

What data can be collected for live courses in data analysis?



Live streaming session data: It can help review user interaction and stay duration during the session, facilitating subsequent adjustment of operational strategies.

Query path: Live streaming management > Data > Data analysis

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Data

content:

- Traffic viewing: Supports segmented viewing of UV, PV, and stay duration for both live streaming and playback scenarios.

○ For example, some merchants found that there was still a 20% increase in traffic after the live streaming ended. Analysis showed that this was due to students reviewing the playback and some new students. In response, the merchants set a playback password. Students need to share the link on their WeChat Moments and send a screenshot to obtain the password for viewing the playback, thereby retaining a lot of targeted traffic.

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● Live streaming interaction: Supports viewing the performance of all marketing tools, including the influencer invitation leaderboard, share - to - win rewards, reservation, sign - in, tipping, red envelopes, lucky draws, voting, and questionnaires. All data supports one - click export. When exporting, you can freely select the specific user information you need to accurately improve the user profile.

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- Live commerce: Supports viewing the sales efficiency of promoted products and coupons.

- Combined with data such as the trend chart of online viewers and live streaming viewing details, it can targetedly improve the quality of live streaming. For example, analyze which time period has the most users and what kind of dialogue or live streaming format is more popular among the audience.

- After the live streaming ends, the sales data of products can be summarized. This not only optimizes the product selection strategy but also allows popular products to be restocked for secondary sales. The number of product purchasers and the number of product views represent the conversion rate of the product. If the conversion rate is low, you can consider whether the selected products differ from the user profile and fail to attract users to purchase, or whether the cost - performance ratio of the unit price is not attractive enough to users, and update the product marketing activities.

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Live streaming scenario data: It can compare the data performance of multiple live streaming sessions and adjust and optimize session strategies.

Query path: Live streaming data

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Data content:

- Live streaming trends: Supports filtering by natural days, natural weeks, natural months, and specific dates to meet the needs of data review at different granularities.
- Live streaming best - and - worst list: Intuitively shows users' preferences. Combined with session data, it can specifically analyze the audience profile, understand the user structure, and directionally adjust the live streaming content.

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