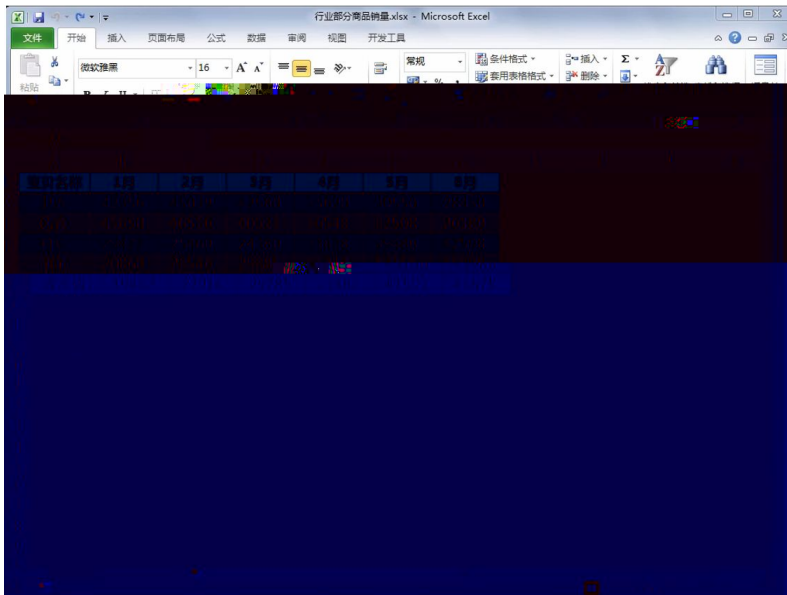
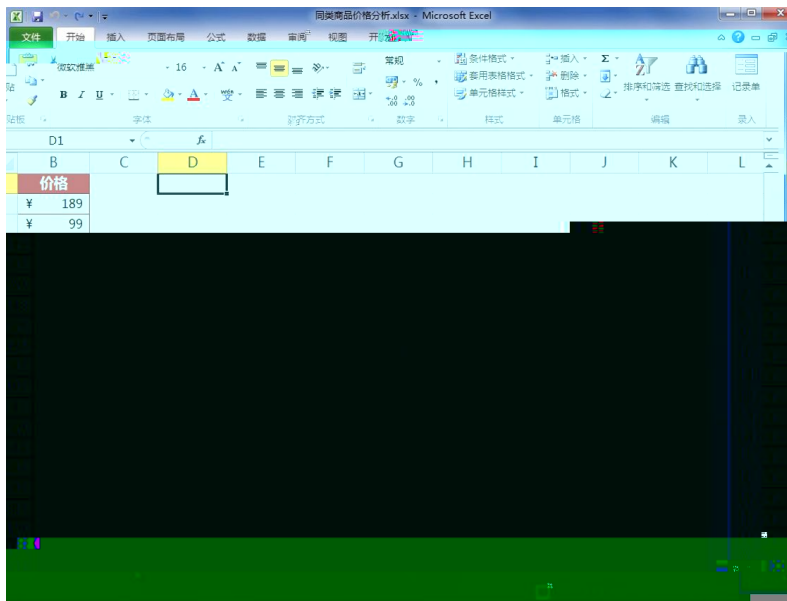
word

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

行业商家经营阶段数据.xlsx - Microsoft Excel

经营阶段	商家数量	比例
0-1	3100	
1-10	3100	
11-20	2300	
21-30	1000	
31-40	1000	
41-50	1000	
51-60	1000	
61-70	1000	
71-80	1000	
81-90	1000	
91-100	1000	



