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| | 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** |

| | | | |
|---|---|---|---|
| | 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** |
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| | | 5<br>5 | 10% |
| 40 | | 2<br>2 1 | 5% |
| | | 2 3 | 5% |
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| | | 2<br>3 | 5% |
| | | 2 2<br>1 | 5% |
| | | 5<br>5<br>5 | 15% |
| 40 | | 3<br>2 | 5% |
| | | 2<br>2<br>1 | 5% |
| | | 5<br>3<br>2 | 10% |
| | | 4<br>4 2 | 10% |
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## 10. 2-2-2

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| | | 5<br>3<br>2 | 10% |
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## 11. 2-2-3

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| | | 5<br>5<br>5 | 15% |
| 40 | | 3<br>2 | 5% |
| | | 2<br>2<br>1 | 5% |
| | | 5<br>3<br>2 | 10% |
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## 12. 2-2-4

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| | | 4<br>4<br>2 | 10% |
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## 16. 2-2-8

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| | | 5<br>5<br>5 | 15% |
| 40 | | 3<br>2 | 5% |
| | | 2<br>2<br>1 | 5% |
| | | 5<br>3<br>2 | 10% |
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## 1. 3-1

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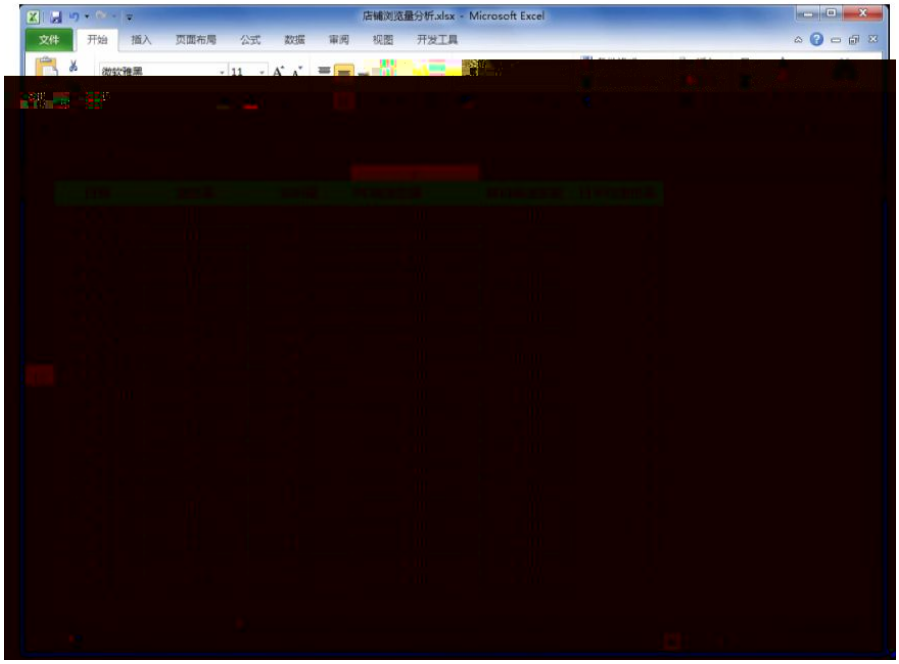
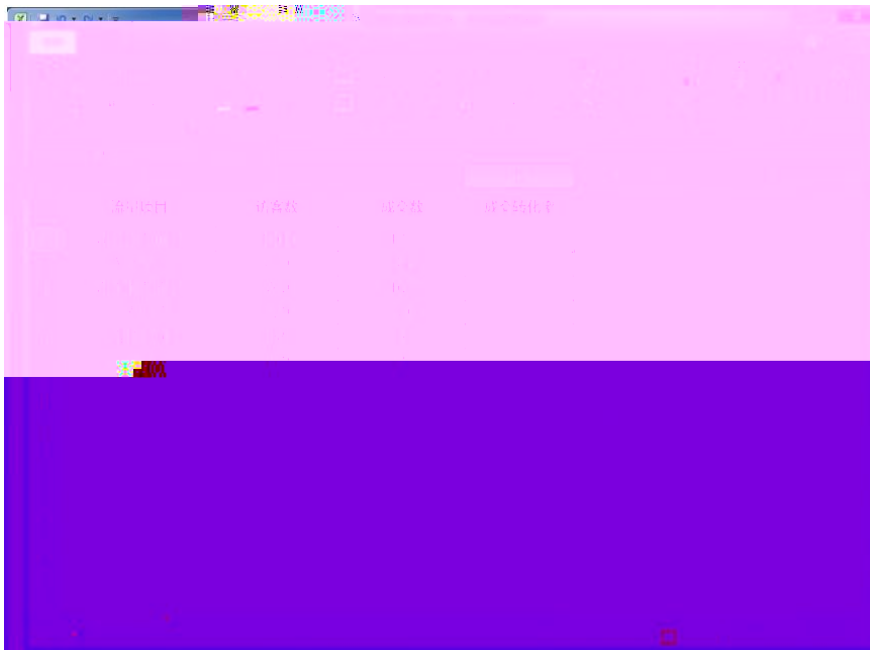
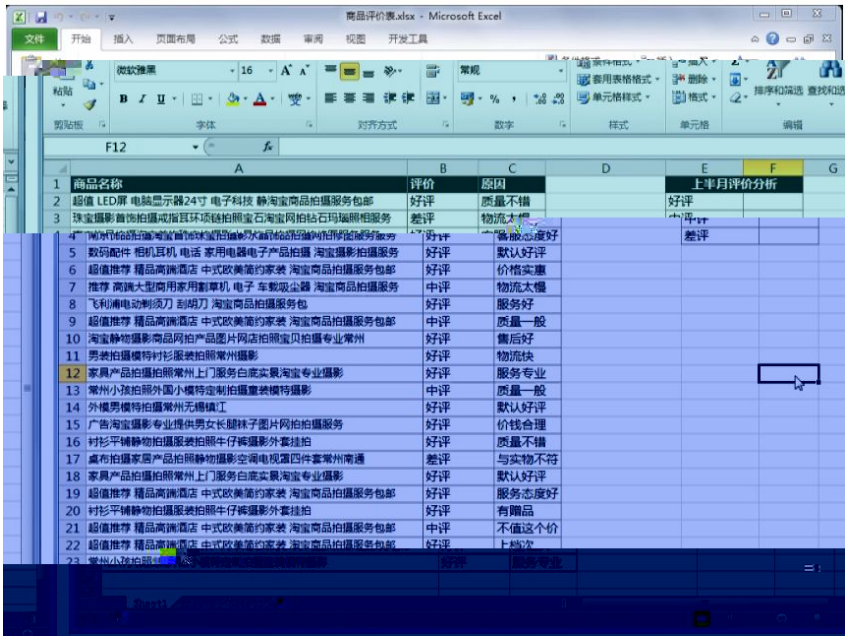
“Q1- ” EXCEL

Excel word



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## 2. 3-2

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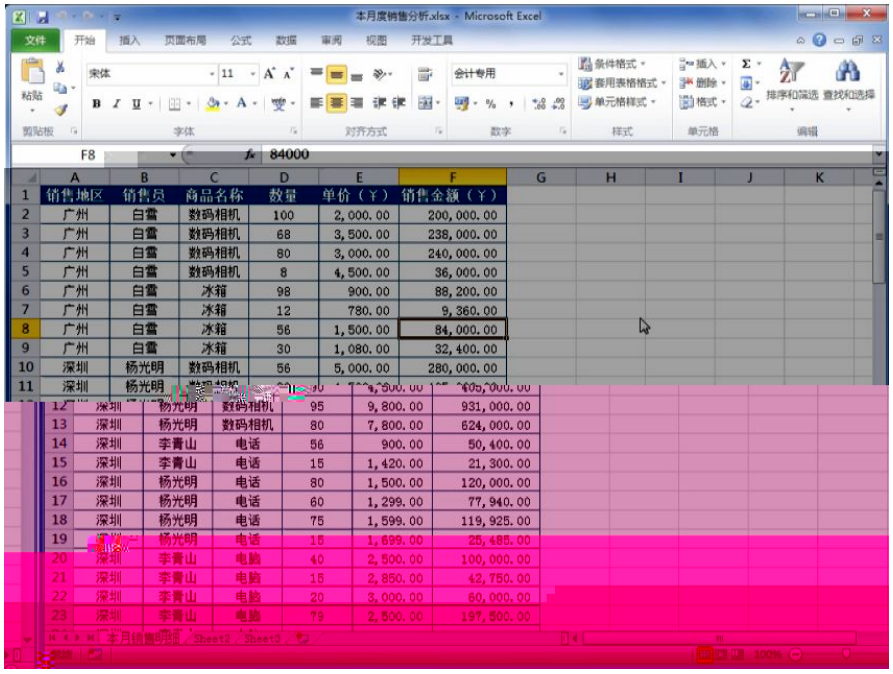
“ ” EXCEL

word




| 销售地区 | 销售员 | 商品名称 | 数量 | 单价（Y） | 销售金额（Y） |
|---|---|---|---|---|---|
| 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 | 电脑 | 40 | 2,500.00 | 100,000.00 |
| 深圳 | 李青山 | 电脑 | 15 | 2,850.00 | 42,750.00 |
| 深圳 | 李青山 | 电脑 | 20 | 3,000.00 | 60,000.00 |
| 深圳 | 李青山 | 电脑 | 79 | 2,500.00 | 197,500.00 |

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| | | 15% | 2<br>3<br>5 | |
| | | 100% | | |

