

Live broadcast analysis

- [Tutorial on Using Live Streaming Analytics](#)
- [Meanings of various data indicators in single live stream analysis](#)
- [Tutorial on Using Single Live Stream Analysis](#)

Tutorial on Using Live Streaming Analytics



I. Feature Introduction

The Data Center - Live Streaming Analysis provides six store-wide live streaming indicators and their trends, such as the number of live streams created daily in the store and the total views of live streaming rooms, and supports viewing six types of live streaming rankings to help identify live streams with excellent and poor performance.

II. Purpose of Use

Monitor the daily creation and launch of live streams in the store. Meanwhile, understand the live streaming performance and its changes through data such as the traffic and viewing duration of live streaming rooms.

III. Use Scenarios

Scenario 1: During monthly reviews, the operation team needs to summarize the overall live streaming launch situation and performance of the store this month to determine the effectiveness of operation strategies.

Scenario 2: When optimizing live streams, view the live streaming rankings to conduct in - depth reviews of high - performing live streams, identify operational highlights, and apply

them to live streams that need improvement.

Scenario 3: During monthly or annual inventories, the operation team can find the number of live streams and live streaming performance during the corresponding period and conduct an inventory compared with the store's previous performance.

IV. Operation Path

Merchant side: Merchant background → Data Center → Live Streaming Analysis;

V. Usage Tutorial

1. Live Streaming Trends

View the number of live streams created, the views of live streaming rooms, the number of visitors to live streaming rooms, the cumulative number of views (PV), the cumulative number of viewers (UV), the average viewing duration per person, and their month - on - month and trends within the selected time range:

1.png

2. Live Streaming Rankings

Click to switch between different rankings to view the overall live streaming rankings of the store:

2.png

VI. Notes

1. Explanation of data indicator definitions:

image.png

2. Export instructions:

Time granularity refers to the statistical granularity of each indicator. You can choose to count the data daily, weekly, or monthly. If an indicator involves the number of users (e.g., cumulative number of viewers), deduplication will be performed on a daily, weekly, or monthly basis.

Meanings of various data indicators in single live stream analysis



16451809329970.png

Tutorial on Using Single Live Stream Analysis



I. Function Introduction

Through analysis capabilities such as real-time data, user profiles, comment word cloud analysis, and live commerce analysis, conduct in-depth diagnosis of a single live stream, helping to improve live stream efficiency. Even beginners can easily analyze the live stream results.

II. Purpose of Use

Not satisfied with the live stream results and hoping to find directions and basis for improving live stream efficiency and optimizing the live stream room.

III. Use Scenarios

Scenario 1: After the live stream ends, the lecturer or the operation staff needs to conduct a review of the live stream results. They can view data such as the conversion funnel, audience profiles, and real-time live stream trends to understand the live stream results and areas for optimization.

Scenario 2: When finding that the interaction between the audience and the lecturer in the live stream room is not enthusiastic, you can view the comment word cloud to understand

the key points of the audience's comments and the topics they are interested in. You can also view the audience profiles to understand the composition of the audience in the live stream room. For example, when there are many new users, you can try a simpler and more straightforward way of live stream presentation.

Scenario 3: During a live commerce stream, you can monitor the purchase situation by checking the product red - black list in a timely manner and select the products to introduce with emphasis.

IV. Operation Path

1.png

V. Usage Tutorial

Step 1: Click on any of the following entries to enter the corresponding single live stream analysis page.

① Enter from the live stream details.

2.png

3.png

② Enter from the data center.

4.png

5.png

Step 2:View the detailed analysis to find the operation points.

6.png

7.png

8.png

9.png

10.png

VI. Benefit Explanation

The single live stream analysis function is an advanced data analysis function exclusive to the flagship version. Merchants without the flagship version can click to try it out and experience the single live stream analysis function for 7 days.

VII. Data Indicator Explanation

[Click to view the detailed list of explanations for the single live stream analysis data indicators.](#)