

Seleen AI Smart Insights



1. Overall Layout and Positioning

1. Placement on the Dashboard

- Keep "Smart Insights" as a prominent section on your main dashboard, just below "Get Started with Seleen AI" (as shown in your screenshot).
- Make it a visually distinct card or container that users can quickly scan.

2. Section Header & Subtitle

- **Title:** "Smart Insights"
 - **Subtitle (short):** A concise statement such as "Get proactive recommendations tailored to your store's performance."
 - **Tooltip or Info Icon:** Offer a quick explanation of what "Smart Insights" are (e.g., "Seleen AI analyzes your store metrics to highlight areas for improvement and growth.").
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2. Structure of the Insights

A. Cards or Rows for Each Insight

- **Card Layout:** Each insight is presented as a card with:
 - A short **title** or headline (e.g., "Your conversion rate has dropped 10% this week").
 - A **summary** of the key metric or trend (e.g., "Conversion rate: 1.8% ↓ from 2.0% last week").
 - A **suggested action** or recommendation (e.g., "Consider testing new product page layouts to improve conversions.").
 - A **Learn More / See Details** link that takes the user to a deeper analysis page or a modal window with more context.

B. Categorize Insights (Optional, but recommended for clarity)

You could group insights by relevant themes, such as:

1. Conversion & Funnel Insights

- E.g., "Where customers are dropping off," "Checkout issues," "A/B test suggestions."

2. Marketing & Traffic Insights

- E.g., "Ad ROAS changes," "High-performing channels," "Potential marketing optimizations."

3. Product & Inventory Insights

- E.g., "Low stock on top sellers," "Bundling opportunities," "Slow-moving SKUs."

4. Customer Behavior & Retention Insights

- E.g., "Repeat customer rate changes," "Customer cohort anomalies," "Opportunities for loyalty programs."

This categorization can be done via **tabs** or **expandable accordions** to keep the UI clean if there are many insights.

3. Key UI Elements for Each Insight

Below is a recommended breakdown of what each insight "card" or "row" should contain:

1. Icon / Visual Cue

- Helps the user quickly distinguish the type of insight (e.g., a bar chart icon for analytics, a funnel icon for conversion issues, etc.).

2. Headline

- Brief but descriptive: "Conversion rate dropped by 10% over the last 7 days."

3. Key Metric & Trend

- Show the relevant metric (e.g., 1.8% conversion rate) with an up/down arrow or color indicator (red for negative trend, green for positive).

4. Short Explanation

- One or two lines explaining what happened and *why* it matters. Keep it high-level in the card view.

5. Recommended Action

- "Test different landing page headlines," "Optimize images," or "Retarget high-intent users."
- This is critical to make the insight feel actionable rather than just informational.

6. Link to Deeper Analysis

- "Learn more" or "View detailed report" that opens a dedicated page or modal with deeper breakdowns (charts, data tables, additional context).

7. Feedback Mechanism (Optional)

- A simple thumbs-up / thumbs-down or "Was this insight helpful?" question to let the AI learn from user feedback.
 - Over time, you can use this data to personalize which insights appear first.
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4. Interaction & Navigation

1. Time Range Filters

- Let users choose a date range (e.g., 7 days, 14 days, 30 days). The insights should refresh based on the selected timeframe.

2. Insight Priority

- You might highlight "urgent" or "high-impact" insights at the top with a subtle tag or label (e.g., "High Impact").

3. Collapsible Sections

- If you have many insights, consider letting users collapse or expand categories.
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5. Visual Hierarchy

1. Use Contrasting Colors or Card Backgrounds

- Each insight card can have a light background or subtle border to visually separate it from other dashboard sections.

2. Highlight the Metric Change

- Use color coding (green for positive changes, red for negative) and small arrows or icons to denote up/down trends.

3. **Consistent Typography**

- Keep headings, subheadings, and body text consistent with the rest of your dashboard design.