

## 1. Shopify Account Creation and Admin Dashboard Exploration

A Shopify account was created using the free trial option. After successful login, the Shopify Admin Dashboard was explored to understand store management features.

### 1.1.Admin Dashboard Overview

The admin panel provides access to orders, products, customers, analytics, marketing, and store settings.

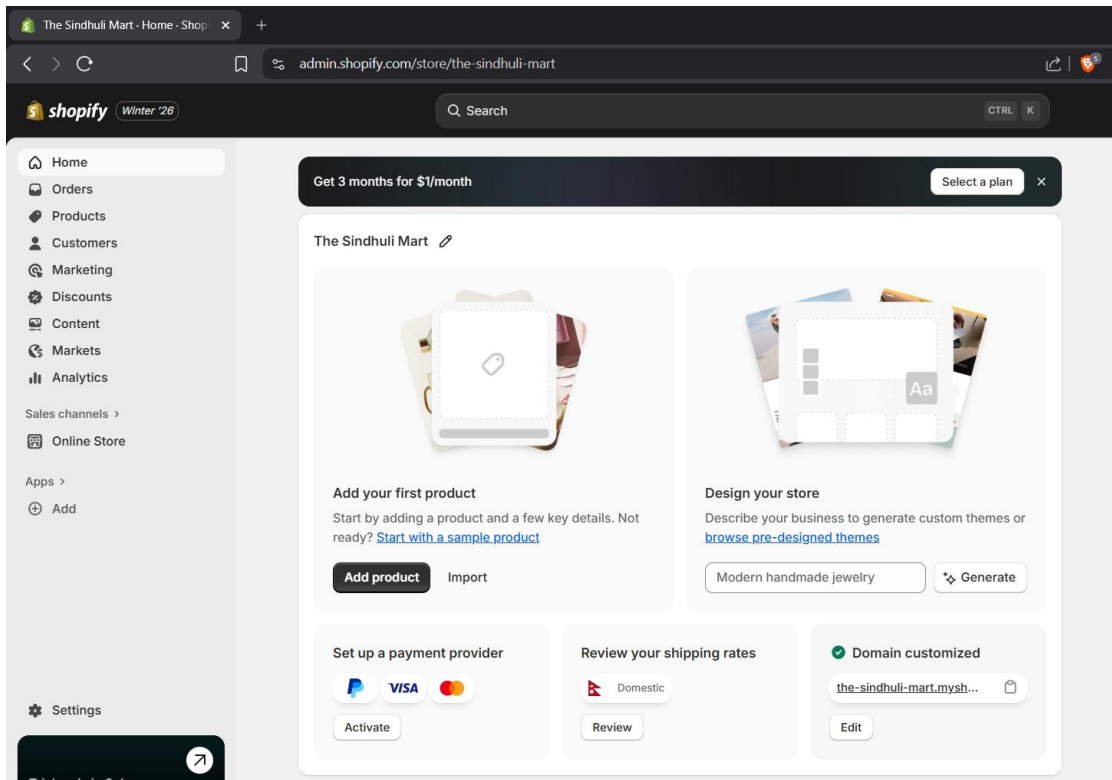
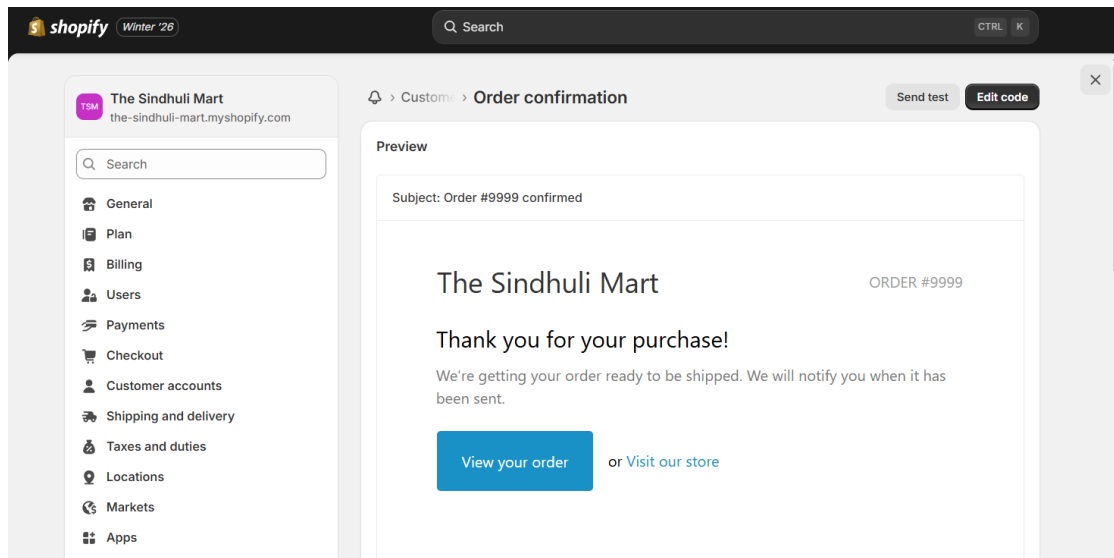


