

数据透视表格分析订单

首先，我们先去后台下载最近30天的数据报告。路径：数据报告 - 库存和销售报告 - 销量(显示更多) - 所有订单(不是所有订单(XML)) - 选择最近30天 - 下载TXT文件 - 再复制粘贴在EXCEL表格查看。



The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with 'amazon seller central' and various menu items like '目录', '库存', '确定价格', '订单', '广告', '品牌旗舰店', '增长', '数据报告', '绩效', '合作伙伴网络', 'B2B', and '品牌'. Below this, there is a section for '亚马逊物流报告' (Amazon Logistics Report) with a link to '了解更多信息'. The main content area is titled '所有订单' (All Orders) and includes a sub-header '了解更多信息 | 为此页评级' and a description '下载所有亚马逊物流订单和卖家自配送订单，包括最近的更新'. There is a '下载' (Download) button. A dropdown menu is open, showing '报告类型' (Report Type) with options '订单日期' (Order Date) and '上次更新日期' (Last Updated Date). The '事件日期' (Event Date) dropdown is also open, showing options '前一天(昨天)', '前一天(昨天)', '最近3天', and '最近7天'. Below the dropdowns, there is a table with columns '报告类型' and '涵盖的日期范围' (Date Range Covered). The table contains three rows of data:

报告类型	涵盖的日期范围
订单日期	最近 14 天
订单日期	最近 30 天
订单日期	确切日期

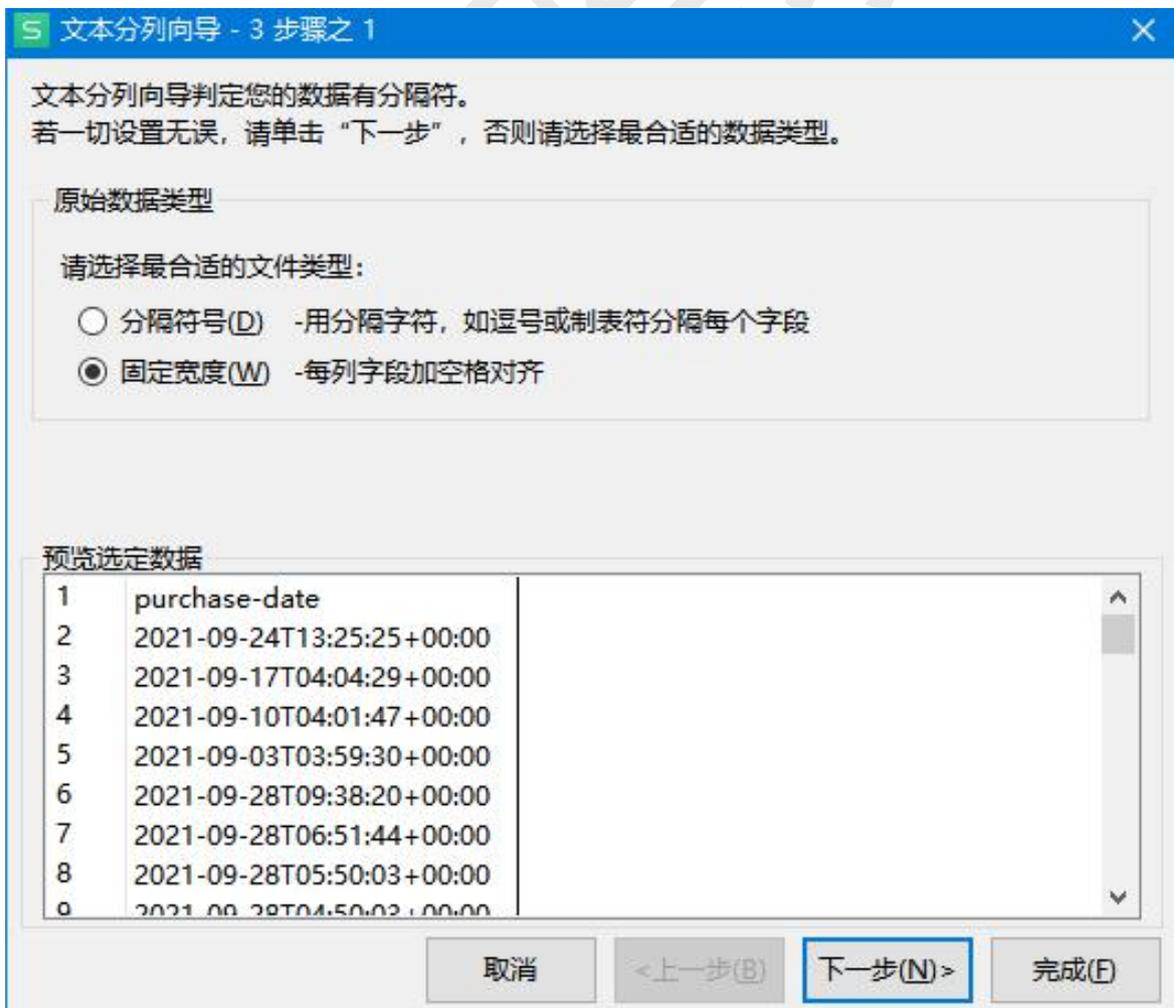
The table also shows specific date ranges for each report type:

报告类型	日期范围
订单日期	21/9/24 上午12:00 - 21/9/27 下午11:59
订单日期	21/9/24 上午12:00 - 21/9/24 下午11:59
订单日期	21/9/23 上午12:00 - 21/9/23 下午11:59

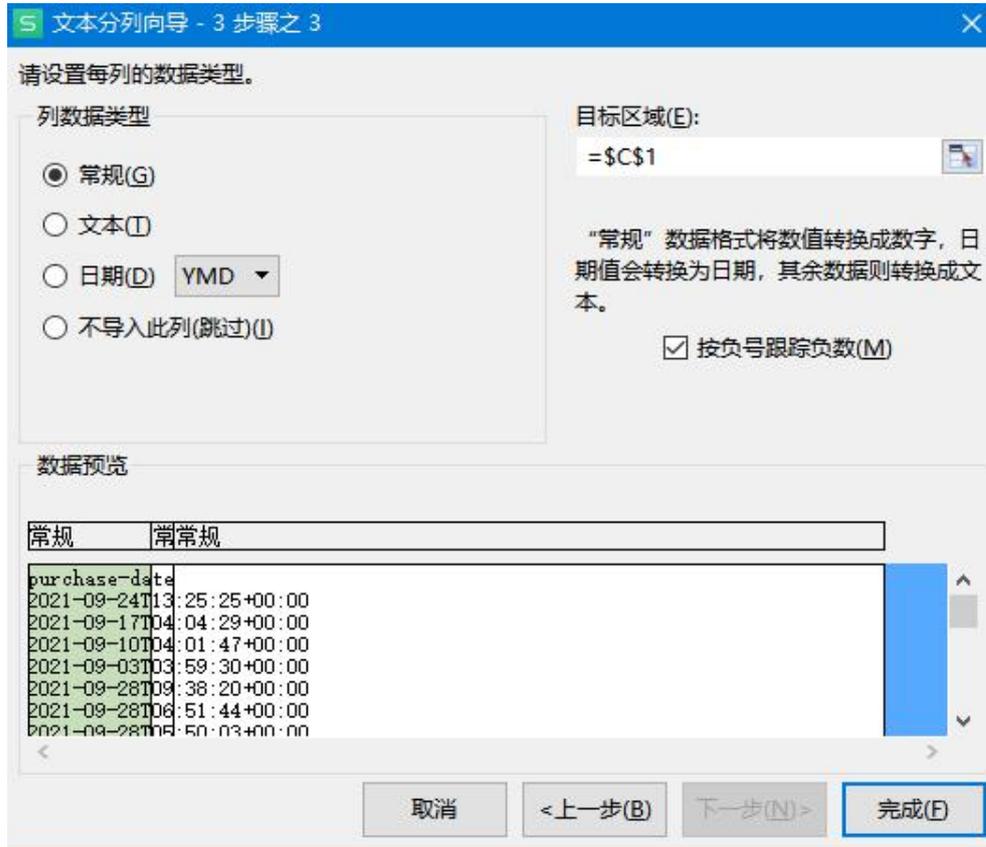
第二，导入 EXCEL 的数据，给 purchase-date 分列。只要时间点，不要日期。需要先选中 last-updated-date 这一列，插入 2 列。这样从 purchase-date 分列的数据，就会自动填充到这两个空白列，不会覆盖其他数据。

