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| 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 |
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| 15. | 2-2-7 | | 77 |
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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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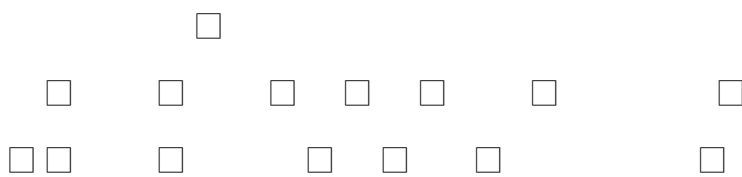
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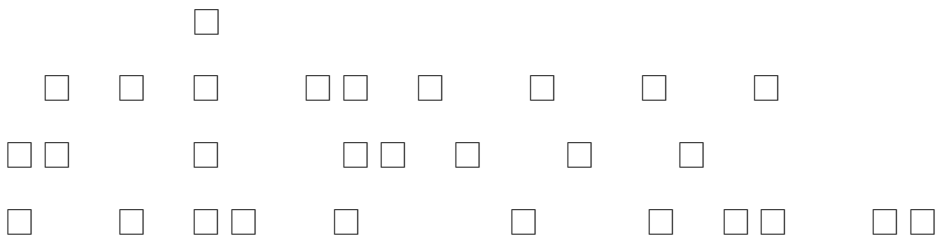
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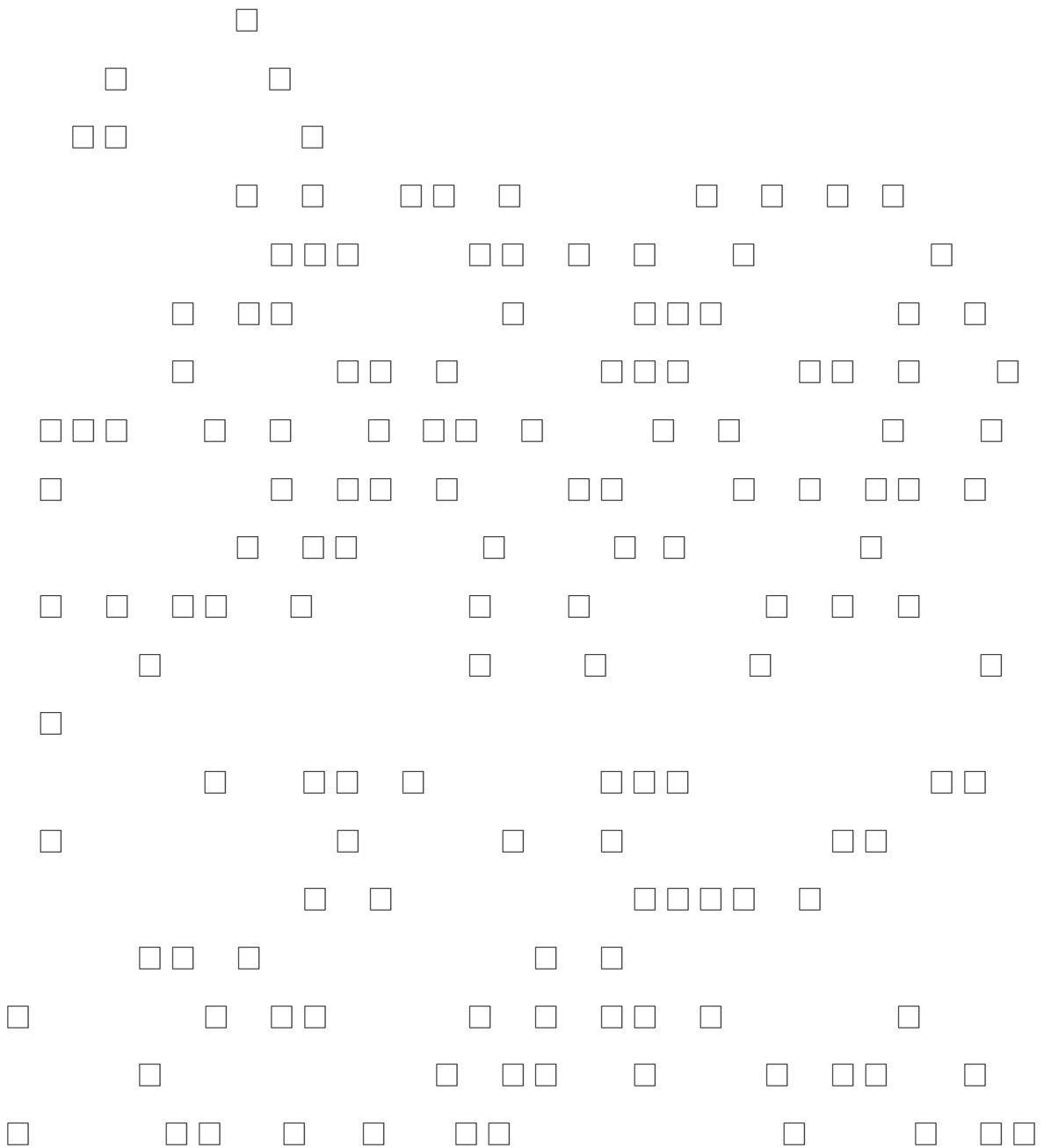