## 3. 3-3

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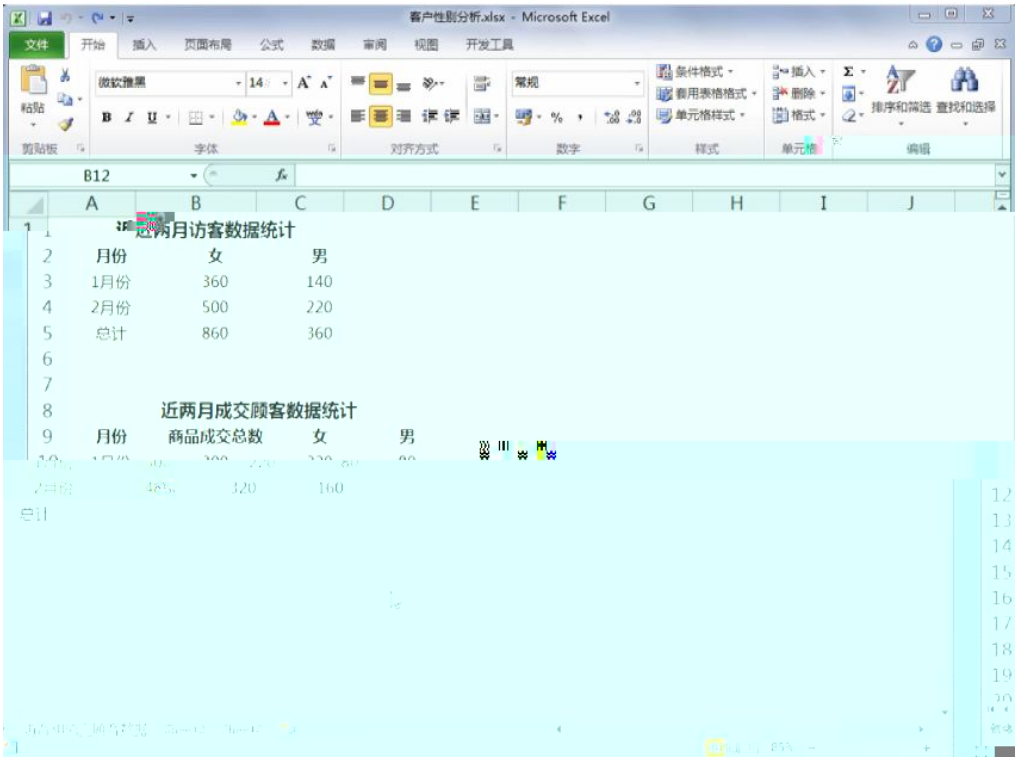
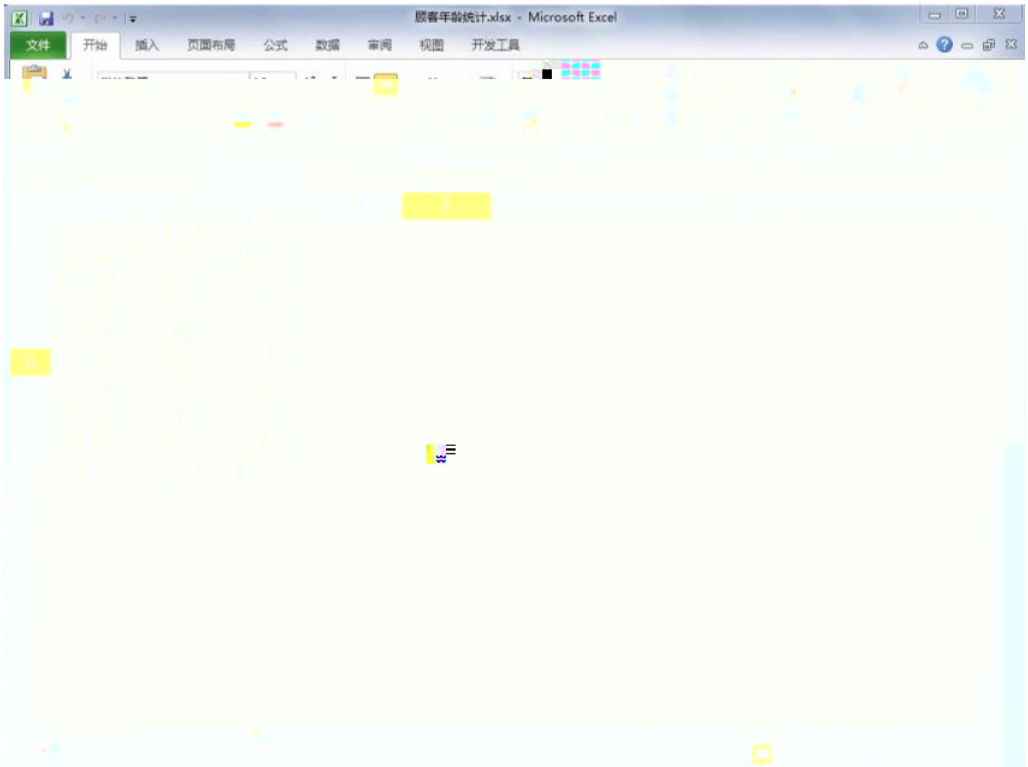
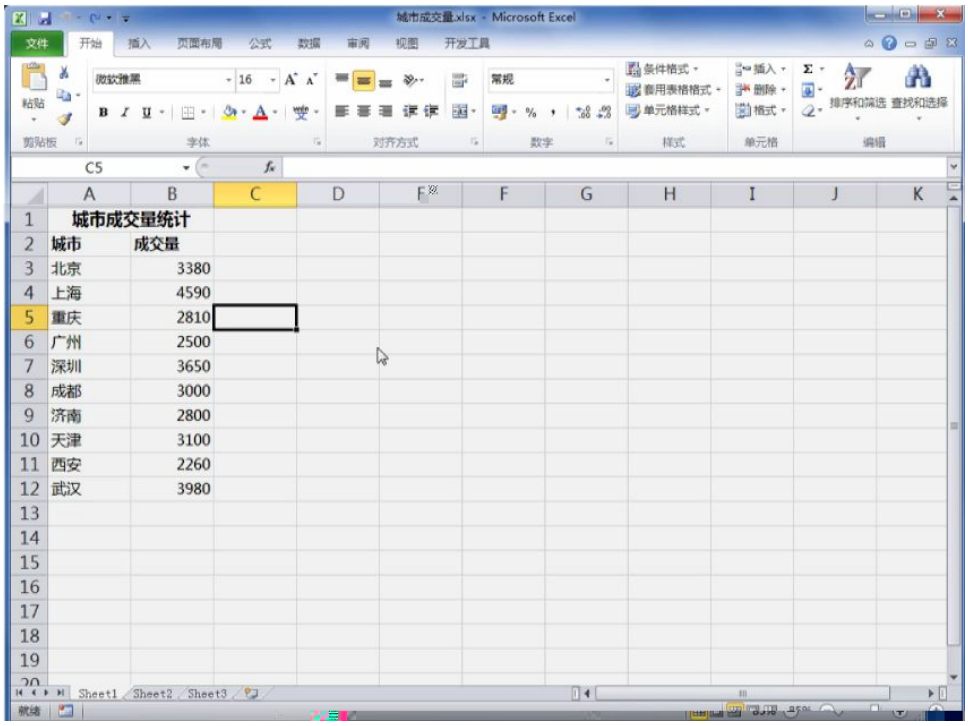
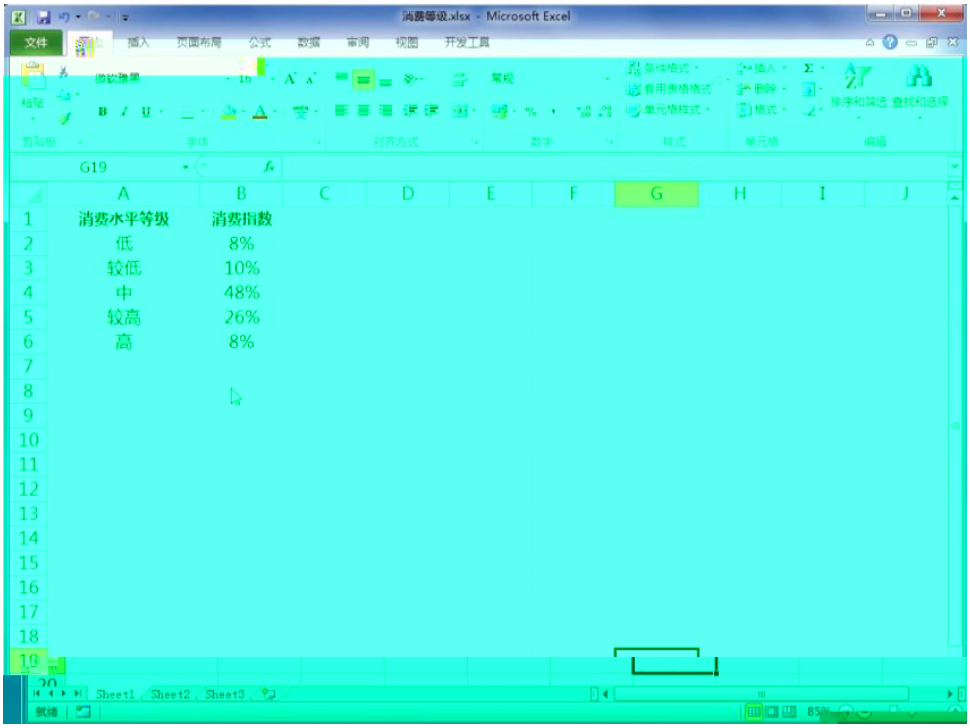
“ ” EXCEL Excel

word


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
320 160


顾客年龄统计.xlsx - Microsoft Excel


城市成交量.xlsx - Microsoft Excel
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.xlsx - Microsoft Excel
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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| | | 15% | 2<br>3<br>5 | |
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## 4. 3-4