Figure 1: Admin Dashboard

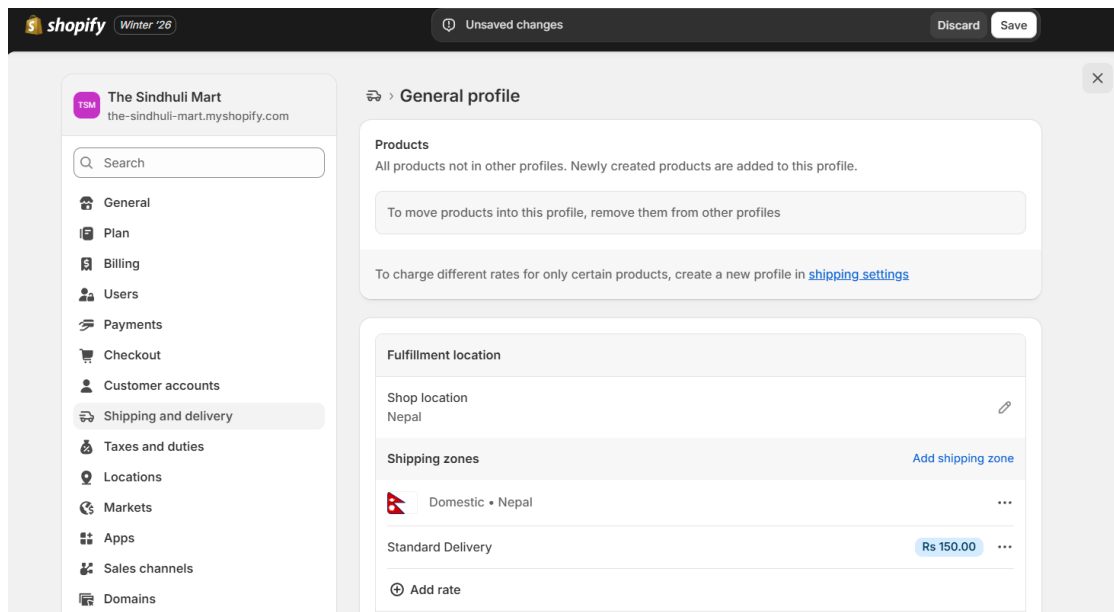
### Key Observations:

Order Confirmation Notifications: Automatic notifications are generated when a customer places an order, ensuring real-time order tracking.



**Figure 2: Order Confirmation Style**

**Delivery Rate:** The dashboard displays delivery and fulfillment status, helping track order completion efficiency.



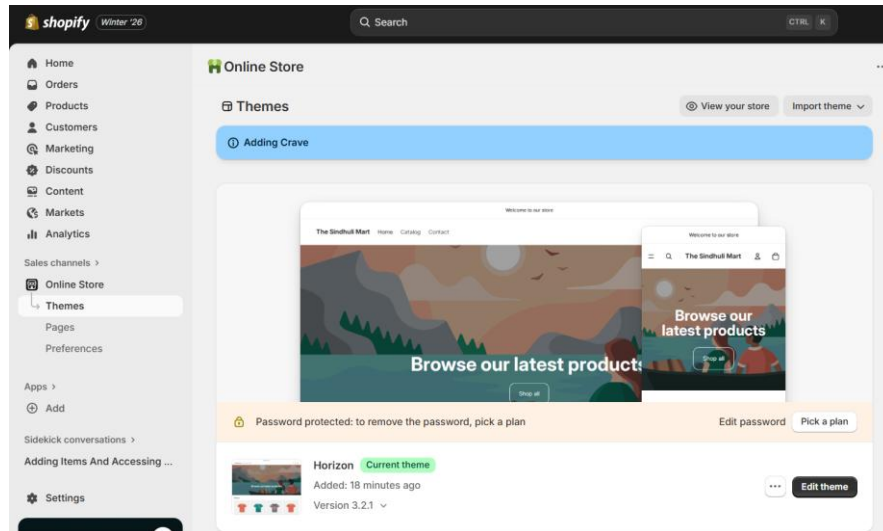
**Figure 3: Delivery Rate**

## 2. Theme Selection and Storefront Customization

### 2.1.Theme Selection

A theme was selected from the Shopify theme library and applied to the store.

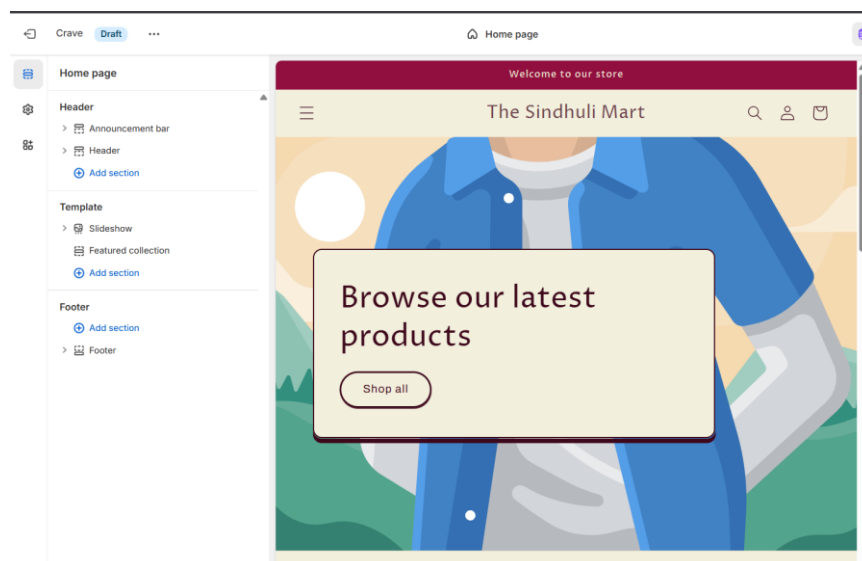
#### Customization Process



**Figure 4: Themes in Shopify**

#### Before Customization

1. Default theme layout
2. Standard color scheme
3. No logo
4. Default background and typography
5. A screenshot of the store before customization was taken.



