

2020 7

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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 |
| | | | 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 |
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| 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 |
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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 |
| 7. | 3-7 | | 103 |
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| 5. | 4-5 | | 141 |
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| 006 | | | | | | 1995/1/18 | |
| 007 | | | | | | 1997/10/18 | |
| 008 | | | | | | 1996/5/18 | |
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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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9. 2-2-1

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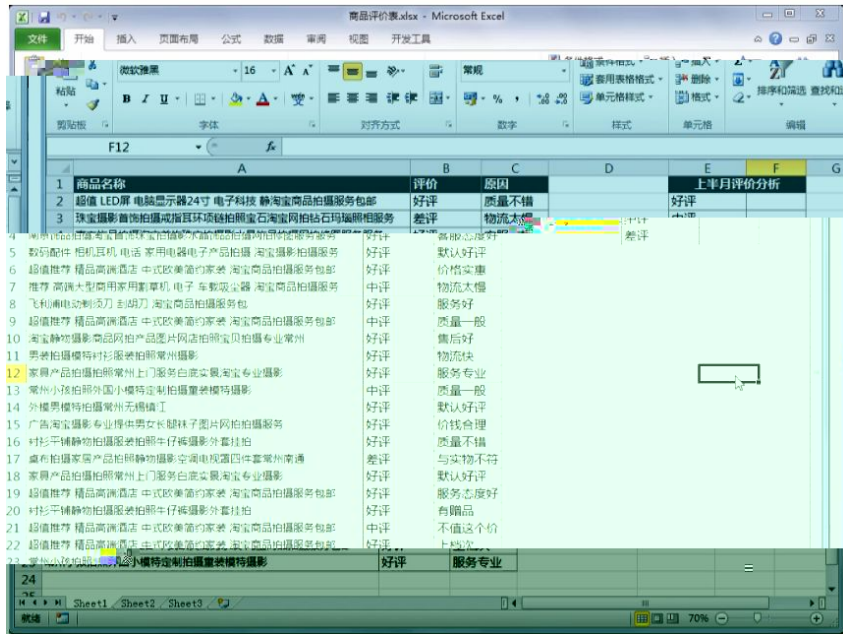
EXCEL

Excel

word

| 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 |
|-----------|------|------|--------|--------|--------|
| 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 |
|--------|------|-----|-------|
| 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 | |



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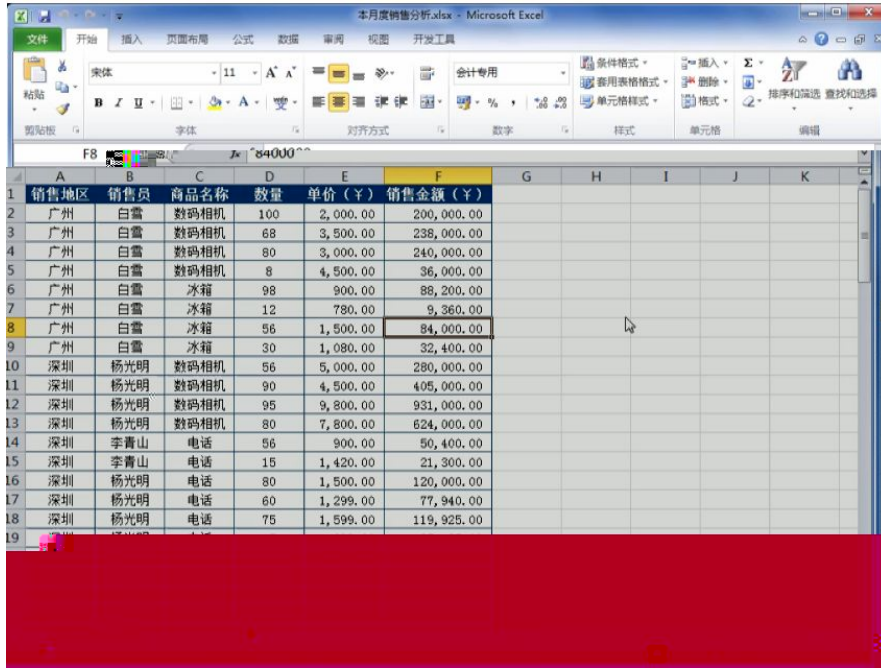
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EXCEL