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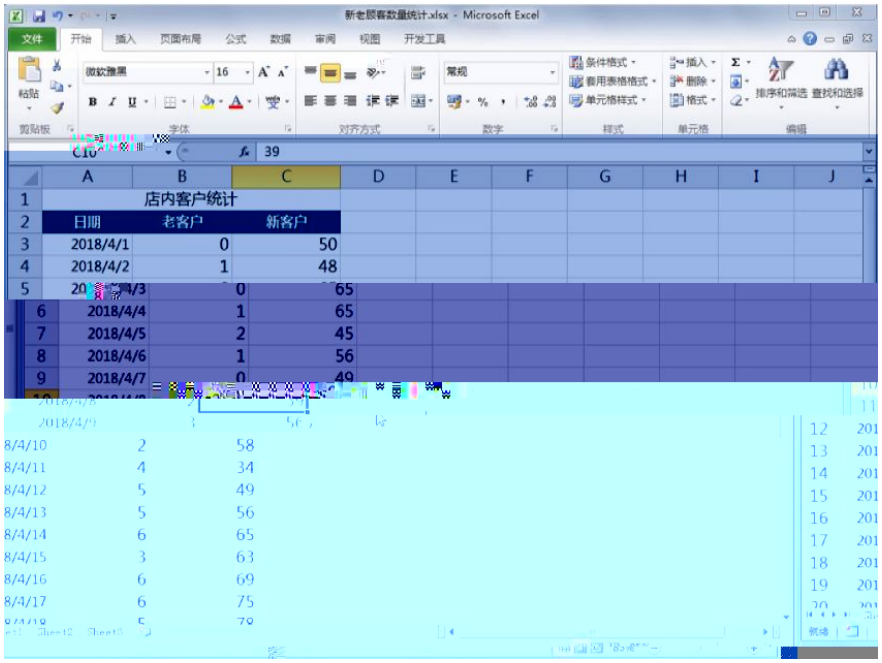
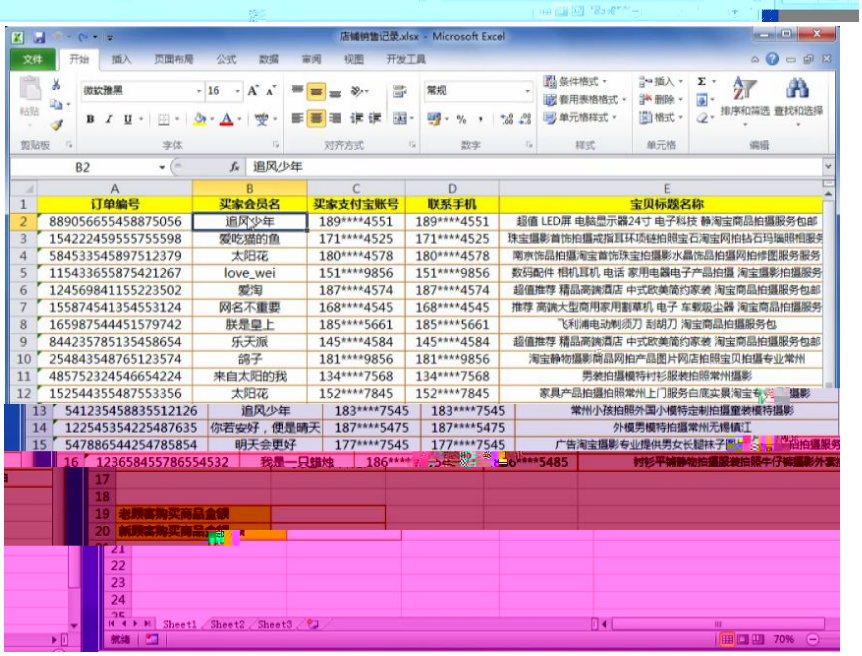
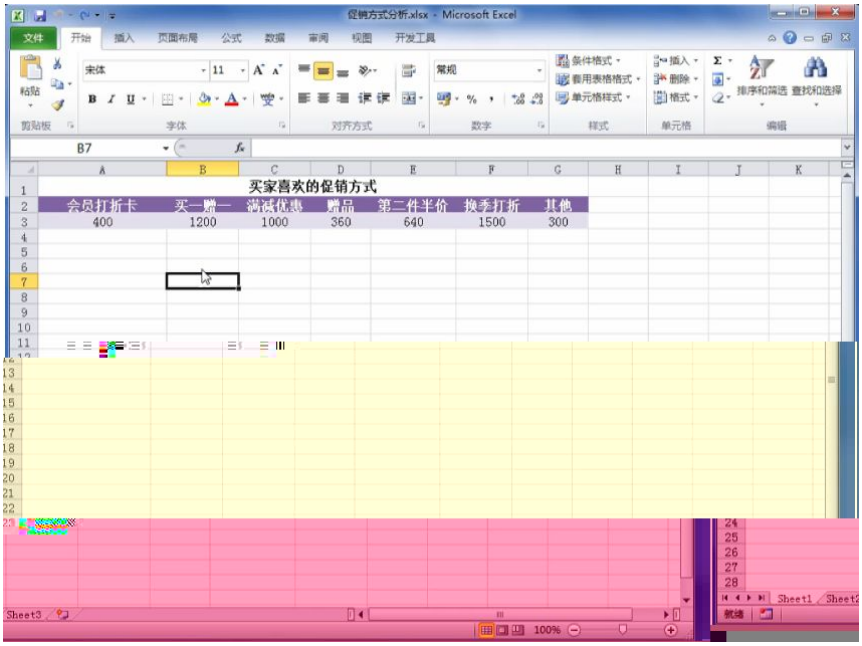
Excel

word



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## 5. 3-5

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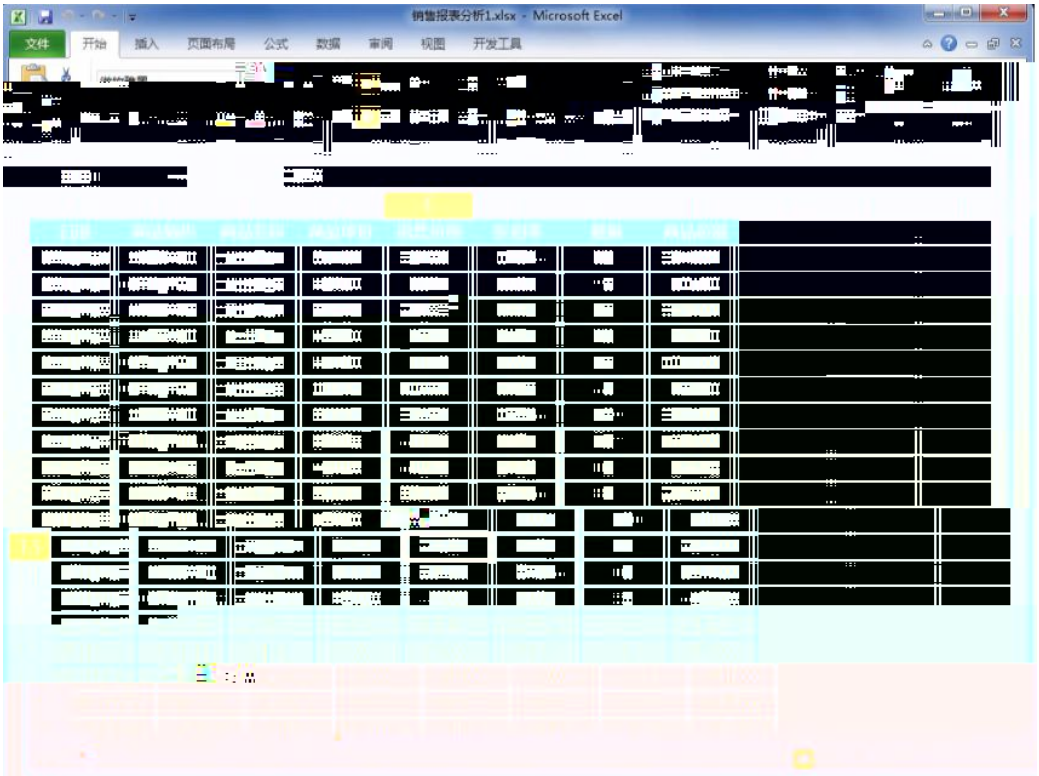
Excel word

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| | | 15% | | |
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## 6. 3-6

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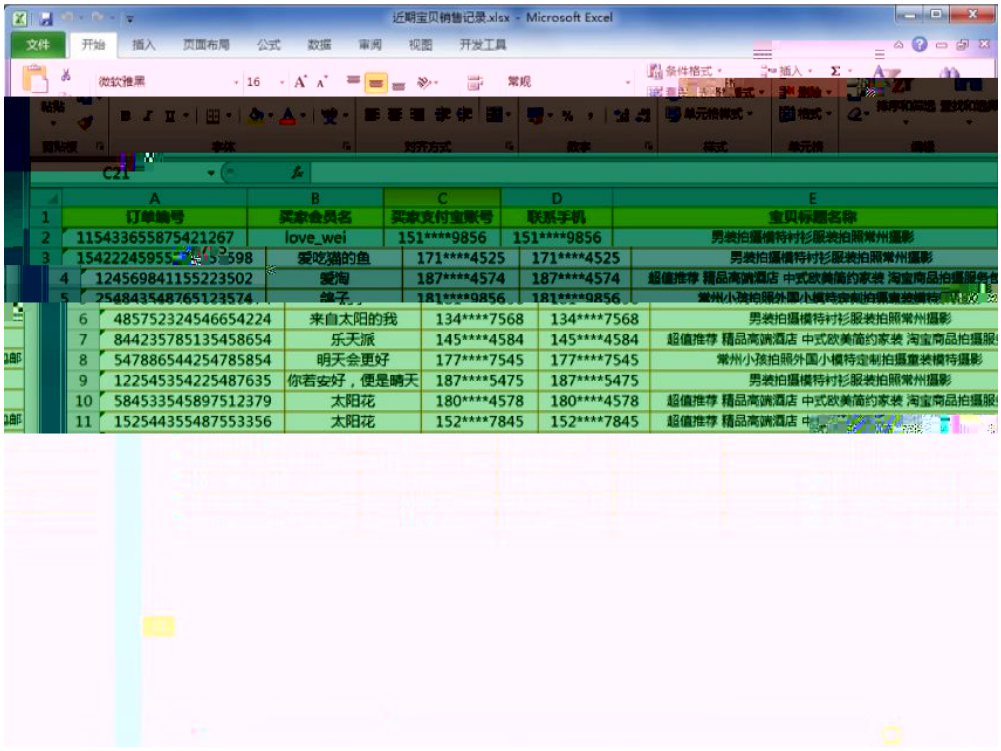
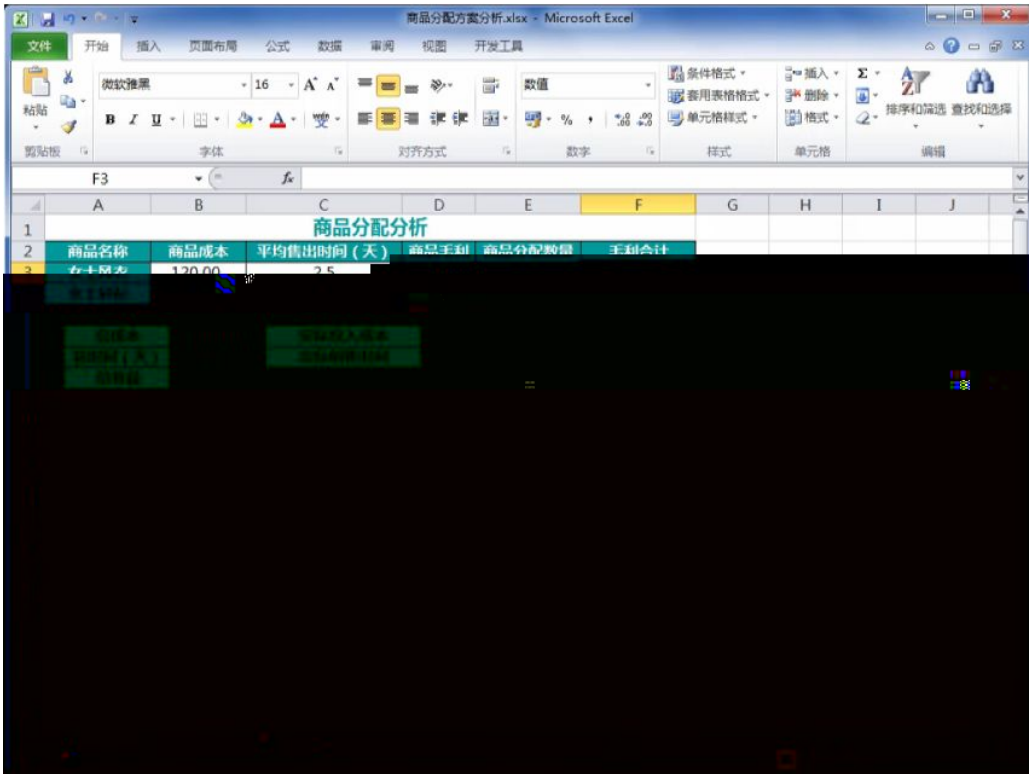
“ ” EXCEL

Excel

word


近期宝贝销售记录.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
C21
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 115433655875421267 love_wei 151****9856 151****9856 男装拍摄模特衬衫服装拍照常州摄影
3 154222459557415598 爱吃猫的鱼 171****4525 171****4525 男装拍摄模特衬衫服装拍照常州摄影
4 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
5 254843548765123574 绅子 181****9856 181****9856
6 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
7 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
8 547886544254785854 明天会更好 177****7545 177****7545 常州小孩拍照外国小模特定制拍摄童装模特摄影
9 122545354225487635 你若安好，便是晴天 187****5475 187****5475 男装拍摄模特衬衫服装拍照常州摄影
10 584533545897512379 太阳花 180****4578 180****4578 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
11 152544355487553356 太阳花 152****7845 152****7845 超值推荐 精品高端酒店 中


