User analysis

- In the user overview: meanings of new users, active users, cumulative users, paying users, and cumulative paying users
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In the user overview: meanings of new users, active users, cumulative users, paying users, and cumulative paying users

New users: The number of users who registered in the online store within the selected time period (consistent with the filtering in the user list).

Active users: The number of users who visited the online store within the selected time period (e.g., the number of users who visited the online store in January).

Cumulative users: As of the selected time, the total number of users in the online store (including imported users, consistent with the users in the user list).

Paid users: The number of users who completed successful settlements within the selected time period. Multiple settlements by one user are counted as one. (Calculate the users of all successfully paid orders, without excluding refunds. Orders imported via API are not included in the filtering).

Cumulative paid users: As of the selected time, the total number of users in the online store who completed successful settlements. (Calculate all successfully paid orders, without excluding refunds. Orders imported via API are not included in the filtering).

What does the number of store visitors in the trend chart refer to?

Data trends of new users, active users, cumulative users, paying users, and cumulative paying users within the selected time frame

What are the meanings of various data indicators among paying users?

Number of users:
New paying users - Number of users: The number of users who have never made a payment in the store before the selected time and made their first settlement in the store within the selected time.
Existing paying users - Number of users: The number of users who made a settlement in the store within the selected time and whose first settlement was before the selected time. (All successfully paid orders are counted, refunds are not excluded, and orders imported via API are not included in the selection.)

Proportion of users:
New paying users - Proportion of users: Within the selected time, the number of new paying users divided by the total number of paying users.
Existing paying users - Proportion of users: Within the selected time, the number of existing paying users divided by the total number of paying users.

Average order value:
All paying users - Average order value: Within the selected time, the settlement amount of all paying users divided by the number of users.
New paying users - Average order value: Within the selected time, the settlement amount of new paying users divided by the number of new paying users.
Existing paying users - Average order value: Within the selected time, the settlement amount of existing paying users divided by the number of existing paying users.

Settlement amount:
All paying users - Settlement amount (yuan): The sum of the settlement amounts of all paying users within the selected time.
New paying users - Settlement amount (yuan): The sum of the settlement amounts of new paying

users within the selected time.
Existing paying users - Settlement amount (yuan): The sum of the amounts of successfully settled orders of existing paying users within the selected time.(All successfully paid orders are counted, refunds are not excluded, and orders imported via API are not included in the selection.)

Settlement conversion rate:
All paying users - Visit - Settlement conversion rate: Within the selected time, the number of all paying users divided by the number of store visitors.
New paying users - Visit - Settlement conversion rate: Within the selected time, the number of new paying users divided by the number of store visitors with no purchase history.
Existing paying users - Visit - Settlement conversion rate: Within the selected time, the number of existing paying users divided by the number of paying users who have visited the store.

What does the weekly repurchase rate refer to?

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Weekly repurchase rate: During the week of the selected date, the number of users who made a payment in the store before this week and also made a payment this week / the total number of paying users this week

What does the payment trend chart for new and existing users refer to?

Within the selected time frame, merchants can choose the corresponding statistical data on the number of users, average order value, settlement amount, and visit-to-settlement conversion rate.

User analysis usage tutorial

I. Function Introduction

User analysis helps merchants understand the growth, activity, and conversion of store users, and adjust user operation strategies in a timely manner.

II. Purpose of Use

Merchants monitor the core indicator data of store users and adjust user operation strategies such as traffic acquisition, activation, conversion, retention, and repurchase in a timely manner.

III. Use Scenarios

Scenario 1: A merchant has recently been conducting promotion and new - user acquisition on multiple channels and wants to monitor the growth and activity of store users during this period. They can observe the user growth and activity through the User Overview and Trends dashboard in User Analysis.

Scenario 2: A merchant wants to know the current situation of paying users in the store and hopes to formulate user operation strategies to activate them and increase the repurchase rate of paying users. They can monitor the data of paying users through the Paying Users dashboard in User Analysis.

IV. Operation Path

Merchant side: Merchant backend → Data → User Analysis

V. Usage Tutorial

1. User Overview and Trends Dashboard

Displays the core indicator data and changes of users within the selected time range, reflecting the trends of user growth, activity, and payment conversion. Specific indicators include the number of new users, the number of active users, the cumulative number of users, the number of paying users, and the cumulative number of paying users.

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(Management backend)

2. Paying Users Dashboard

Displays the detailed data of paying users within the selected time range, compares the number of new and old paying users, the proportion of users, the average customer price, the settlement amount, the conversion rate, and their changes, and statistics the weekly repurchase rate and its changing trend of customers.

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(Management backend)

VI. Indicator Explanation

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