



百观科技：以数据升级专业决策

2018年12月

百观科技：关于我们

百观科技成立于2016年，我们致力于为全球领先的投资机构提供另类数据解决方案，以数据驱动深度研究，助力投资决策。百观科技由YipitData，iResearch和Bloomberg的前关键成员创立，并由华创资本和真格基金投资。



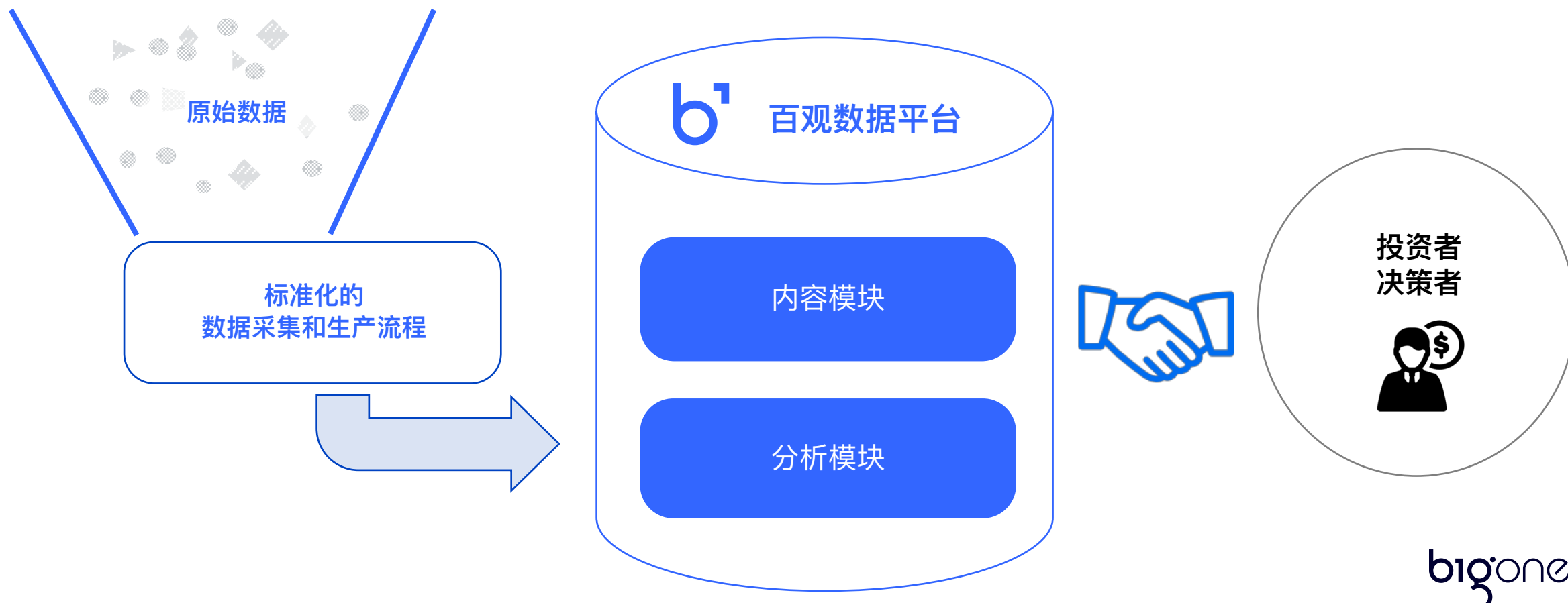
- 专注于中国市场的多元化的另类数据来源
- 40余位经验丰富的数据科学家和数据工程师
- 数据产品广泛覆盖超过200家重要公司的多重维度
- 强大稳健的数据处理能力和严格的合规流程
- 易于使用的深度分析自有工具

