

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.

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