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| 9. | 1-9 | | 17 |
| 10. | 1-10 | | 19 |
| 11. | 1-11 | | 20 |
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| 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 |
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| 10. | 2-2-2 | | 52 |
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| 16. | 2-2-8 | | 82 |
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| 1. | 3-1 | | 88 |
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| 3. | 3-3 | | 93 |
| 4. | 3-4 | | 96 |
| 5. | 3-5 | | 99 |
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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 |
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| | | | 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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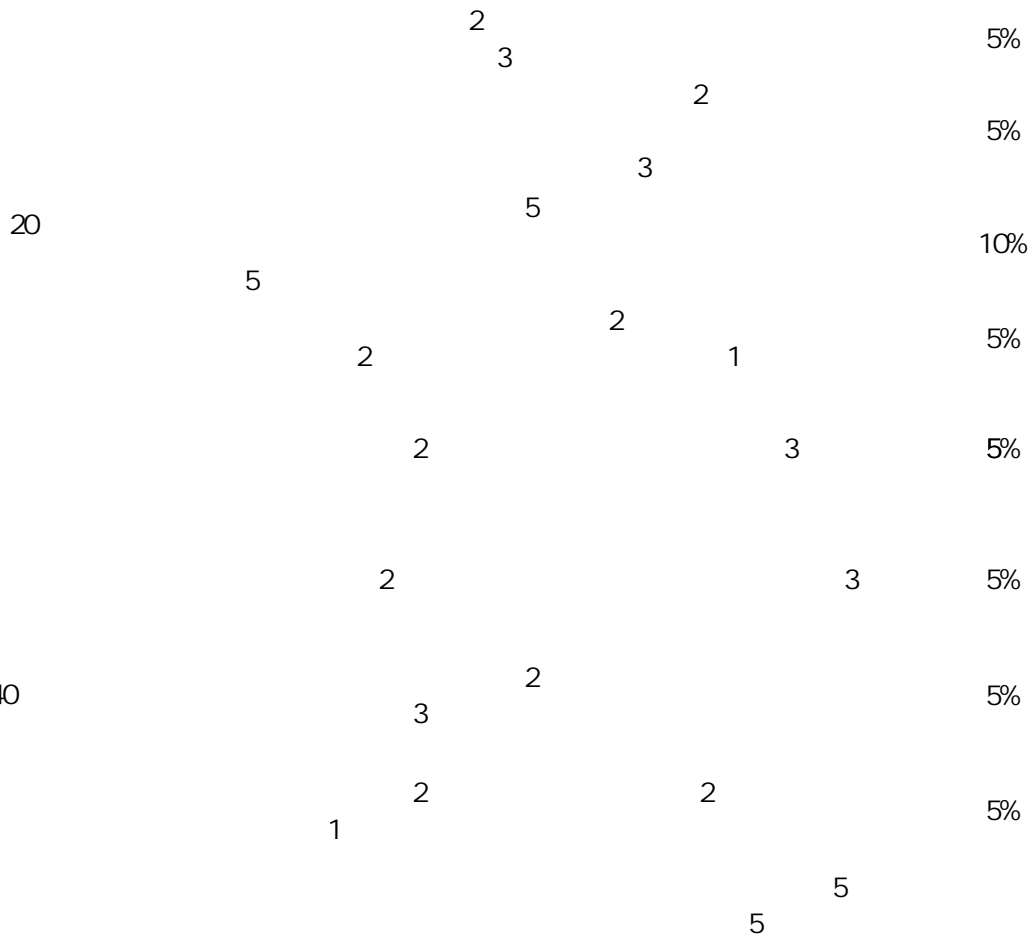
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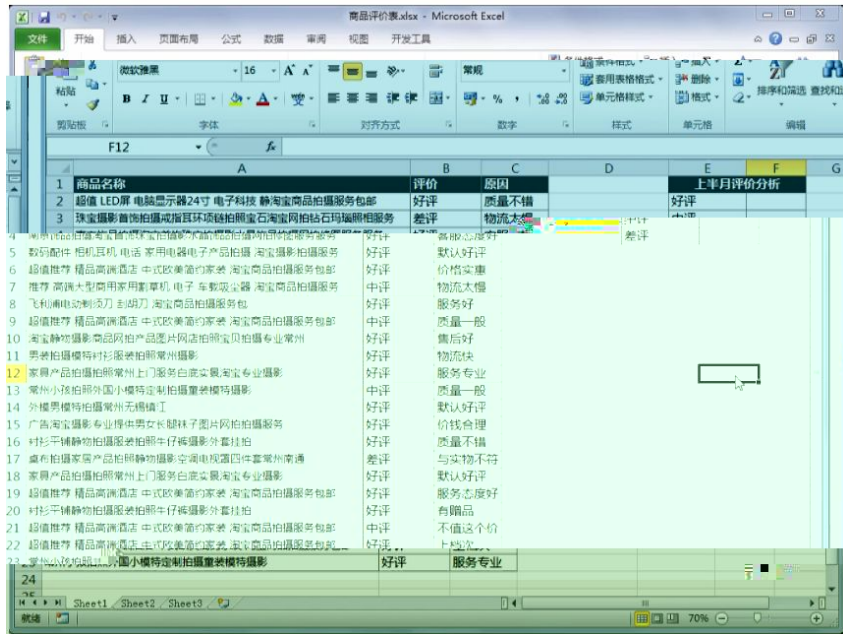
word

店铺流量分析.xlsx - Microsoft Excel

| 日期 | PV | UV | PCUV | PV/UV | UV/PCUV |
|-----------|------|------|------|-------|---------|
| 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 | 680 | 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 |

成交转化率分析.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 | |
| 其他流量 | 120 | 8 | |



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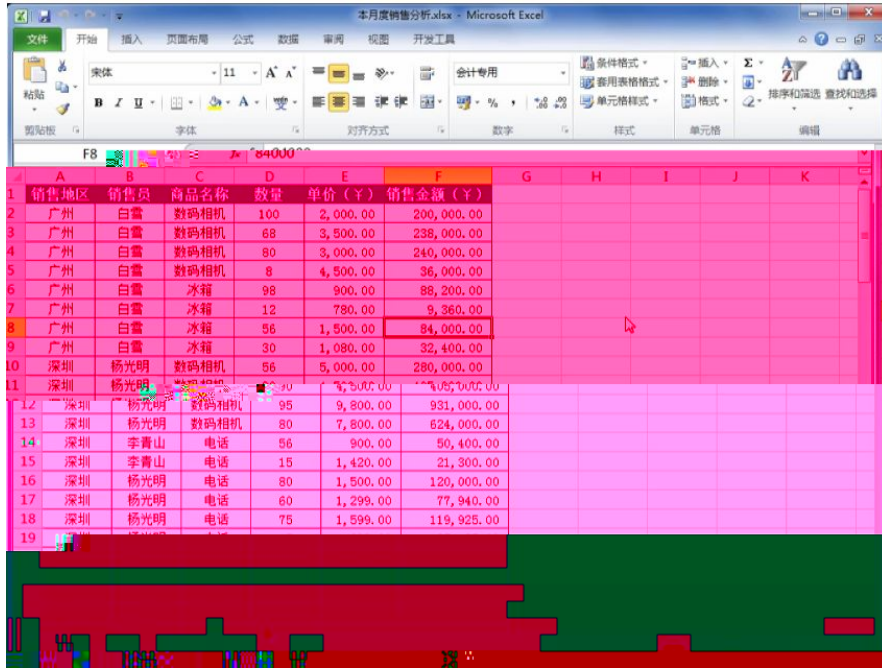
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客户性别分析.xlsx - Microsoft Excel