商品分配方案分析.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
F3
A B C D E F G H I J
1 商品分配分析
2 商品名称 商品成本 平均售出时间（天） 商品手利 商品分配数量 手利合计
3 120.00 2.5

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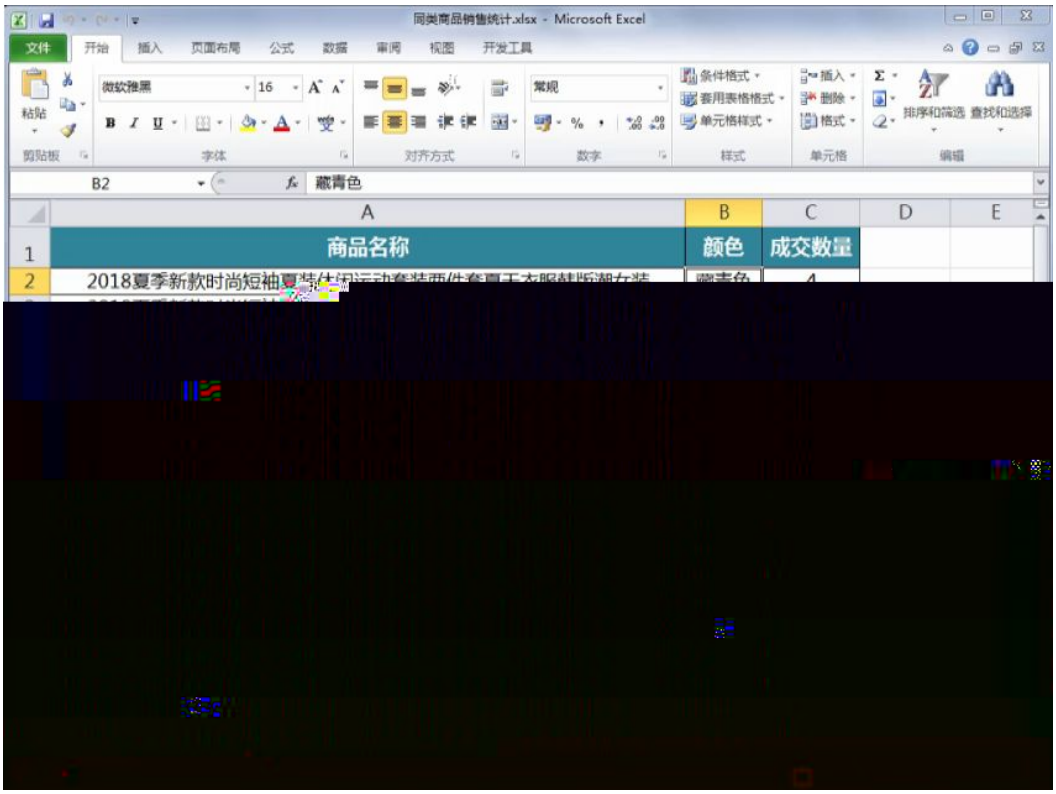


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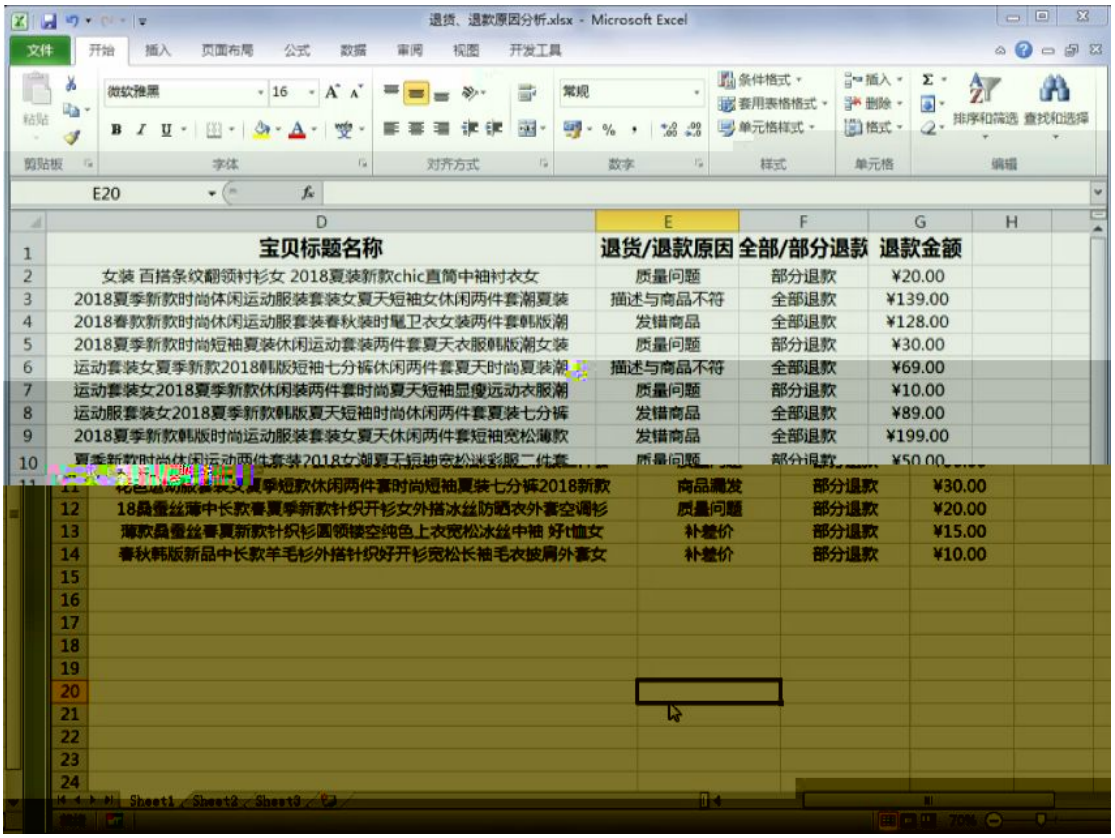


| | 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 |
|---|---|---|---|---|
| 2 | 女装 百搭条纹翻领衬衫女 2018夏装新款chic直筒中袖衬衣女 | 质量问题 | 部分退款 | ¥20.00 |
| 3 | 2018夏季新款时尚休闲运动服装套装女夏天短袖女休闲两件套潮夏装 | 描述与商品不符 | 全部退款 | ¥139.00 |
| 4 | 2018春款新款时尚休闲运动服套装春秋装时髦卫衣女装两件套韩版潮 | 发错商品 | 全部退款 | ¥128.00 |
| 5 | 2018夏季新款时尚短袖夏装休闲运动套装两件套夏天衣服韩版潮女装 | 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远动衣服潮 | 质量问题 | 部分退款 | ¥10.00 |
| 8 | 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 | 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女潮夏天短袖宽松迷彩服二件套 | 质量问题 | 部分退款 | ¥50.00 |
| 11 | 花色[illegible]服套装女夏季短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 | 质量问题 | 部分退款 | ¥20.00 |
| 13 | 薄款桑蚕丝春夏新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好t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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| 20 | | 10% | 4<br>2<br>4 | 0 |
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## 9. 3-9

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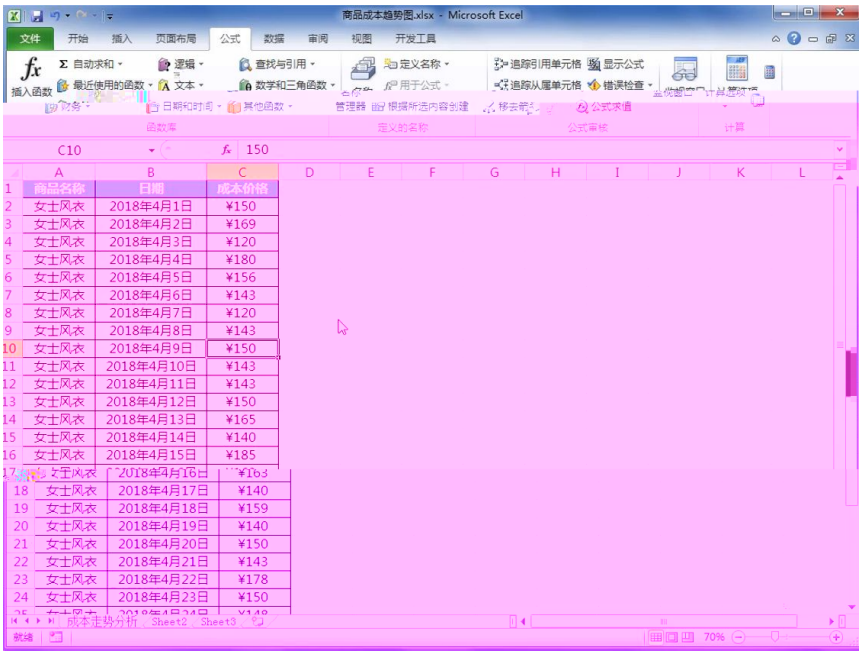
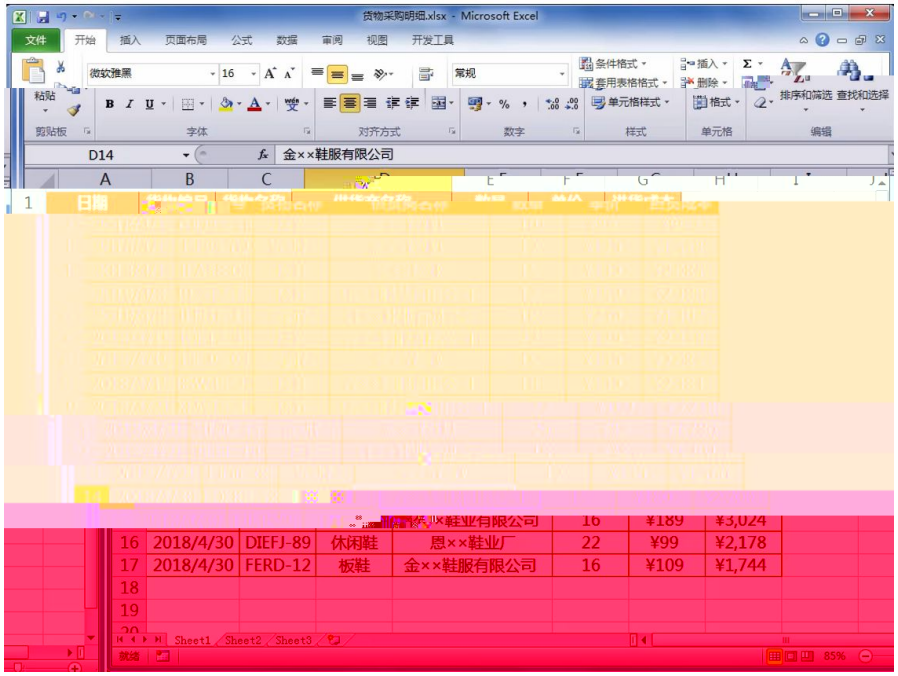
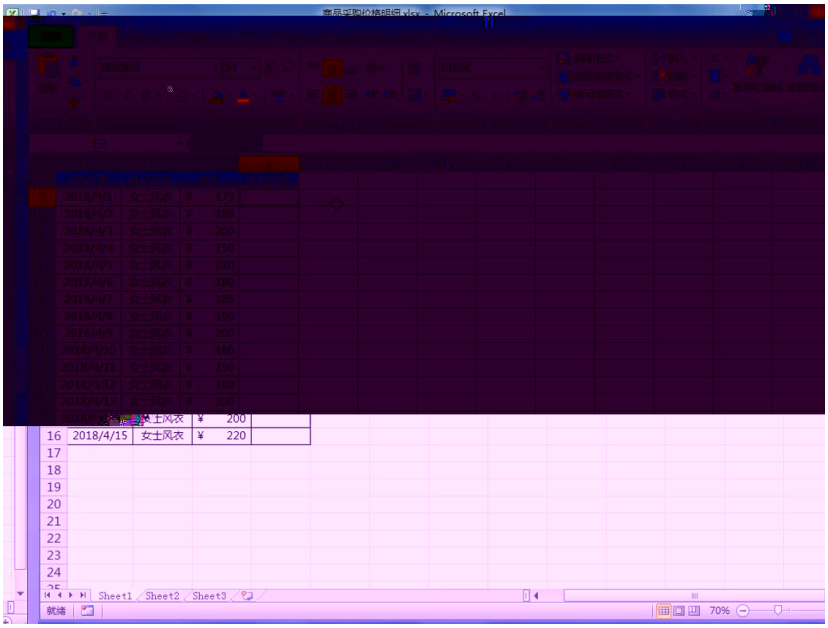


