

复购分析

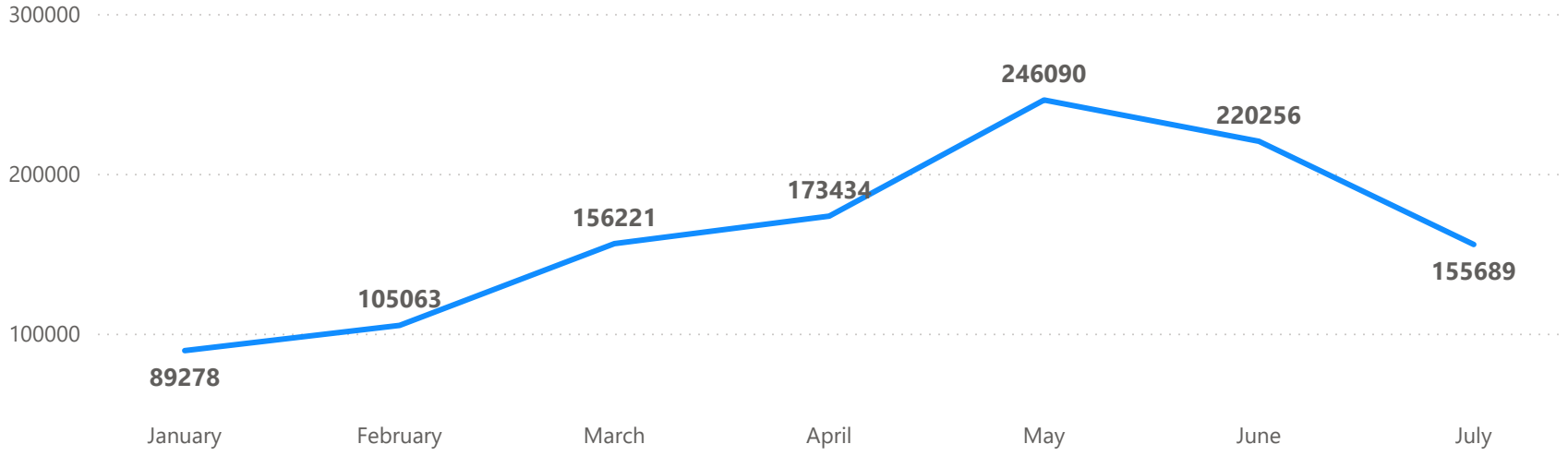
1146032

总金额（元）

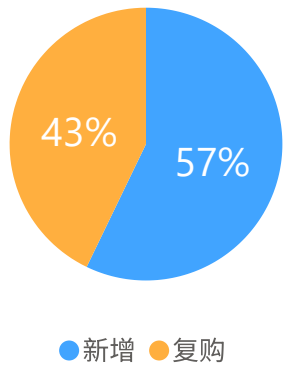
455

人均消费金额（元）

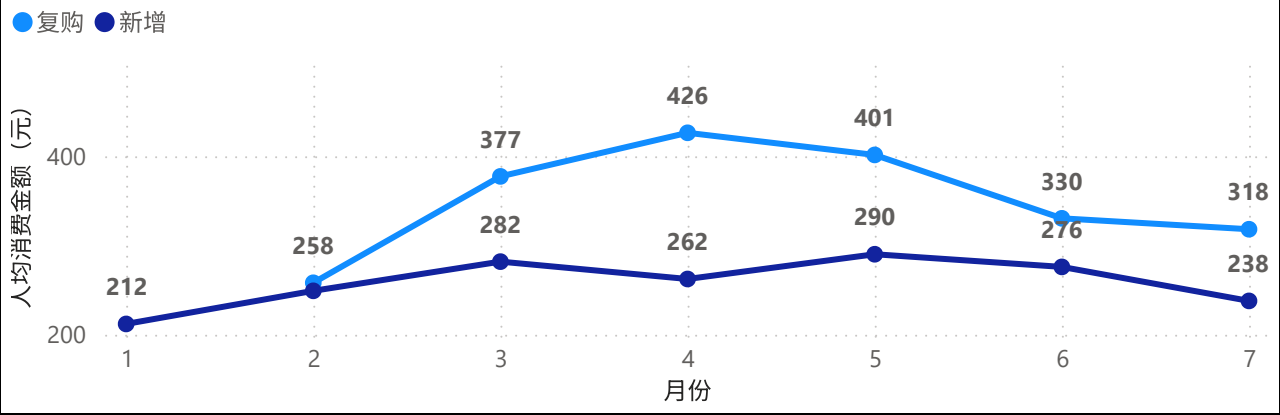
销售金额变化趋势



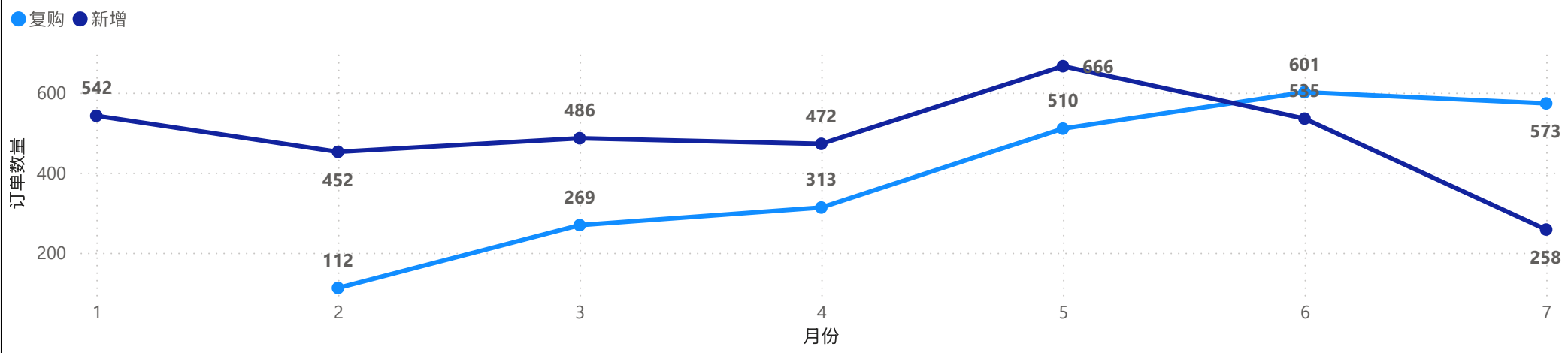
消费金额占比



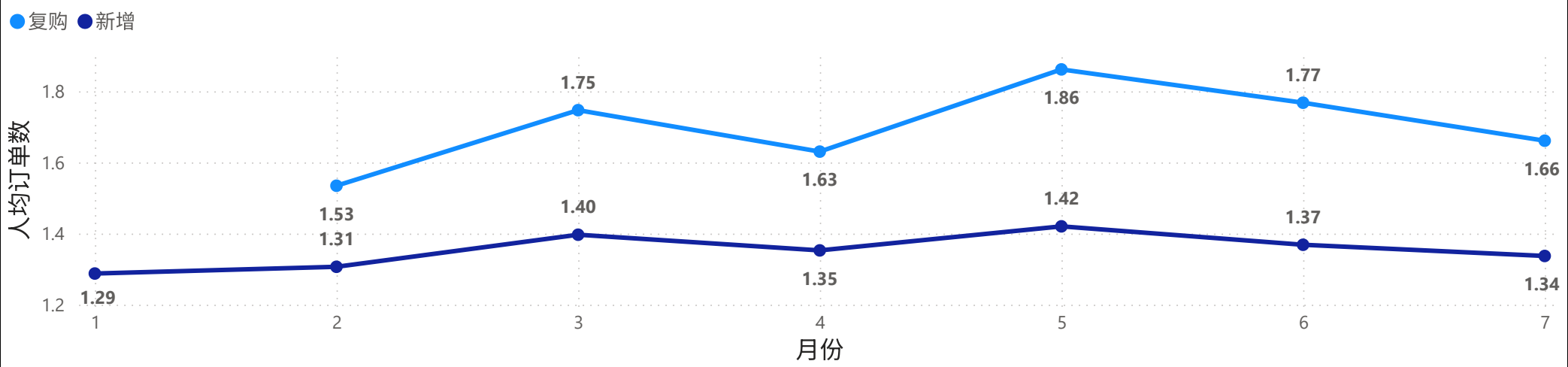
人均消费金额变化趋势



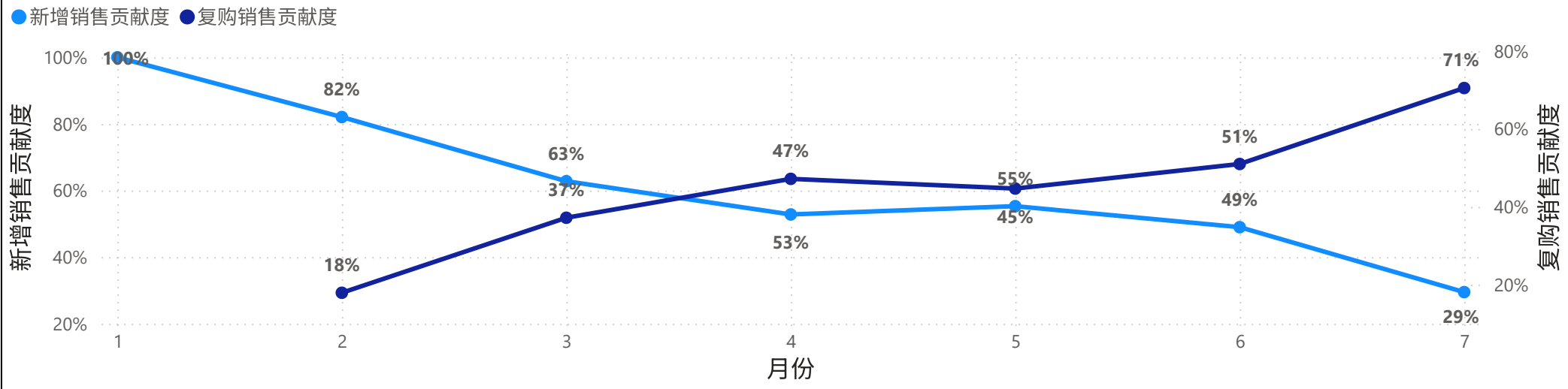