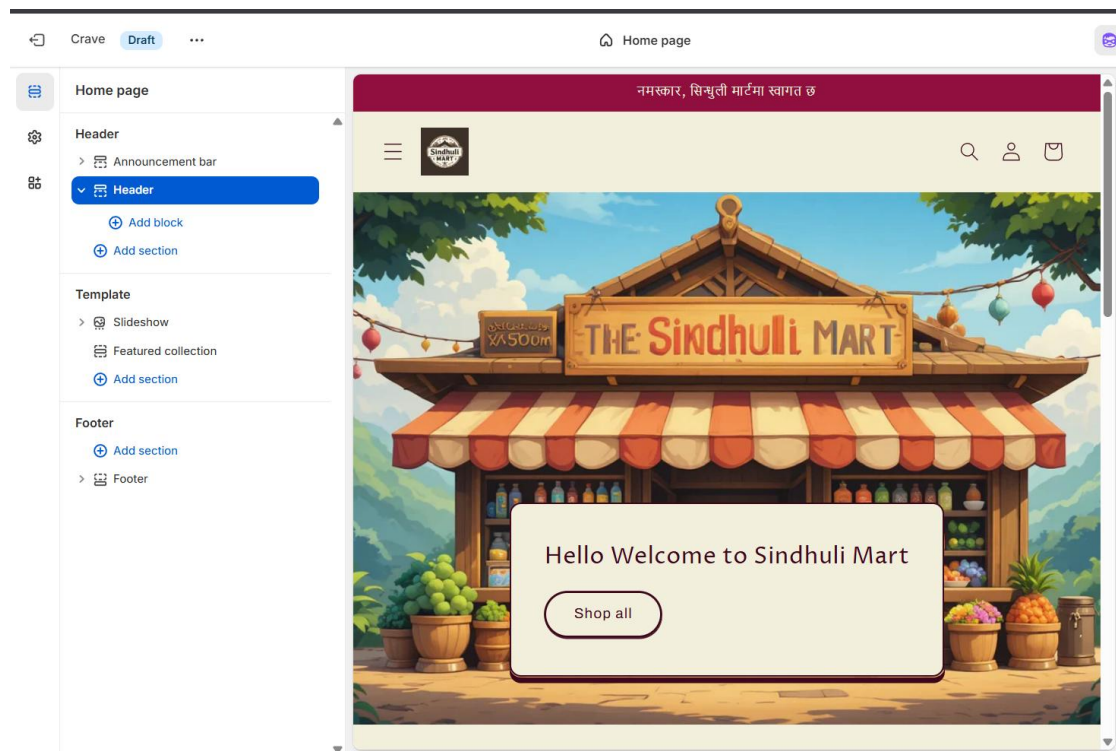
**Figure 5: Before Customization**

## After Customization

1. Customization was applied to improve branding and visual appeal.
2. Changes Made:
  - a. Updated background images and positioning
  - b. Modified color themes
  - c. Added store logo
  - d. Adjusted layout for better responsiveness

## Desktop View

The homepage layout was optimized for desktop screens, ensuring proper alignment and spacing.

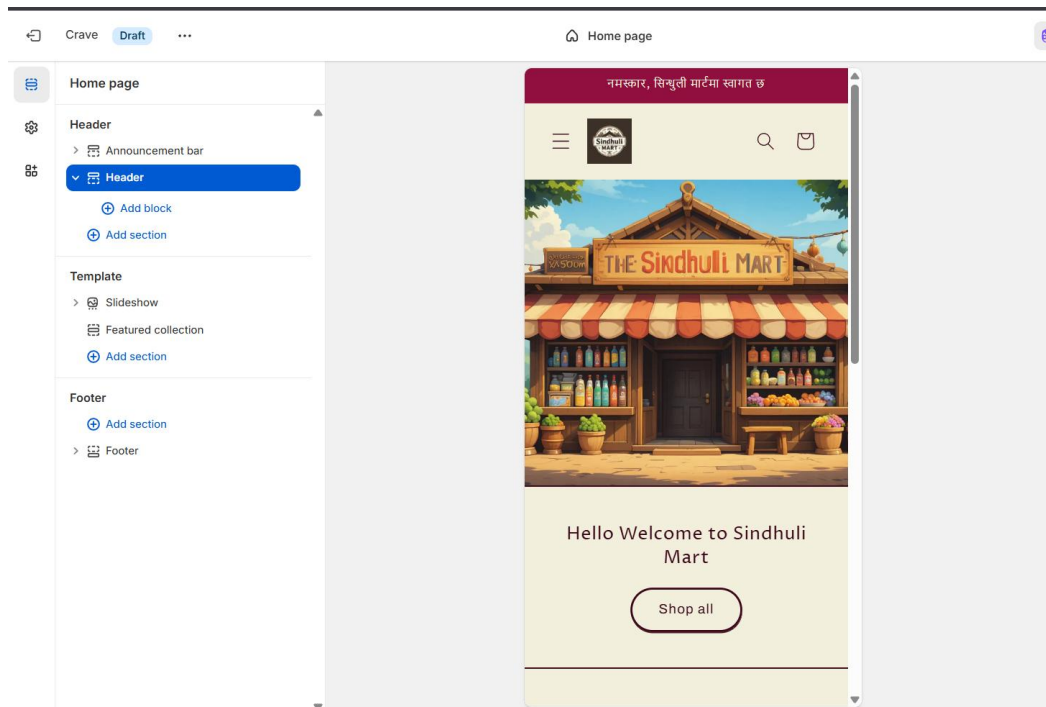


**Figure 6: Desktop View After Customization**

## Mobile View

The mobile layout was adjusted to maintain readability and usability on smaller screens.

- a. Theme Customization (Before)
- b. Customization (After)
  - i. Desktop View
  - ii. Mobile View



**Figure 7: Mobile View After Customization**

### 3. Adding Products to the Store

A minimum of five products were added to the Shopify store.

Each product includes the following details:

1. Product title
2. Product image
3. Description
4. Price
5. Stock quantity

These details allow proper display and inventory management within the store.

The screenshot displays the 'Add product' interface in a Shopify store. The main content area on the left includes a 'Title' field with 'EZ Oil Bottle', a 'Description' field with a rich text editor containing the text 'A sleek, spill-proof oil bottle designed for easy and controlled pouring. Ideal for everyday cooking and food preparation, it helps keep your kitchen clean while storing oil safely and conveniently.', and a 'Media' section showing a product image of an oil bottle and dispenser. Below the media is a 'Category' dropdown menu with 'Oil Dispensers in Oil & Vinegar Dispensers' selected, and a note '3 autofilled'. The right sidebar contains several settings: 'Status' set to 'Active', 'Publishing' options for 'Online Store' and 'Point of Sale', 'Product organization' with 'Type' set to 'Oil Bottle' and 'Vendor' set to 'The Sindhuli Mart', 'Collections' with a search bar and checkboxes for 'Food and Cosumption' and 'Home page', and 'Theme template' set to 'Default product'.

**Figure 8: Adding Product**

Price

Rs 350.00

Compare at

Unit price

Charge tax

Yes

Cost per item

Inventory

Inventory tracked ☒

Quantity

Quantity

Shop location

150

More details

SKU (Stock Keeping Unit)

EZ-OB-4921

Barcode (ISBN, UPC, GTIN, etc.)