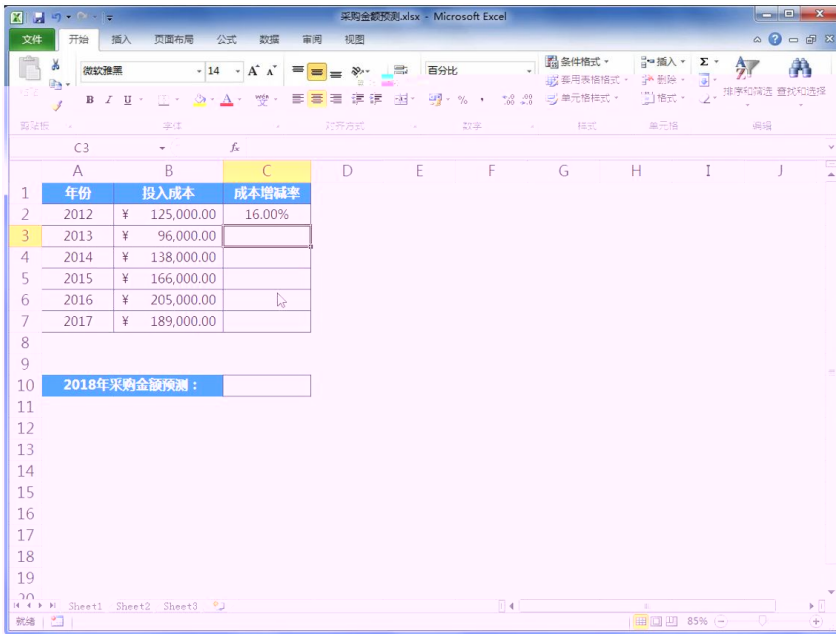
| 商品名称 | 日期 | 成本价格 |
|---|---|---|
| 女士风衣 | 2018年4月1日 | ¥150 |
| 女士风衣 | 2018年4月2日 | ¥169 |
| 女士风衣 | 2018年4月3日 | ¥120 |
| 女士风衣 | 2018年4月4日 | ¥180 |
| 女士风衣 | 2018年4月5日 | ¥156 |
| 女士风衣 | 2018年4月6日 | ¥143 |
| 女士风衣 | 2018年4月7日 | ¥120 |
| 女士风衣 | 2018年4月8日 | ¥143 |
| 女士风衣 | 2018年4月9日 | ¥150 |
| 女士风衣 | 2018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 | ¥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 |



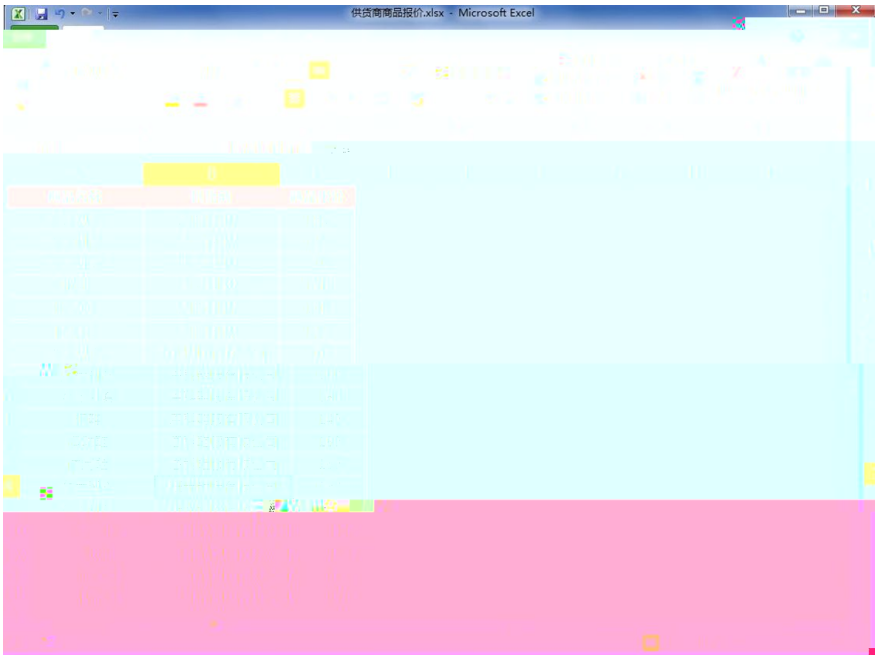
| | | | | | | |
|---|---|---|---|---|---|---|
| 16 | 2018/4/30 | DIEFJ-89 | 休闲鞋 | 恩××鞋业厂 | 22 | ¥99 | ¥2,178 |
| 17 | 2018/4/30 | FERD-12 | 板鞋 | 金××鞋服有限公司 | 16 | ¥109 | ¥1,744 |



| | | | |
|---|---|---|---|
| 16 | 2018/4/15 | 女士风衣 | ¥ 220 |



| | 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 | |
| 10 | 2018年采购金额预测： | | |

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## 10. 3-10

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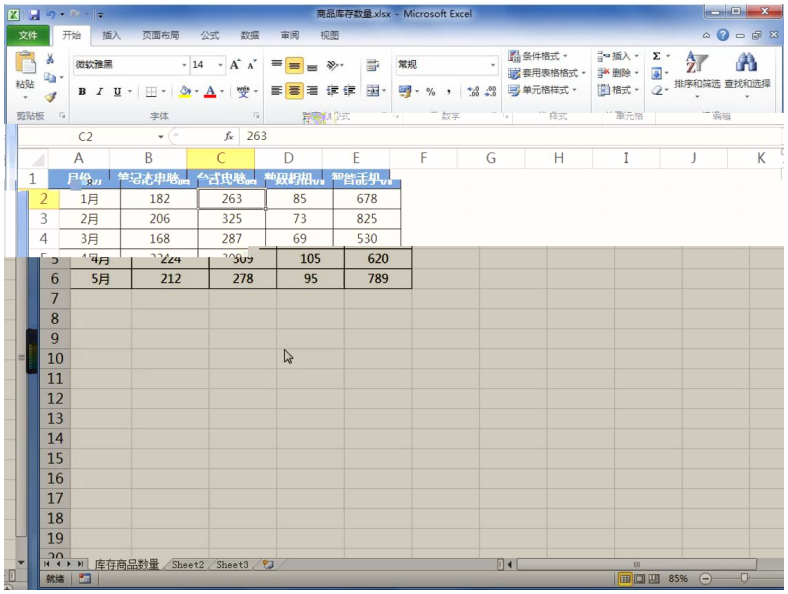
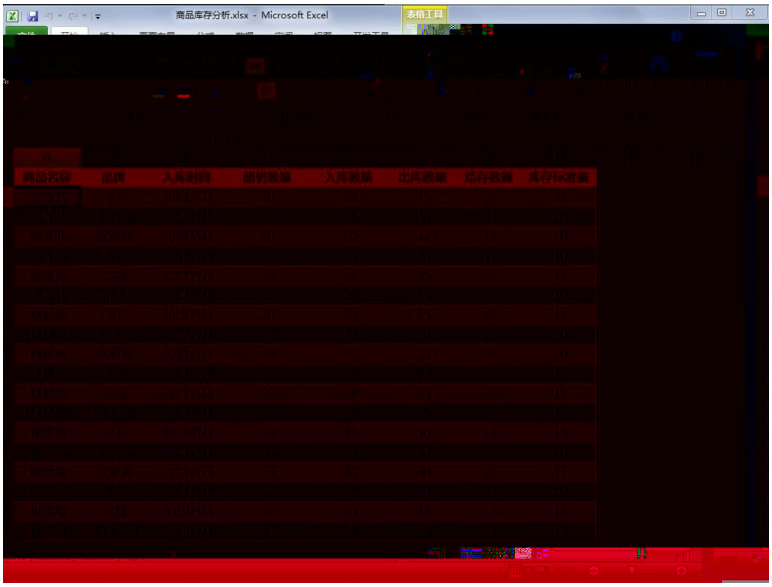


| 月份 | 笔记本电脑 | 台式电脑 | 数码相机 | 智能手机 |
|---|---|---|---|---|
| 1月 | 182 | 263 | 85 | 678 |
| 2月 | 206 | 325 | 73 | 825 |
| 3月 | 168 | 287 | 69 | 530 |
| 4月 | 224 | 309 | 105 | 620 |
| 5月 | 212 | 278 | 95 | 789 |



| 商品名称 | 品牌 | 商品全称 | 期初数量 | 入库数量 | 出库数量 | 结存数量 | 库存标准量 |
|---|---|---|---|---|---|---|---|
| 洁面乳 | Za | | 20 | 50 | 45 | 25 | 20 |
| 洁面乳 | 自然堂 | | 18 | 45 | 30 | 33 | 20 |
| 洁面乳 | 欧莱雅 | | 20 | 50 | 42 | 28 | 20 |
| 洁面乳 | 韩束 | | 16 | 30 | 40 | 6 | 20 |
| 洁面乳 | 兰蔻 | | 25 | 35 | 25 | 35 | 20 |
| 洁面乳 | 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 | [illegible] | 14 | 20 |
| 爽肤水 | 兰蔻 | | 22 | 18 | 20 | 20 | 20 |
| 爽肤水 | 雅诗兰黛 | | 20 | 25 | 35 | 10 | 20 |