C	D	E	F	G	H	I	
purchase-date	last-updated-date	复制(C)	Ctrl+C	t-char	sales-channel	order-channel	url
2021-09-24T13:25:25+00:00	2021-09-28T03:20:50+00:00	剪切(T)	Ctrl+X	Non-Amazon	Non-Amazon	Non-Amazon	Non-Amazon
2021-09-17T04:04:29+00:00	2021-09-19T04:26:49+00:00	粘贴(P)	Ctrl+V	Non-Amazon	Non-Amazon	Non-Amazon	Non-Amazon
2021-09-10T04:01:47+00:00	2021-09-20T21:09:19+00:00	选择性粘贴(S)...		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-03T03:59:30+00:00	2021-09-23T02:40:22+00:00	格式刷(O)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T09:38:20+00:00	2021-09-28T09:38:27+00:00	插入(I)	列数: 2	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T06:51:44+00:00	2021-09-28T06:51:50+00:00	删除(D)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T05:50:03+00:00	2021-09-28T05:50:08+00:00	清除内容(N)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T04:50:03+00:00	2021-09-28T04:50:14+00:00	列宽(W)...	最适合的列宽	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T04:20:38+00:00	2021-09-28T04:20:44+00:00	隐藏(H)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T04:11:42+00:00	2021-09-28T09:23:37+00:00	取消隐藏(U)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T03:29:49+00:00	2021-09-28T03:29:55+00:00	设置单元格格式(F)...	Ctrl+1	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T03:14:04+00:00	2021-09-28T03:14:09+00:00	筛选		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T02:47:32+00:00	2021-09-28T08:24:44+00:00	批量处理单元格(P)		Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T02:35:49+00:00	2021-09-28T02:35:54+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T02:27:37+00:00	2021-09-28T02:27:43+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T02:27:14+00:00	2021-09-28T07:55:23+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T02:09:13+00:00	2021-09-28T02:09:21+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T01:57:18+00:00	2021-09-28T01:59:12+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T01:15:18+00:00	2021-09-28T01:15:23+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T01:13:32+00:00	2021-09-28T01:13:36+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T01:12:13+00:00	2021-09-28T07:00:46+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:49:56+00:00	2021-09-28T00:50:10+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:37:06+00:00	2021-09-28T00:37:11+00:00			Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:34:24+00:00	2021-09-28T06:04:44+00:00	Pending	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:24:52+00:00	2021-09-28T00:24:56+00:00	Pending	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:17:31+00:00	2021-09-28T00:17:40+00:00	Pending	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-28T00:16:28+00:00	2021-09-28T07:15:08+00:00	Shipped	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-27T23:32:21+00:00	2021-09-28T06:21:05+00:00	Shipped	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com
2021-09-27T23:03:24+00:00	2021-09-27T23:03:29+00:00	Pending	Amazon	Amazon.com	Amazon.com	Amazon.com	Amazon.com