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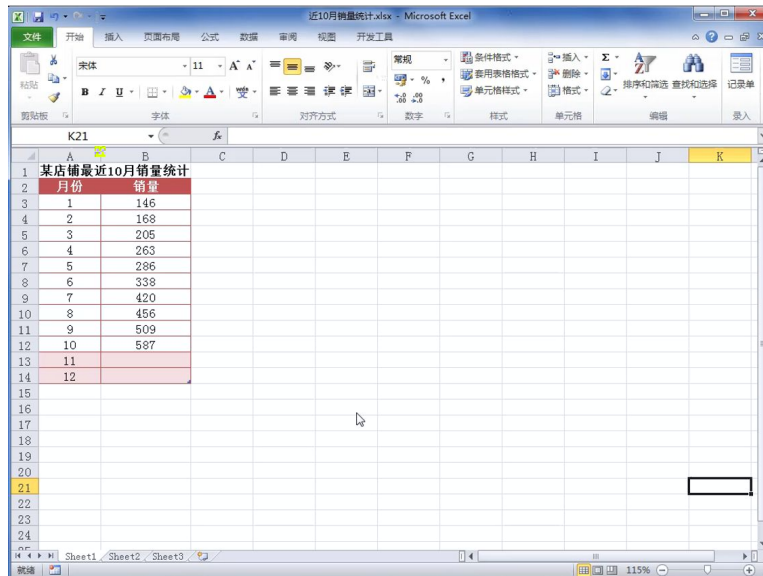
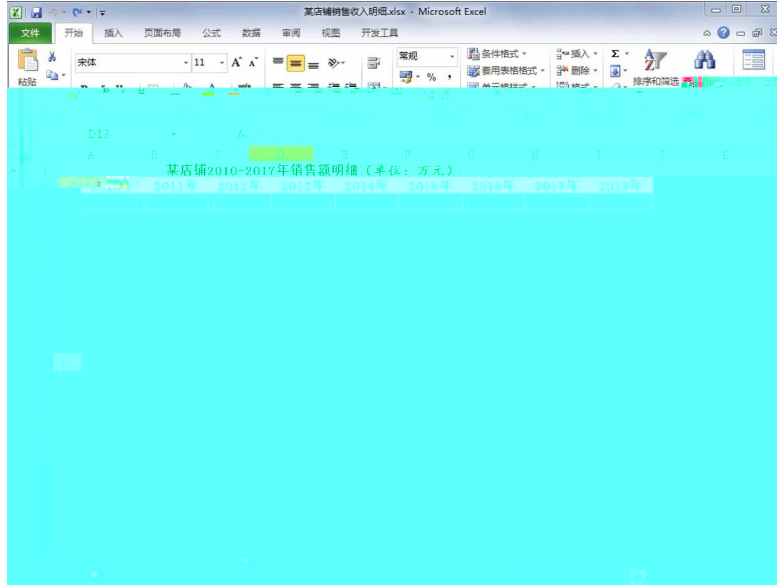
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旗舰店店铺销售额和销售费用（单位：万元）		
日期	销售额	销售费用
2018.6.1	1845.00	178.00
2018.6.2	1469.00	138.00
2018.6.3	1709.00	148.00
2018.6.4	1895.00	109.00
2018.6.5	2150.00	91.00
2018.6.6	2335.00	103.00
2018.6.7	2472.00	108.00
2018.6.8	4225.00	83.00
2018.6.9	2603.00	60.00
2018.6.10	2912.00	85.00
2018.6.11	4648.00	111.00
2018.6.12	2881.00	57.00
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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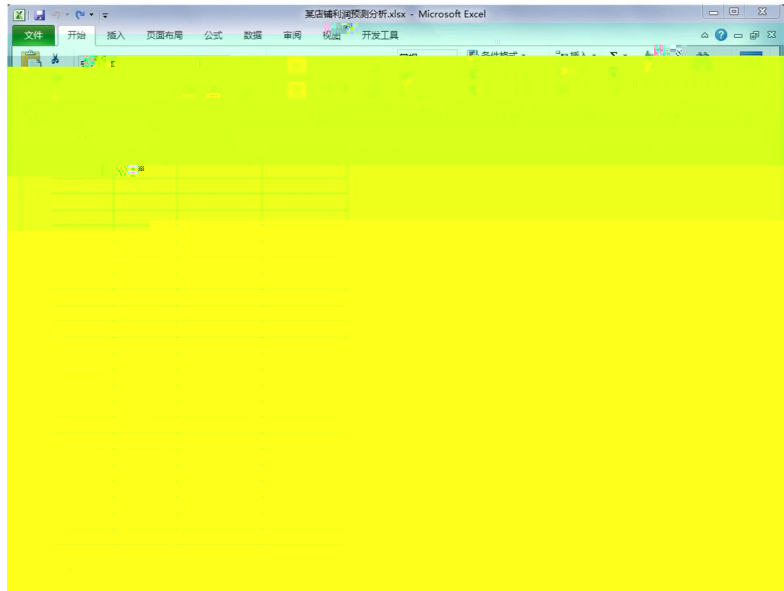
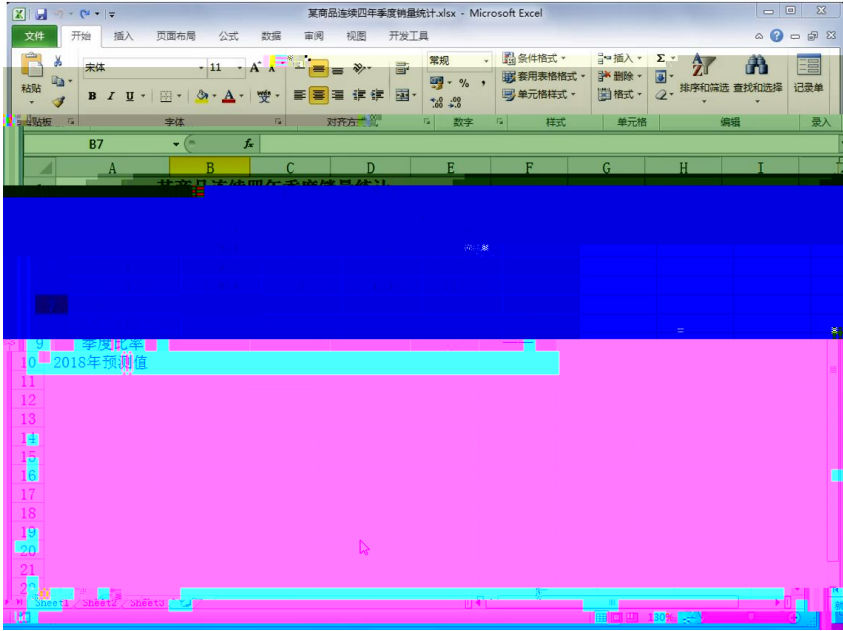
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某店铺利润预测分析1.xlsx - Microsoft Excel

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

年份	销量	预测误差	预测误差平方和	平滑系数
2006	2056			0.3
2007	3055			实际销售量的平均值
2008	4300			预测误差的总平方和
2009	5600			
2010	7900			
2011	9600			
2012	13560			
2013	16530			
2014	19600			
2015	23800			
2016	25718			
2017	27450			
2018				

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