背景多元的专业团队，以数据赋能客户的专业决策

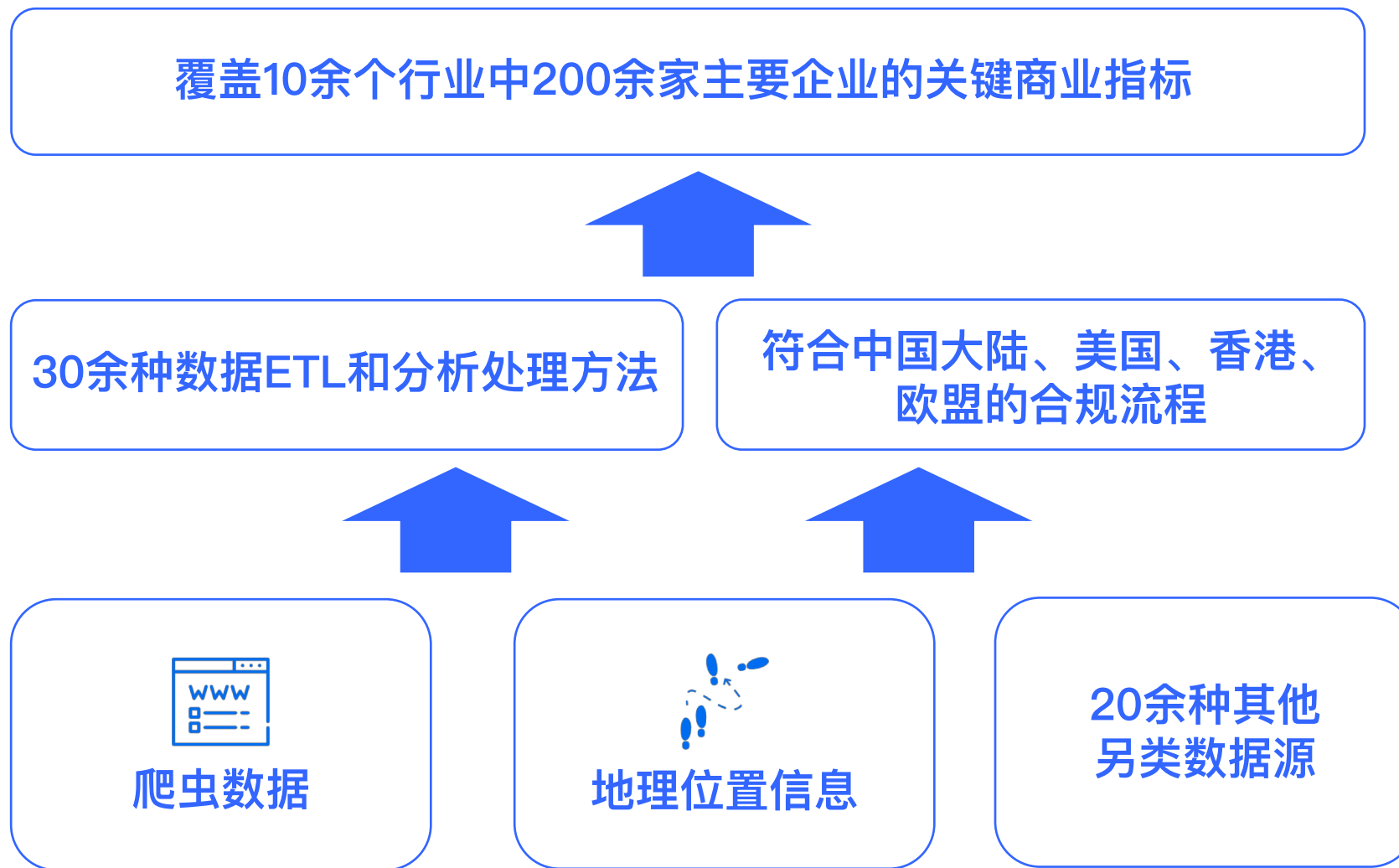


百观科技：打造标准化的数据产品与定制化的数据解决方案

百观数据平台为投资者和决策者提供可靠、多维度、最及时的数据内容，结合高效、易用的分析工具来查找、筛选并管理多达数TB的另类数据。



百观科技：打造标准化的数据产品与定制化的数据解决方案



百观数据产品已覆盖的部分公司

主要电商平台上的销售数据

GMV, 销量, 均价, 市占率

超过200,000个品牌



线下门店数据

门店数, 评论数,
城市级平均客单价

50余个主要品牌



个股的深度数据

追踪关键运营指标

陌陌/YY/新东方/好未来/中通
爱奇艺/京东/阿里巴巴/美团



全面的人流量数据

独立访客数(UV), 访问时长,
访客来源, 访客画像

赌场, 酒店, 餐厅, 商超,
医院等



百观数据平台：200余家公司的数据洞见，触手可及

数据展示

内嵌数据透
视表

搜索

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BigOne Lab Dashboard Company and Industry Coverage			
深度标的			
US.ZTO 中通快递 (开曼) 股份有限公司	US.MOMO 陌陌科技		
US.YY 欢聚时代	US.IQ 爱奇艺		
US.TAL 好未来教育集团	US.EDU 新东方教育科技集团		
消费品牌			
AU.BKL Blackmores Ltd	CH.000100 TCL集团	CH.000333 美的集团	CH.000418 小天鹅A
CH.000651 格力电器	CH.000858 五粮液	CH.002029 七匹狼	CH.002032 苏泊尔
CH.002127 南极人	CH.002269 美邦服饰	CH.002293 罗莱家纺	CH.002304 洋河股份
CH.002327 富安娜	CH.002345 潮宏基	CH.002397 梦洁股份	CH.002511 中顺洁柔
CH.002563 森马服饰	CH.002570 *ST因美	CH.002582 好想你	CH.002761 多喜爱
CH.002762 金发拉比	CH.002763 汇洁股份	CH.002867 周大生	CH.300146 汤臣倍健
CH.600060 海信电器	CH.600137 浪莎股份	CH.600177 雅戈尔	CH.600315 上海家化
CH.600398 海澜之家	CH.600519 贵州茅台	CH.600630 龙头股份	CH.600887 伊利股份
CH.601566 九牧王	CH.603001 奥康国际	CH.603008 喜临门	CH.603166 红蜻蜓
CH.603365 水星家纺	CH.603366 日出东方	CH.603515 欧普照明	CH.603555 贵人鸟
CH.603600 永艺股份	CH.603777 来伊份	CH.603816 顾家家居	CH.603877 太平鸟
FP.MC LVMH Moet Hennessy Louis Vui	FP.OR L'Oreal SA	GR.ADS Adidas AG	CH.002293 罗莱 (LUOLAI)
HK.1044 恒安国际	HK.1086 好孩子国际	HK.1112 H&H国际控股	HK.116 周生生
HK.1169 海尔电器	HK.1357 美图公司	HK.1361 361度	HK.1368 特步国际
HK.1458 周黑鸭	HK.1579 颐海国际	HK.1810 小米集团	HK.1880 百丽国际
HK.1910 新秀丽	HK.1929 周大福	HK.1999 敏华控股	HK.2020 安踏体育
HK.2099 中国黄金国际	HK.210 达芙妮国际	HK.220 统一企业中国	HK.2319 蒙牛乳业
HK.2331 李宁	HK.322 康师傅控股	HK.3331 维达国际	HK.3818 中国动向