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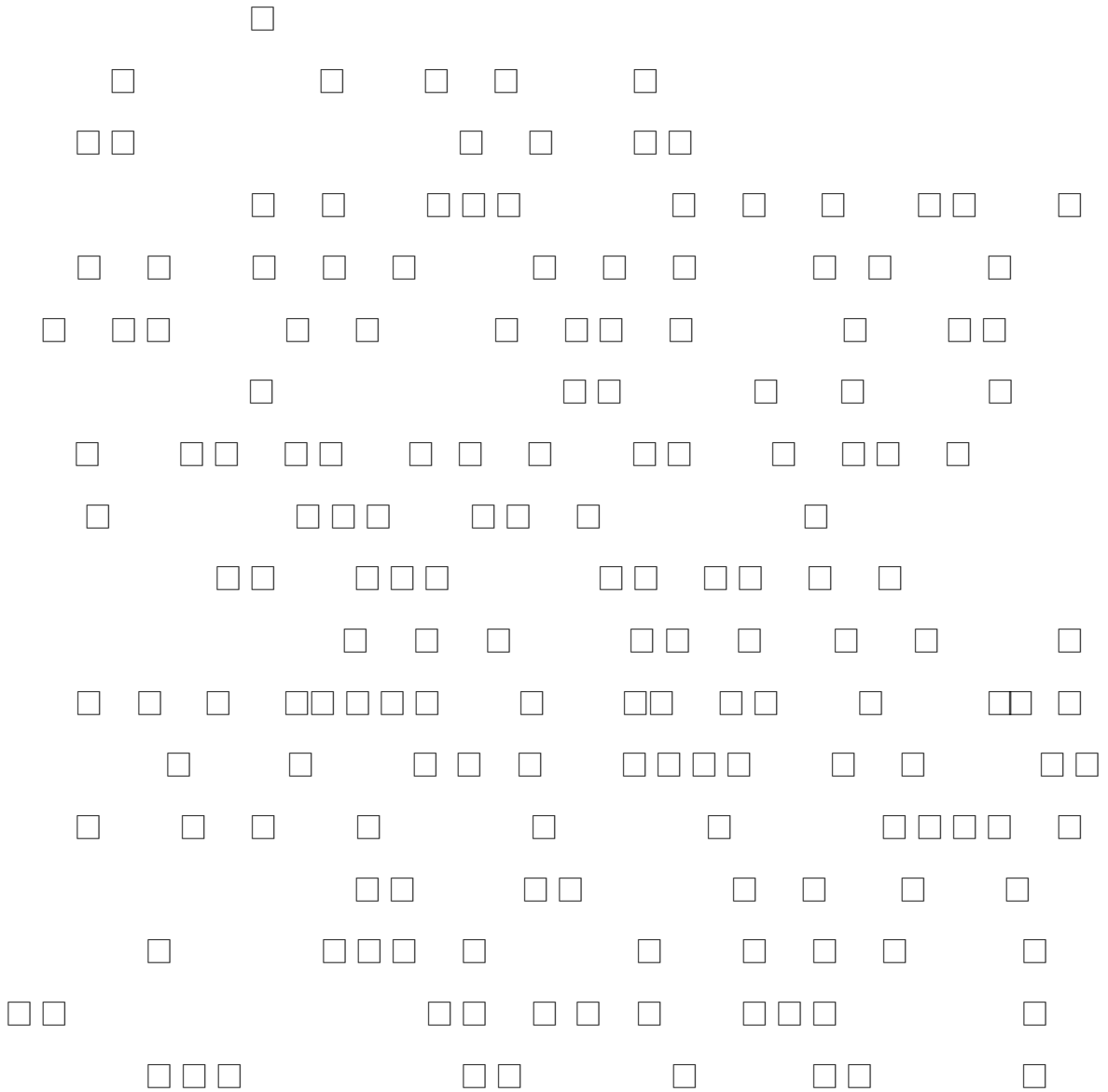
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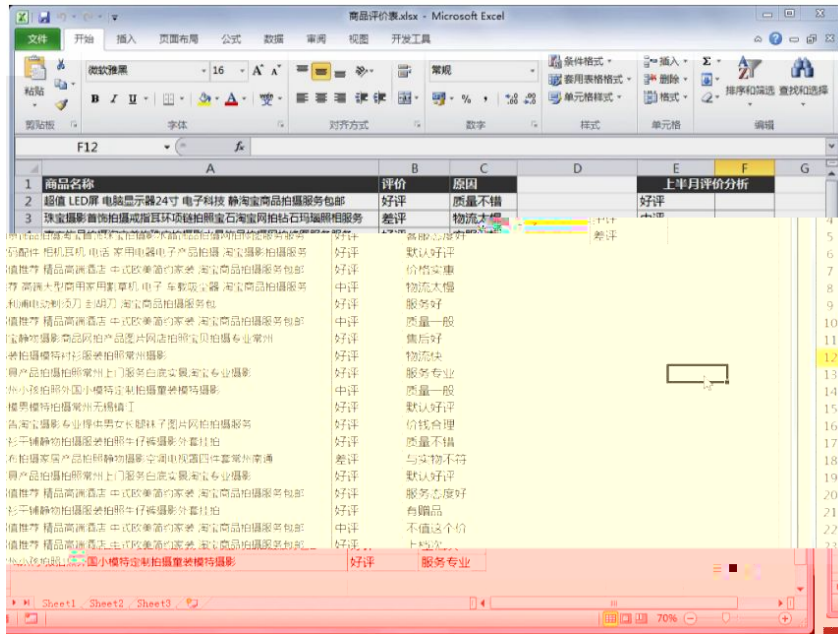
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| 日期 | 浏览量 | 访问量 | PC端浏览量 | 移动端浏览量 | 日平均浏览量 |
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| 2018/3/1 | 1200 | 600 | 750 | 450 | 956 |
| 2018/3/2 | 645 | 350 | 340 | 305 | 956 |
| 2018/3/3 | 898 | 420 | 480 | 418 | 956 |
| 2018/3/4 | 1100 | 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 |
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| 海内收费流量 | 760 | 100 | |