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 | 200 | 100 |
| 2月份 | 480 | 320 | 160 |
| 总计 | | | |

访客和成交顾客数据 - Sheet2 - Sheet3

顾客年龄统计.xlsx - Microsoft Excel

顾客年龄统计

| 年龄 | 人数 |
|-------|-----|
| 18-24 | 120 |
| 25-30 | 180 |
| 31-36 | 150 |
| 37-42 | 100 |
| 43-48 | 80 |
| 49-54 | 60 |
| 55-60 | 40 |
| 61-66 | 20 |
| 67-72 | 10 |
| 73-78 | 5 |
| 79-84 | 2 |
| 85-90 | 1 |
| 总计 | 778 |

城市成交量.xlsx - Microsoft Excel

| 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.xlsx - Microsoft Excel

| 消费水平等级 | 消费指数 |
|--------|------|
| 低 | 8% |
| 较低 | 10% |
| 中 | 48% |
| 较高 | 26% |
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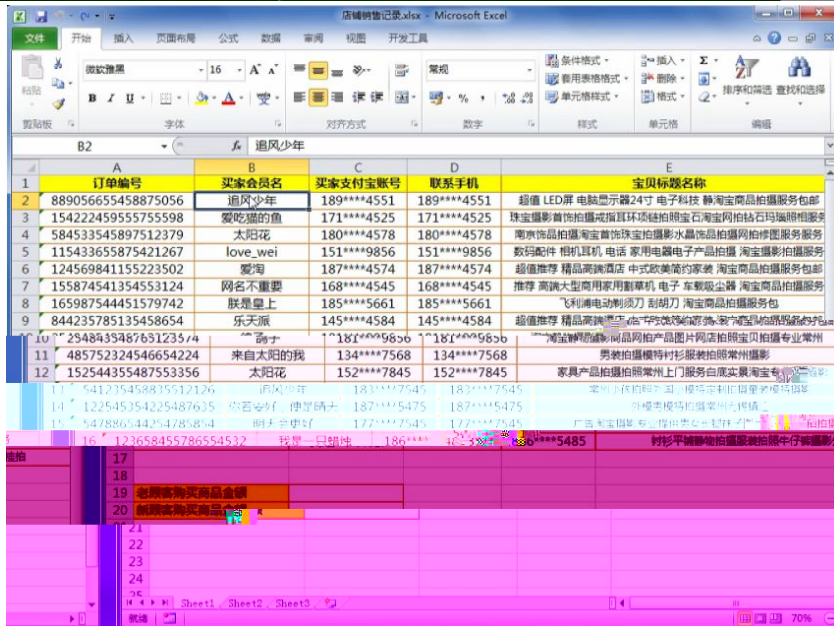
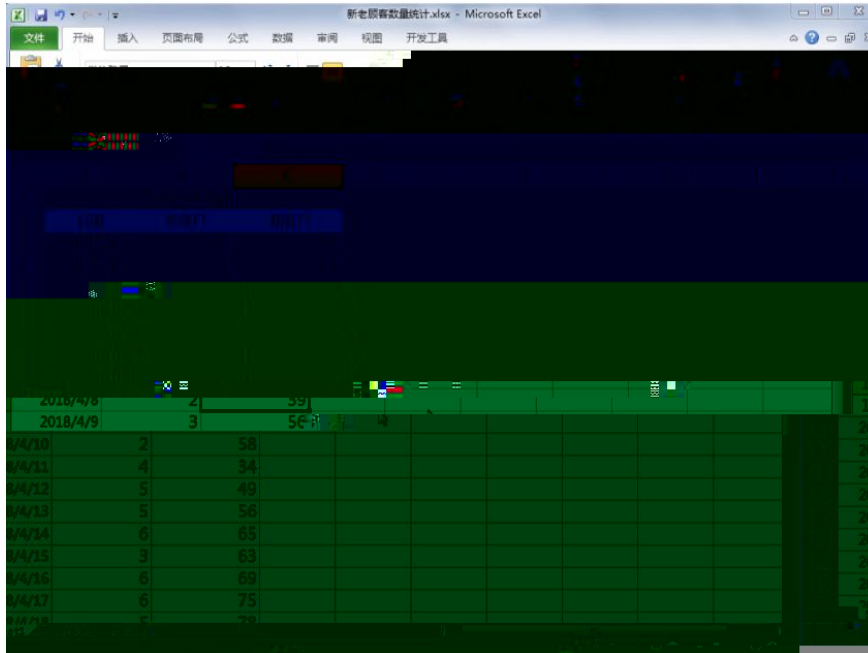