735291846027

☐ Continue selling when out of stock

Shipping

Physical product ☒

Package ⓘ

Product weight

Sample box • 22 × 13.7 × 4.2 cm, 0 kg

2

kg

Country of origin

HS Code

**Figure 9: Product Details while Adding Product**

Products

Export

Import

More actions







Add product

AllActiveDraftArchived+

Q

≡

↕

	Product	Status	Inventory	Category	Channels
<input type="checkbox"/>	 EZ Oil Bottle	Active	150 in stock	Oil Dispensers	2
<input type="checkbox"/>	 Peanut Butter	Active	101 in stock	Nut Butters	2
<input type="checkbox"/>	 Frozen Momo	Active	500 in stock	Prepared Meals & Entrées	2
<input type="checkbox"/>	 Cheese	Active	76 in stock	Cheese	2
<input type="checkbox"/>	 Cumin Seed   Jeera	Active	200 in stock	Herbs & Spices	2
<input type="checkbox"/>	 Basmati Long Grain Rice	Active	100 in stock	Rice	2

Learn more about products

### 3.1.Product Collections

## Creating Collections

1. Product collections were created to organize related products.

shopify

Winter '26

Unsaved changes

DiscardSave

Home

Orders

Products

Collections

Inventory

Purchase orders

Transfers

Gift cards

Customers

Marketing

Discounts

Content

Markets

Analytics

Sales channels

Online Store

Apps

Add

Settings

Add collection

Title

Food and Cosumption

Description

Paragraph

**B***I*U**A**

Rice, Momo and basic essentials

Publishing

Manage

Sales channels

Online Store

Point of Sale

Image

Add image

or drop an image to upload

Theme template

Default collection

- ## 2. Adding Products to Collections

Products were assigned to appropriate collections for easier navigation and better customer experience.



Title

Peanut Butter

Description

Paragraph

B

I

U


A

Pintola All Natural Peanut Butter

Crunchy 1kg | Unsweetened | 30g

Protein | Vegan Peanut Butter

Media



+

Category

Nut Butters in Dips & Spreads

3 metafields

Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Status

Active

Publishing

Online Store

Point of Sale

Sales

No recent sales of this product

[View details](#)

Product organization

+

Add new collection

☒ Food and Cosumption

☒ Home page

Collections

Food and Cosumption

Home page



Tags

Figure 12: Addition Products to Collection

Collections

Add collection

All Rice +

<input type="checkbox"/>	Title	Products	Product conditions
<input type="checkbox"/>	 Home page	3	
<input type="checkbox"/>	 Food and Cosumption	2	

[Learn more about collections](#)

Figure 13: Product Collections

## 4. Navigation Menu Configuration

- a. Navigation menus were configured from the Shopify admin panel.
- b. Menu Links Created:
  1. Home
  2. Products
  3. About
  4. Contact
  5. Menu Display

