

User analysis usage tutorial



I. Function Introduction

User analysis helps merchants understand the growth, activity, and conversion of store users, and adjust user operation strategies in a timely manner.

II. Purpose of Use

Merchants monitor the core indicator data of store users and adjust user operation strategies such as traffic acquisition, activation, conversion, retention, and repurchase in a timely manner.

III. Use Scenarios

Scenario 1: A merchant has recently been conducting promotion and new - user acquisition on multiple channels and wants to monitor the growth and activity of store users during this period. They can observe the user growth and activity through the User Overview and Trends dashboard in User Analysis.

Scenario 2: A merchant wants to know the current situation of paying users in the store and hopes to formulate user operation strategies to activate them and increase the repurchase rate of paying users. They can monitor the data of paying users through the Paying Users dashboard in User Analysis.

IV. Operation Path

Merchant side: Merchant backend → Data → User Analysis

V. Usage Tutorial

1. User Overview and Trends Dashboard

Displays the core indicator data and changes of users within the selected time range, reflecting the trends of user growth, activity, and payment conversion. Specific indicators include the number of new users, the number of active users, the cumulative number of users, the number of paying users, and the cumulative number of paying users.

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(Management backend)

2. Paying Users Dashboard

Displays the detailed data of paying users within the selected time range, compares the number of new and old paying users, the proportion of users, the average customer price, the settlement amount, the conversion rate, and their changes, and statistics the weekly repurchase rate and its changing trend of customers.

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(Management backend)

VI. Indicator Explanation

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