HK.3998 波司登	HK.590 六福集团	HK.992 联想集团	IM.FILA Fila Spa

百观数据平台演示：在湖北省武汉市，新东方在不同授课模式下的报班率是多少？

New Oriental Education & Technology Group (EDU)

Data Type: Cities - Complete Data Only

Rows: City

Columns: Teaching Format

Filter: City

FY 2018 Q1

Apply

Reset

One or more inputs have changed. Please click on "Apply" to refresh the data. Click on "Reset" to revert to the default view.

第一步：选择以“城市 (City)”为行

	Online Class
Class Accommodations	347
Session Max Enrollment	12,663
Class Hours Grade Level	10,972
Enrollment	11,108
Student Hours	495,108
Class Capacity	21,989
Utilization	50%
Gross Revenues (RMB)	11,351,351
Hourly ASP (RMB)	22

New Oriental Education & Technology Group (EDU)

Data Type: Cities - Complete Data Only

Rows: City

Columns: Segment

Filter: Class Term (Fiscal Quarters)

FY 2018 Q1

Apply

Reset

One or more inputs have changed. Please click on "Apply" to refresh the data. Click on "Reset" to revert to the default view.

第二步：选择以“授课模式 (Teaching Format)”为列

	Teaching Format
Class Count	347
Session Count	12,663
Class Hours Grade Level	10,972
Enrollment	11,108
Student Hours	495,108
Class Capacity	21,989
Utilization	50%
Gross Revenues (RMB)	11,351,351
Hourly ASP (RMB)	22

百观数据平台演示：在湖北省武汉市，新东方在不同授课模式下的报班率是多少？

第三步：点击“应用(Apply)”。展开“报班率(Utilization)”选项后，可看到新东方在武汉市的不同授课模式下的报班率

	Online Class	Offline Class	Dual-Teacher Class	Total
Class Count			138	56,763
Session Count		1,507	1,910	1,087,260
Class Hours	5,374	2,446,426	3,890	2,455,690
Enrollment	3,433	976,620	2,398	982,451
Student Hours	359,042	33,556,251	64,414	33,979,708
Class Capacity	5,706	1,361,661	3,443	1,370,810
Utilization	60%	71%	69%	71%
Beijing	26%	66%	N/A	66%
Guangzhou	N/A	81%	N/A	81%
Wuhan	84%	68%	61%	68%