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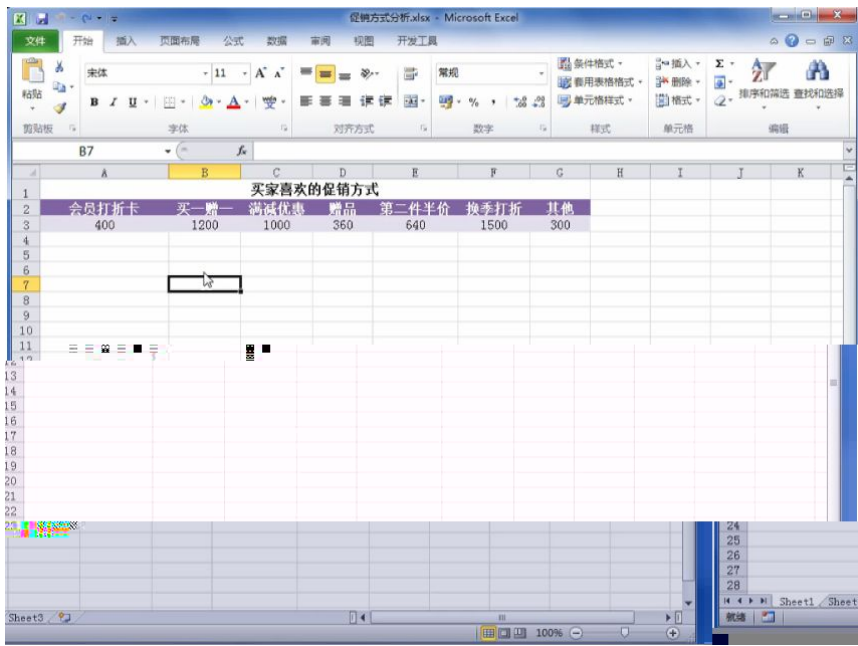
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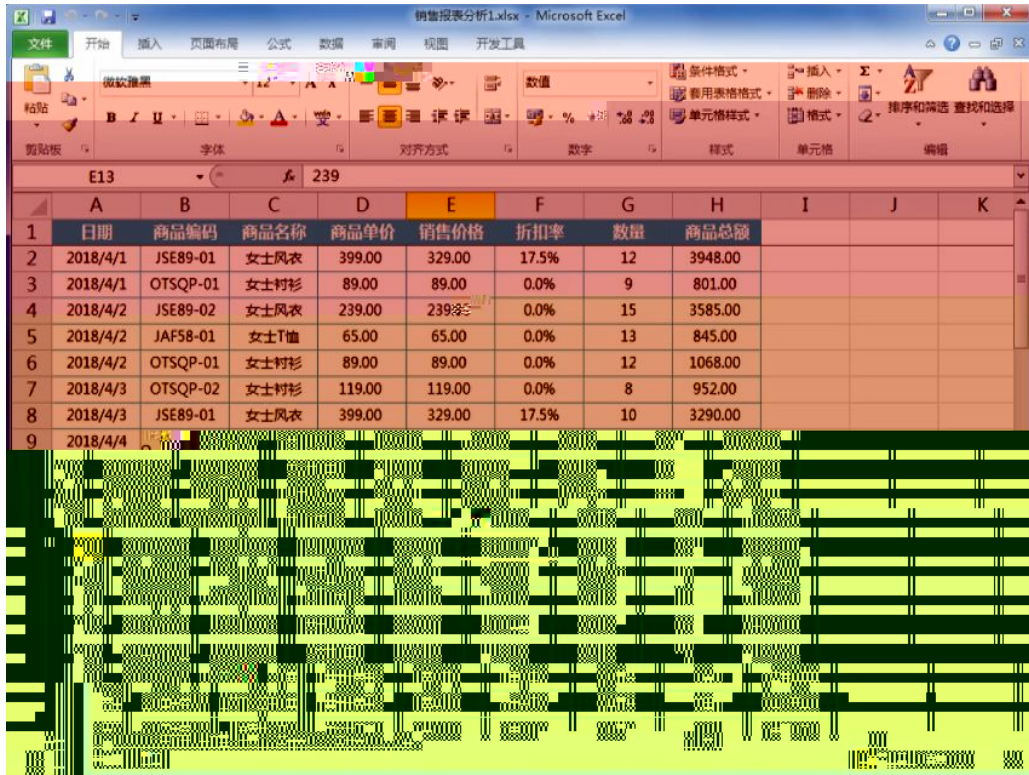
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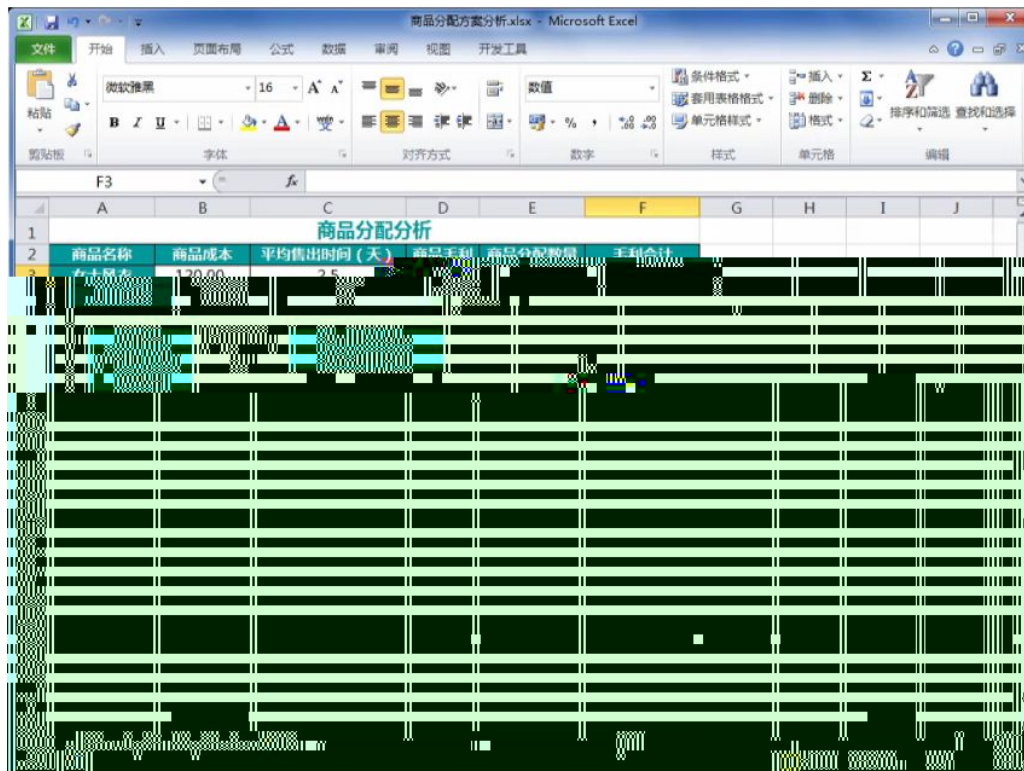
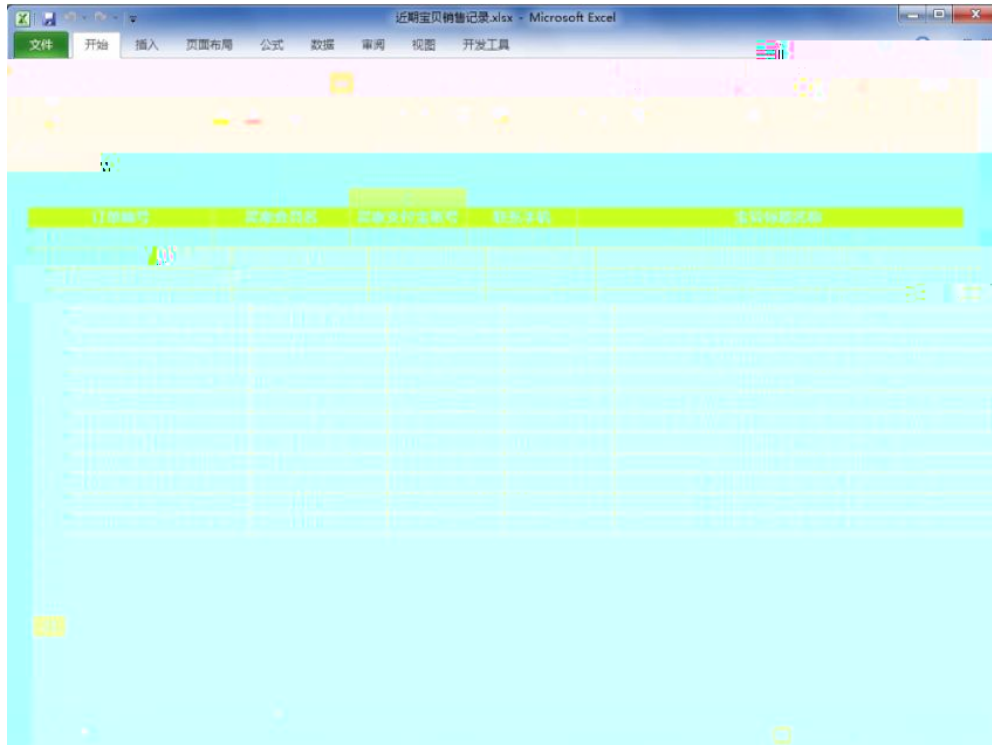
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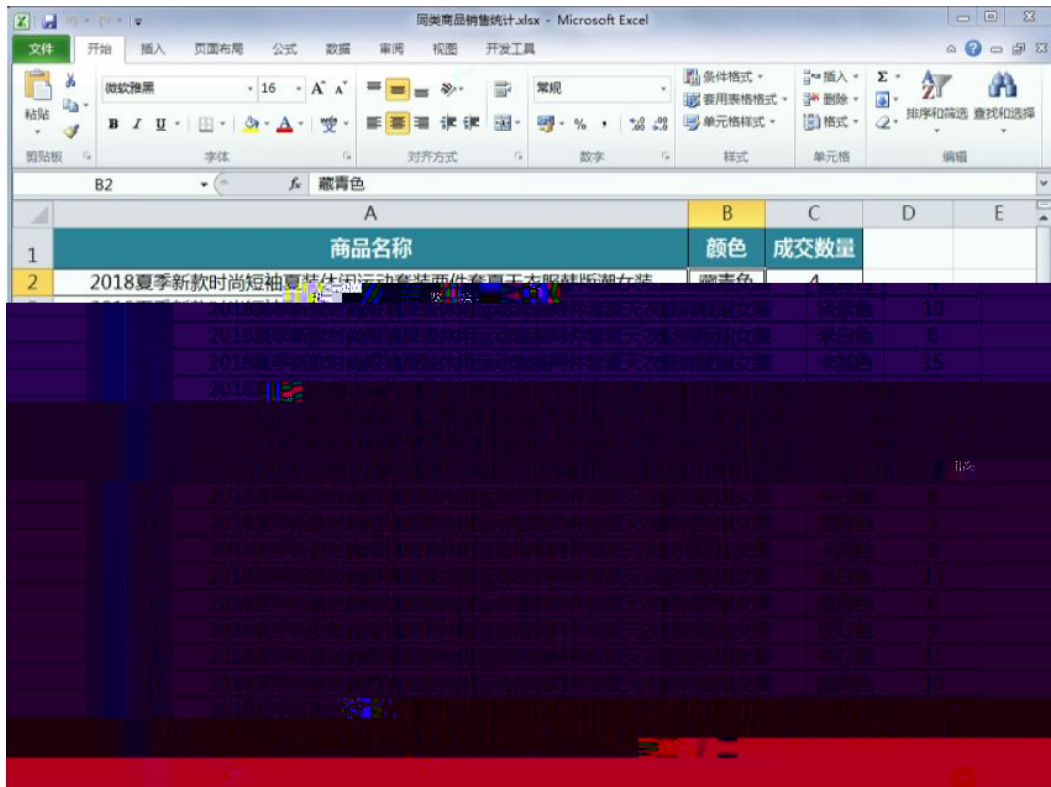
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The image shows a screenshot of the Microsoft Excel application window. The title bar reads "退货、退款原因分析.xlsx - Microsoft Excel". The ribbon is set to the "数据" (Data) tab. The spreadsheet contains a table with the following data:

| | D | E | F | G | H |
|----|----------------------------------|---------|---------|---------|---|
| 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女潮夏短袖宽松显瘦休闲二件套 | 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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商品成本趋势图.xlsx - Microsoft Excel

| 前日名称 | 日期 | 成本价值 |
|------|------------|------|
| 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 | ¥140 |
| 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 |

货物采购明细.xlsx - Microsoft Excel

金x鞋服有限公司

| 日期 | 货物编号 | 货物名称 | 数量 | 单价 | 合计 |
|-----------|-------|------|----|-----|-----|
| 2018/4/1 | 10001 | 女士风衣 | 1 | 150 | 150 |
| 2018/4/2 | 10002 | 女士风衣 | 1 | 169 | 169 |
| 2018/4/3 | 10003 | 女士风衣 | 1 | 120 | 120 |
| 2018/4/4 | 10004 | 女士风衣 | 1 | 180 | 180 |
| 2018/4/5 | 10005 | 女士风衣 | 1 | 156 | 156 |
| 2018/4/6 | 10006 | 女士风衣 | 1 | 143 | 143 |
| 2018/4/7 | 10007 | 女士风衣 | 1 | 120 | 120 |
| 2018/4/8 | 10008 | 女士风衣 | 1 | 143 | 143 |
| 2018/4/9 | 10009 | 女士风衣 | 1 | 150 | 150 |
| 2018/4/10 | 10010 | 女士风衣 | 1 | 143 | 143 |
| 2018/4/11 | 10011 | 女士风衣 | 1 | 143 | 143 |
| 2018/4/12 | 10012 | 女士风衣 | 1 | 150 | 150 |
| 2018/4/13 | 10013 | 女士风衣 | 1 | 165 | 165 |
| 2018/4/14 | 10014 | 女士风衣 | 1 | 140 | 140 |
| 2018/4/15 | 10015 | 女士风衣 | 1 | 185 | 185 |
| 2018/4/16 | 10016 | 女士风衣 | 1 | 140 | 140 |
| 2018/4/17 | 10017 | 女士风衣 | 1 | 140 | 140 |
| 2018/4/18 | 10018 | 女士风衣 | 1 | 159 | 159 |
| 2018/4/19 | 10019 | 女士风衣 | 1 | 140 | 140 |
| 2018/4/20 | 10020 | 女士风衣 | 1 | 150 | 150 |
| 2018/4/21 | 10021 | 女士风衣 | 1 | 143 | 143 |
| 2018/4/22 | 10022 | 女士风衣 | 1 | 178 | 178 |
| 2018/4/23 | 10023 | 女士风衣 | 1 | 150 | 150 |