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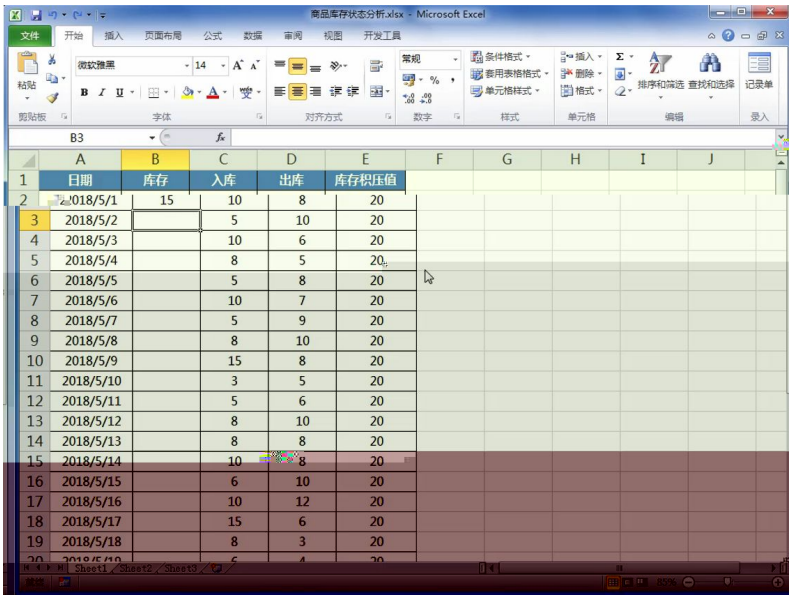


| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | 日期 | 库存 | 入库 | 出库 | 库存积压值 |
| 2 | 2018/5/1 | 15 | 10 | 8 | 20 |
| 3 | 2018/5/2 | | 5 | 10 | 20 |
| 4 | 2018/5/3 | | 10 | 6 | 20 |
| 5 | 2018/5/4 | | 8 | 5 | 20 |
| 6 | 2018/5/5 | | 5 | 8 | 20 |
| 7 | 2018/5/6 | | 10 | 7 | 20 |
| 8 | 2018/5/7 | | 5 | 9 | 20 |
| 9 | 2018/5/8 | | 8 | 10 | 20 |
| 10 | 2018/5/9 | | 15 | 8 | 20 |
| 11 | 2018/5/10 | | 3 | 5 | 20 |
| 12 | 2018/5/11 | | 5 | 6 | 20 |
| 13 | 2018/5/12 | | 8 | 10 | 20 |
| 14 | 2018/5/13 | | 8 | 8 | 20 |
| 15 | 2018/5/14 | | 10 | 8 | 20 |
| 16 | 2018/5/15 | | 6 | 10 | 20 |
| 17 | 2018/5/16 | | 10 | 12 | 20 |
| 18 | 2018/5/17 | | 15 | 6 | 20 |
| 19 | 2018/5/18 | | 8 | 3 | 20 |

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| 80 | | 15% | 9<br>6 | |
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## 12. 3-12

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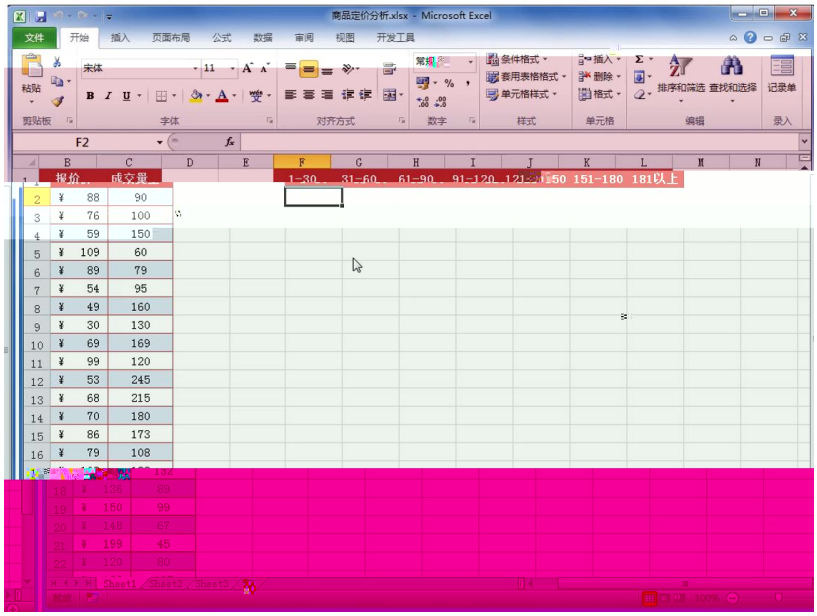
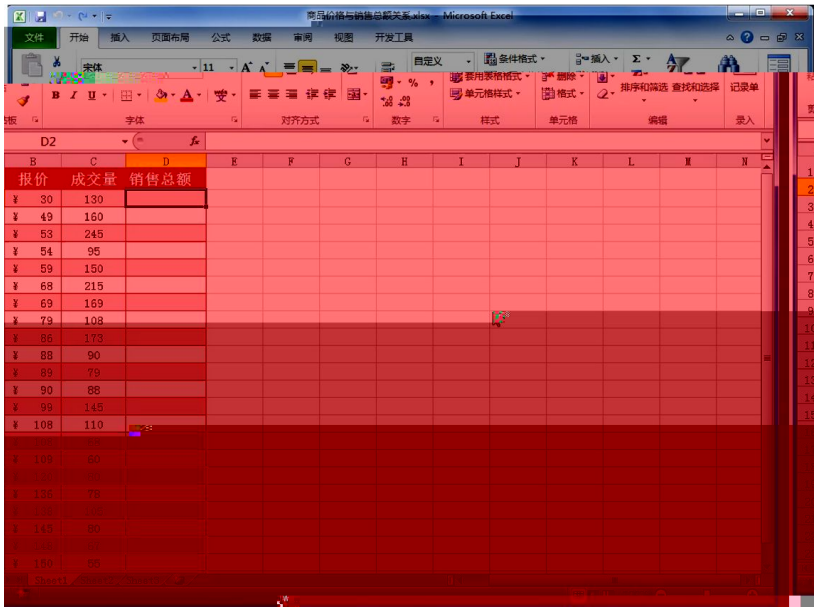
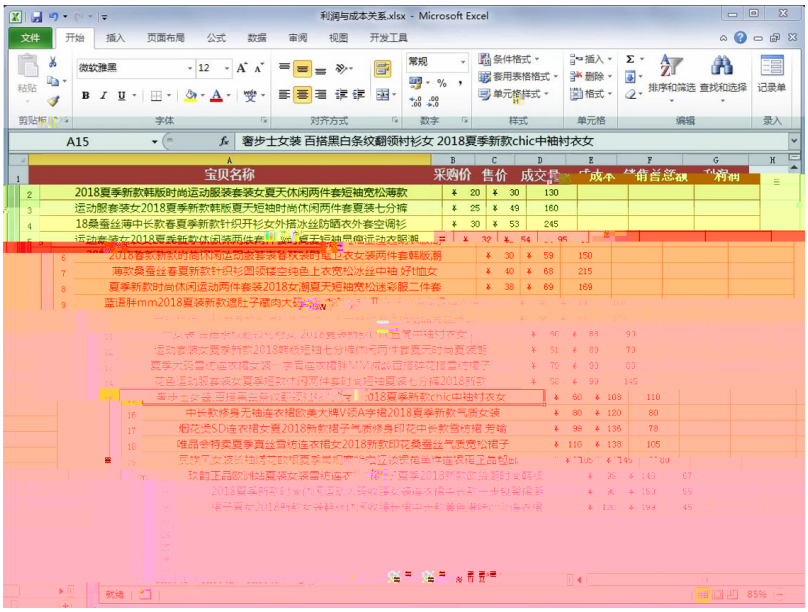

商品定价分析.xlsx - Microsoft Excel
文件 开始 插入 页面布局 公式 数据 审阅 视图 开发工具
F2
报价 成交量 1-30 31-60 61-90 91-120 121-150 151-180 181以上
¥ 88 90
¥ 76 100
¥ 59 150
¥ 109 60
¥ 89 79
¥ 54 95
¥ 49 160
¥ 30 130
¥ 69 169
¥ 99 120
¥ 53 245
¥ 68 215
¥ 70 180
¥ 86 173
¥ 79 108
¥ 136 89
¥ 150 99
¥ 148 67
¥ 199 45
¥ 120 80
Sheet1 Sheet2 Sheet3


商品价格与销售总额关系.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
D2
报价 成交量 销售总额
¥ 30 130
¥ 49 160
¥ 53 245
¥ 54 95
¥ 59 150
¥ 68 215
¥ 69 169
¥ 79 108
¥ 86 173
¥ 88 90
¥ 89 79
¥ 90 88
¥ 99 145
¥ 108 110
¥ 109 60
¥ 136 78
¥ 145 80
¥ 150 55


