

Tutorial on Using Product Analysis



I. Function Introduction

Product analysis helps merchants comprehensively understand the operational status of on - sale products, including data on product listing, visits, sales, and specific conversion effectiveness. This enables them to promptly adjust the operational strategies for products in their stores.

II. Purpose of Use

Merchants can understand the operational data of on - sale products and promptly adjust product operational strategies.

III. Usage Scenarios

Scenario 1: A merchant plans to designate high - traffic and high - sales products as star products, increase promotional investment, and build the store's reputation. They can monitor the visit and sales effectiveness through the product ranking in product analysis to quickly identify relevant products.

Scenario 2: A merchant wants to conduct detailed single - product data observation to increase the sales of high - traffic but low - conversion products and low - traffic but high - conversion products. They can view the visit and conversion data of each product through product effectiveness. By clicking on the trend chart, they can view detailed indicator trends and explore relevant optimization directions.

IV. Operation Path

Merchant side: Merchant backend → Data → Product analysis

V. Usage Tutorial

1. Product Overview

The number of paid products listed in the store at the current time (excluding out - of - stock products).68737700_1640069433.png

2. Product Ranking

Displays the top 5 products in terms of the number of product visitors and paid users within the selected date range.

image.png

3. Product Effectiveness

a. Product Effectiveness: Displays the visit volume, number of visitors, subscription volume, paid users, payment amount, and conversion rate of the selected product within the selected time range. Supports sorting by the above 6 indicators and data export.

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b. Product Data Details: Click on the details of product effectiveness to enter the product data details page. Displays the sales data and data trends, as well as usage data and data trends of the product. Sales data includes pre - sale visit volume, pre - sale number of visitors, number of paid users, payment amount (in yuan), conversion rate, and subscription volume. Usage data includes the browsing volume of subscribed users, number of browsing users, number of comments, and number of commenting users.

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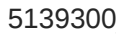
VI. Indicator Explanation

1.Explanation of data indicator definitions

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2.Explanation of the export function

Time granularity refers to the statistical granularity of eachindicator. You can choose one value per day, one value per week, or one value per month. For indicators related to the number of users, deduplication will be performed according to days, weeks, or months accordingly.

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(Export Time Selection Box)

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