

What are the meanings of various data indicators among paying users?



Number of users:

New paying users - Number of users: The number of users who have never made a payment in the store before the selected time and made their first settlement in the store within the selected time.

Existing paying users - Number of users: The number of users who made a settlement in the store within the selected time and whose first settlement was before the selected time. (All successfully paid orders are counted, refunds are not excluded, and orders imported via API are not included in the selection.)

Proportion of users:

New paying users - Proportion of users: Within the selected time, the number of new paying users divided by the total number of paying users.

Existing paying users - Proportion of users: Within the selected time, the number of existing paying users divided by the total number of paying users.

Average order value:

All paying users - Average order value: Within the selected time, the settlement amount of all paying users divided by the number of users.

New paying users - Average order value: Within the selected time, the settlement amount of new paying users divided by the number of new paying users.

Existing paying users - Average order value: Within the selected time, the settlement amount of existing paying users divided by the number of existing paying users.

Settlement amount:

All paying users - Settlement amount (yuan): The sum of the settlement amounts of all paying users within the selected time.

New paying users - Settlement amount (yuan): The sum of the settlement amounts of new paying

users within the selected time.

Existing paying users - Settlement amount (yuan): The sum of the amounts of successfully settled orders of existing paying users within the selected time.(All successfully paid orders are counted, refunds are not excluded, and orders imported via API are not included in the selection.)

Settlement conversion rate:

All paying users - Visit - Settlement conversion rate: Within the selected time, the number of all paying users divided by the number of store visitors.

New paying users - Visit - Settlement conversion rate: Within the selected time, the number of new paying users divided by the number of store visitors with no purchase history.

Existing paying users - Visit - Settlement conversion rate: Within the selected time, the number of existing paying users divided by the number of paying users who have visited the store.

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