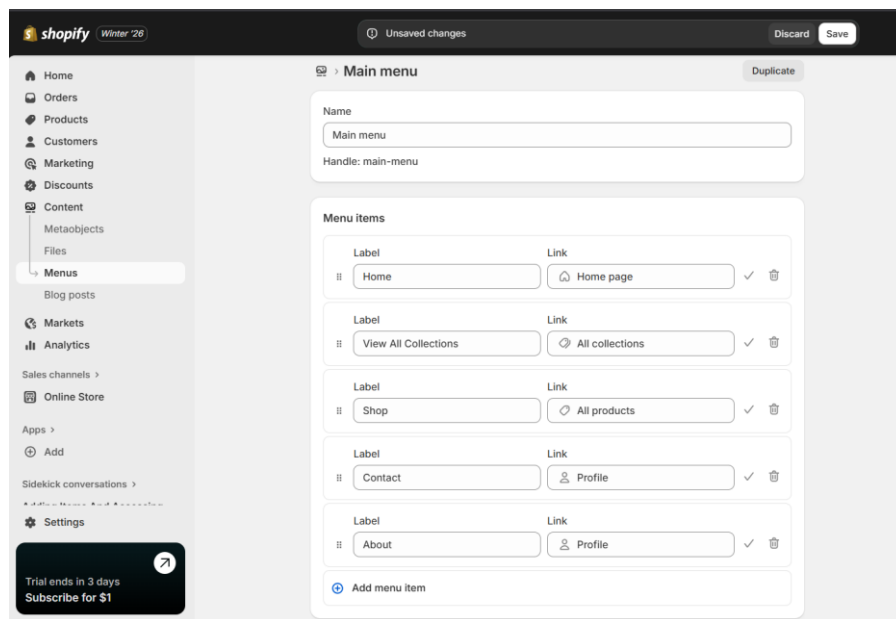


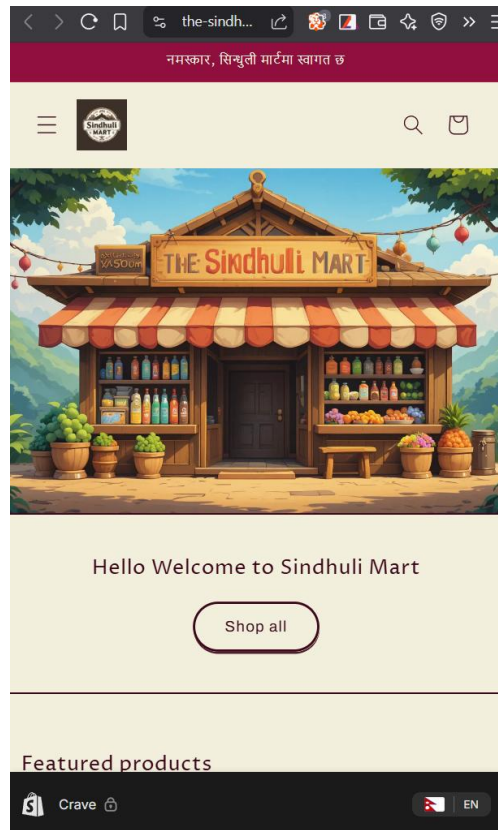
Figure 14: Navigation Menu

- c. Menus were displayed correctly on the storefront

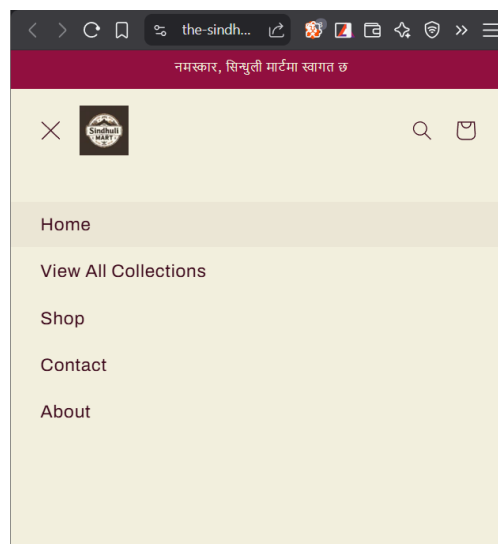


Figure 15: Navigation in Desktop View

d. Mobile-friendly navigation was verified



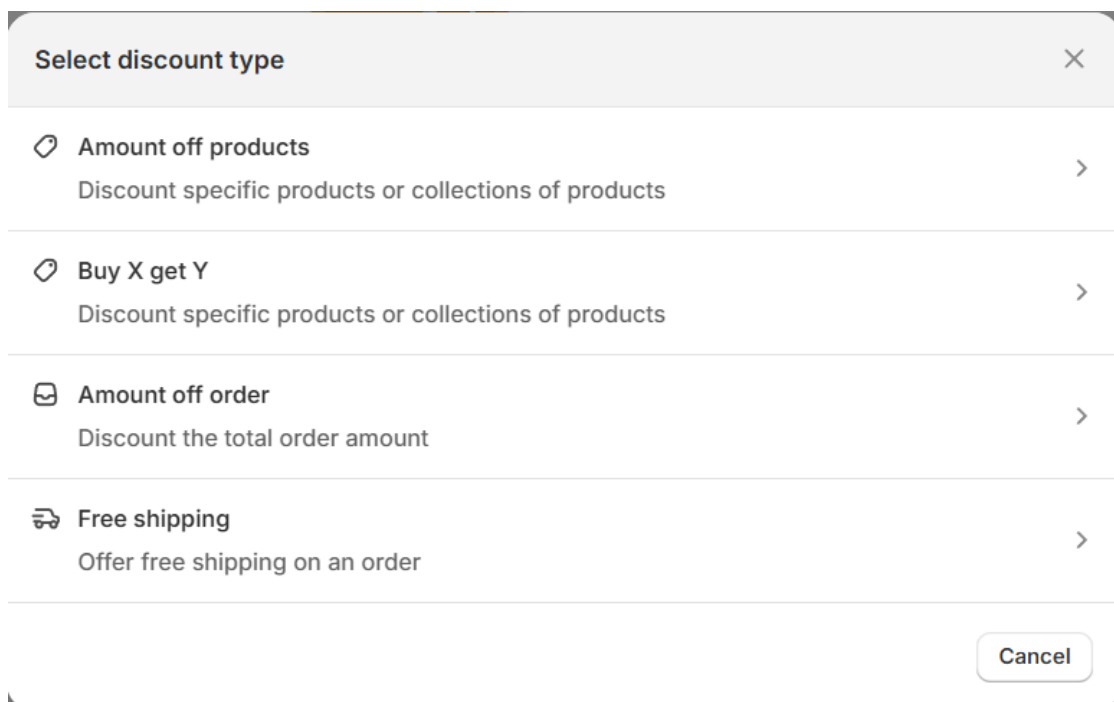
**Figure 16: Mobile View**



**Figure 17: Navigation for Mobile View**

## 5. Create Discount Code

1. Opened the Discounts section from the Shopify admin panel and initiated the option to add a new discount.
2. Selected a suitable discount category, specifically an order-level amount reduction.
3. Created the discount code either by using Shopify's auto-generation feature or by entering a custom code.
4. Defined the discount rules by setting customer eligibility, minimum order value, and usage restrictions.
5. Specified the activation period by assigning start and expiration dates.
6. Finalized and saved the settings to make the discount active.



**Figure 18: Discount Type Selection**

### Amount off products

Method

Discount code

Automatic discount

Discount code [Generate random code](#)

SINDHULI

Customers must enter this code at checkout.

### Discount value

Percentage


15

%

Applies to

Specific collections

Browse



Food and Cosumption  
2 products

×

### Eligibility

Available on all sales channels

☒ All customers
 ☐ Specific customer segments
 ☐ Specific customers

SINDHULI

Code

Type

Amount off products

☒ Product discount

Details

- All customers
- For Online Store
- 15% off Food and Cosumption
- No minimum purchase requirement
- No usage limits
- Can't combine with other discounts
- Active from Jan 6