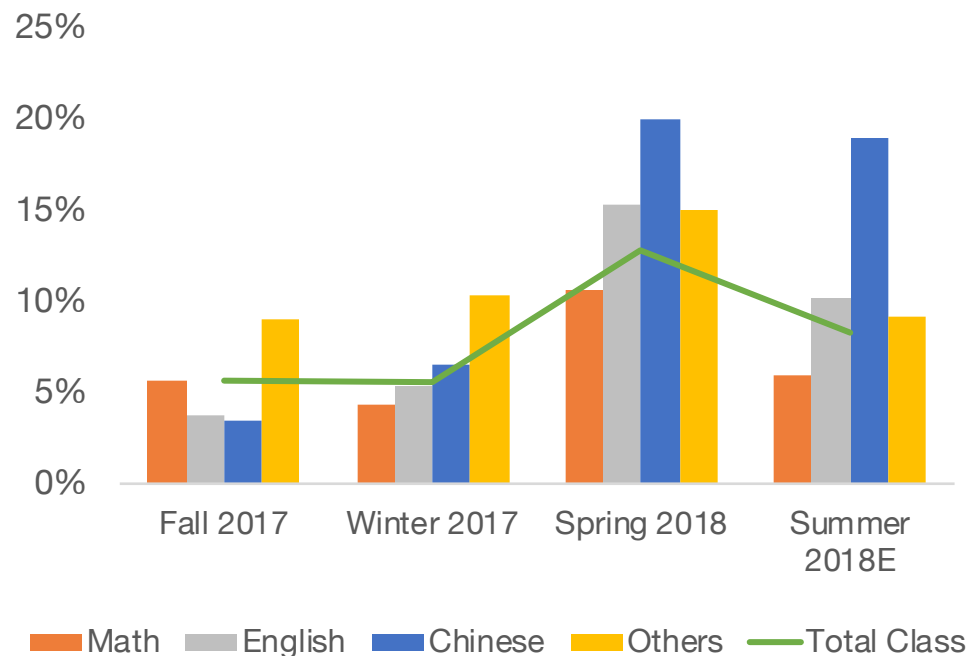
■ 案例摘选

- 个股深度数据：教育行业；在线视频
- 电商数据：品牌类；平台类
- 线下门店数据：连锁咖啡

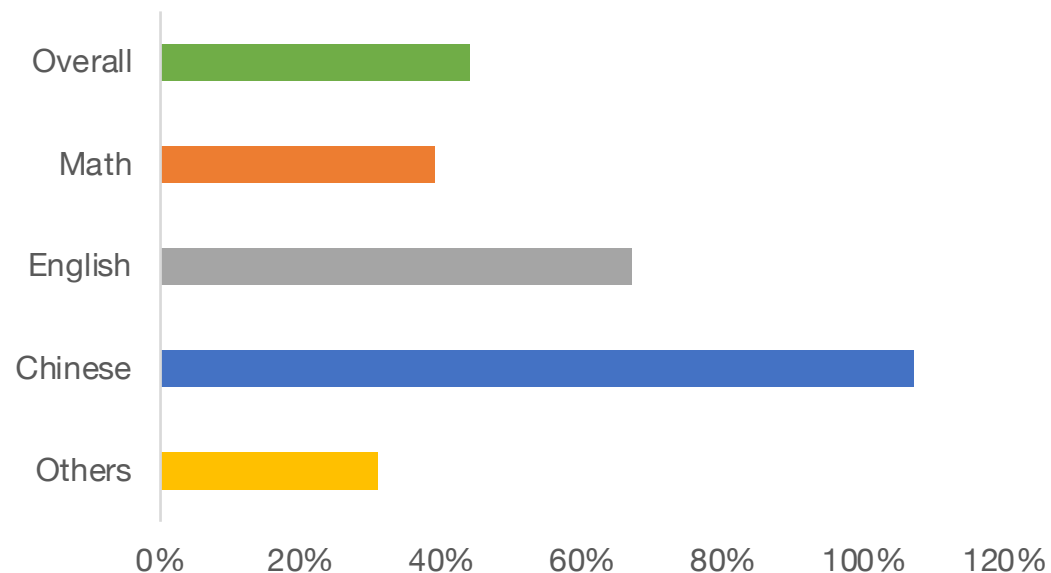
个股深度数据：教育行业，以好未来 (NYSE: TAL) 为例

长期以来，新东方以英语考试辅导闻名，而好未来主要以其数学课程为人所知。我们注意到，好未来一直在努力推广其提供的除数学以外其他学科的课程。这样的推广效果如何？

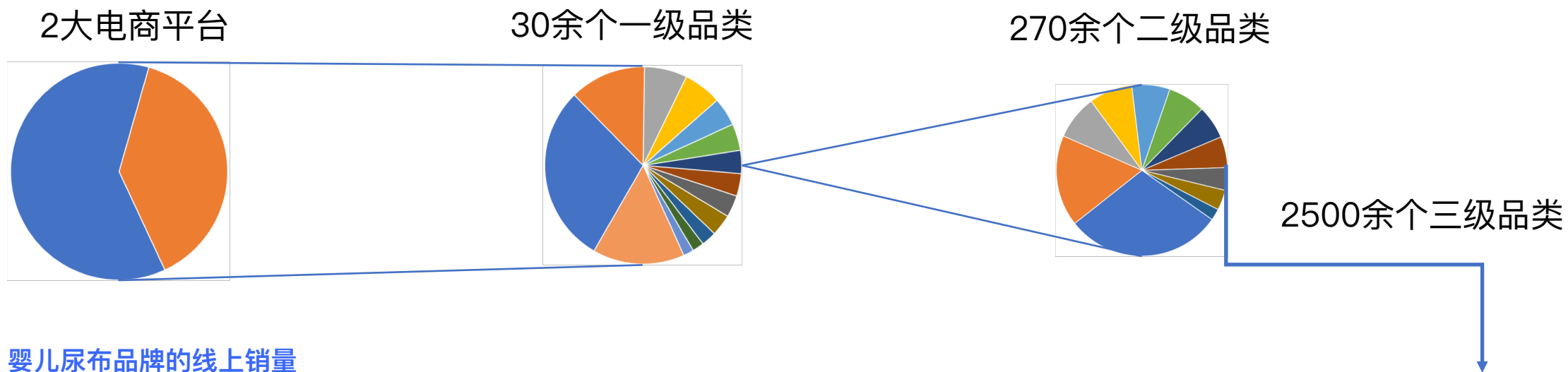
促销课（价格低于50元）占线下总课程的比率
(截至2018年8月7日)






2018年春季线下长期班报名人数同比增长率
(剔除促销课)



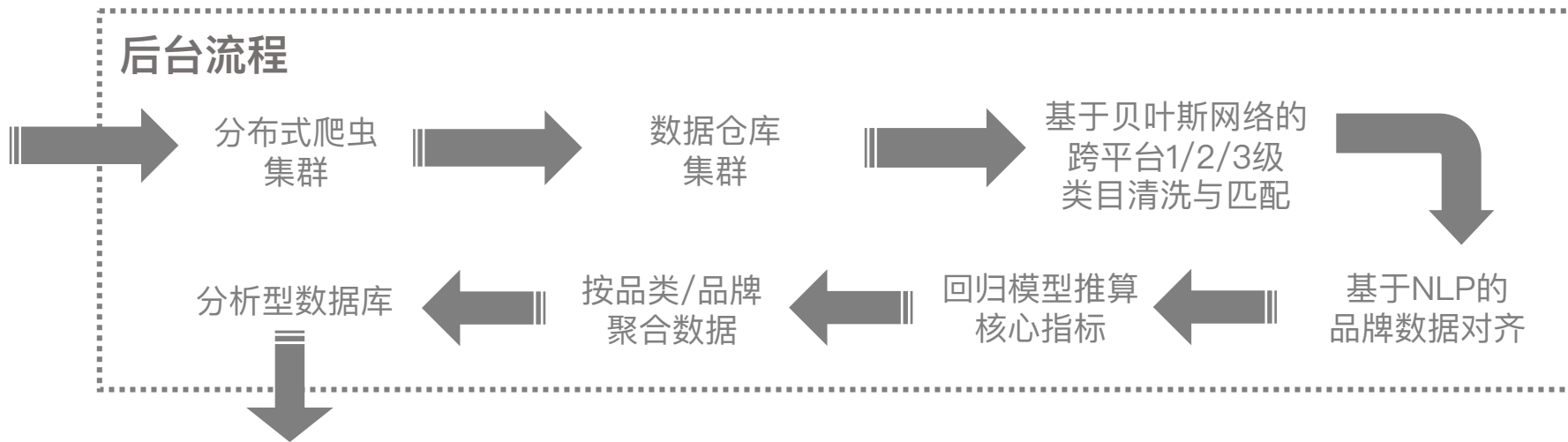
电商数据：随时调阅20万个品牌的主要销售数据



例：婴儿尿布品牌的线上销量

品牌	京东			天猫		
	GMV (RMB)	销量	均价 (RMB)	GMV (RMB)	销量	均价 (RMB)
好奇 Huggies 	266,595,705	2,449,355	109	11,965,161	111,379	107
帮宝适 Pampers 	156,855,764	1,103,514	142	17,666,095	97,913	180
日本花王 Merries 	138,952,812	1,279,936	109	30,801,500	285,979	108

电商数据：数据产品生产流程



Rows: Brand-Category Columns: Date

Start Date: 2018-05 End Date: 2018-06

Filter: Category 数码相机 x **2500个类目**

Apply Reset

Row categories: < 1 / 1 >	2018-05-30	2018-06-15	2018-06-30	Total
Gross Merchandise Volume (RMB)	109,779,817	94,559,449	110,425,466	314,764,732
1 ▶ 索尼 (SONY)	45,264,015	35,595,147	50,161,638	131,020,801
2 ▶ 佳能 (CANON)	20,364,835	16,651,750	31,750	59,062,638

