

# Tutorial on Using Data Overview



## I. Feature Introduction

The data overview feature supports monitoring the overall operational status of the online store, including real-time data and recent trends of core indicators such as visits and orders. It also reflects the store's operational performance of the previous day through the core indicators on the four dashboards: Traffic, Conversion, Products, and Users.

## II. Purpose of Use

1. Monitor real-time visit and order completion data of the day to promptly assess the effectiveness of daily operational strategies.
2. Grasp the overall changes in the key business indicators of the store and quickly identify trends in terms of traffic, conversion, products, and users.

## III. Use Scenarios

Scenario 1: A merchant conducts a promotion on a certain day. The operation team checks the changes in visit and order indicators at the 1st, 3rd, 6th, and 12th hours after the promotion starts to evaluate whether the promotion meets the expectations and adjust the promotion strategy promptly.

Scenario 2: Every morning, the operation team reviews the previous day's operational performance. They obtain the previous day's core data and its 30 - day trend through the operation window. If the data is below expectations, they can quickly identify issues using the Traffic,

Transaction, Products, and Users dashboards to adjust the day's operational plan.

## IV. Operation Path

Merchant side: Merchant backend → Data → Data Overview

## V. Usage Tutorial

### Real - time Overview (Management Backend)

Check the real - time cumulative income (settlement amount) of the day and compare it with the cumulative income of the same period on the previous day. Continuously monitor the core indicators of the day at regular intervals.

image.png

(Real - time Overview Dashboard)

### Operation Window (Store Management Console)

#### 1. Core Indicators

Check the core indicators of a natural day (default: the previous day), along with their daily and weekly comparisons. You can also compare the 30 - day indicator trends to understand the changes in the store's business performance.

image.png

(Core Indicators Dashboard)

#### 2. Traffic Dashboard

Check the page views, number of visitors, and their daily and weekly comparisons on the selected day. Also, view the 24 - hour traffic trend of the selected day.

image.png

(Traffic Dashboard)

### 3. Conversion Dashboard

Check the visitor - order conversion rate and visitor - payment conversion rate on the selected day, along with their daily and weekly comparisons.

image.png

(Conversion Dashboard)

### 4. Products Dashboard

Check the top 5 products in terms of the number of visitors and the number of paying users on the selected day to identify the main traffic - driving and conversion - generating products of the day.

image.png

(Products Dashboard)

### 5. Users Dashboard

Check the cumulative, new, and active numbers of store users and paying users on the selected day and their 30 - day trends.

Check the contribution ratios of new and old paying users to the settlement amount and the number of settled users.

Check the repurchase rate of customers in the week and month of the selected day.

image.png

(Users Dashboard)

VI. Notes

1. Explanation of data indicator definitions:

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