商品采购价格明细.xlsx - Microsoft Excel

| 1 | 采购日期 | 商品名称 | 单价 | 平均价格 |
|----|-----------|------|-------|------|
| 2 | 2018/4/1 | 女士风衣 | ¥ 179 | |
| 3 | 2018/4/2 | 女士风衣 | ¥ 188 | |
| 4 | 2018/4/3 | 女士风衣 | ¥ 200 | |
| 5 | 2018/4/4 | 女士风衣 | ¥ 190 | |
| 6 | 2018/4/5 | 女士风衣 | ¥ 210 | |
| 7 | 2018/4/6 | 女士风衣 | ¥ 180 | |
| 8 | 2018/4/7 | 女士风衣 | ¥ 185 | |
| 9 | 2018/4/8 | 女士风衣 | ¥ 196 | |
| 10 | 2018/4/9 | 女士风衣 | ¥ 200 | |
| 11 | 2018/4/10 | 女士风衣 | ¥ 180 | |
| 12 | 2018/4/11 | 女士风衣 | ¥ 190 | |
| 13 | 2018/4/12 | 女士风衣 | ¥ 180 | |
| 14 | 2018/4/13 | 女士风衣 | ¥ 230 | |
| 15 | 2018/4/14 | 女士风衣 | ¥ 200 | |
| 16 | 2018/4/15 | 女士风衣 | ¥ 220 | |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |
| 20 | | | | |
| 21 | | | | |
| 22 | | | | |
| 23 | | | | |
| 24 | | | | |

采购金额预测.xlsx - Microsoft Excel

| 1 | 年份 | 投入成本 | 成本增减率 | |
|----|--------------|--------------|--------|--|
| 2 | 2012 | ¥ 125,000.00 | 16.00% | |
| 3 | 2013 | ¥ 96,000.00 | | |
| 4 | 2014 | ¥ 138,000.00 | | |
| 5 | 2015 | ¥ 166,000.00 | | |
| 6 | 2016 | ¥ 205,000.00 | | |
| 7 | 2017 | ¥ 189,000.00 | | |
| 8 | | | | |
| 9 | | | | |
| 10 | 2018年采购金额预测： | | | |
| 11 | | | | |
| 12 | | | | |
| 13 | | | | |
| 14 | | | | |
| 15 | | | | |
| 16 | | | | |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |

| 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 | 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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商品库存数量.xlsx - Microsoft Excel

| 1 | A | B | C | D | E | F | G | H | I | J | K |
|----|----|-----|-----|-----|-----|---|---|---|---|---|---|
| 2 | 1月 | 182 | 263 | 85 | 678 | | | | | | |
| 3 | 2月 | 206 | 325 | 73 | 825 | | | | | | |
| 4 | 3月 | 168 | 287 | 69 | 530 | | | | | | |
| 5 | 4月 | 224 | 309 | 105 | 620 | | | | | | |
| 6 | 5月 | 212 | 278 | 95 | 789 | | | | | | |
| 7 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
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| 12 | | | | | | | | | | | |
| 13 | | | | | | | | | | | |
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| 16 | | | | | | | | | | | |
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| 18 | | | | | | | | | | | |
| 19 | | | | | | | | | | | |
| 20 | | | | | | | | | | | |

库存商品数量 - Sheet2 - Sheet3

商品库存分析.xlsx - Microsoft Excel

| 1 | A | B | C | D | E | F | G | H | I | J |
|----|------|------|----------|------|------|------|------|-------|---|---|
| 2 | 商品名称 | 品牌 | 入库时间 | 期初数量 | 入库数量 | 出库数量 | 结存数量 | 库存标准量 | | |
| 3 | 洁面乳 | Za | 2018/5/1 | 20 | 50 | 45 | 25 | 23 | | |
| 4 | 洁面乳 | 自然堂 | 2018/5/1 | 18 | 45 | 30 | 33 | 20 | | |
| 5 | 洁面乳 | 欧莱雅 | 2018/5/1 | 20 | 50 | 42 | 28 | 20 | | |
| 6 | 洁面乳 | 韩束 | 2018/5/1 | 16 | 30 | 40 | 6 | 10 | | |
| 7 | 洁面乳 | 兰蔻 | 2018/5/1 | 25 | 35 | 25 | 35 | 16 | | |
| 8 | 洁面乳 | 雅诗兰黛 | 2018/5/1 | 19 | 30 | 35 | 14 | 20 | | |
| 9 | 爽肤水 | Za | 2018/5/1 | 20 | 50 | 55 | 15 | 15 | | |
| 10 | 爽肤水 | 自然堂 | 2018/5/1 | 15 | 40 | 30 | 25 | 20 | | |
| 11 | 爽肤水 | 欧莱雅 | 2018/5/1 | 28 | 30 | 25 | 33 | 20 | | |
| 12 | 爽肤水 | 韩束 | 2018/5/1 | 16 | 20 | 22 | 14 | 13 | | |
| 13 | 爽肤水 | 兰蔻 | 2018/5/1 | 22 | 18 | 20 | 20 | 20 | | |
| 14 | 爽肤水 | 雅诗兰黛 | 2018/5/1 | 20 | 25 | 35 | 10 | 12 | | |
| 15 | 保湿霜 | Za | 2018/5/1 | 18 | 35 | 40 | 13 | 15 | | |
| 16 | 保湿霜 | 自然堂 | 2018/5/1 | 24 | 50 | 42 | 32 | 20 | | |
| 17 | 保湿霜 | 欧莱雅 | 2018/5/1 | 20 | 40 | 40 | 20 | 15 | | |
| 18 | 保湿霜 | 韩束 | 2018/5/1 | 22 | 35 | 30 | 27 | 20 | | |
| 19 | 保湿霜 | 兰蔻 | 2018/5/1 | 35 | 20 | 30 | 16 | 15 | | |
| 20 | 保湿霜 | 雅诗兰黛 | 2018/5/1 | 24 | 30 | 35 | 19 | 18 | | |

单一商品库存状态分析.xlsx - Microsoft Excel

| 1 | A | B | C | D | E | F | G | H | I | J |
|----|------|------|------|------|------|------|------|-------|---|---|
| 2 | 商品名称 | 品牌 | 商品名称 | 期初数量 | 入库数量 | 出库数量 | 结存数量 | 库存标准量 | | |
| 3 | 洁面乳 | Za | | 20 | 50 | 45 | 25 | 20 | | |
| 4 | 洁面乳 | 自然堂 | | 18 | 45 | 30 | 33 | 20 | | |
| 5 | 洁面乳 | 欧莱雅 | | 20 | 50 | 42 | 28 | 20 | | |
| 6 | 洁面乳 | 韩束 | | 16 | 30 | 40 | 6 | 20 | | |
| 7 | 洁面乳 | 兰蔻 | | 25 | 35 | 25 | 35 | 20 | | |
| 8 | 洁面乳 | 雅诗兰黛 | | 19 | 30 | 35 | 14 | 20 | | |
| 9 | 爽肤水 | Za | | 20 | 50 | 55 | 15 | 20 | | |
| 10 | 爽肤水 | 自然堂 | | 15 | 40 | 30 | 25 | 20 | | |
| 11 | 爽肤水 | 欧莱雅 | | 28 | 30 | 25 | 33 | 20 | | |
| 12 | 爽肤水 | 韩束 | | 16 | 20 | 22 | 14 | 20 | | |
| 13 | 爽肤水 | 兰蔻 | | 22 | 18 | 20 | 20 | 20 | | |
| 14 | 爽肤水 | 雅诗兰黛 | | 20 | 25 | 35 | 10 | 20 | | |