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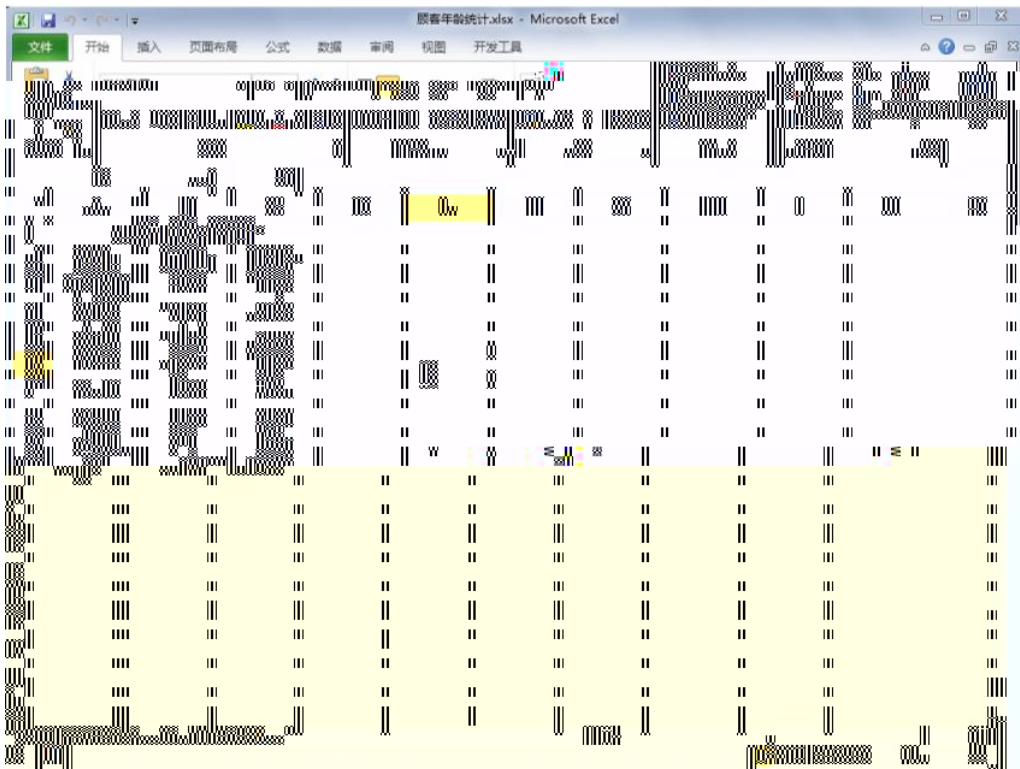
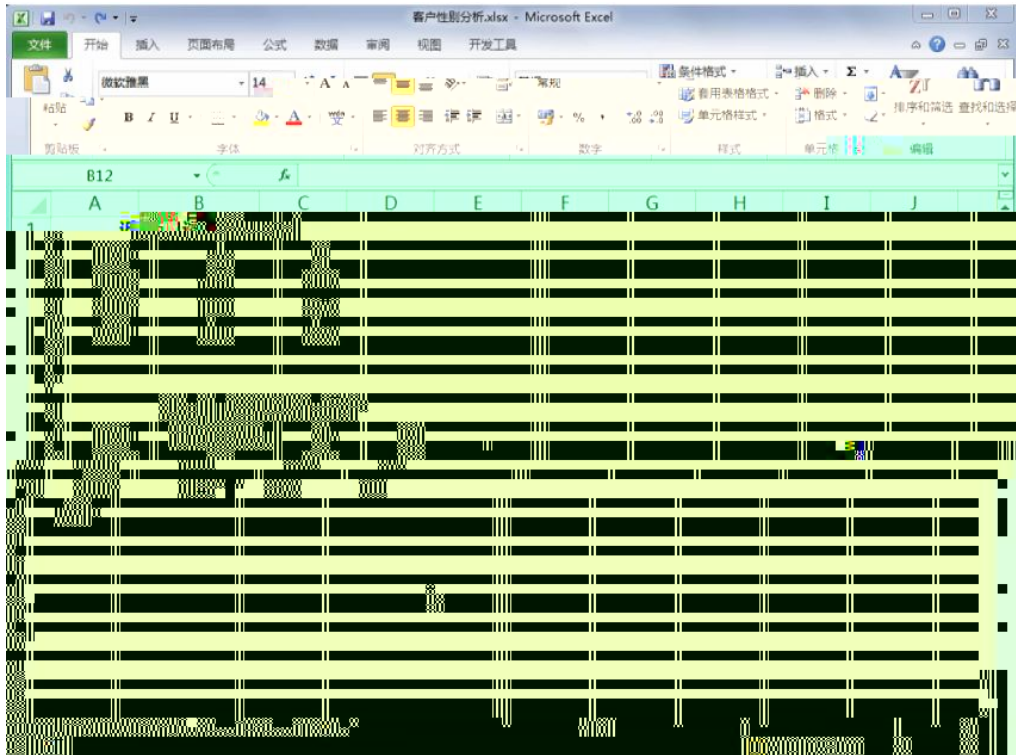
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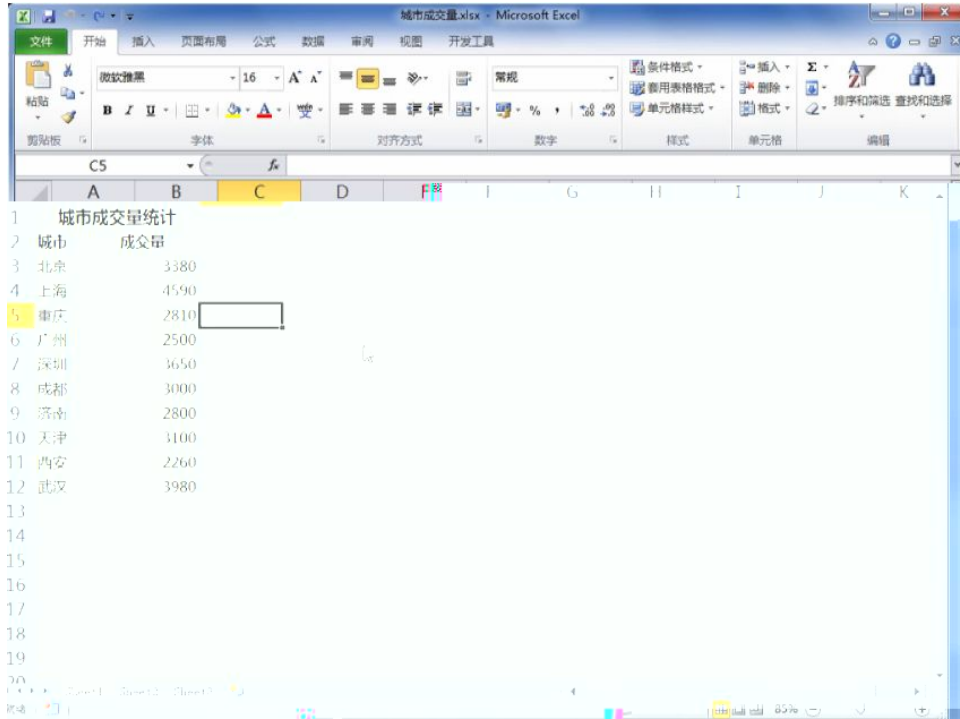
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EXCEL