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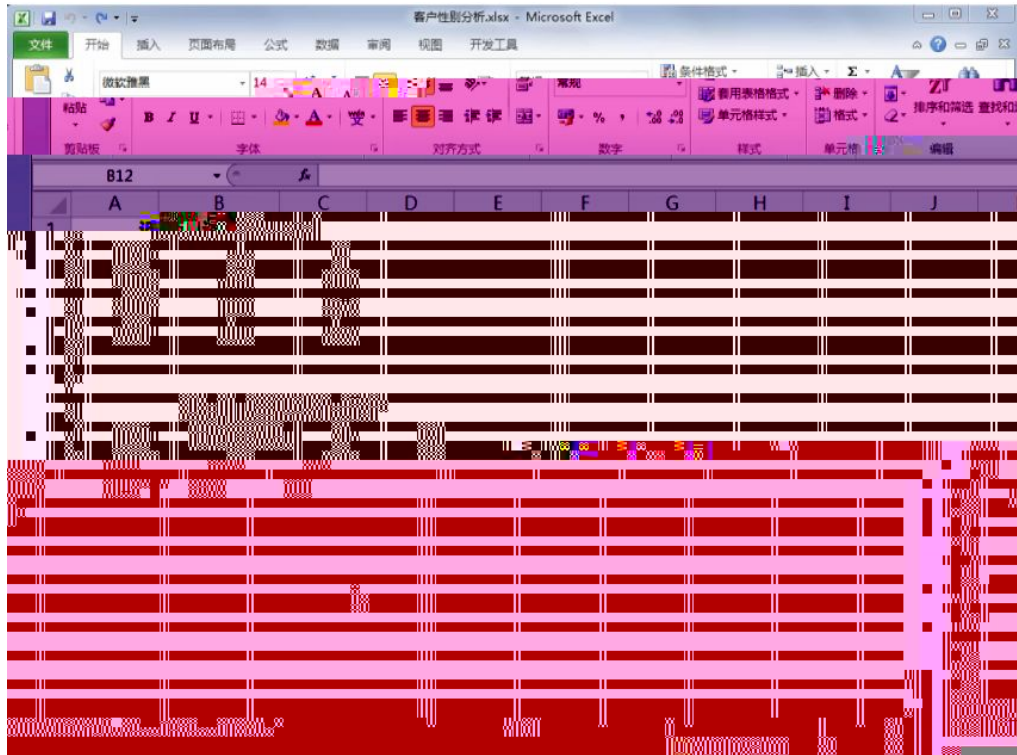
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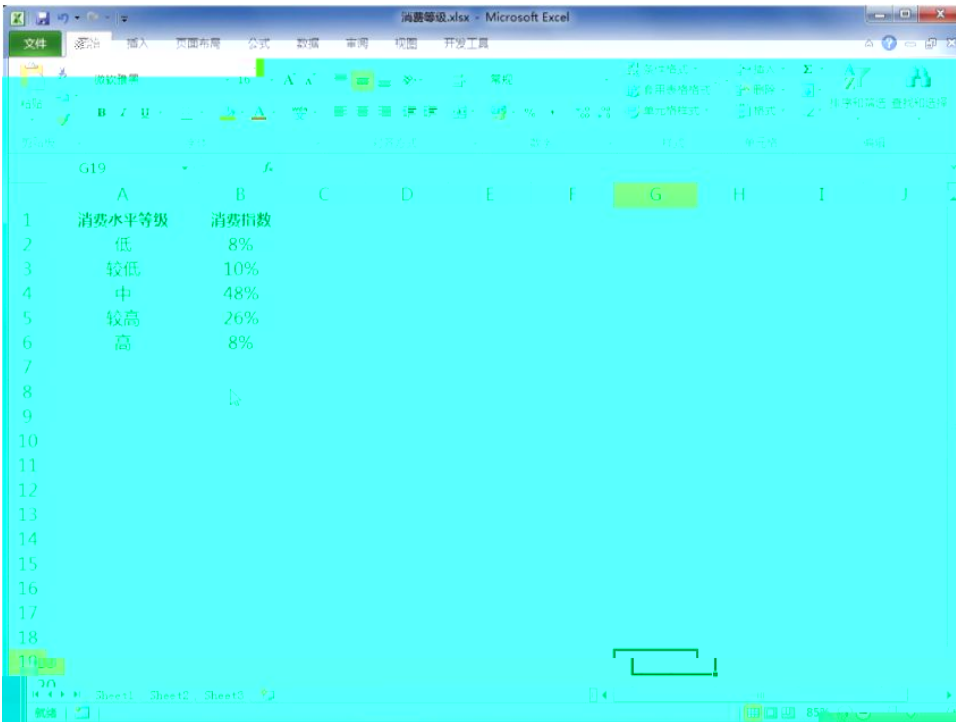
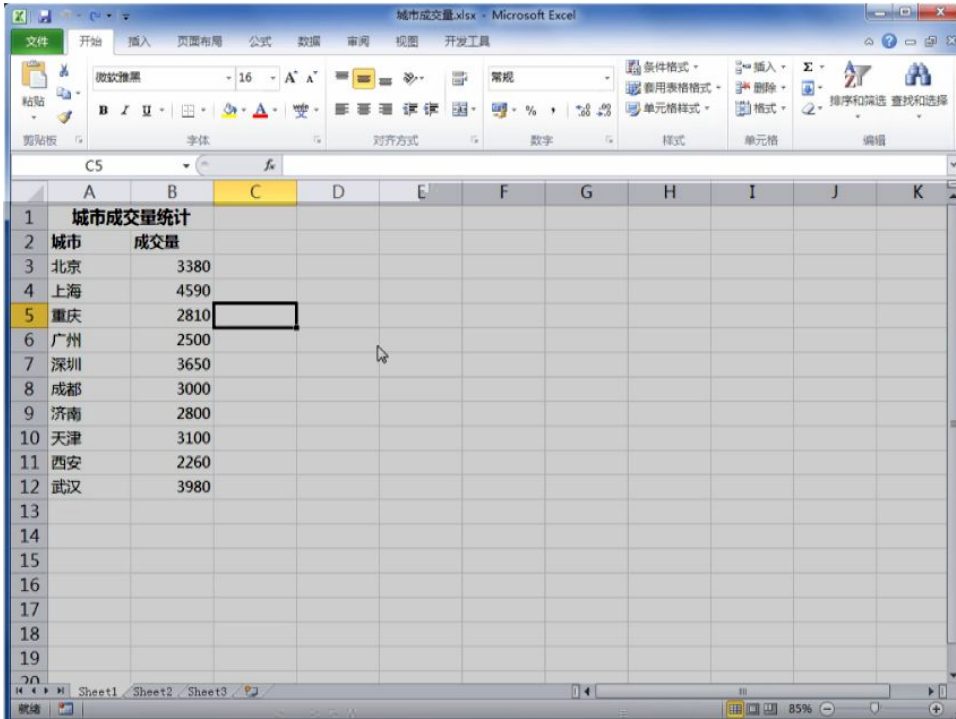
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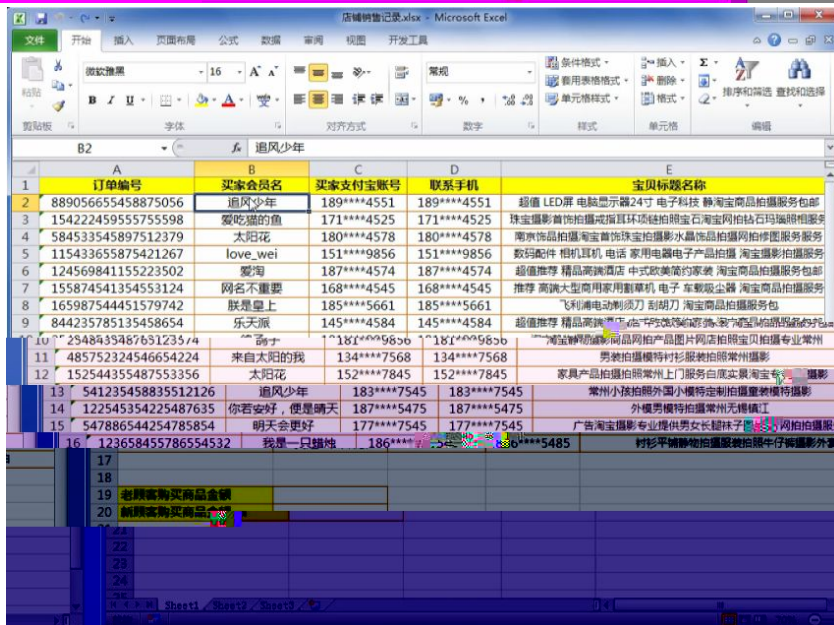
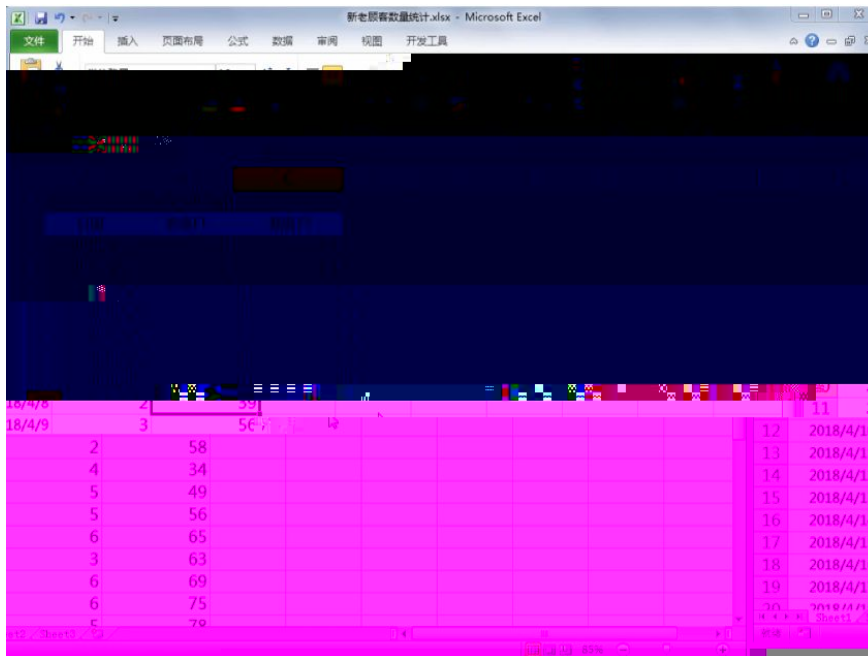
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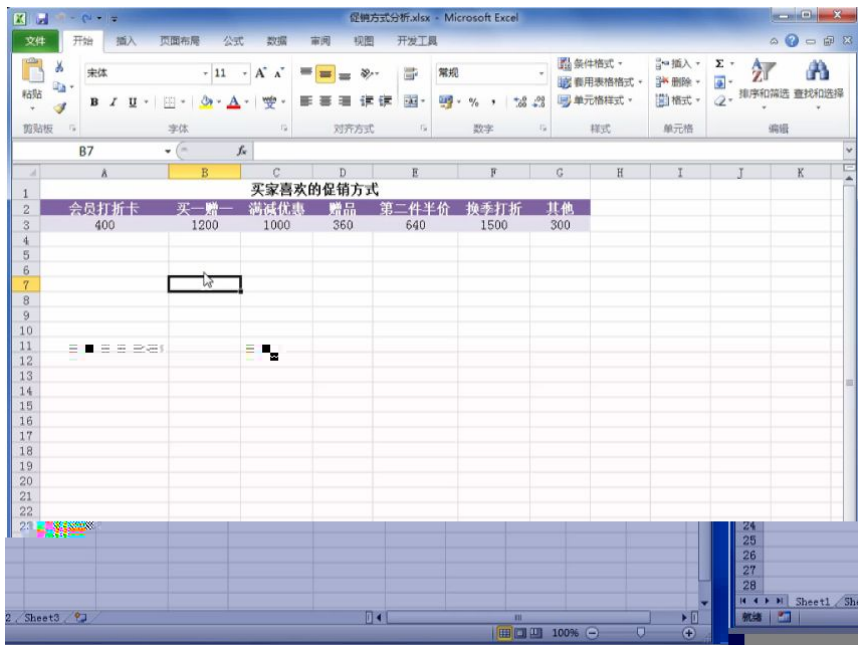
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销售报表分析1.xlsx - Microsoft Excel