单一商品查询和分析

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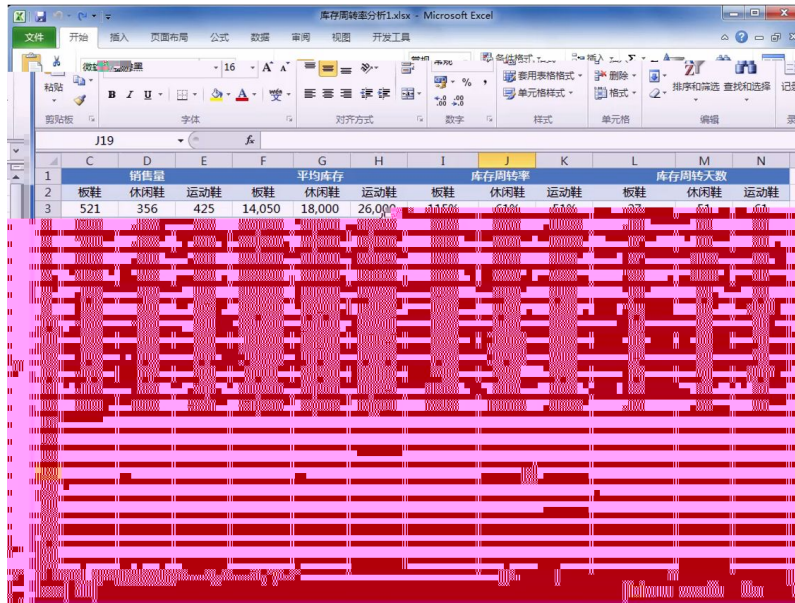
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The screenshot shows a Microsoft Excel spreadsheet titled "商品库存状态分析.xlsx". The spreadsheet has the following data:

| 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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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 格式 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 | 前台总额 | 利润 |
|--------------------------------------|-------|-------|-----|----|------|----|
| 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 | | | |
| 运动款套装女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 上衣+短裤显瘦运动衣服潮... | ¥ 30 | ¥ 54 | 100 | | | |
| 2018春秋新款时尚休闲运动服装套装春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女潮夏天短袖宽松迷彩服二件套 | ¥ 38 | ¥ 69 | 169 | | | |
| 蓝语群mm2018夏装新款撞色肚子露肉大裙... | ¥ 60 | ¥ 84 | 110 | | | |
| 女裤 百搭春秋翻领衬衫女 2018夏季新款chic中袖衬衣女 | ¥ 60 | ¥ 88 | 90 | | | |
| 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 | ¥ 51 | ¥ 89 | 79 | | | |
| 夏季大码宽松连衣裙女装一字肩连衣裙排MM减龄百搭碎花裙雪纺裙子 | ¥ 79 | ¥ 90 | 83 | | | |
| 花色运动款套装女夏季新款休闲两件套时尚短袖夏装七分裤2018新款 | ¥ 58 | ¥ 99 | 145 | | | |
| 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 | ¥ 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连衣裙女装2018新款裙子气质修身印花中长款雪纺裙 芳裙 | ¥ 99 | ¥ 138 | 78 | | | |
| 精品金得美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 | | | |
| 民族风女装长袖绣花款根夏装潮牌 高立领旗袍修身连衣裙正品包邮 | ¥ 105 | ¥ 145 | 80 | | | |
| 秋韵正品欧洲站真丝女装高档连衣 裙 2018夏季新款欧陆时尚韩版 | ¥ 99 | ¥ 140 | 87 | | | |
| 2018夏季新款时尚印花连衣长裙修身显瘦中长款一步到脚裙装 | ¥ 80 | ¥ 150 | 55 | | | |
| 裙子夏女2018新款女裙韩版休闲收腰长裙中长款黄色薄款chic连衣裙 | ¥ 110 | ¥ 155 | 65 | | | |

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本月上旬鼠标销售量分析.xlsx - Microsoft Excel

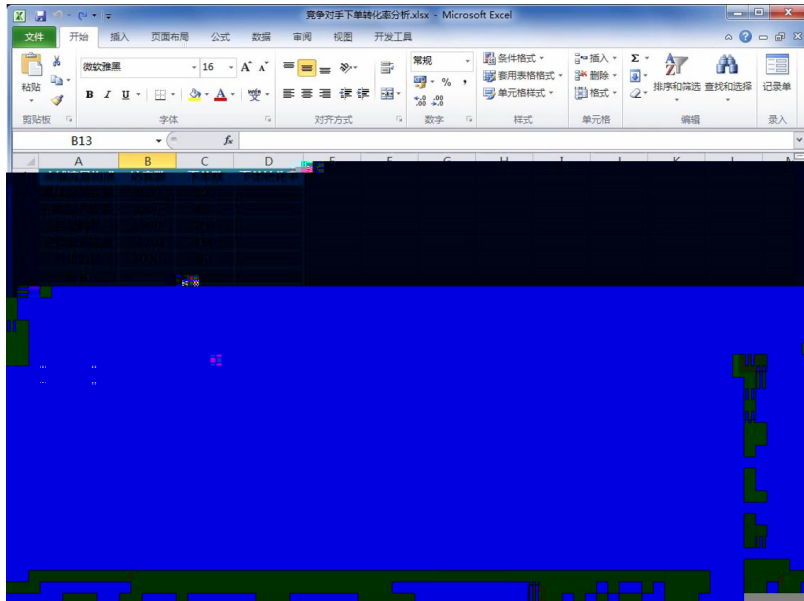
| 本月上旬鼠标销售量 (竞争对手) | | 本月上旬鼠标销售量 (本店) | |
|------------------|-----------|----------------|---------|
| 日期 | 销量 (竞争对手) | 日期 | 销量 (本店) |
| 2018/5/1 | 12 | 2018/5/1 | 15 |
| 2018/5/2 | 15 | 2018/5/2 | 16 |
| 2018/5/3 | 17 | 2018/5/3 | 18 |
| 2018/5/4 | 19 | 2018/5/4 | 22 |
| 2018/5/5 | 20 | 2018/5/5 | 25 |
| 2018/5/6 | 23 | 2018/5/6 | 28 |
| 2018/5/7 | 32 | 2018/5/7 | 27 |
| 2018/5/8 | 38 | 2018/5/8 | 30 |
| 2018/5/9 | 41 | 2018/5/9 | 31 |
| 2018/5/10 | 48 | 2018/5/10 | 28 |
| 2018/5/10 | | 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 电竞鼠标有线电竞台式电脑笔记本无声静音光电办公家用lol | ¥ 139 | 23 | | |

竞争对手销售商品数据.xlsx - Microsoft Excel

| 下单日期 | 宝贝名称 | 下单数量 | 宝贝单价 |
|----------|-----------|------|------|
| 2018/5/1 | 追风少年 | | |
| 2018/5/1 | 爱吃的鱼 | | |
| 2018/5/1 | 太阳花 | | |
| 2018/5/1 | 乐天派 | | |
| 2018/5/2 | 霜雨 | | |
| 2018/5/2 | 网名不重要 | | |
| 2018/5/2 | 朕是皇上 | | |
| 2018/5/3 | 乐天派 | | |
| 2018/5/4 | 锦子 | | |
| 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 | 我是一只蝴蝶 | | |
| 2018/5/7 | 爱吃的鱼 | | |
| 2018/5/7 | 太阳花 | | |
| 2018/5/8 | love_well | | |