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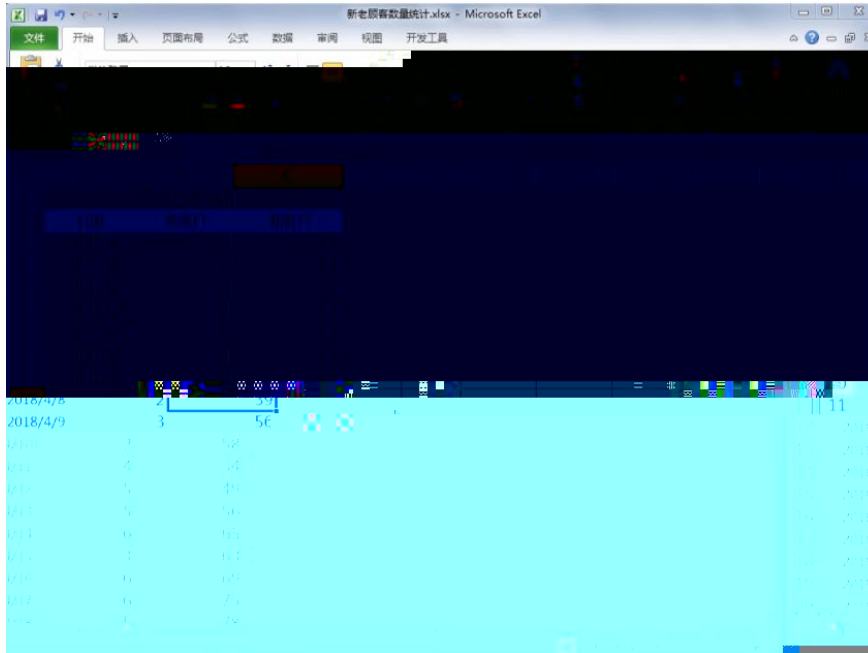
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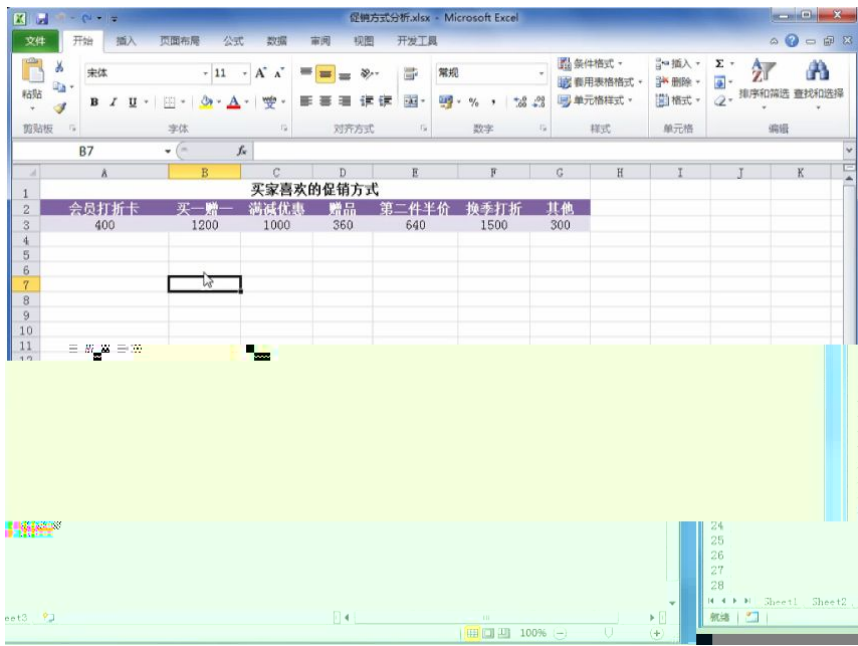
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This screenshot shows a Microsoft Excel spreadsheet titled '店铺销售记录.xlsx'. The spreadsheet contains a table with the following columns: 订单编号 (Order Number), 买家会员名 (Buyer Member Name), 买家支付宝账号 (Buyer Alipay Account), 联系手机 (Contact Mobile), and 宝贝标题名称 (Product Title Name). The data includes various customer names like '追风少年', '爱吃鱼的鱼', '太阳花', and 'love_wei', along with their respective Alipay accounts and contact numbers. The product titles are detailed descriptions of items such as LED monitors, jewelry, and clothing.