Sales channel access

☐ Allow discount to be featured on selected channels

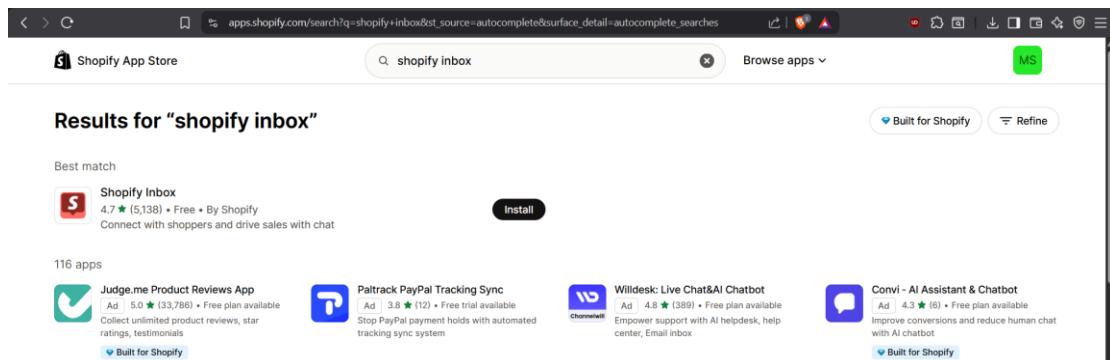
**Figure 19: Discount Upon Products**

## 6. Install and Explore any App from Shopify App Store

### 6.1.Installation of Shopify Inbox

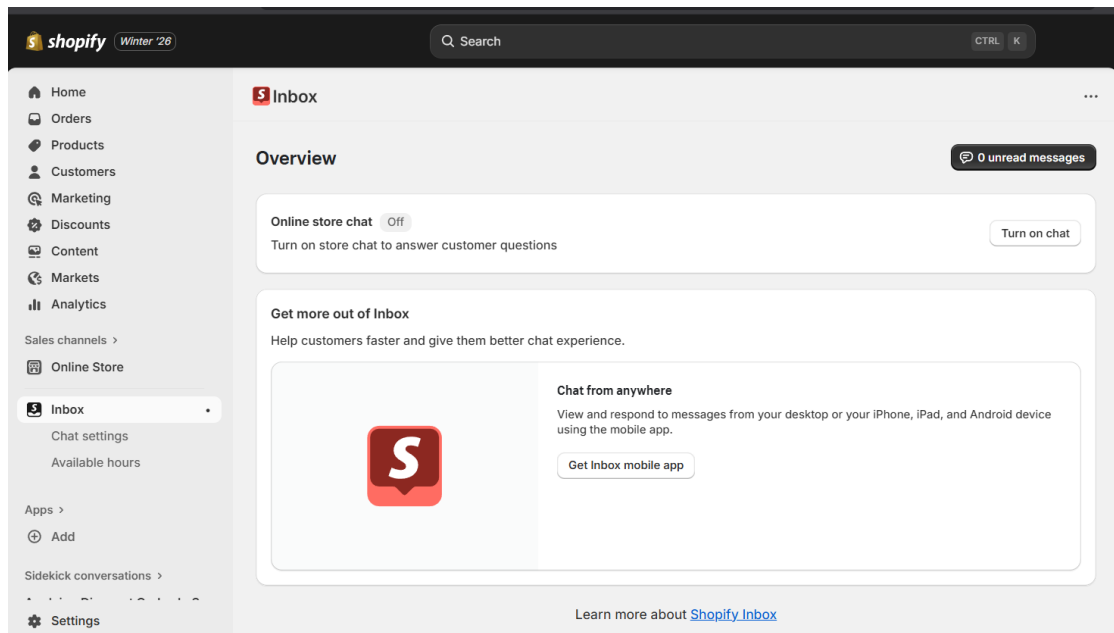
1. Logged into the Shopify Admin Dashboard.
2. Navigated to the Shopify App Store from the dashboard menu.
3. Searched for “Shopify Inbox” using the search bar.
4. Selected the app from the search results and clicked Add App.
5. Confirmed the installation by clicking Install App, which automatically integrated Shopify Inbox with the store.
6. After installation, the app was accessible directly from the Shopify dashboard, ready for use.

The installation process was straightforward and required no additional configuration. Shopify Inbox connected automatically to the store, allowing immediate access to basic chat features such as live messaging and automated greetings. This demonstrates how Shopify apps can be quickly added to a store to extend functionality with minimal effort.



**Figure 20: Shopify Store**

A free application, Shopify Inbox, was searched and installed from the Shopify App Store to explore its customer communication functionality. After installation, the app was automatically connected to the Shopify dashboard, allowing access to basic customer interaction features.



**Figure 21: Shopify Inbox**

The app interface was briefly explored to understand its core features, including live chat, automated greetings, and message tracking. A test conversation was initiated to demonstrate the app's communication capability. This simple exploration illustrated how Shopify Inbox can be used to interact with customers and support basic store communication

## 7. Set Up a Blog on Shopify Store

1. Navigated to the Apps section in the Shopify admin dashboard and selected Shopify Inbox to manage customer communication.
2. Clicked on Add App to install Shopify Inbox from the Shopify App Store.
3. Confirmed installation and accessed the Inbox dashboard directly from the Shopify admin panel.
4. Explored the interface to understand core features, including live chat, automated greetings, and message tracking.
5. Tested sending a simple message to verify the app's communication functionality.
6. Configured basic visibility and notification settings to ensure messages would appear to customers in real time.
7. Saved the settings and confirmed that Shopify Inbox was active and ready for use on the storefront.

The screenshot shows the 'Add blog post' interface in Shopify. The form is divided into several sections:

- Title:** A text field containing 'Sindhuli Blog'.
- Content:** A rich text editor with a toolbar. The content includes a heading 'Hello There' and two paragraphs of text. The first paragraph welcomes visitors to 'Sindhuli Blog' and 'Sindhuli Mart'. The second paragraph describes the blog's content, including tips, product updates, and promotions.
- Excerpt:** A text field with a summary of the post: 'This blog provides shoppers with useful tips, product updates, and promotions from Sindhuli Mart, helping customers make informed decisions and stay updated on store offerings.'
- Visibility:** A section with two radio buttons: 'Visible' (selected) and 'Hidden'. Below the 'Visible' option, it shows the date and time: 'As of January 7, 2026 at 10:11 PM GMT+5:45'.
- Image:** A section with a placeholder image and an 'Edit' link.
- Organization:** A section with a text field containing 'ESH Admin' and a 'Blog' label.

Figure 22: Blog Creation

Shopify Inbox enhances the store's communication capabilities by allowing real-time chat with customers. This app helps answer queries, provide support, and engage



visitors immediately, which improves customer experience. Even minimal use demonstrates how store owners can interact with customers beyond product listings, support trust-building, and encourage sales.

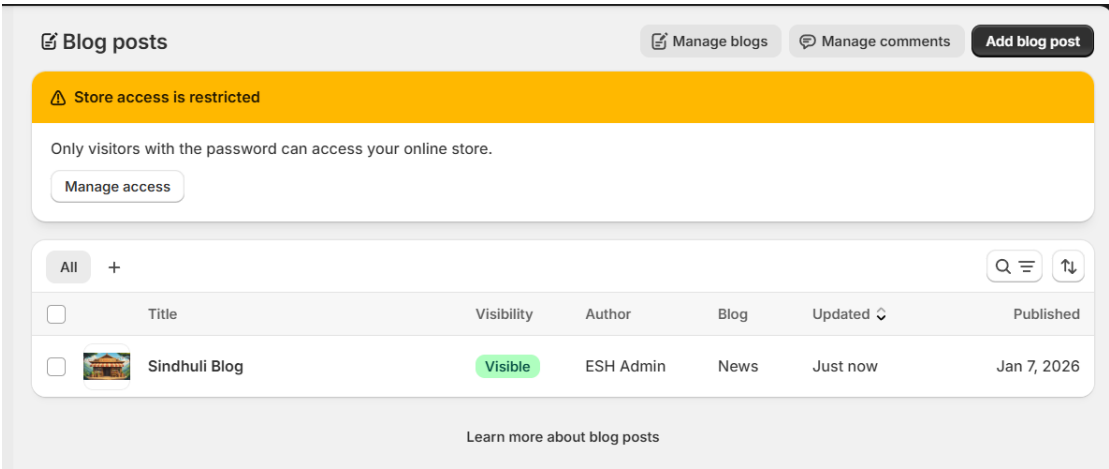


Figure 23: Blog List

Additionally, the app contributes to better store management by keeping track of customer messages and providing automated greetings, making communication more efficient and professional.