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EXCEL

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同类型商品价格分析.xlsx - Microsoft Excel

| | B | C | D | E | F | G | H | I | J | K | L |
|----|----|-----|---|---|---|---|---|---|---|---|---|
| 1 | 价格 | | | | | | | | | | |
| 2 | ¥ | 189 | | | | | | | | | |
| 3 | ¥ | 99 | | | | | | | | | |
| 4 | ¥ | 139 | | | | | | | | | |
| 5 | ¥ | 99 | | | | | | | | | |
| 6 | ¥ | 69 | | | | | | | | | |
| 7 | ¥ | 148 | | | | | | | | | |
| 8 | ¥ | 59 | | | | | | | | | |
| 9 | ¥ | 128 | | | | | | | | | |
| 10 | ¥ | 89 | | | | | | | | | |
| 11 | ¥ | 199 | | | | | | | | | |
| 12 | ¥ | 49 | | | | | | | | | |
| 13 | ¥ | 59 | | | | | | | | | |
| 14 | ¥ | 49 | | | | | | | | | |
| 15 | ¥ | 89 | | | | | | | | | |
| 16 | ¥ | 99 | | | | | | | | | |
| 17 | ¥ | 89 | | | | | | | | | |
| 18 | ¥ | 159 | | | | | | | | | |
| 19 | ¥ | 159 | | | | | | | | | |

行业部分商品销量.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I | J | K |
|---|----|-------|-------|-------|-------|-------|-------|---|---|---|---|
| 1 | 卫衣 | 42356 | 45039 | 42580 | 35620 | 30550 | 28450 | | | | |
| 2 | 风衣 | 45650 | 46556 | 40523 | 36548 | 32508 | 26180 | | | | |
| 3 | 衬衫 | 29423 | 25460 | 24380 | 33428 | 39486 | 42598 | | | | |
| 4 | T恤 | 20860 | 26540 | 29885 | 25214 | 42156 | 45086 | | | | |
| 5 | 合计 | 19447 | 20114 | 29287 | 10487 | 41501 | 47827 | | | | |

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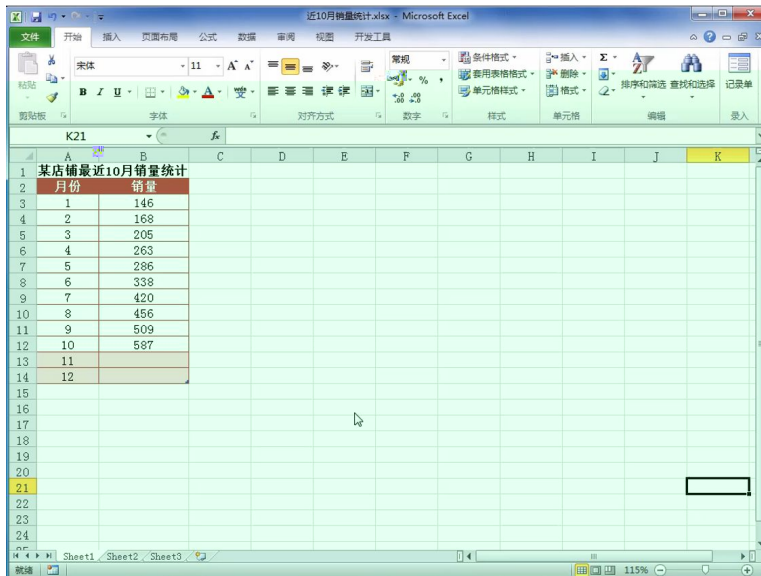
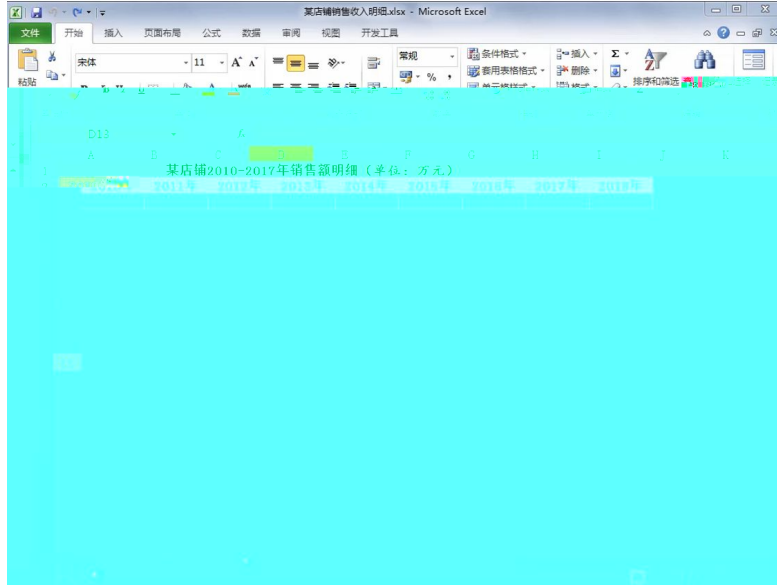
4

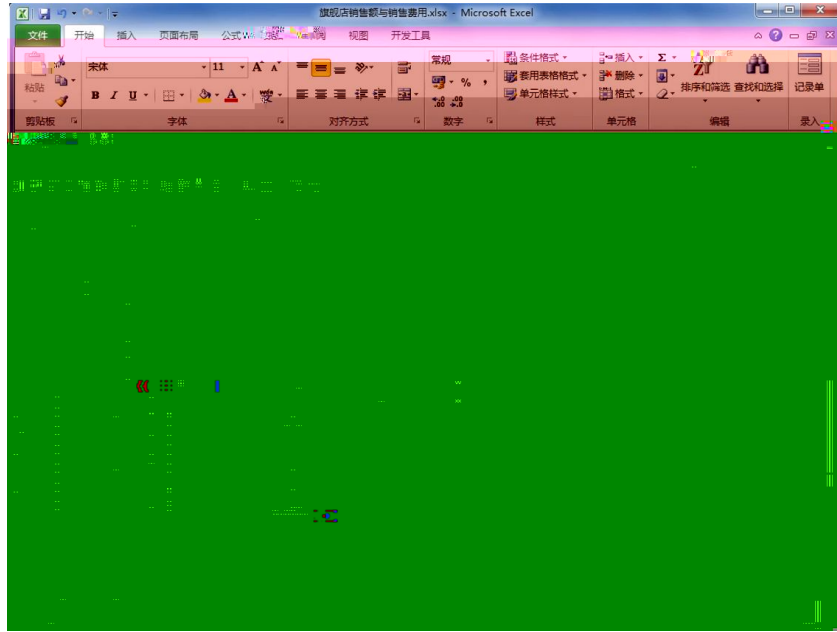
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EXCEL