| 1 | A | B | C | D | E |
|----|--------------------|-----------|-------------|-------------|-----------------------------------|
| | 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珠宝石淘宝网拍钻石玛瑙摄影服装 |
| 4 | 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 淘淘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 精品高档酒店 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 高清晰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 |
| 9 | 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邮 |
| 10 | 254843548763123574 | 淘子 | 187****5686 | 187****5686 | 淘宝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 | 男装拍摄模特村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享 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工 |
| 15 | 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精修 |
| 16 | 123659455786554532 | 我是一只蝴蝶 | 186****4551 | 186****4551 | 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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EXCEL

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| | 日期 | 产品代码 | 产品名称 | 单价 | 数量 | 折扣 | 总金额 | |
|----|----------|----------|------|--------|--------|-------|-----|---------|
| | | P-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 |
| | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 15 | 1335.00 |
| | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 10 | 890.00 |

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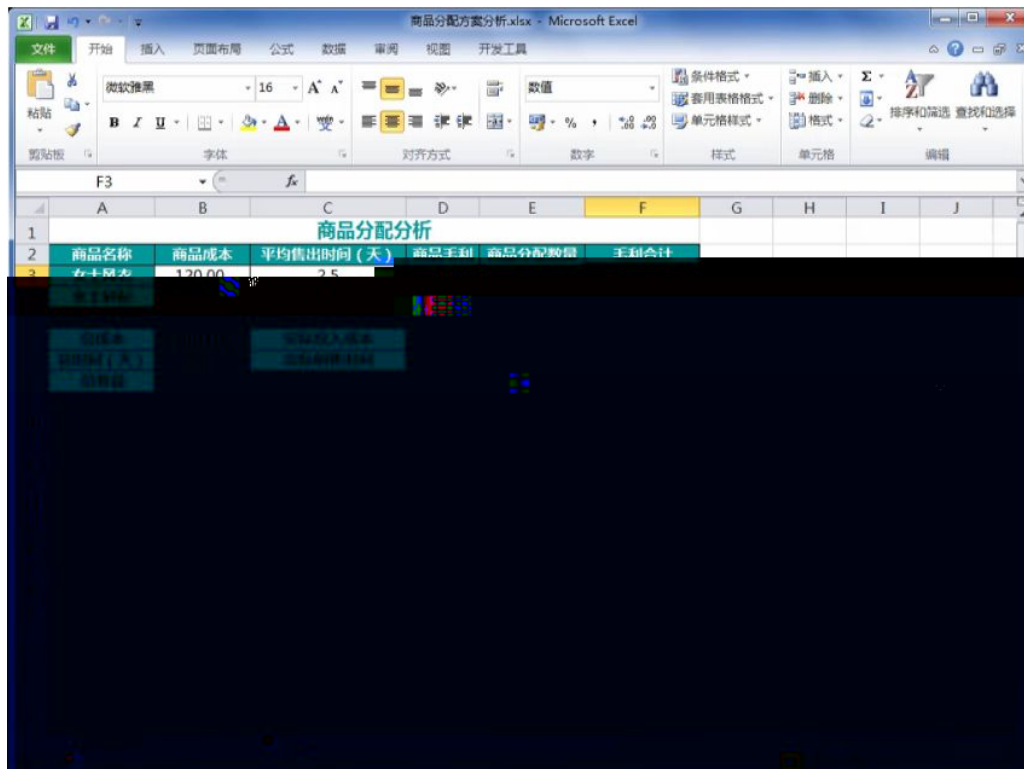
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EXCEL