文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具

粘贴 撤销 重做 格式刷 清除格式 条件格式 数据验证 数据透视表 数据透视图 排序和筛选 查找和选择

剪贴板 字体 对齐方式 数字 样式 单元格 编辑

E13 239

| | 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 | | | | | | | | | | |

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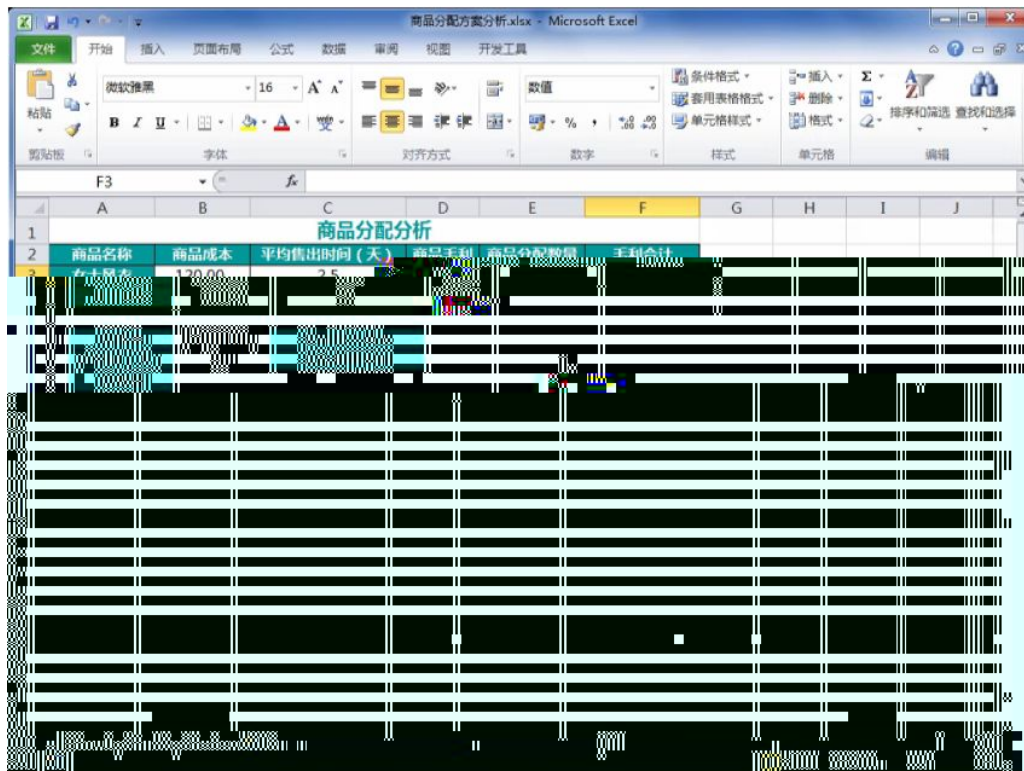
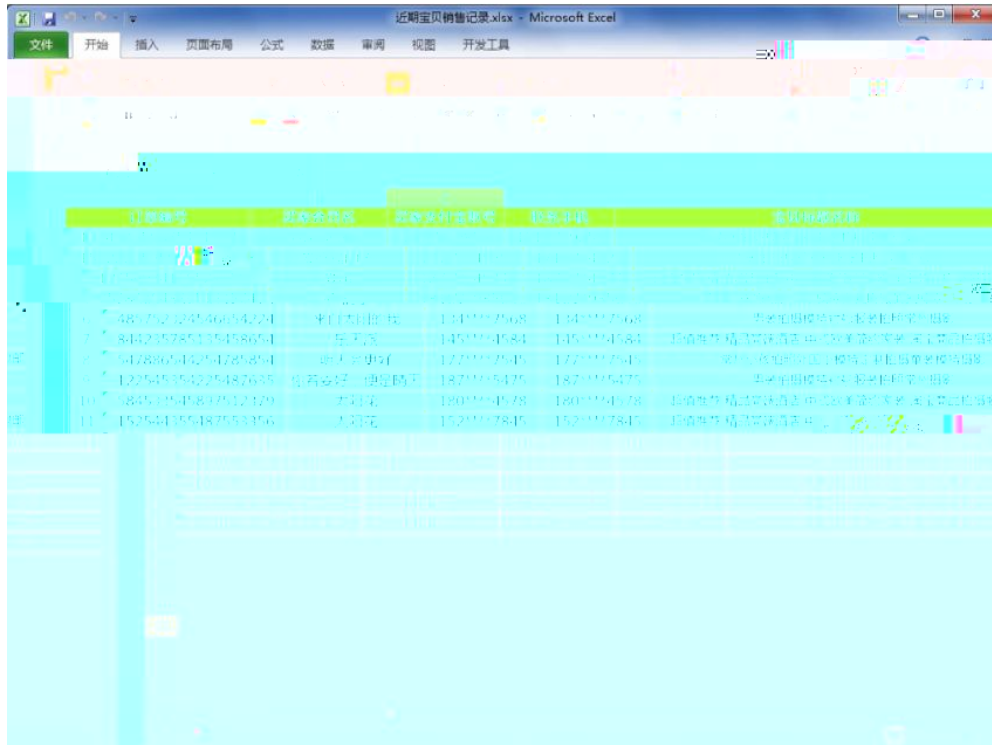
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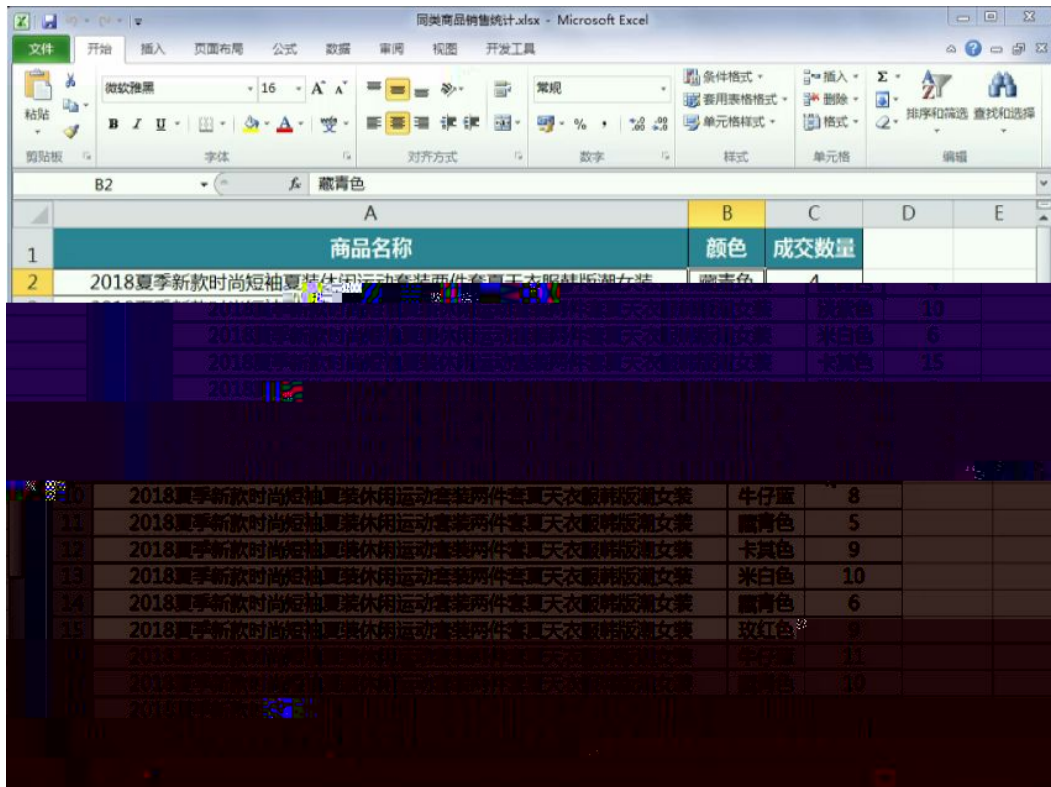
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| 1 | 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 | |
| 2 | 女装 百搭条纹翻领衬衫女 2018夏装新款chic直筒中袖衬衣女 | 质量问题 | 部分退款 | ¥20.00 | |
| 3 | 2018夏季新款时尚休闲运动服装套装女夏天短袖女休闲两件套潮夏装 | 描述与商品不符 | 全部退款 | ¥139.00 | |
| 4 | 2018春秋新款时尚休闲运动服装套装春秋装时髦卫衣女装两件套韩版潮 | 发错商品 | 全部退款 | ¥128.00 | |
| 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 | 夏装新款时尚休闲运动两件套2018女湖蓝色短袖宽松显瘦两件套 | 质量问题 | 部分退款 | ¥50.00 | |
| 11 | 无 | 发错商品 | 部分退款 | ¥30.00 | |
| 12 | 18夏季新款时尚休闲运动两件套2018女湖蓝色短袖宽松显瘦两件套 | 发错商品 | 部分退款 | ¥20.00 | |
| 13 | 夏季新款时尚休闲运动两件套2018女湖蓝色短袖宽松显瘦两件套 | 发错商品 | 部分退款 | ¥15.00 | |
| 14 | 春秋新款时尚休闲运动两件套2018女湖蓝色短袖宽松显瘦两件套 | 发错商品 | 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 |
| 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 | 货物编号 | 货物名称 | 规格 | 数量 | 单价 | 进价 |
|-----------|------|------|------|-----|-----|-----|
| 2018/4/1 | 1001 | 女士风衣 | 1001 | 100 | 150 | 150 |
| 2018/4/2 | 1002 | 女士风衣 | 1002 | 100 | 169 | 169 |
| 2018/4/3 | 1003 | 女士风衣 | 1003 | 100 | 120 | 120 |
| 2018/4/4 | 1004 | 女士风衣 | 1004 | 100 | 180 | 180 |
| 2018/4/5 | 1005 | 女士风衣 | 1005 | 100 | 156 | 156 |
| 2018/4/6 | 1006 | 女士风衣 | 1006 | 100 | 143 | 143 |
| 2018/4/7 | 1007 | 女士风衣 | 1007 | 100 | 120 | 120 |
| 2018/4/8 | 1008 | 女士风衣 | 1008 | 100 | 143 | 143 |
| 2018/4/9 | 1009 | 女士风衣 | 1009 | 100 | 150 | 150 |
| 2018/4/10 | 1010 | 女士风衣 | 1010 | 100 | 143 | 143 |
| 2018/4/11 | 1011 | 女士风衣 | 1011 | 100 | 143 | 143 |
| 2018/4/12 | 1012 | 女士风衣 | 1012 | 100 | 150 | 150 |
| 2018/4/13 | 1013 | 女士风衣 | 1013 | 100 | 165 | 165 |
| 2018/4/14 | 1014 | 女士风衣 | 1014 | 100 | 140 | 140 |
| 2018/4/15 | 1015 | 女士风衣 | 1015 | 100 | 185 | 185 |
| 2018/4/16 | 1016 | 女士风衣 | 1016 | 100 | 163 | 163 |
| 2018/4/17 | 1017 | 女士风衣 | 1017 | 100 | 140 | 140 |
| 2018/4/18 | 1018 | 女士风衣 | 1018 | 100 | 159 | 159 |
| 2018/4/19 | 1019 | 女士风衣 | 1019 | 100 | 140 | 140 |
| 2018/4/20 | 1020 | 女士风衣 | 1020 | 100 | 140 | 140 |
| 2018/4/21 | 1021 | 女士风衣 | 1021 | 100 | 143 | 143 |
| 2018/4/22 | 1022 | 女士风衣 | 1022 | 100 | 178 | 178 |
| 2018/4/23 | 1023 | 女士风衣 | 1023 | 100 | 150 | 150 |
| 2018/4/24 | 1024 | 女士风衣 | 1024 | 100 | 148 | 148 |

| 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 | 155 |
| 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

