

Seleen AI (Screens) - High Level Overview

Based on the research insights and detailed metric reports, here are some key screens and their functions that we could include in the Shopify App:

1. Onboarding & Setup Screen

- **Personalized Setup:** A guided onboarding process that asks targeted "smart questions" (e.g. which KPIs matter most to the store owner—profit margins, conversion rates, LTV, etc.) to tailor the app experience from the start.
- **Integration Setup:** Easy connectivity to key data sources such as Shopify (Automatically done for Shopify Apps), GA Events
 - *Why GA event integration? - It's possible that Shopify won't give info about the Shopify Store website visitors. So Seleen won't be able to generate a conversion rate reports. The Engineer implementing this might need to integrate this.*
- **Industry Templates:** Options to select or customize dashboard templates based on the merchant's industry and specific business needs.

2. Main Dashboard / Reporting Screen

- **High-Level Overview:** A central screen displaying a summary of key metrics (total sales, conversion rates, average order value, etc.) and quick insights at a glance.
- **Visual Analytics:** Interactive charts and graphs covering funnel analysis, cohort behavior, and time-based trends that help in understanding seasonal patterns and drop-offs.
 - *A CTA to add "Target"/"Goal" for each of the report, this way AI could be give a more personalized recommendations.*

- **Drill-Down Capabilities:** Options to click through to more detailed reports on metrics like sales by channel, sessions by location, or customer cohort analysis.

3. AI Chat & Insights Screen

- **Conversational Interface:** A prompt-based chat interface where users can ask questions in plain English (e.g., "Why did my conversion rate drop this week?") and get actionable, data-driven insights.
- **Pre-Built Prompt Libraries:** Ready-to-use questions and prompts that help users quickly access detailed analytics and recommendations.
- **Contextual Learning:** The AI should learn from user behavior over time, adapting its responses to prioritize the metrics that matter most to each business.
 - *Side Note - AI should be able to analyze which user is operating this - They could be*
 - *Owner of the Store*
 - *Marketing Manager*
 - *Operations Manager, etc*

4. Alerts & Recommendations Screen

- **Proactive Notifications:** A dedicated area for automated alerts—such as sudden drops in conversion rate, revenue anomalies, or inventory warnings—so that users are immediately informed of critical changes.
- **Actionable Insights:** Each alert comes with context and suggestions, such as adjusting budgets or optimizing product placements, to guide user action.
 - *On top of this we should give users one click option to see the report on which this insight was made*

5. Settings & Integrations Screen

- **Customization Options:** Allow users to customize their dashboards, choose which metrics to display, and set thresholds for alerts.
- **Data Management:** Tools for managing integrations with various marketing and sales platforms, ensuring data flows seamlessly for accurate reporting.
- **Feedback & Learning:** Options for users to provide feedback on the insights provided, helping the AI continuously improve its recommendations over time.