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| | 70 | 30 | |

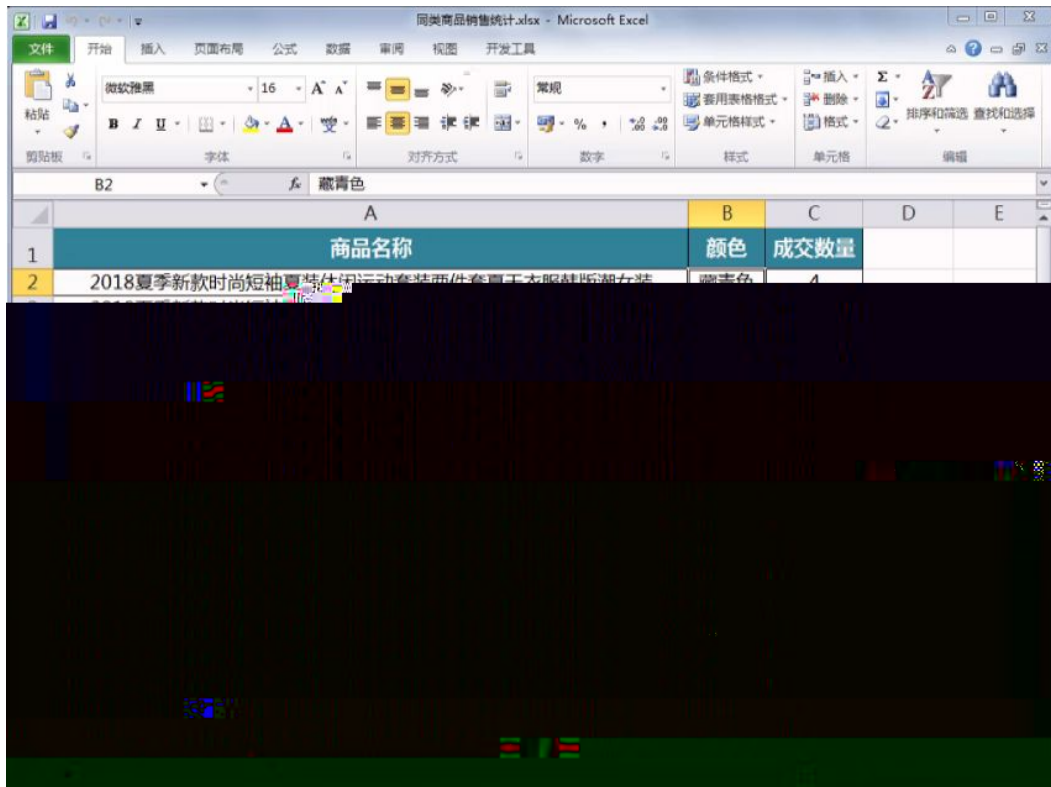
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The image shows a screenshot of a Microsoft Excel spreadsheet titled "退货、退款原因分析.xlsx". The spreadsheet contains a table with the following data:

| 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两件套 | 质量问题 | 部分退款 | ¥50.00 | |
| 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 | 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 | 质量问题 | 部分退款 | ¥20.00 | |
| 13 | 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 | ¥15.00 | |
| 14 | | 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 | ¥165 |
| 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 | ¥140 |