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商品库存数量.xlsx - Microsoft Excel

| 1 | 月份 | 进口大单数 | 合计大单数 | 进口扣扣 | 智能扣扣 |
|---|----|-------|-------|------|------|
| 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 | 200 | 105 | 620 |
| 6 | 5月 | 212 | 278 | 95 | 789 |

商品库存分析.xlsx - Microsoft Excel

| 商品名称 | 品牌 | 入库日期 | 销售数量 | 入库数量 | 出库数量 | 库存数量 | 库存标志 |
|------|------|------|------|------|------|------|------|
| 洁面粉 | Za | | 20 | 50 | 45 | 25 | 20 |
| 洁面粉 | 自然堂 | | 18 | 45 | 30 | 33 | 20 |
| 洁面粉 | 欧莱雅 | | 20 | 50 | 42 | 28 | 20 |
| 洁面粉 | 韩束 | | 16 | 30 | 40 | 6 | 20 |
| 洁面粉 | 兰蔻 | | 25 | 35 | 25 | 35 | 20 |
| 洁面粉 | 雅诗兰黛 | | 19 | 30 | 35 | 14 | 20 |
| 爽肤水 | Za | | 20 | 50 | 55 | 15 | 20 |
| 爽肤水 | 自然堂 | | 15 | 40 | 30 | 25 | 20 |
| 爽肤水 | 欧莱雅 | | 28 | 30 | 25 | 33 | 20 |
| 爽肤水 | 韩束 | | 16 | 20 | 22 | 14 | 20 |
| 爽肤水 | 兰蔻 | | 22 | 18 | 20 | 20 | 20 |
| 爽肤水 | 雅诗兰黛 | | 20 | 25 | 35 | 10 | 20 |

单一商品库存状态分析.xlsx - Microsoft Excel

| 1 | 商品名称 | 品牌 | 销售数量 | 入库数量 | 出库数量 | 库存数量 | 库存标志 |
|----|------|------|------|------|------|------|------|
| 2 | 洁面粉 | Za | 20 | 50 | 45 | 25 | 20 |
| 3 | 洁面粉 | 自然堂 | 18 | 45 | 30 | 33 | 20 |
| 4 | 洁面粉 | 欧莱雅 | 20 | 50 | 42 | 28 | 20 |
| 5 | 洁面粉 | 韩束 | 16 | 30 | 40 | 6 | 20 |
| 6 | 洁面粉 | 兰蔻 | 25 | 35 | 25 | 35 | 20 |
| 7 | 洁面粉 | 雅诗兰黛 | 19 | 30 | 35 | 14 | 20 |
| 8 | 爽肤水 | Za | 20 | 50 | 55 | 15 | 20 |
| 9 | 爽肤水 | 自然堂 | 15 | 40 | 30 | 25 | 20 |
| 10 | 爽肤水 | 欧莱雅 | 28 | 30 | 25 | 33 | 20 |
| 11 | 爽肤水 | 韩束 | 16 | 20 | 22 | 14 | 20 |
| 12 | 爽肤水 | 兰蔻 | 22 | 18 | 20 | 20 | 20 |
| 13 | 爽肤水 | 雅诗兰黛 | 20 | 25 | 35 | 10 | 20 |

单一商品销售和库存分析

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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 |

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

微软雅黑 12 A A' 常规 条件格式 插入 Σ 批注 数据工具 数据透视表 数据模型 记录单

字体 对齐方式 数字 样式 单元格 编辑 录入

A15 踏步士女装 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 | 销售金额 | 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最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夏季新款时尚休闲运动两件套短袖宽松薄款 | ¥ 30 | ¥ 44 | 95 | | | |
| 2018新款韩版时尚休闲运动服装套装女夏天休闲两件套韩版 | ¥ 30 | ¥ 59 | 150 | | | |
| 两款真丝丝春夏季新款针织衫圆领纯色上衣宽松冰丝中袖好袖女 | ¥ 40 | ¥ 63 | 215 | | | |
| 夏季新款时尚休闲运动两件套装2018女高夏天短袖宽松防晒服二件套 | ¥ 38 | ¥ 69 | 169 | | | |
| 蓝调特mm2018夏装新款遮肚子瘦肉大码 | | | | | | |

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本月上旬鼠标销售量分析.xlsx - Microsoft Excel

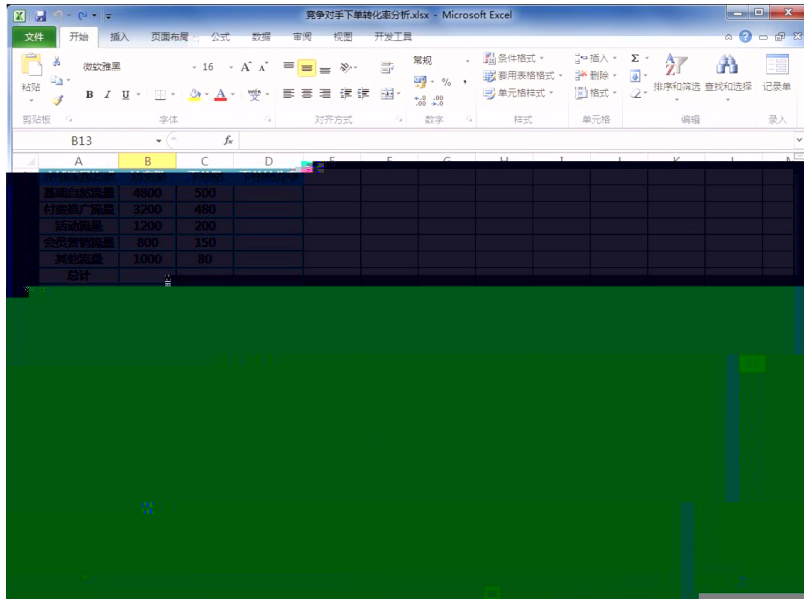
| 本月上旬鼠标销售量 (竞争对手) | | 本月上旬鼠标销售量 (本店) | |
|------------------|-----------|----------------|---------|
| 日期 | 销量 (竞争对手) | 日期 | 销量 (本店) |
| 2018/5/1 | 12 | 2018/5/1 | 15 |
| 2018/5/2 | 15 | 2018/5/2 | 16 |
| 2018/5/3 | 17 | 2018/5/3 | 18 |
| 2018/5/4 | 19 | 2018/5/4 | 22 |
| 2018/5/5 | 20 | 2018/5/5 | 25 |
| 2018/5/6 | 22 | 2018/5/6 | 28 |
| 2018/5/7 | 32 | 2018/5/7 | 27 |
| 2018/5/8 | 38 | 2018/5/8 | 31 |
| 2018/5/9 | 42 | 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 电竞游戏鼠标机械轴按键7档重量可调7档发光跑马键鼠电竞鼠标 | ¥ 159 | 27 | | |

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 | 爱吃猫的鱼 | | |
| 2018/5/1 | 太阳花 | | |
| 2018/5/1 | 乐天派 | | |
| 2018/5/2 | 霜潮 | | |
| 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 | 我是一只蝴蝶 | | |
| 2018/5/7 | 爱吃猫的鱼 | | |
| 2018/5/7 | 太阳花 | | |
| 2018/5/8 | love_wel | | |