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
A15
奢步士女装 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
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
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
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
薄款桑蚕丝春夏新款针织长圆领镂空纯色上衣宽松冰丝中袖 好懂女
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
蓝语胖mm2018夏装新款遮肚子藏肉大码
奢步士女装 百搭黑白条纹翻领衬衫女 2018夏季新款chic中袖衬衣女
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
相花语SD连衣裙女夏2018新款裙子气质修身印花中长款雪纺裙 芳菲
唯品会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
玖韵正品欧洲站夏装女装雪纺连衣
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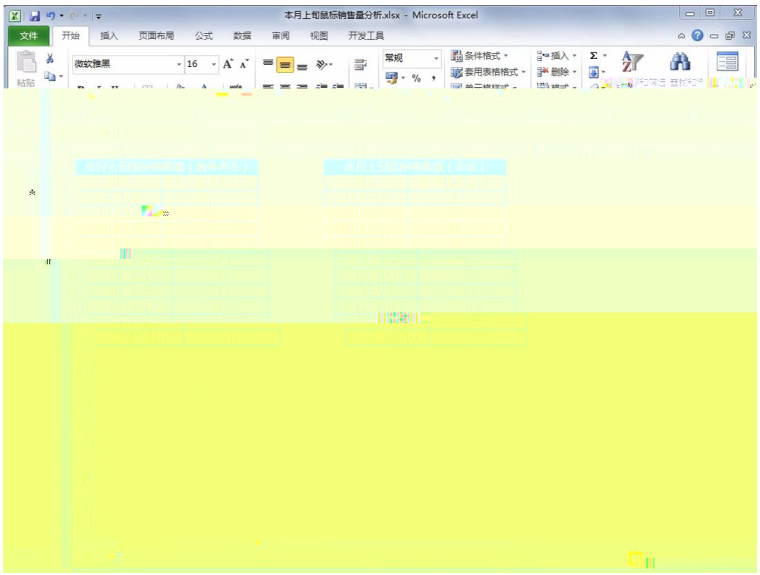
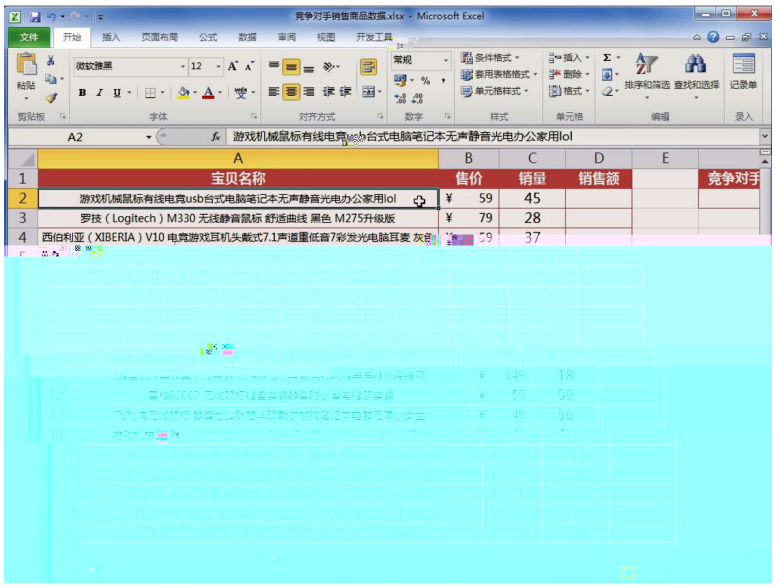
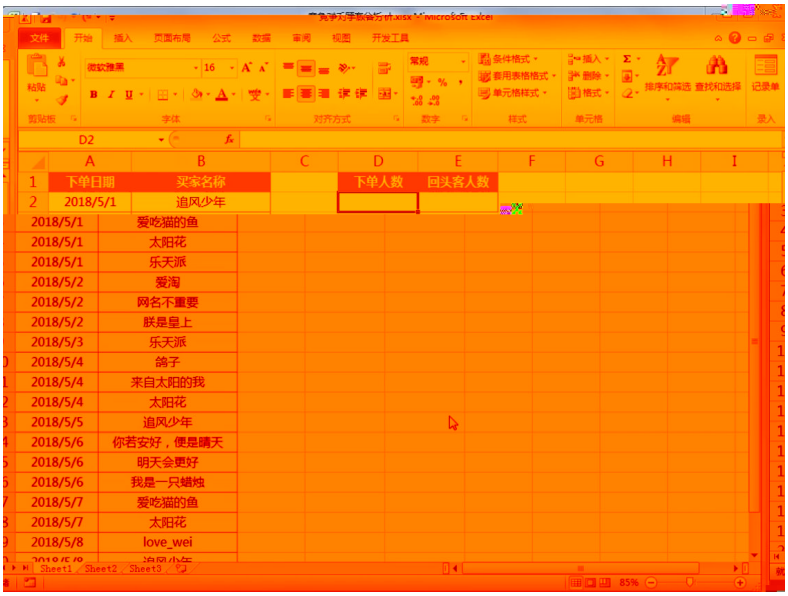
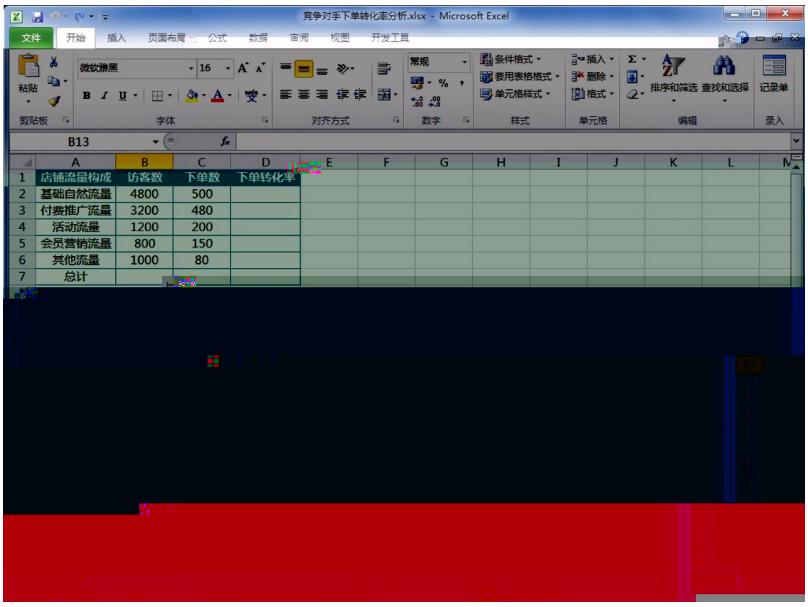



竞争对手销售商品数据.xlsx - Microsoft Excel
A2
游戏机械鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用lol
宝贝名称
售价
销量
销售额
竞争对手
游戏机械鼠标有线电竞usb台式电脑笔记本无声静音光电办公家用lol ¥ 59 45
罗技（Logitech）M330 无线静音鼠标 舒适曲线 黑色 M275升级版 ¥ 79 28
西伯利亚（XIBERIA）V10 电竞游戏耳机头戴式7.1声道重低音7彩发光电脑耳麦 灰色 ¥ 59 37


D2
下单日期
买家名称
下单人数
回头客人数
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 爱淘
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 我是一只蜡烛
2018/5/7 爱吃猫的鱼
2018/5/7 太阳花
2018/5/8 love_wei

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| 20 | | 10% | | 0 |
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| 80 | | 10% | ; | |
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## 14. 3-14

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“ ” EXCEL Excel

word

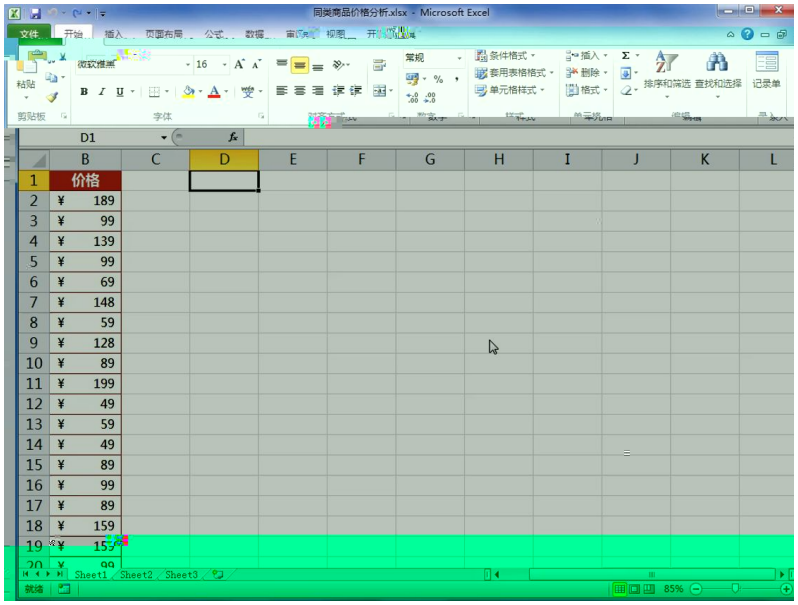
商品搜索走势分析.xlsx - Microsoft Excel

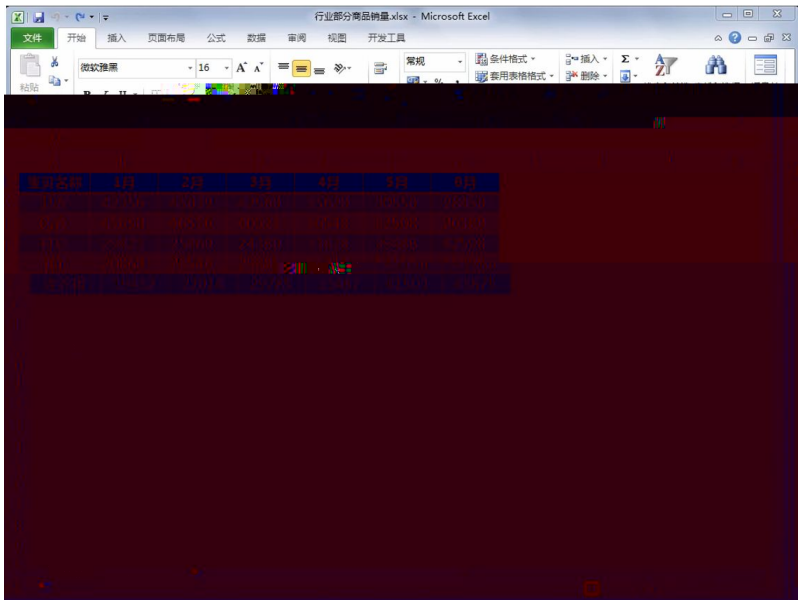
| 搜索关键词 | 日期 | 搜索量 |
|---|---|---|
| 连衣裙 | 2018/6/1 | 4500 |
| 连衣裙 | 2018/6/2 | 5000 |
| 连衣裙 | 2018/6/3 | 5200 |
| 连衣裙 | 2018/6/4 | 5800 |
| 连衣裙 | 2018/6/5 | 6200 |
| 连衣裙 | 2018/6/6 | 7800 |
| 连衣裙 | 2018/6/7 | 6500 |
| 连衣裙 | 2018/6/8 | 7200 |
| 连衣裙 | 2018/6/9 | 6900 |
| 连衣裙 | 2018/6/10 | 7500 |
| 连衣裙 | 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 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

