**E-Commerce Website Documentation**

**Boutique (Cilla’s collections)**

**1. Project Scope**

A **3-page website** with:

* No customer login/signup
* Admin dashboard for inventory/sales tracking
* Mobile-responsive design
* Horizontal product scrolling

**2. Website Structure**

**Page 1: Homepage**

**Sections:**

1. Hero banner ("Find Your Style" headline)
2. Horizontally scrolling product carousels:
   * Trending Now
   * New Arrivals
3. Category quick links (Dresses, Shoes, etc.)

**Page 2: Products Page**

**Features:**

* Filter by category
* Horizontal scrolling product grid
* Clear "Out of Stock" labels
* Quick view option

**Page 3: Contact/Order Page**

**Components:**

1. Order request form:
   * Product selection
   * Size/color options
   * Delivery preferences
2. Payment options:
   * Paystack integration (cards/mobile money)
   * Cash on delivery
3. Enquiry form

**3. Admin Dashboard Structure**

**3.1 Core Functions**

1. **Product Management**
   * Add/edit/delete products
   * Update stock levels
   * Set featured items
2. **Order Processing**
   * View incoming orders
   * Update order status
   * Mark payments received
3. **Sales Tracking**
   * Daily/weekly/monthly revenue
   * Payment method breakdown
   * Best-selling products

**3.2 Analytics View**

**Visualizations:**

* Line charts for sales trends
* Pie charts for payment methods
* Inventory alerts

**4. Technical Approach**

**Frontend:**

* HTML/CSS/JavaScript
* Horizontal scrolling with Glide.js
* Mobile-first responsive design

**Backend:**

* Node.js or PHP
* Database (PostgreSQL recommended)

**Payment:**

* Paystack API integration

**5. Project Roadmap**

**Phase 1: Website Setup**

* Design 3 core pages
* Implement product carousels

**Phase 2: Admin Tools**

* Build product management
* Basic order tracking

**Phase 3: Analytics & Payments**

* Add sales dashboards
* Integrate Paystack

- Promotional Code Manager: Create discount codes for special events or promotions.  
- Admin Notes Panel: A simple section for admin reminders and to-do lists.

3.7 Optional Extras

- Mini Summary Widgets: Quick-glance cards showing Today’s Sales, Orders, Monthly Trend, and Low Stock count.  
- Filterable Sales Chart: Toggle chart views between daily/weekly/monthly, and filter by category.  
- Export Options: Export sales, inventory, and order data to Excel or PDF.

3.6 Visual/UX Improvements

- Popular Size/Color Options: Track which product variations are most ordered.  
- Location-Based Sales Heatmap: Analyze customer delivery areas for better targeting and stock placement.

3.5 Customer & Order Behavior Insights

- Stock Turnover Rate: Track how quickly items sell after being added to inventory.  
- Low Stock & Expired Inventory Alerts: Automatic prompts for products that need reordering or are outdated.  
- New vs Returning Product Sales: Compare how newly added products perform versus older inventory.

3.4 Advanced Inventory & Product Insights

- Monthly Sales Comparison: View percentage increase/decrease from the previous month with visual indicators.  
- Sales Forecasting: Estimate upcoming sales based on recent trends.  
- Category-based Sales Insights: Analyze which product categories are generating the most revenue.  
- Hourly/Daily Peaks: Identify what time of day or which days see the most orders.

3.3 Enhanced Sales Analytics