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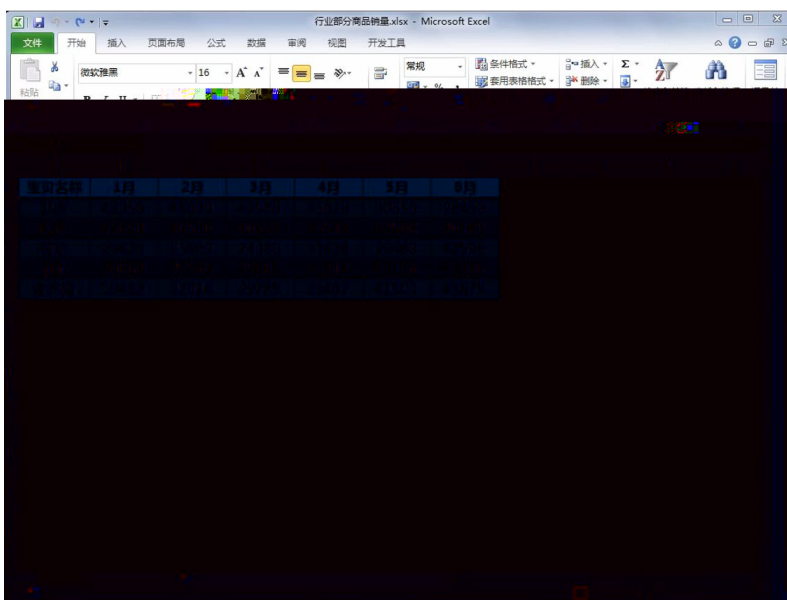
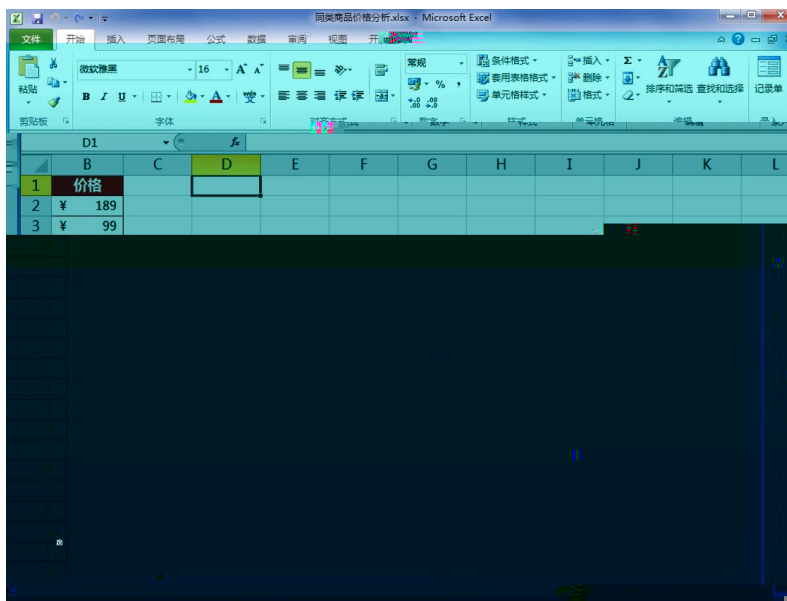
商品搜索趋势分析.xlsx - Microsoft Excel

| 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 | 9900 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

女士连衣裙行业运营趋势数据

| 运营阶段 | 运营策略 | 运营效果 |
|--------|--------|--------|
| 运营阶段1 | 运营策略1 | 运营效果1 |
| 运营阶段2 | 运营策略2 | 运营效果2 |
| 运营阶段3 | 运营策略3 | 运营效果3 |
| 运营阶段4 | 运营策略4 | 运营效果4 |
| 运营阶段5 | 运营策略5 | 运营效果5 |
| 运营阶段6 | 运营策略6 | 运营效果6 |
| 运营阶段7 | 运营策略7 | 运营效果7 |
| 运营阶段8 | 运营策略8 | 运营效果8 |
| 运营阶段9 | 运营策略9 | 运营效果9 |
| 运营阶段10 | 运营策略10 | 运营效果10 |
| 运营阶段11 | 运营策略11 | 运营效果11 |
| 运营阶段12 | 运营策略12 | 运营效果12 |
| 运营阶段13 | 运营策略13 | 运营效果13 |
| 运营阶段14 | 运营策略14 | 运营效果14 |
| 运营阶段15 | 运营策略15 | 运营效果15 |
| 运营阶段16 | 运营策略16 | 运营效果16 |
| 运营阶段17 | 运营策略17 | 运营效果17 |
| 运营阶段18 | 运营策略18 | 运营效果18 |
| 运营阶段19 | 运营策略19 | 运营效果19 |
| 运营阶段20 | 运营策略20 | 运营效果20 |
| 运营阶段21 | 运营策略21 | 运营效果21 |
| 运营阶段22 | 运营策略22 | 运营效果22 |
| 运营阶段23 | 运营策略23 | 运营效果23 |
| 运营阶段24 | 运营策略24 | 运营效果24 |
| 运营阶段25 | 运营策略25 | 运营效果25 |
| 运营阶段26 | 运营策略26 | 运营效果26 |
| 运营阶段27 | 运营策略27 | 运营效果27 |
| 运营阶段28 | 运营策略28 | 运营效果28 |
| 运营阶段29 | 运营策略29 | 运营效果29 |
| 运营阶段30 | 运营策略30 | 运营效果30 |



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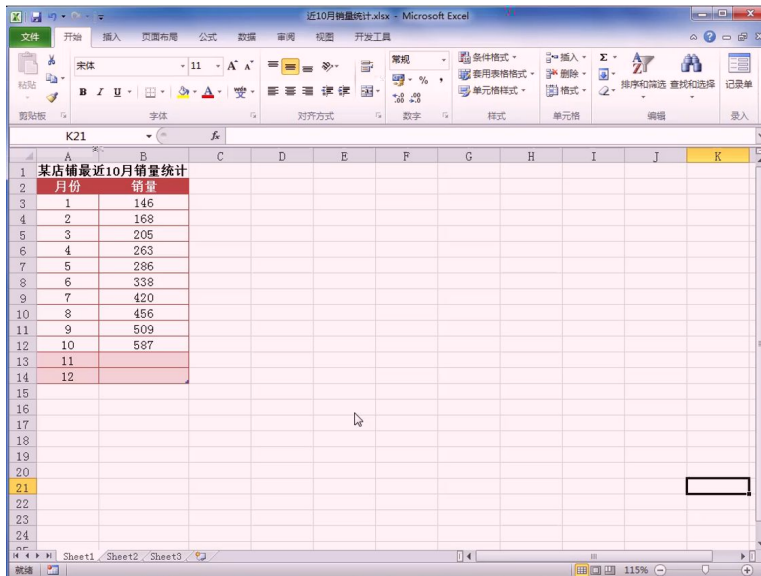
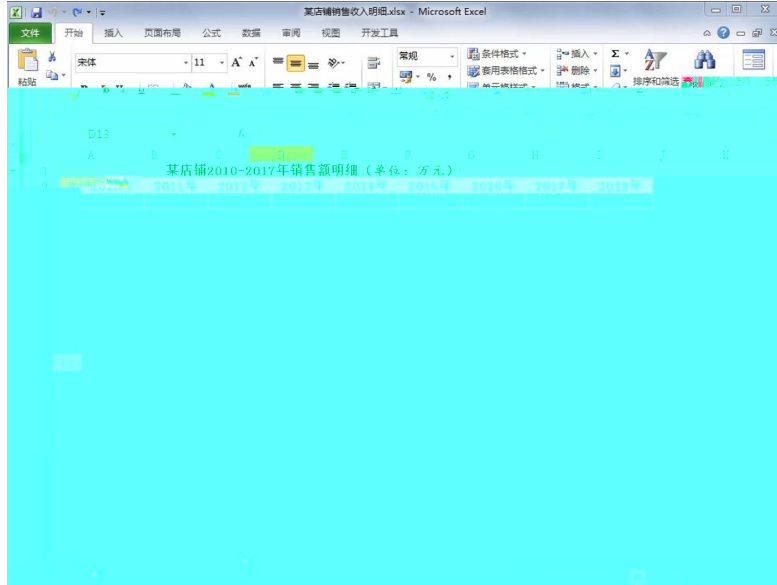
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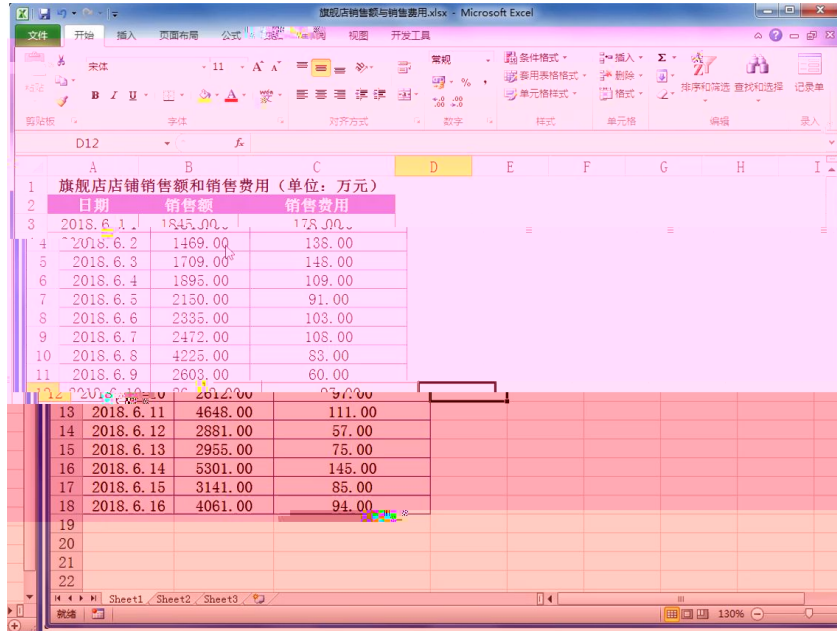
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某商品连续四年季度销量统计.xlsx - Microsoft Excel

| 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 | 7700 | |
| 2016 | 4500 | 710 | 1420 | 10500 | |
| 2017 | 5000 | 510 | 1680 | 11400 | |
| 同季平均 | | | | | |
| 所有季度平均 | | | | | |