货物采购明细.xlsx - Microsoft Excel

金×鞋服有限公司

| 日期 | 货物名称 | 数量 | 单价 | 总价 |
|-----------|------|-----|-----|-----|
| 2018/4/1 | ... | ... | ... | ... |
| 2018/4/2 | ... | ... | ... | ... |
| 2018/4/3 | ... | ... | ... | ... |
| 2018/4/4 | ... | ... | ... | ... |
| 2018/4/5 | ... | ... | ... | ... |
| 2018/4/6 | ... | ... | ... | ... |
| 2018/4/7 | ... | ... | ... | ... |
| 2018/4/8 | ... | ... | ... | ... |
| 2018/4/9 | ... | ... | ... | ... |
| 2018/4/10 | ... | ... | ... | ... |
| 2018/4/11 | ... | ... | ... | ... |
| 2018/4/12 | ... | ... | ... | ... |
| 2018/4/13 | ... | ... | ... | ... |
| 2018/4/14 | ... | ... | ... | ... |
| 2018/4/15 | ... | ... | ... | ... |
| 2018/4/16 | ... | ... | ... | ... |
| 2018/4/17 | ... | ... | ... | ... |
| 2018/4/18 | ... | ... | ... | ... |
| 2018/4/19 | ... | ... | ... | ... |
| 2018/4/20 | ... | ... | ... | ... |
| 2018/4/21 | ... | ... | ... | ... |
| 2018/4/22 | ... | ... | ... | ... |
| 2018/4/23 | ... | ... | ... | ... |
| 2018/4/24 | ... | ... | ... | ... |
| 2018/4/25 | ... | ... | ... | ... |
| 2018/4/26 | ... | ... | ... | ... |
| 2018/4/27 | ... | ... | ... | ... |
| 2018/4/28 | ... | ... | ... | ... |
| 2018/4/29 | ... | ... | ... | ... |
| 2018/4/30 | ... | ... | ... | ... |

| 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 | 170 |
| 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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| 80 | | 10% | ; | |
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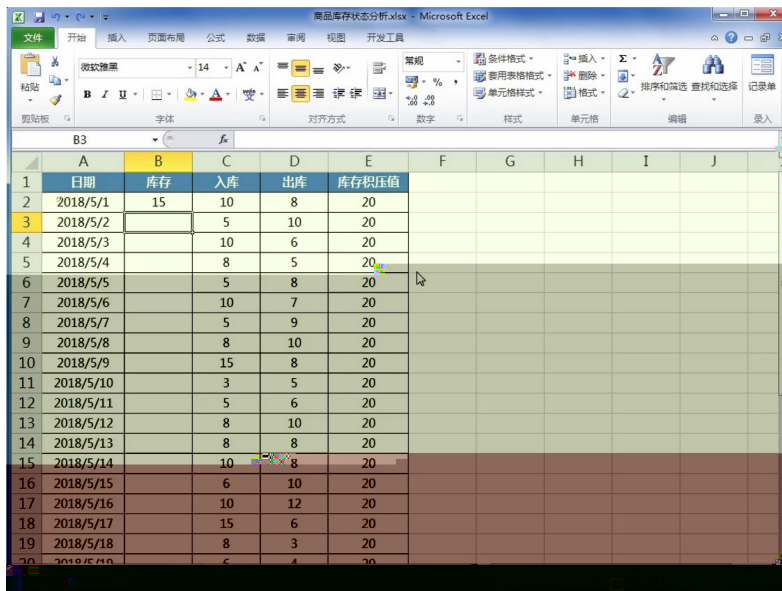
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The screenshot shows a Microsoft Excel spreadsheet titled "商品库存状态分析.xlsx". The spreadsheet contains a table with the following data:

| 1 | A | B | C | D | E | F | G | H | I | J |
|----|-----------|----|----|----|-------|---|---|---|---|---|
| 2 | 日期 | 库存 | 入库 | 出库 | 库存积压值 | | | | | |
| 3 | 2018/5/1 | 15 | 10 | 8 | 20 | | | | | |
| 4 | 2018/5/2 | | 5 | 10 | 20 | | | | | |
| 5 | 2018/5/3 | | 10 | 6 | 20 | | | | | |
| 6 | 2018/5/4 | | 8 | 5 | 20 | | | | | |
| 7 | 2018/5/5 | | 5 | 8 | 20 | | | | | |
| 8 | 2018/5/6 | | 10 | 7 | 20 | | | | | |
| 9 | 2018/5/7 | | 5 | 9 | 20 | | | | | |
| 10 | 2018/5/8 | | 8 | 10 | 20 | | | | | |
| 11 | 2018/5/9 | | 15 | 8 | 20 | | | | | |
| 12 | 2018/5/10 | | 3 | 5 | 20 | | | | | |
| 13 | 2018/5/11 | | 5 | 6 | 20 | | | | | |
| 14 | 2018/5/12 | | 8 | 10 | 20 | | | | | |
| 15 | 2018/5/13 | | 8 | 8 | 20 | | | | | |
| 16 | 2018/5/14 | | 10 | 8 | 20 | | | | | |
| 17 | 2018/5/15 | | 6 | 10 | 20 | | | | | |
| 18 | 2018/5/16 | | 10 | 12 | 20 | | | | | |
| 19 | 2018/5/17 | | 15 | 6 | 20 | | | | | |
| 20 | 2018/5/18 | | 8 | 3 | 20 | | | | | |
| 21 | 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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本月上旬鼠标销售量分析.xlsx - Microsoft Excel

