Background:

In the diverse and competitive e-commerce landscape, platforms like Shopify are crucial for merchants for the following purposes:

1. Manage their online stores,
2. Understand sales
3. Engage with customers

To enhance the merchant experience and drive business growth, there is a need to develop a new merchant dashboard that provides comprehensive and actionable analytics.

Additionally, a platform analytics dashboard for Shopify employees is required to offer insights that help merchants optimize their store performance.

Problem Space

Problem Statement

Develop two dashboards:

1. **A Merchant Dashboard**: Empower merchants with actionable insights to optimize their store performance and drive business growth.
2. **A Platform Analytics Dashboard:** Enable Shopify employees to monitor merchant performance, provide better support, and proactively address merchant issues.
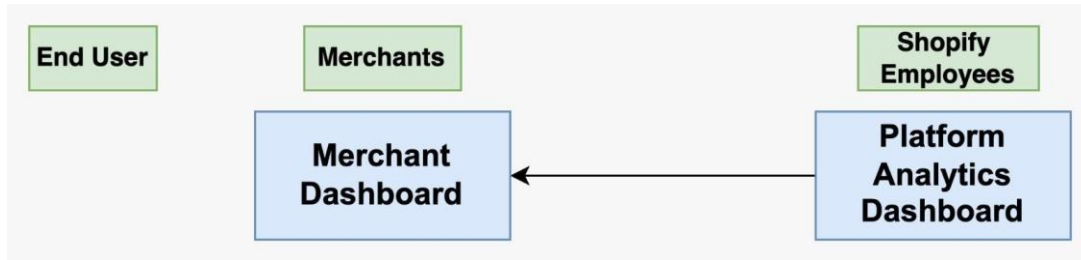
Analyzing the Problem

Why is this problem important?

- **Merchants:** Need actionable insights to optimize performance, increase sales, and improve customer engagement, but existing dashboards are often too complex and difficult to navigate, especially for non-technical users.
- **Shopify Employees:** Require tools to monitor merchant performance and provide better support.
- **Platform:** Stay competitive by offering advanced analytics and support features.

What is the problem?

- **Merchant Dashboard:** Need for comprehensive analytics to help merchants optimize their stores.
- **Platform Analytics Dashboard:** Need for tools to monitor merchant performance and address issues proactively.

What are the specific challenges?

- Identifying when a merchant fully utilizes the dashboard.
- Determining and visualizing key metrics effectively.
- Enhancing user experience for data interpretation.
- Providing contextual help within the dashboard.
- Optimizing support processes and team collaboration.
- Measuring success and effectiveness.

When is the solution needed?

- **Timeline:** Urgently, aligning with strategic business goals.
- **Usage Frequency:** Regularly by merchants and Shopify employees.

Where is the problem occurring?

- **Merchant Dashboard:** Merchants' online store management interface.
- **Platform Analytics Dashboard:** Internal tools for Shopify employees.

Where will the solution be implemented?

- Integrated into the Shopify-like platform for merchants and employees.

Who is affected by the problem?

- **New Merchants:** need straightforward tools to understand basic metrics and grow their businesses
- **Experienced Merchants**: Existing merchants who want to switch platforms to Shopify in the apparel segment. They require advanced analytics and customisable reports to optimize their operations and drive growth.
- **Platform Employees:** need clear metrics and tools to effectively support merchants and improve their satisfaction.

How will the problem be solved?

- **Merchant Dashboard:**
  - Identify activation metrics.
  - Include key metrics like sales trends and conversion rates.
  - Use clear visualizations.
  - Add customisable reports, alerts, and contextual help.
- **Platform Analytics Dashboard:**
  - Monitor critical metrics.
  - Proactively address merchant issues.
  - Use dashboards to highlight trends.
  - Integrate automated alerts and support tools, and facilitate team collaboration.
- **Measure Effectiveness:** Track user satisfaction scores, feature adoption rates, response times, and resolution rates.

Secondary discovery

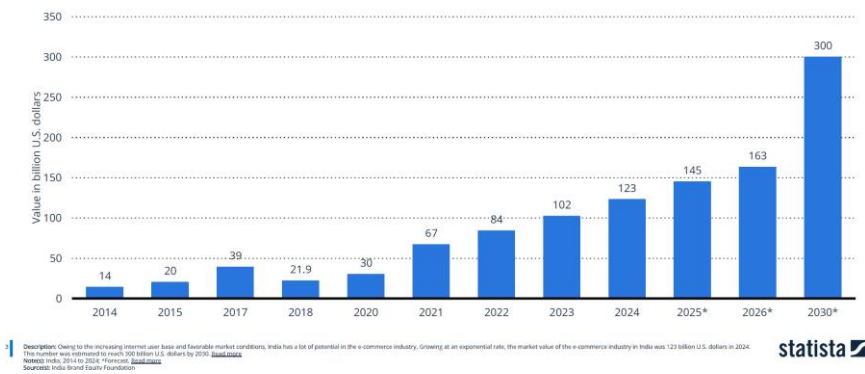**Distribution of E-commerce Market in India (2020 vs. Expected 2026):**

Business to Consumer (B2C)

	2024	Expected 2030
Market Size (E-Comm)		
E-Commerce Market Size	$123 Billion	$300 Billion
D2C E-Commerce in 2024	$1428 Million	
B2B E-Commerce in 2024	$448 Million	
E-Commerce Market Size	$123 Billion	$300 Billion
Market Share (Category Wise)		

