

Tutorial on Using Transaction Analysis



I. Function Introduction

Transaction analysis provides access, order placement, payment conversion, and conversion rates at each stage related to store transactions. It also supports viewing the proportion of new and old paying users and the distribution of order amounts, etc.

II. Purpose of Use

By analyzing the conversion rates of visitors, identify the main loss stages in the user conversion path, and compare the trends of core transaction indicators to evaluate the effectiveness of operational measures.

By analyzing new and old paying users and their corresponding payment amounts, determine the user group that contributes the most to revenue, and help decide whether the focus of user operations should be on attracting new users or retaining old users.

By analyzing the order distribution, understand the price preferences of store users to assist in pricing.

III. Use Scenarios

Scenario 1: A merchant has poor conversion results after attracting traffic. They want to know if users visited the products but didn't place an order, or if they placed an order but didn't pay. Through the transaction conversion funnel, they can find the main loss stages of users. If the visitor - order conversion rate is low, it means the products are not attractive enough, and the product description or cover image on the product detail page can be

optimized. If the order - payment conversion rate is low, messages can be sent to users who placed an order but didn't pay through user segmentation, or coupons can be provided to stimulate conversion.

Scenario 2: The operations team needs to determine the focus of the current operational strategy. By checking the composition of new and old users, they find that the store's revenue mainly comes from old users. So they focus on retaining old users and improving the quality of new users in the recent period.

IV. Operation Path

Merchant side: Merchant backend → Data → Transaction analysis

V. Usage Tutorial

1. Transaction Overview

Through the conversion funnel, you can see the conversion rates of the store from access to order placement to payment.8006000_1640054881.png

(Transaction overview dashboard)

2. Transaction Composition

In the transaction composition module, you can see the composition of new and old users in the store. The transactions of old paying users represent repeat purchases.

The order distribution can show the price preferences of store users to assist in pricing.

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(Transaction composition dashboard)

VI. Notes

1. Explanation of data indicator definitions:

image.png

2. Export instructions:

Explanation of the export function:

Time granularity refers to the statistical granularity of each indicator. You can choose one value per day, one value per week, or one value per month. If it is an indicator related to the number of users, deduplication will be done on a daily, weekly, or monthly basis.

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(Export time selection box)

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