月新增和复购用户订单数



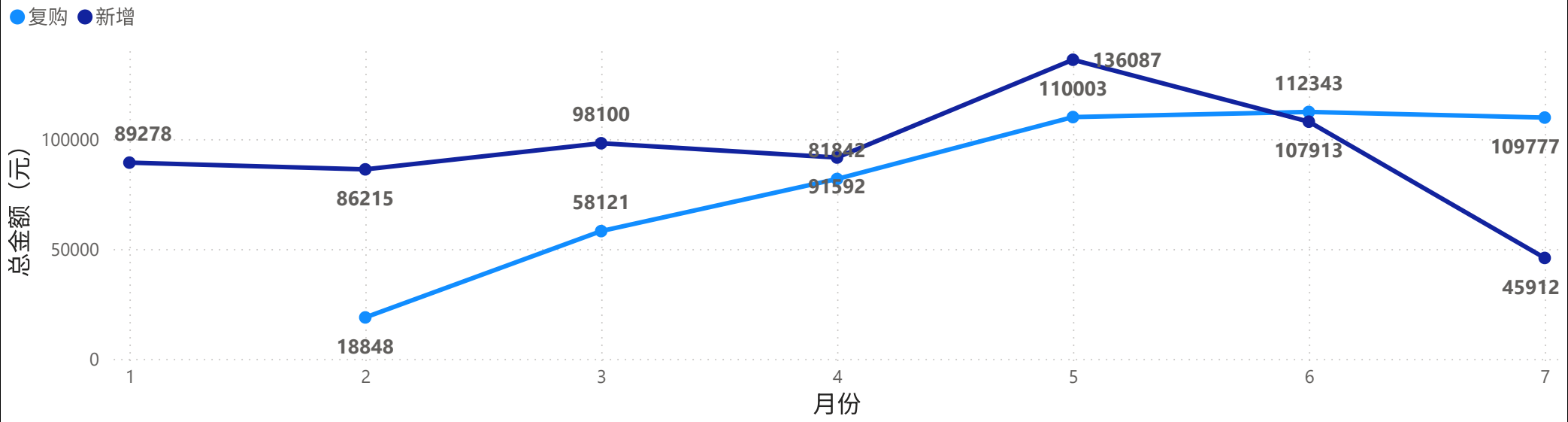
月新增和复购用户人均订单数



销售额贡献度占比



不同类别客户消费金额



复购人数统计

首次下单月份	1	2	3	4	5	6	7	总计
1	421	73	61	52	63	60	51	421
2		346	93	58	69	49	54	346
3			348	82	69	62	51	348
4				349	73	72	50	349
5					469	97	73	469
6						391	66	391
7							193	193
总计	421	419	502	541	743	731	538	2517

复购率统计

首次下单月份	0	1	2	3	4	5	6	总计
1	100.0%	17.3%	14.5%	12.4%	15.0%	14.3%	12.1%	100.0%
2	100.0%	26.9%	16.8%	19.9%	14.2%	15.6%		100.0%
3	100.0%	23.6%	19.8%	17.8%	14.7%			100.0%
4	100.0%	20.9%	20.6%	14.3%				100.0%
5	100.0%	20.7%	15.6%					100.0%
6	100.0%	16.9%						100.0%
7	100.0%							100.0%
总计	100.0%	19.2%	13.2%	9.3%	6.5%	4.5%	2.0%	100.0%