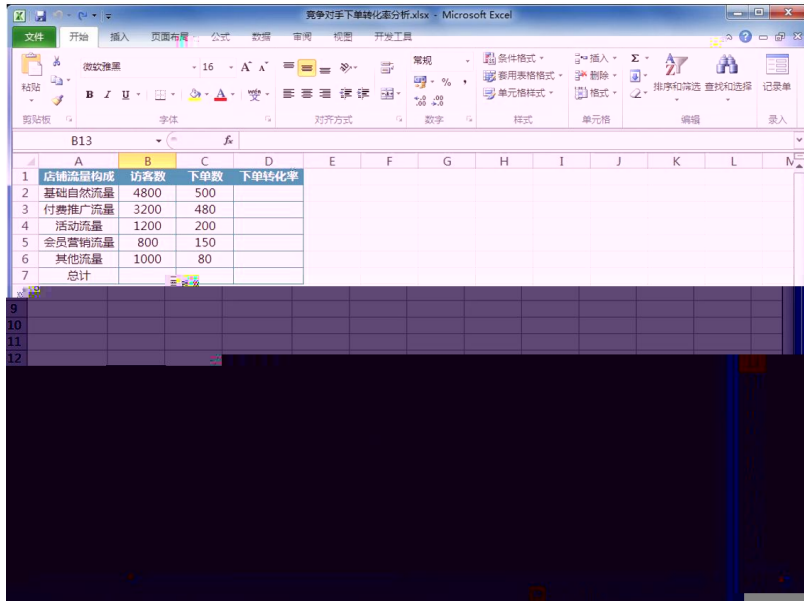
| | A | B | C | D | E | F | G | H | I | J |
|---|------------------|-----------|---|----------------|---------|---|---|---|---|---|
| 1 | 本月上旬鼠标销售量 (竞争对手) | | | 本月上旬鼠标销售量 (本店) | | | | | | |
| 2 | 日期 | 销量 (竞争对手) | | 日期 | 销量 (本店) | | | | | |

竞争对手销售商品数据.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I | J |
|----|---|-------|----|-----|---|---|---|---|---|------|
| 1 | 宝贝名称 | 售价 | 销量 | 销售额 | | | | | | 竞争对手 |
| 2 | 游戏鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 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 有线鼠标 电竞鼠标 有线鼠标 电竞鼠标 | ¥ 29 | 27 | | | | | | | |
| 5 | 小米 (MI) 小米便携鼠标 深空灰 无线蓝牙4.0 男女生家用 笔记本鼠标办公鼠标 | ¥ 29 | 26 | | | | | | | |
| 6 | 罗技 (Logitech) 无线鼠标 静音鼠标 有线鼠标 有线鼠标 有线鼠标 有线鼠标 | ¥ 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小女生 | ¥ 75 | 32 | | | | | | | |
| 8 | 三星无线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键盘鼠标套装有线台式笔记本电脑游戏家用办公usb键鼠 | ¥ 79 | 34 | | | | | | | |
| 10 | 雷柏rapoo鼠标有线鼠标usb台式电脑笔记本无声静音光电办公家用 | ¥ 129 | 22 | | | | | | | |
| 11 | 雷柏rapoo鼠标有线鼠标usb台式电脑笔记本无声静音光电办公家用 | ¥ 149 | 18 | | | | | | | |
| 12 | 雷柏rapoo鼠标有线鼠标usb台式电脑笔记本无声静音光电办公家用 | ¥ 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小女生 | ¥ 49 | 56 | | | | | | | |
| 14 | 游戏鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 149 | 45 | | | | | | | |
| 15 | 真机械键盘鼠标套装有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 159 | 18 | | | | | | | |
| 16 | 真机械键盘鼠标套装有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 135 | 18 | | | | | | | |
| 17 | 真机械键盘鼠标套装有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 175 | 22 | | | | | | | |
| 18 | 真机械键盘鼠标套装有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 89 | 48 | | | | | | | |
| 19 | 真机械键盘鼠标套装有线电竞usb台式电脑笔记本无声静音光电办公家用 | ¥ 119 | 30 | | | | | | | |