数据维度
GMV | 均价 | 销量

20万个品牌

客户端

电商数据：功能模块总览

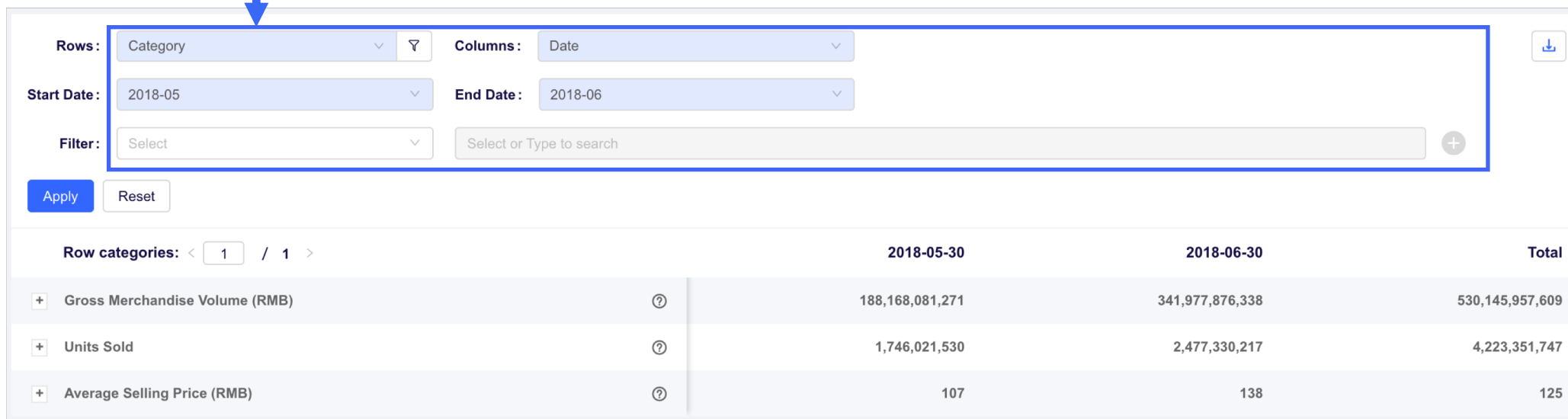
功能模块：

Row: 选择需要的行维度，选择行维度需要的筛选条件（可选）

Columns: 选择需要的列维度，选择列维度需要的筛选条件（可选）

Start Data / End Data: 选择数据起始和截止日期

Filter/搜索栏: 选择其他维度需要筛选的条件（可选）



The screenshot displays the BigOne data dashboard interface. At the top, there are filter controls for Rows (Category), Columns (Date), Start Date (2018-05), and End Date (2018-06). A Filter dropdown is set to 'Select', and a search bar contains the text 'Select or Type to search'. Below these controls are 'Apply' and 'Reset' buttons. The main data table shows 'Row categories' with 1 item selected. The table columns are '2018-05-30', '2018-06-30', and 'Total'. The rows include 'Gross Merchandise Volume (RMB)', 'Units Sold', and 'Average Selling Price (RMB)'. Each row has a '+' icon on the left and a '?' icon on the right.

Row categories: < 1 / 1 >	2018-05-30	2018-06-30	Total
+ Gross Merchandise Volume (RMB) ⓘ	188,168,081,271	341,977,876,338	530,145,957,609
+ Units Sold ⓘ	1,746,021,530	2,477,330,217	4,223,351,747
+ Average Selling Price (RMB) ⓘ	107	138	125

品类深度展示：以美妆个护品类6月至8月的GMV为例

Rows: Category Columns: Date

Start Date: 2018-06 End Date: 2018-08

Filter: Select filter type Select filter type on the left, then select or search for filter value(s) here

Apply Reset

Row categories: < 1 / 1 >	2018-06-30	2018-07-30	2018-08-30	Total
Gross Merchandise Volume (RMB)	12,660,704,775	12,574,360,816	9,544,042,485	34,779,108,076
▼ 美妆个护 (Beauty & Makeup)	12,660,704,775	12,574,360,816	9,544,042,485	34,779,108,076
▼ 面部护肤 (Facial Skin Care)	8,730,540,926	9,184,740,236	6,074,421,831	23,989,702,993
套装/礼盒	1,996,765,007	2,507,248,421	1,459,369,082	5,963,382,510
面膜	1,997,817,347	2,080,442,236	1,241,635,623	5,319,895,206
乳液/面霜	1,515,917,553	1,664,506,700	1,087,281,515	4,267,705,768
面部精华	920,399,978	802,338,733	645,355,143	2,368,093,854
卸妆	717,375,138	798,857,079	435,918,235	1,952,150,452
洁面	517,636,640	484,555,968	530,283,741	1,532,476,349
眼部护理	302,312,997	322,344,672	245,053,520	869,711,189