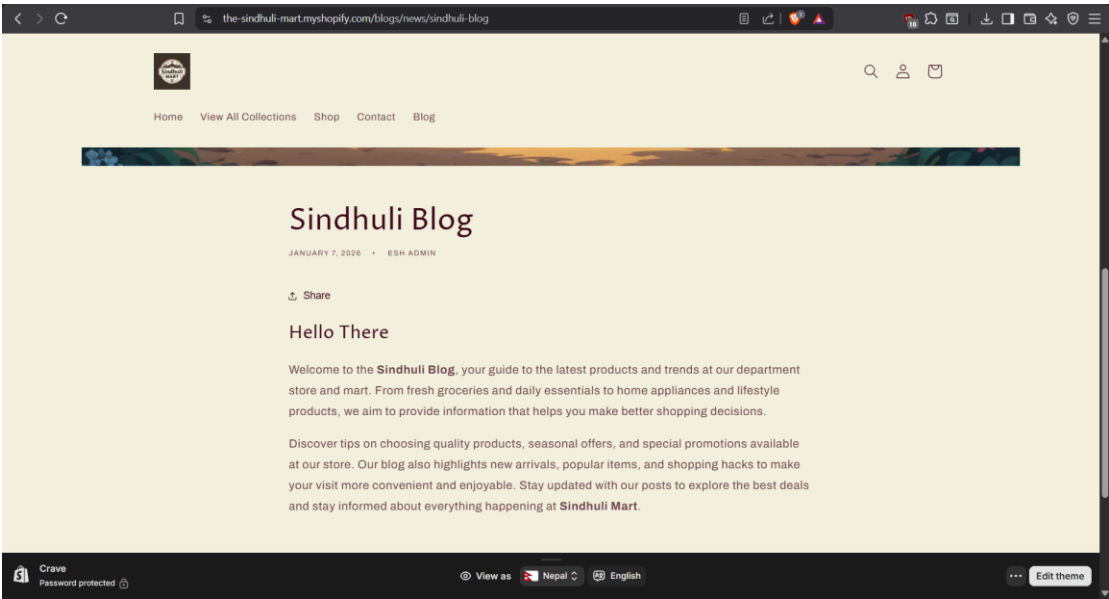
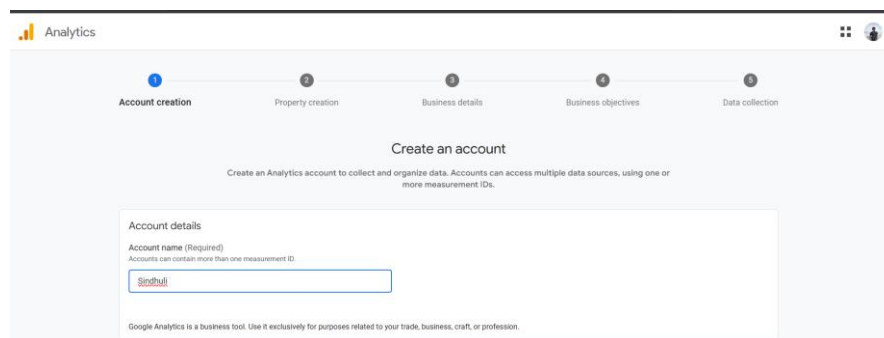


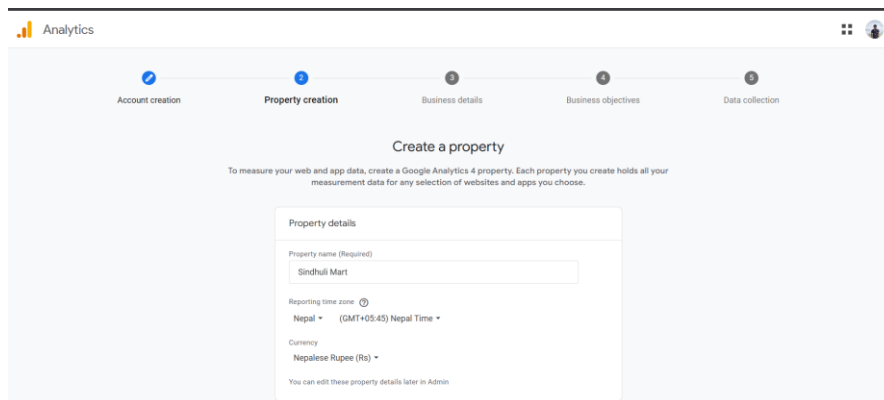
Figure 24: Viewing Blog

## 8. LAB 4.1: Create a google analytics account

1. Opened the Google Analytics website and signed in with a Google account.
2. Clicked Start measuring to create a new analytics account.
3. Entered a name for the account and proceeded to configure a new property.
4. Selected Google Analytics 4 (GA4) as the property type.
5. Provided the e-commerce store name, reporting time zone, and currency.
6. Chose Web as the data stream type and entered the store's website URL.
7. Completed the setup and saved the property settings to enable analytics tracking.

The screenshot shows the 'Create an account' step in the Google Analytics setup process. At the top, a progress bar indicates five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account' with a subtext: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' Below this is a form titled 'Account details' with a required field 'Account name (Required)' where 'Sindhuli' has been entered. A note states 'Accounts can contain more than one measurement ID.' At the bottom, a disclaimer reads 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.'