竞争对手销售商品数据.xlsx - Microsoft Excel

| | A | B | C | D | E | F | G | H | I |
|----|----------|-----------|------|------|---|---|---|---|---|
| 1 | 下单日期 | 宝贝名称 | 下单日期 | 宝贝名称 | | | | | |
| 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 | 撒雨 | | | | | | | |
| 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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| 20 | | 10% | | 0 |
| | | 10% | 4 2 4 | |
| 80 | | 10% | ; | 6 9 |
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| | | 100% | | |

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| | 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 | | | | | | | | | |
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| 6 | 销量 | 19452 | 22114 | 29745 | 32481 | 42110 | 43260 | | | | |
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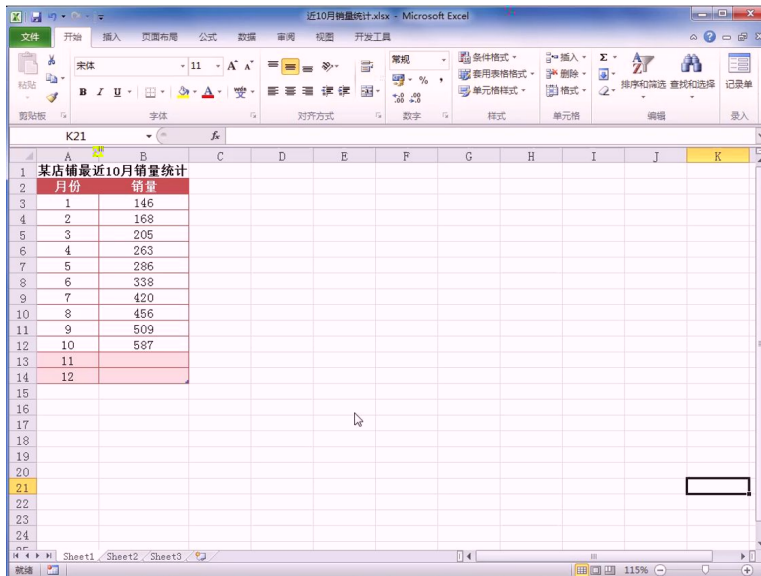
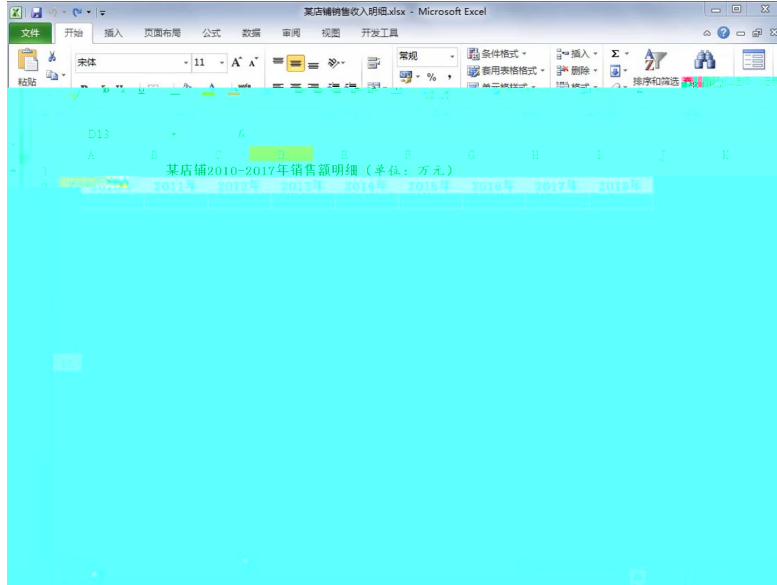
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EXCEL

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| 日期 | 销售额 | 销售费用 |
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| 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 |
| 2018.6.13 | 2955.00 | 75.00 |
| 2018.6.14 | 5301.00 | 145.00 |
| 2018.6.15 | 3141.00 | 85.00 |
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| 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 | 2059.26 |
| | 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 | 2273.3 |

销量预测分析.xlsx - Microsoft Excel

| 年份 | 销量 | 预测误差 | 预测误差平方和 | 平方和 |
|------|-------|------|---------|-----------|
| 2006 | 2056 | | | 0.3 |
| 2007 | 3055 | | | 实际销售量的平均值 |
| 2008 | 4800 | | | 预测误差的总平方和 |
| 2009 | 5600 | | | |
| 2010 | 7900 | | | |
| 2011 | 9600 | | | |
| 2012 | 13560 | | | |
| 2013 | 16530 | | | |
| 2014 | 19600 | | | |
| 2015 | 23800 | | | |
| 2016 | 25710 | | | |
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