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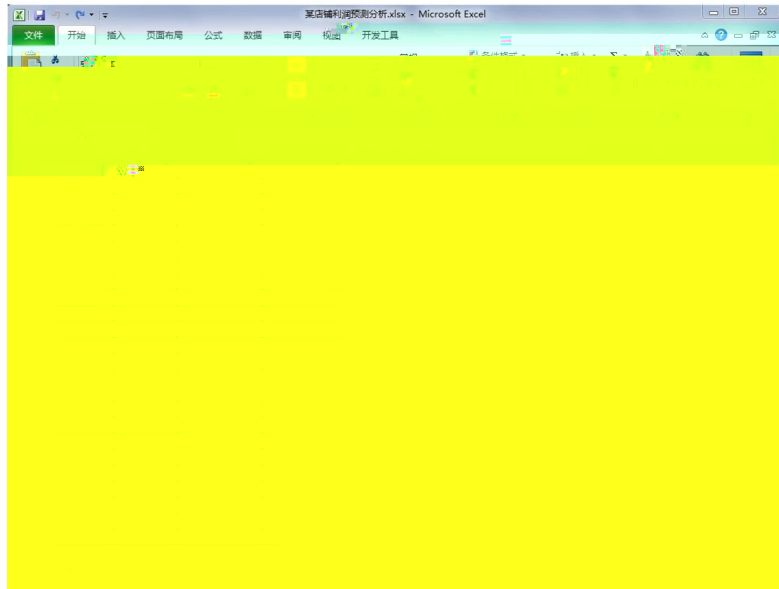
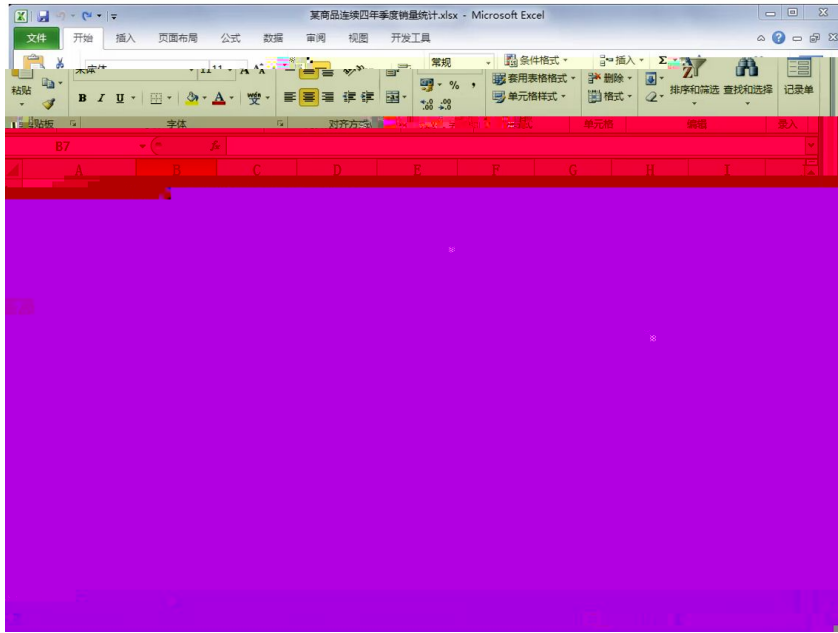
EXCEL

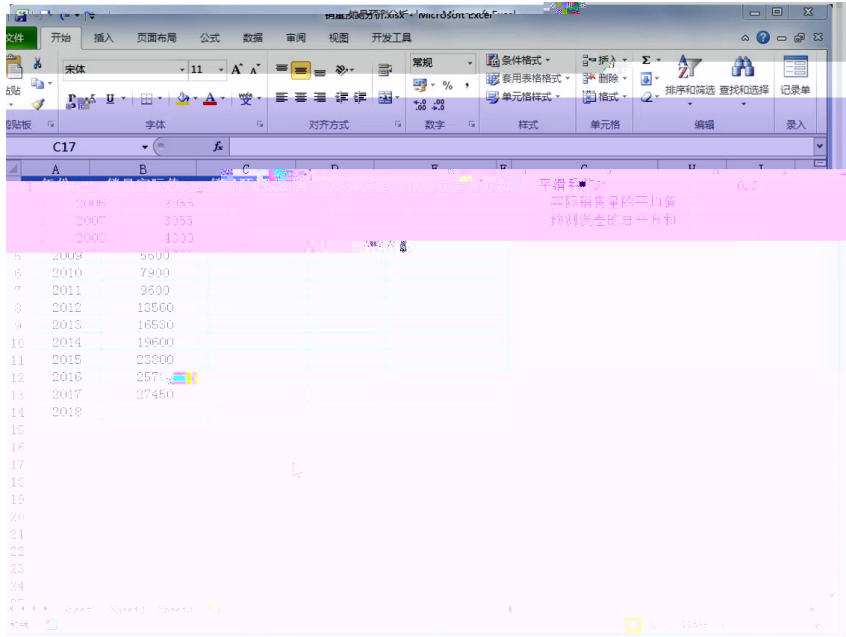
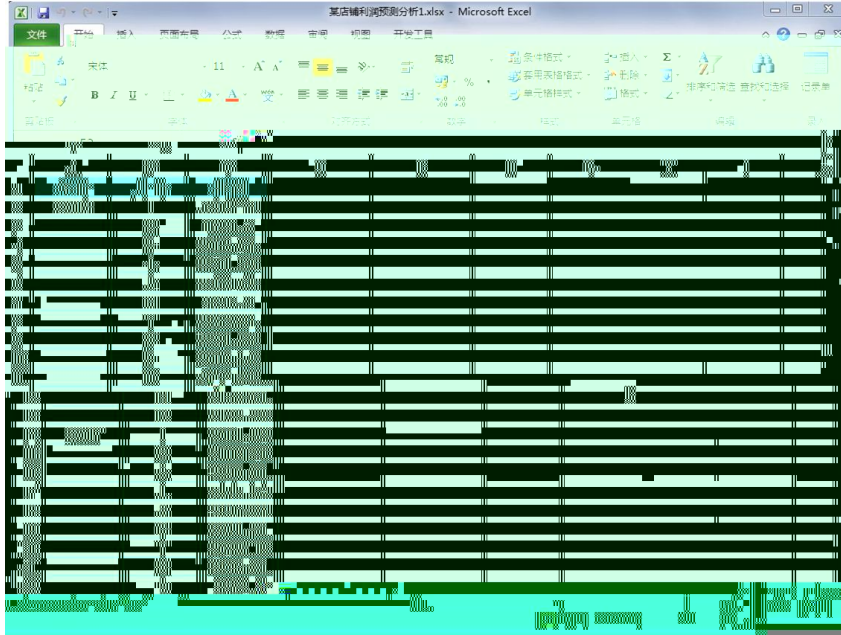
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