品牌深度展示：以完美日记6月至8月的GMV为例

Rows: Brand-Category Columns: Date

Start Date: 2018-06 End Date: 2018-08







Filter: Select filter type

Select filter type on the left, then select or search for filter value(s) here

Apply Reset

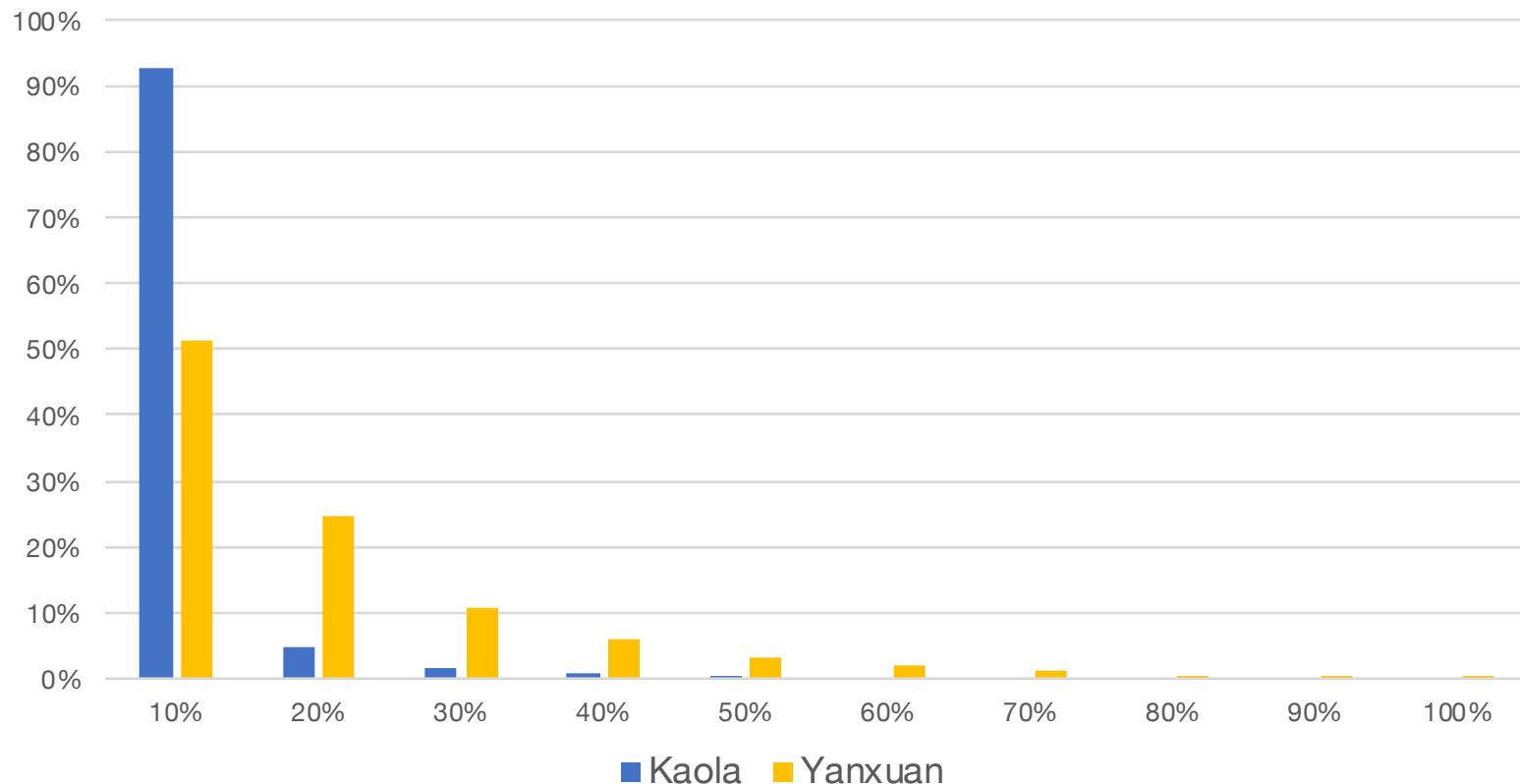
Row categories: < 1 / 1 >	2018-06-30	2018-07-30	2018-08-30	Total
Gross Merchandise Volume (RMB)	59,223,607	35,096,089	61,815,897	156,135,593
1 ▼ 完美日记 (PERFECT DIARY)	59,223,607	35,096,089	61,815,897	156,135,593
▼ 美妆个护 (Beauty & Makeup)	59,223,607	35,096,089	61,815,897	156,135,593
▼ 面部护肤 (Facial Skin Care)	3,517,974	2,453,903	2,451,412	8,423,289
爽肤水/化妆水	0	0	0	0
乳液/面霜	2,859,129	2,173,534	2,022,263	7,054,926
卸妆	658,845	280,369	429,149	1,368,363
▼ 香水彩妆 (Perfume & Makeup)	55,705,246	32,642,186	59,364,485	147,711,917
粉底液/膏	20,296,750	12,134,828	16,940,603	49,372,181

