

Tutorial on Using Single Live Stream Analysis



I. Function Introduction

Through analysis capabilities such as real-time data, user profiles, comment word cloud analysis, and live commerce analysis, conduct in-depth diagnosis of a single live stream, helping to improve live stream efficiency. Even beginners can easily analyze the live stream results.

II. Purpose of Use

Not satisfied with the live stream results and hoping to find directions and basis for improving live stream efficiency and optimizing the live stream room.

III. Use Scenarios

Scenario 1: After the live stream ends, the lecturer or the operation staff needs to conduct a review of the live stream results. They can view data such as the conversion funnel, audience profiles, and real-time live stream trends to understand the live stream results and areas for optimization.

Scenario 2: When finding that the interaction between the audience and the lecturer in the live stream room is not enthusiastic, you can view the comment word cloud to understand

the key points of the audience's comments and the topics they are interested in. You can also view the audience profiles to understand the composition of the audience in the live stream room. For example, when there are many new users, you can try a simpler and more straightforward way of live stream presentation.

Scenario 3: During a live commerce stream, you can monitor the purchase situation by checking the product red - black list in a timely manner and select the products to introduce with emphasis.

IV. Operation Path

1.png

V. Usage Tutorial

Step 1: Click on any of the following entries to enter the corresponding single live stream analysis page.

① Enter from the live stream details.

2.png

3.png

② Enter from the data center.

4.png

5.png

Step 2:View the detailed analysis to find the operation points.

6.png

7.png

8.png

9.png

10.png

VI. Benefit Explanation

The single live stream analysis function is an advanced data analysis function exclusive to the flagship version. Merchants without the flagship version can click to try it out and experience the single live stream analysis function for 7 days.

VII. Data Indicator Explanation

[Click to view the detailed list of explanations for the single live stream analysis data indicators.](#)

Revision #2

Created 2026-06-08 04:39:08 UTC by Admin

Updated 2026-06-08 08:31:49 UTC by Admin