女士风衣行业卖家经营阶段

| 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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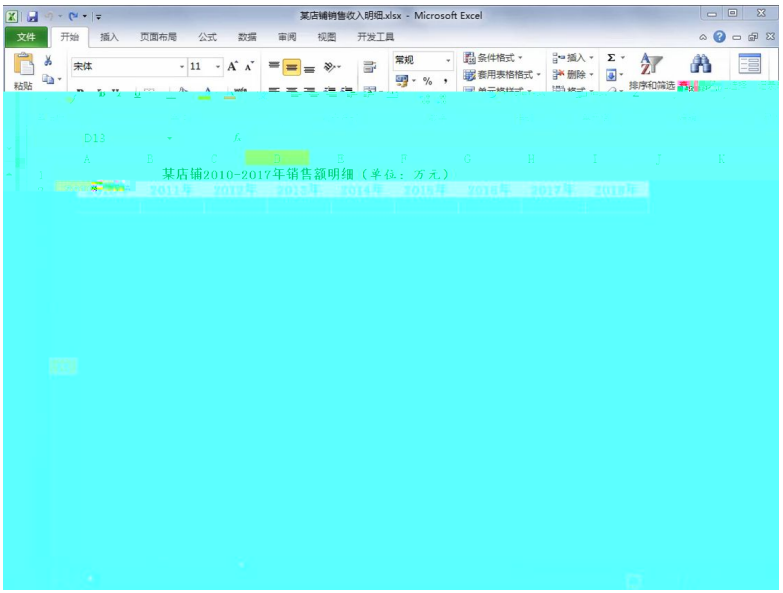
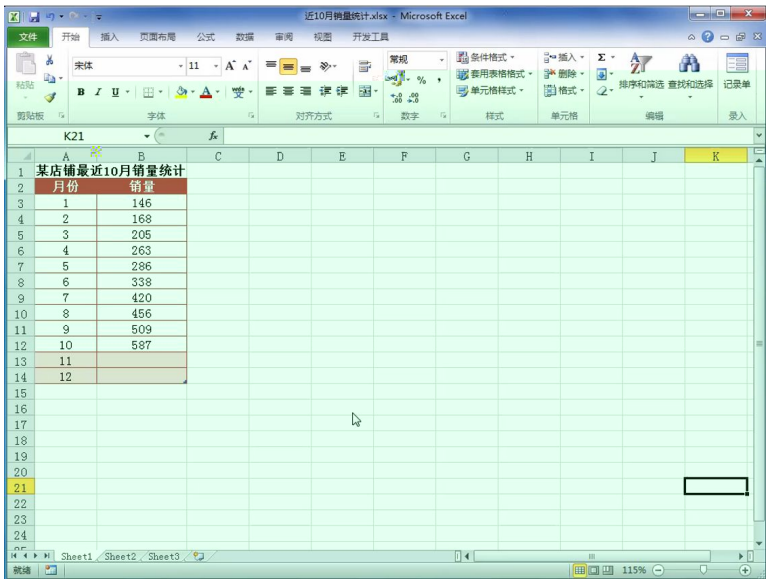
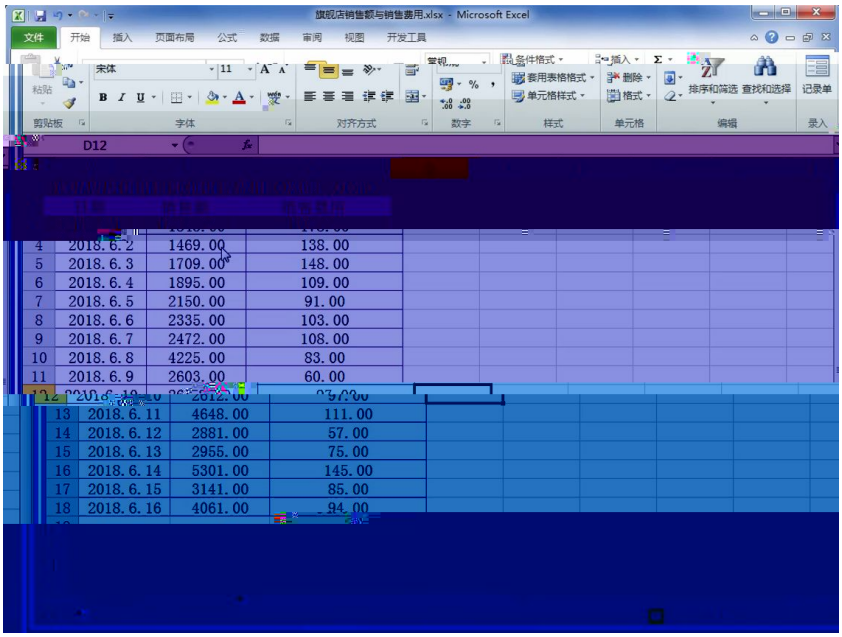
“ ” EXCEL

Excel

word



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## 16. 3-16

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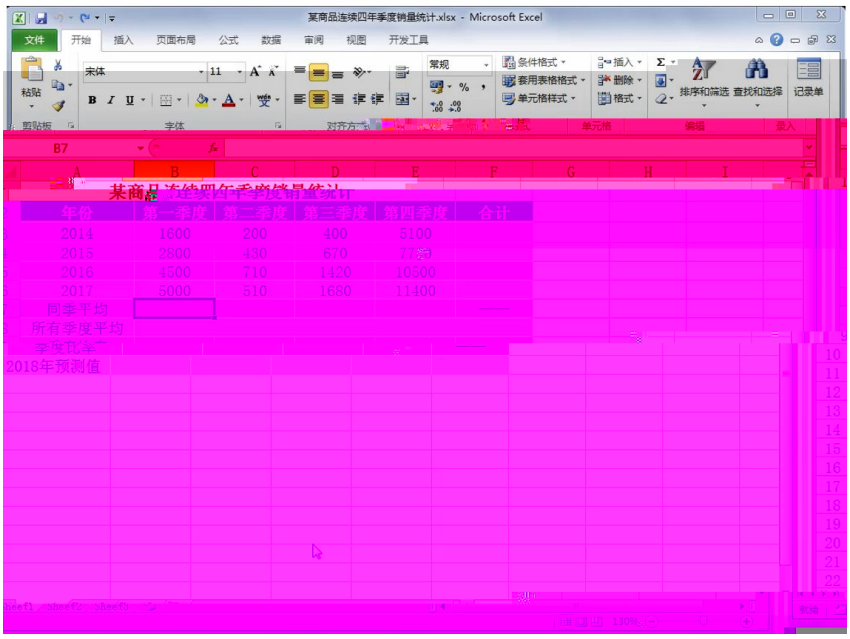
某商品连续四年季度销量统计.xlsx - Microsoft Excel
文件
开始
插入
页面布局
公式
数据
审阅
视图
开发工具
B7
某商品连续四年季度销量统计
年份
第一季度
第二季度
第三季度
第四季度
合计
2014
1600
200
400
5100
2015
2800
430
670
7750
2016
4500
710
1420
10500
2017
5000
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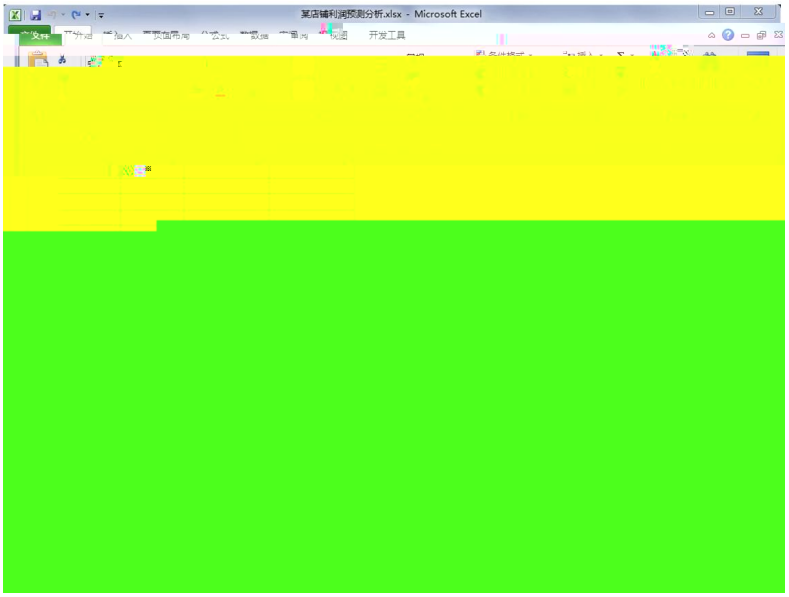
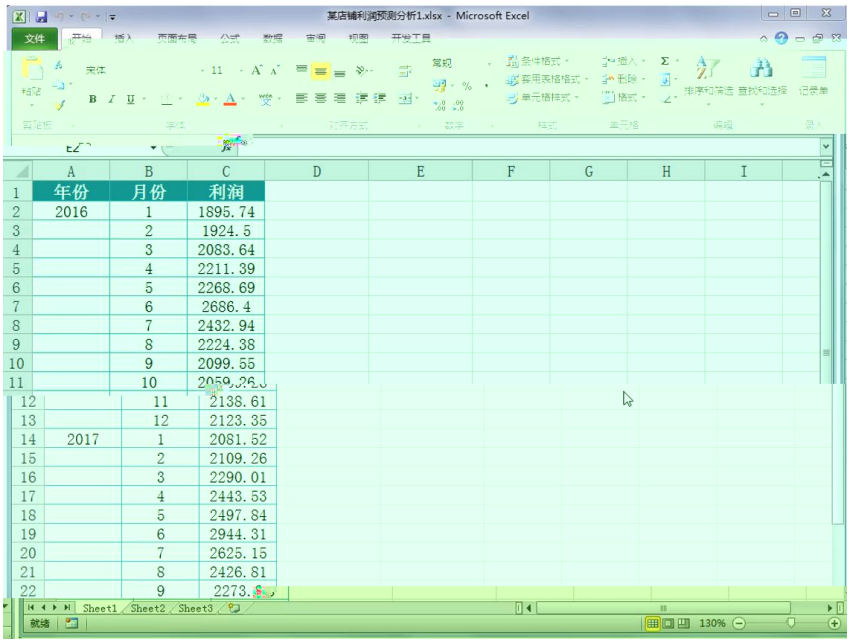
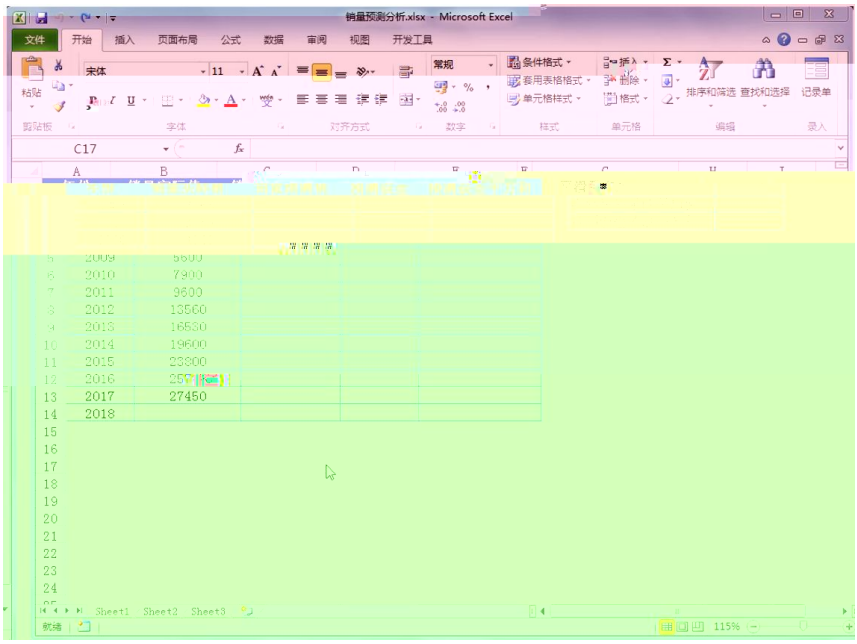
1680
11400
同季平均
所有季度平均
季度比率
2018年预测值


某店铺利润预测分析.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 | 2059.26 |
| | 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 | 2273.8 |



| | |
|---|---|
| 2009 | 5600 |
| 2010 | 7900 |
| 2011 | 9600 |
| 2012 | 13560 |
| 2013 | 16830 |
| 2014 | 19600 |
| 2015 | 23300 |
| 2016 | 25[illegible] |
| 2017 | 27450 |
| 2018 | |

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**2. 4-2**

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**3. 4-3**

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**4. 4-4**

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**5. 4-5**

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## 6. 4-6

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**7. 4-7**

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## 8. 4-8

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## 10. 4-10

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**11. 4-11**

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**12. 4-12**

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**13. 4-13**

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**15. 4-15**

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