选中 purchase-date 列，进行分列·固定宽度·下一步



只截取时间点 - 下一步 - 完成



只保留时间点，其他日期不要，不然很难汇总。

C	D	E	F	G	H
	purchase-date		last-updated-date	order-status	fulfillment-channel
2021-09-28T	6	:51:44+00:00	2021-09-28T06:51:50+00:00	Pending	Amazon
2021-09-28T	5	:50:03+00:00	2021-09-28T05:50:08+00:00	Pending	Amazon
2021-09-28T	4	:50:03+00:00	2021-09-28T04:50:14+00:00	Pending	Amazon
2021-09-28T	4	:20:38+00:00	2021-09-28T04:20:44+00:00	Pending	Amazon
2021-09-28T	3	:29:49+00:00	2021-09-28T03:29:55+00:00	Pending	Amazon
2021-09-28T	3	:14:04+00:00	2021-09-28T03:14:09+00:00	Pending	Amazon
2021-09-28T	2	:47:32+00:00	2021-09-28T08:24:44+00:00	Pending	Amazon
2021-09-28T	2	:09:13+00:00	2021-09-28T02:09:21+00:00	Pending	Amazon
2021-09-28T	1	:13:32+00:00	2021-09-28T01:13:36+00:00	Pending	Amazon
2021-09-28T	1	:12:13+00:00	2021-09-28T07:00:46+00:00	Shipped	Amazon
2021-09-28T	0	:49:56+00:00	2021-09-28T00:50:10+00:00	Pending	Amazon
2021-09-28T	0	:37:06+00:00	2021-09-28T00:37:11+00:00	Pending	Amazon
2021-09-28T	0	:34:24+00:00	2021-09-28T06:04:44+00:00	Pending	Amazon
2021-09-28T	0	:24:52+00:00	2021-09-28T00:24:56+00:00	Pending	Amazon
2021-09-28T	0	:17:31+00:00	2021-09-28T00:17:40+00:00	Pending	Amazon
2021-09-27T	23	:32:21+00:00	2021-09-28T06:21:05+00:00	Shipped	Amazon
2021-09-27T	21	:11:20+00:00	2021-09-27T21:11:26+00:00	Pending	Amazon
2021-09-27T	20	:25:59+00:00	2021-09-27T20:26:05+00:00	Pending	Amazon
2021-09-27T	20	:04:07+00:00	2021-09-27T20:04:12+00:00	Pending	Amazon
2021-09-27T	19	:36:15+00:00	2021-09-28T06:04:47+00:00	Shipped	Amazon
2021-09-27T	18	:57:46+00:00	2021-09-28T09:03:21+00:00	Shipped	Amazon
2021-09-27T	18	:19:24+00:00	2021-09-27T19:04:39+00:00	Shipped	Amazon
2021-09-27T	18	:14:18+00:00	2021-09-27T18:14:28+00:00	Pending	Amazon
2021-09-27T	18	:14:06+00:00	2021-09-27T18:15:56+00:00	Pending	Amazon
2021-09-27T	17	:09:36+00:00	2021-09-27T17:09:43+00:00	Pending	Amazon
2021-09-27T	17	:04:11+00:00	2021-09-28T09:25:13+00:00	Pending	Amazon
2021-09-27T	16	:32:13+00:00	2021-09-27T22:04:19+00:00	Shipped	Amazon
2021-09-27T	15	:58:18+00:00	2021-09-28T02:08:49+00:00	Shipped	Amazon

第三，将其复制到新建表格，把订单数量也一同复制到这个表格。同时转化为一份北京时间的数据，便于分析。由于北京时间比PDT时间晚15小时，所以我通过 **IF函数** 来计算北京时间。值得注意的是，这里的时间0点，指的是0:00—0:59这个时间段，其他时间点同上。

	A	B	C	D	E
1	purchase-date(PDT)	quantity	北京时间	quantity	
2	6	1	21	1	
3	5	1	20	1	
4	4	1	19	1	
5	4	1	19	1	
6	3	1	18	1	
7	3	1	18	1	
8	2	1	17	1	
9	2	1	17	1	
10	1	1	16	1	
11	1	1	16	1	
12	0	1	15	1	
13	0	1	15	1	
14	0	1	15	1	
15	0	1	15	1	
16	0	1	15	1	
17	23	1	14	1	
18	21	1	12	1	
19	20	1	11	1	
20	20	1	11	1	
21	19	1	10	1	
22	18	1	9	1	
23	18	1	9	1	
24	18	1	9	1	
25	18	1	9	1	
26	17	1	8	1	
27	17	1	8	1	
28	16	1	7	1	

