Furniture E-Commerce Marketplace Project: Final Documentation (Day 7)

Overview

Day 7 marks the successful completion of the Furniture E-Commerce Marketplace project. Today's focus was on deploying the marketplace to a live production environment and implementing post-launch best practices. This achievement is a result of structured progress over the past week, ensuring a secure, scalable, and customer-ready platform.

Day 7: Live Deployment and Post-Launch Practices

Objective

The goal of Day 7 was to:

1. Deploy the marketplace to a live production environment.

2. Implement security measures and disaster recovery (DR) plans.

3. Establish post-launch practices for branding, marketing, and operations.

4. Set the foundation for scalability and long-term business growth.

Key Learning Outcomes

1. Successfully deployed a fully functional marketplace.

2. Implemented security measures to safeguard customer data and operations.

3. Developed a disaster recovery plan to ensure business continuity.

4. Established post-launch strategies, including branding and marketing.

5. Prepared a professional pitch deck for investors and future growth.

Go Live Practices

1. Production Deployment

* Environment Setup:

  - Configured environment variables securely using .env files.

  - Encrypted sensitive data, such as API keys and database credentials.

* Secure Hosting:

  - Deployed the marketplace on Vercel, leveraging its scalable infrastructure.

  - Enabled HTTPS using SSL certificates.

* Codebase Management:

  - Kept the production repository private.

- Documented the deployment process for future reference.

2. Security and Disaster Recovery Planning

* Penetration Testing:

  - Tested vulnerabilities using OWASP ZAP.

  - Focused on payment systems and authentication mechanisms.

* Data Encryption:

  - Applied strong encryption standards for sensitive user data.

  - Ensured secure data transmission over HTTPS.

* Role-Based Access Control (RBAC):

  - Implemented RBAC to restrict access based on user roles.

  - Developed an admin dashboard for better security.

* Disaster Recovery Plan:

  - Configured automated backups.

  - Developed a restoration plan to maintain uptime.

3. Monitoring and Maintenance

* Real-Time Monitoring:

  - Integrated Google Analytics and Sentry for tracking.

* Scheduled Maintenance:

  - Planned downtime for updates.

* Issue Management:

  - Maintained a bug tracking log for improvement.

Post Go Live Practices

* Branding:

  - Created a professional logo and brand identity.

* Marketing:

  - Launched SEO, email marketing, and paid ad campaigns.

  - Collaborated with influencers.

* Investor Partnerships:

  - Prepared a business pitch deck.

  - Highlighted scalability and revenue potential.

Final Notes and Gratitude

This project journey has been transformative, evolving from concept to a fully functional marketplace. Special gratitude to mentors, teaching assistants, and peers for their unwavering support. A heartfelt thanks to Sir Ameen for his invaluable insights and guidance. This project stands as a testament to teamwork and dedication.