不同平台销量分析：以小狗电器6月至8月的线上销售为例

Rows:	Brand-Platform	Columns:	Date		
Start Date:	2018-06	End Date:	2018-08		
Filter:	Select filter type	Select filter type on the left, then select or search for filter value(s) here 			
<input type="button" value="Apply"/>	<input type="button" value="Reset"/>				
Row categories: < 1 / 1 >		2018-06-30	2018-07-30	2018-08-30	Total
<input type="checkbox"/> Gross Merchandise Volume (RMB)  		187,642,590	53,194,681	75,349,299	316,186,570
1 <input type="checkbox"/> 小狗 (puppy)		187,642,590	53,194,681	75,349,299	316,186,570
JD		127,691,670	13,851,330	45,374,547	186,917,547
TMALL		59,950,920	39,343,351	29,974,752	129,269,023
<input type="checkbox"/> Units Sold  		222,063	76,735	90,149	388,947
1 <input type="checkbox"/> 小狗 (puppy)		222,063	76,735	90,149	388,947
JD		160,758	32,780	56,395	249,933
TMALL		61,305	43,955	33,754	139,014

电商数据：对比分析不同电商平台的经营策略

网易考拉和网易严选SKU GMV占平台总GMV的集中度



- 网易考拉
 - 前10%销量的SKU GMV 占平台GMV的93%
 - 每个SKU的平均GMV为 5,581元人民币
- 网易严选
 - 前10%销量的SKU GMV 仅占平台GMV的 51%
 - 每个SKU的平均GMV为 179,380元人民币
- 网易严选的精选商品策略为顾客创造了更少但更好的购物选择

线下门店数据

零售、餐饮、品牌、酒店等线下门店的数据：

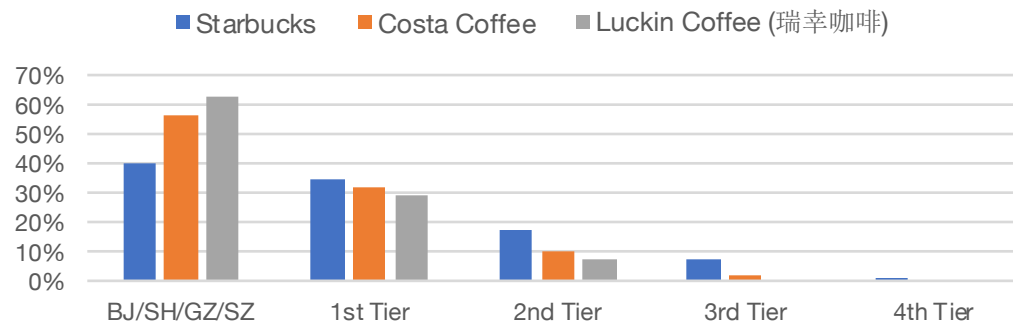
- 各连锁品牌在各地区门店的数量
- 各品牌门店的顾客评分
- 比较各品牌、各门店的客户行为情况
- 外卖订单GMV，外卖单量以及客单价
- 酒店和餐厅的客单价等

通过百观数据，解答关键问题：

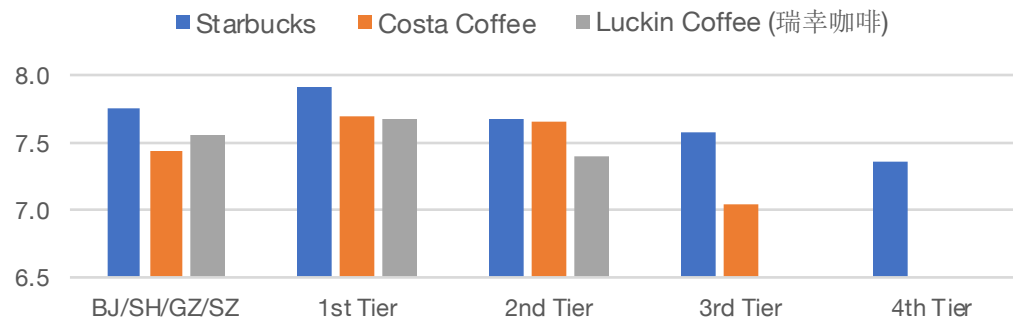
- 门店扩张计划是否与管理层的战略保持一致？
- 新开张的门店是否成功？
- 门店的平均消费在上升还是下降？
- 门店扩张的形式是否对销量有提升？
- 在不同区域线下渗透时，品牌如何选择衡量标准？

案例：连锁咖啡品牌的市场竞争

门店分布：超一线城市成为重点争夺市场



顾客评分：瑞幸咖啡评分追平Costa



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