第四，选中 purchase-date(PDT)和 quantity 列，插入数据透视表。

AMZ选品利润指标
售价利润计算模板-财务部

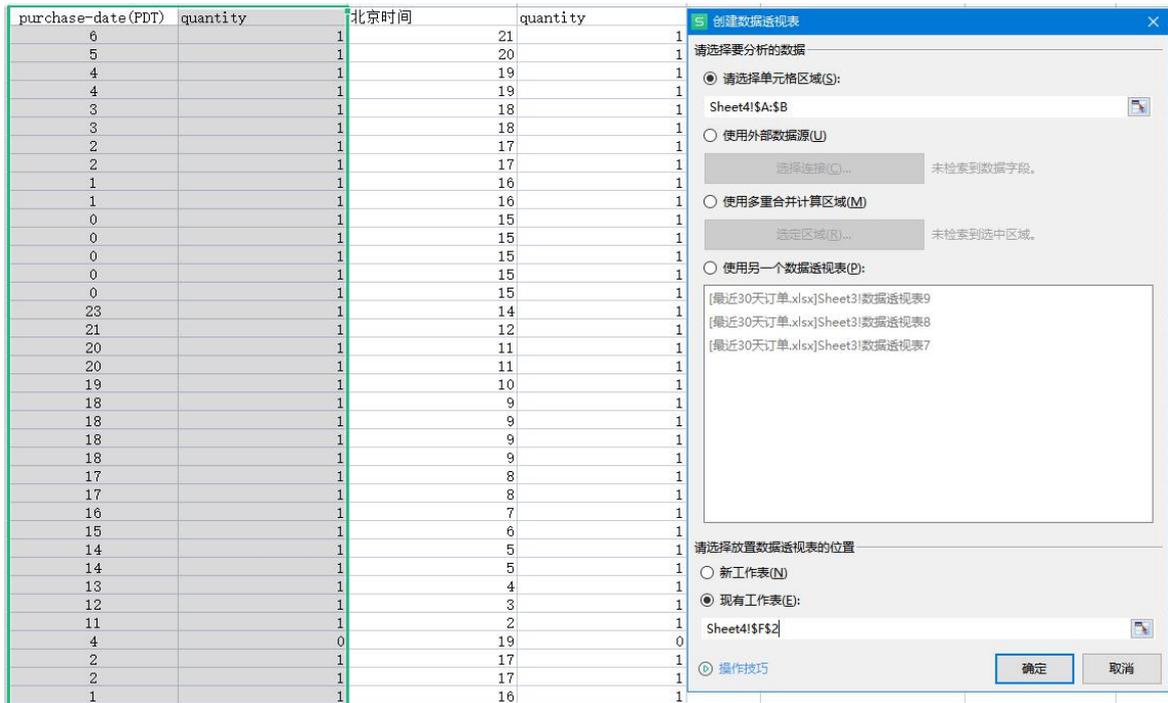
38份亚马逊管理、采购运营必备表格

- FB/
- FB/
- FB/
- KPI
- KPI
- 采购员绩效考核
- 产品数据统计表
- 产品推广计划表
- 粗选记录表
- 关键词坑位记录表(手动版)
- 广告运营表格
- 价格利润公式
- 竞争产品分析表格
- 竞争对手品牌分析表
- 竞争对手数据统计表
- 跨境电商绩效考核制
- 零售订单统计
- 每日工作安排(店长)
- 美国利润表格最终版
- 潜在市场分析表格

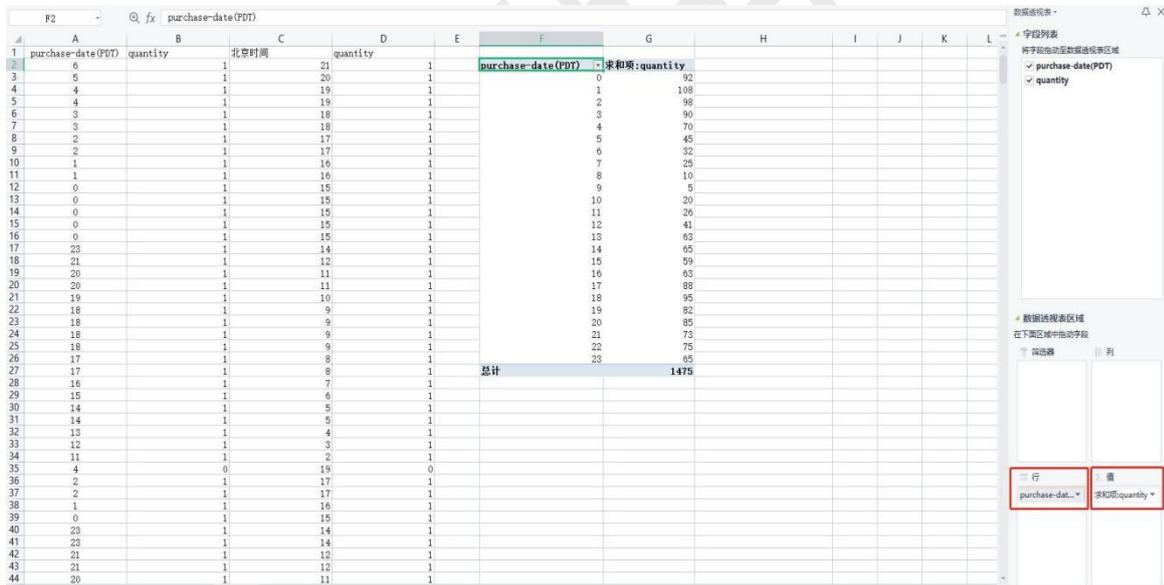
- 亚马逊FBA库存预警
- 亚马逊报表模板
- 亚马逊美国FBA仓库
- 亚马逊投入产出统计表
- 亚马逊网店运营规划
- 亚马逊运营工具箱
- 亚马逊自发货成本核算及定价表格
- 运营监控汇总表
- 跟踪表
- 统计表
- 统计汇总表-公式
- 曝光排名跟踪表一