某店铺利润预测分析.xlsx - Microsoft Excel

| 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 | 7700 | |
| 2016 | 4500 | 710 | 1420 | 10500 | |
| 2017 | 5000 | 510 | 1680 | 11400 | |
| 同季平均 | | | | | |
| 所有季度平均 | | | | | |

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 | 2273.94 |

某店铺销量预测分析1.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 | | | | |
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 4000 300

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 2009 8 " "
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| | 1 | 30 | 40 | |
| | 5 | | | Office |
| | | 30 | | |
| | 30 | 2 | | |

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| 20 | | | 5 | 10% |
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| | | | 5 | 10% |
| 80 | | | 5 | 5% |
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| | | | | 5% |
| | | 2 | | 6% |
| | | | 4 | |
| | | 2 | | 5% |
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| | | | 3 | 5% |
| | | | | 10% |
| | | 3 | | 12% |
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| | | 2 | | 7% |
| | | 3 | | |
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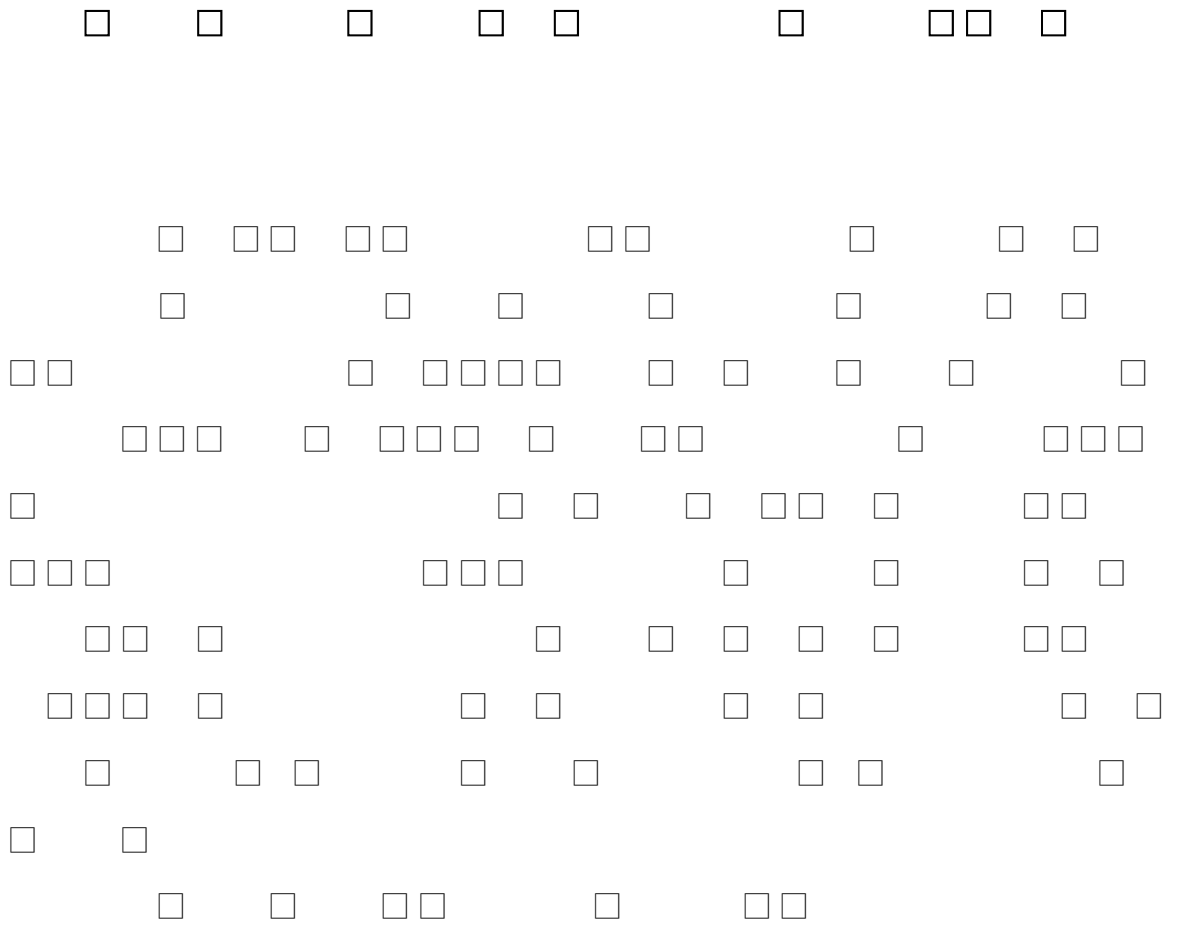
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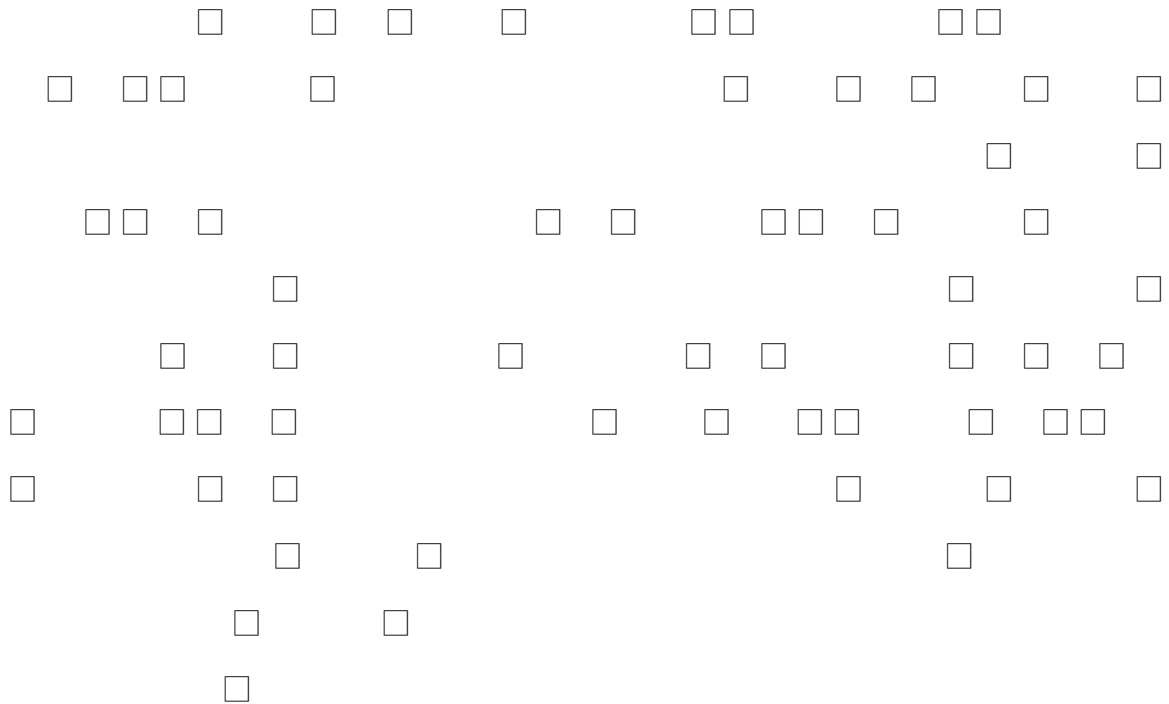
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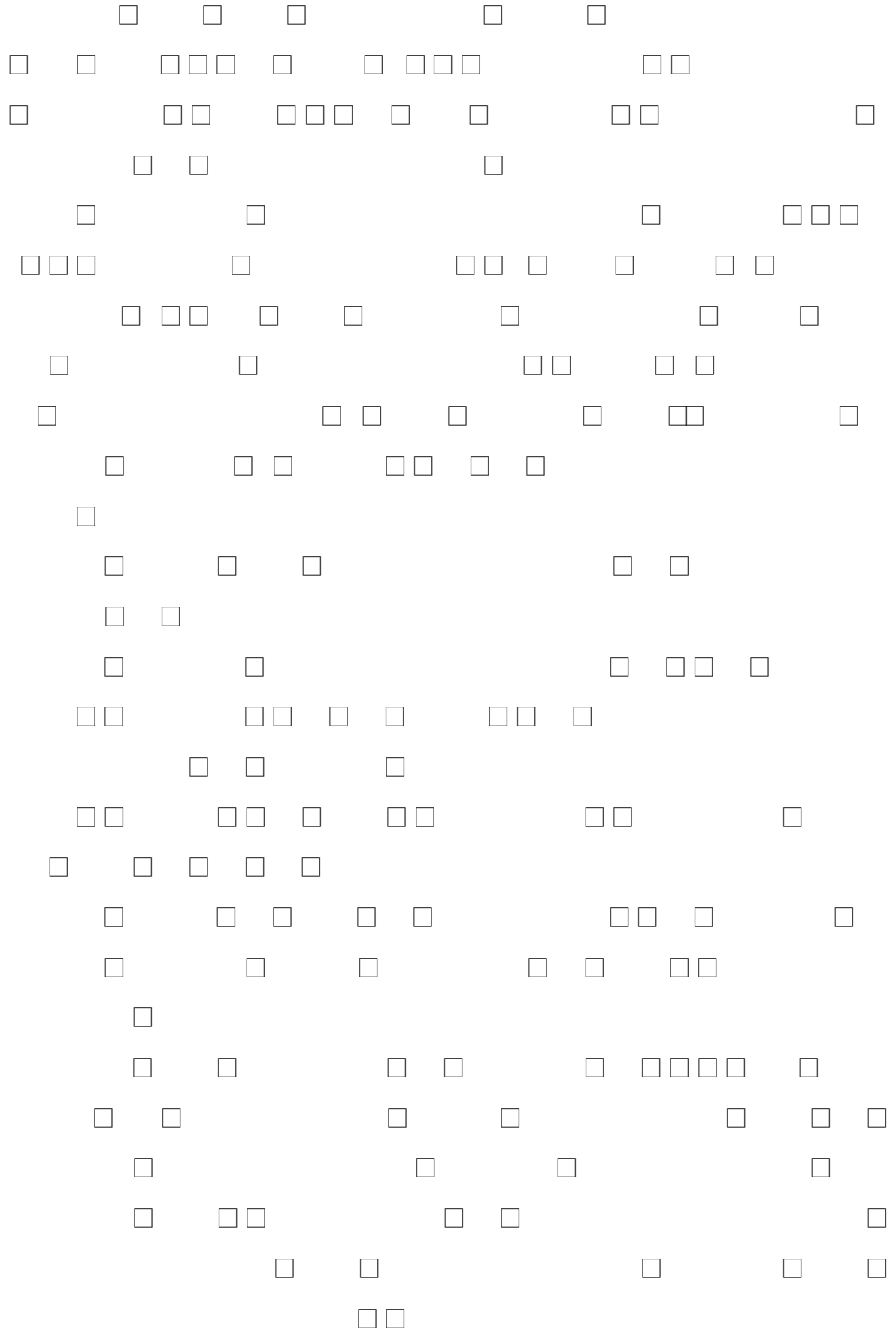
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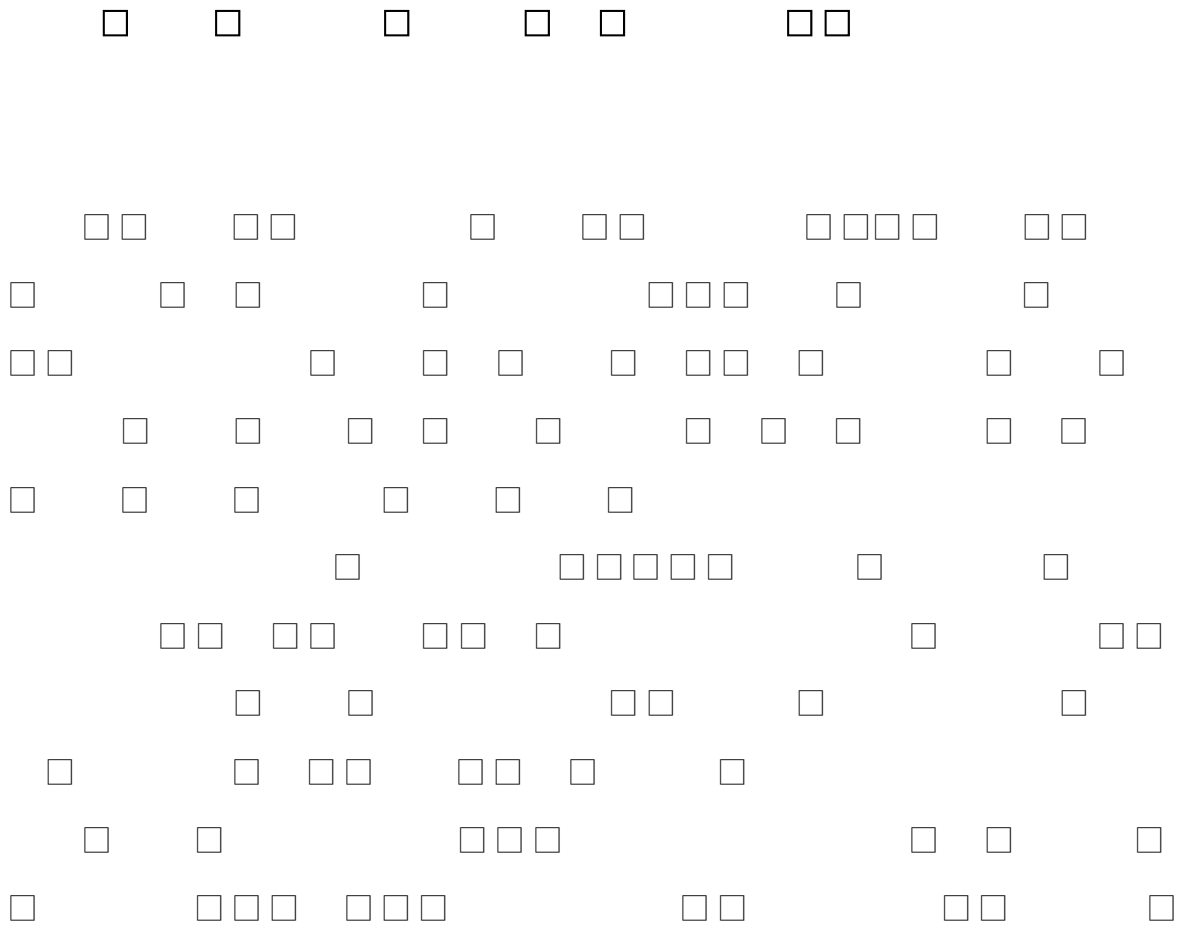
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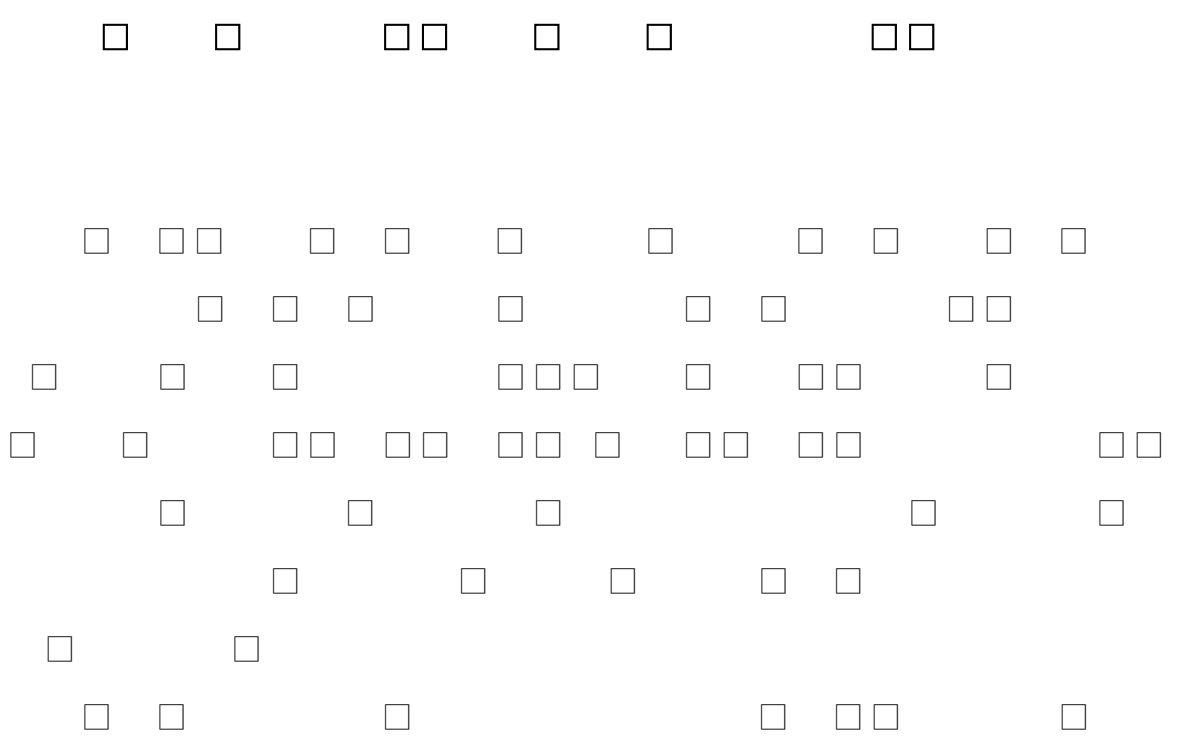
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