**Figure 25: Account Creation For Google Analytics**

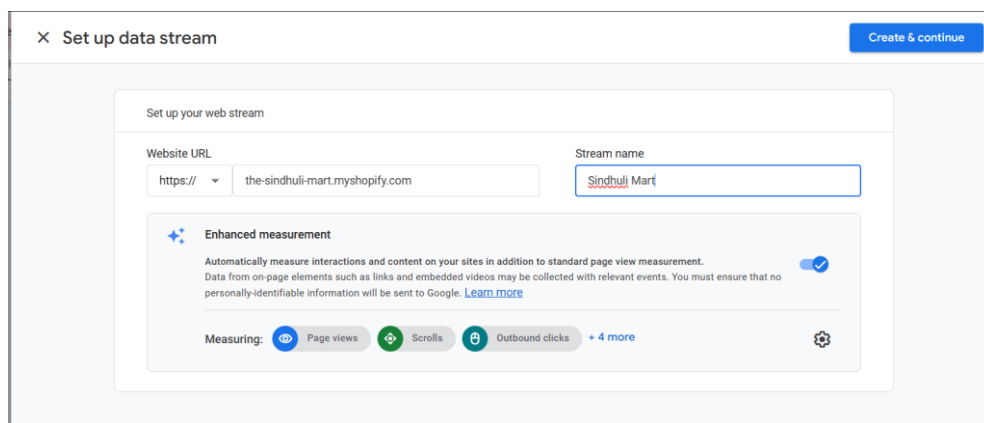
The screenshot shows the 'Create a property' step in the Google Analytics setup process. The progress bar at the top shows: 1. Account creation, 2. Property creation (active), 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create a property' with a subtext: 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' Below this is a form titled 'Property details' with a required field 'Property name (Required)' containing 'Sindhuli Mart'. Other fields include 'Reporting time zone' set to 'Nepal' (GMT+05:45 Nepal Time) and 'Currency' set to 'Nepalese Rupee (Rs)'. A note at the bottom says 'You can edit these property details later in Admin.'

**Figure 26: Property Creation**

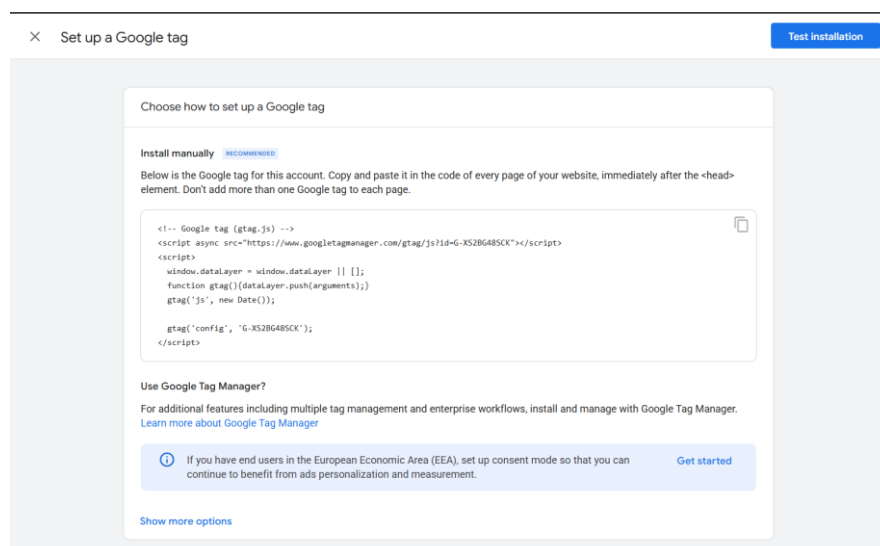
Adding Google Analytics to the Shopify store provides valuable insights into customer behavior and website performance. It allows tracking of visitors in real time, identifies traffic sources, and highlights popular products and pages. By analyzing this data, store owners can evaluate marketing effectiveness, make informed decisions to improve the shopping experience, and identify trends that support long-term growth and better customer engagement.

## 9. Add Google Analytics Tracking Code to Website

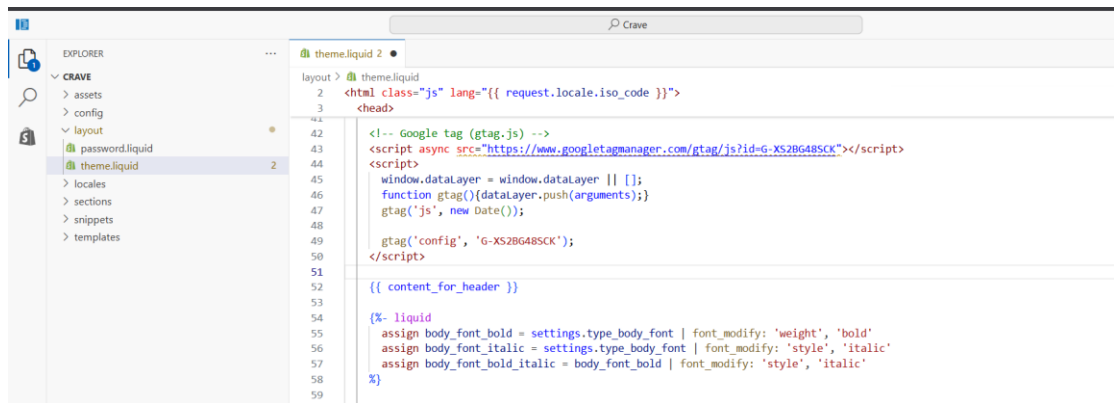
1. Accessed the Shopify Admin Dashboard by logging in.
2. Went to Online Store → Themes and clicked Edit code for the current active theme.
3. Located the theme.liquid file under the Layout section.
4. Copied the Global Site Tag (gtag.js) from the GA4 property settings.
5. Inserted the tracking code into the <head> section of the theme.liquid file.
6. Saved the changes to ensure Google Analytics tracking was applied to all store pages.
7. Confirmed that data was being collected by reviewing Real-time reports in Google Analytics.



**Figure 27: Data Stream Under Google Analytics**



**Figure 28: GA4 gtag setup**



**Figure 29: Added code in the head section of theme.liquid**