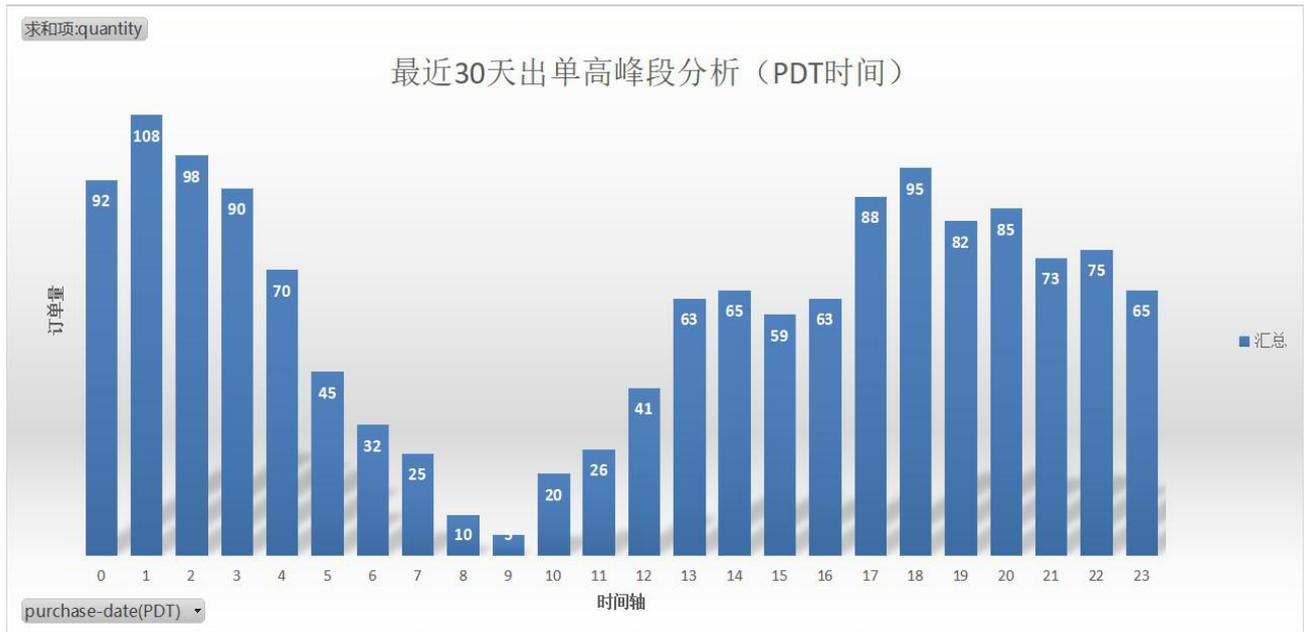
扫码领取



purchase-date(PDT)放入行,quantity 放入值。



最后，选中数据透视表插入柱形图。北京时间的数据步骤同上，这样得出两份柱形图数据来分析。



以上，由于不同产品的出单时间段不同，这里，我就不对我的数据一一进行分析了。