

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).