Market Share of Online Retail	44%	49%
Market Share of Online Travel Services	25%	14%
Market Share of Online Financial Services	10%	12%
Online Matrimony and Classified Services	3%	3%
Market Share of Other Online Services	18%	22%
Online Retail and Apparel Market		
Market Size	$103 billion	$185 billion
Gross Merchandise Value (GMV) of E-retail Market	$4.4 Billion	$5.25 Billion

Market size of e-commerce industry across India from 2014 to 2024, with forecasts until 2030 (in billion U.S. dollars)
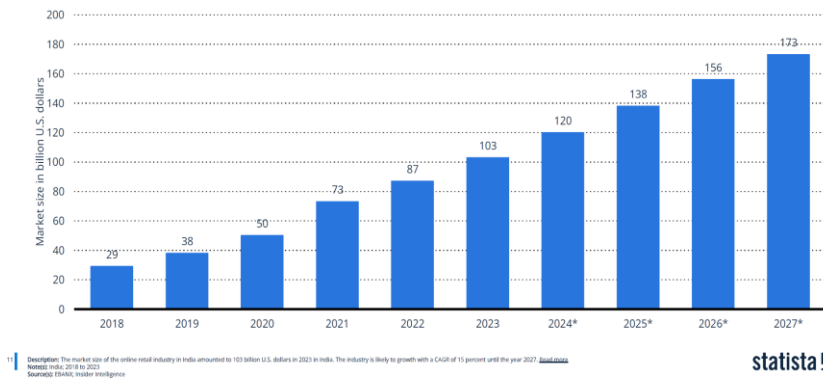
E-commerce market size India 2014-2030

Description: Owing to the increasing internet user base and favorable market conditions, India has a lot of potential in the e-commerce industry. Growing at an exponential rate, the market value of the e-commerce industry in India was 123 billion U.S. dollars in 2024. This number was estimated to reach 300 billion U.S. dollars by 2030. Read more
Note(s): India; 2014 to 2024; *Forecast. Read more
Source(s): India Brand Equity Foundation

Market size of online retail industry across India from 2018 to 2023, with estimates until 2027 (in billion U.S. dollars)

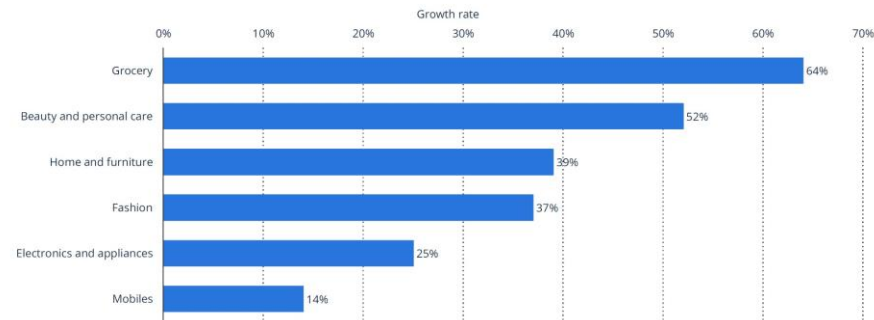Market size of online retail industry in India 2018-2027

Description: The market size of the online retail industry in India amounted to 103 billion U.S. dollars in 2023 in India. The industry is likely to growth with a CAGR of 15 percent until the year 2027. Read more
Note(s): India; 2018 to 2023
Source(s): EBANX; Insider Intelligence

Growth Rate in GMV by Category (FY 2019-2023):

Growth rate in gross merchandise value (GMV) of online retail in India from financial year 2019 to 2023, by category

Growth rate in GMV of online retail in India FY 2019-2023, by category

Growth rate

Category	Growth rate
Grocery	64%
Beauty and personal care	52%
Home and furniture	39%
Fashion	37%
Electronics and appliances	25%
Mobiles	14%

Description: Between financial year 2019 and 2023, the annual growth rate in GMV of online grocery was the highest at over 60 percent in India. This was because COVID-19 increased the adoption of e-grocery and consumers became habitual to the ease and convenience of online grocery shopping. The beauty and personal care category followed with a growth rate of over 50 percent for the same period. Read more

Note(s): India; FY 2019 to FY 2023
Source(s): Redseer

statista

Business to Consumer (B2C): Market Value of Online Grocery: 2023: ₹669.18 billion, Expected 2024: ₹1,170 billion
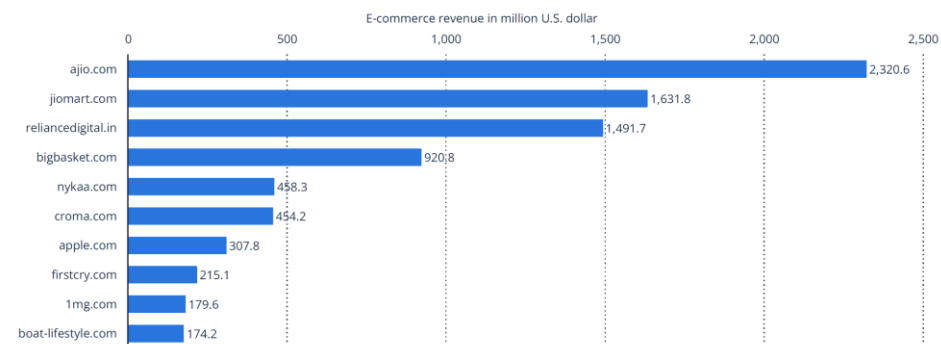
Consumer Behavior: Preferred Online Shopping Device (2023): Desktop: 31%, Mobile: 69%

Consumer Behavior: Preferred platform for shopping online in India 2024
- I shop through the app: Urban Dwellers: 61%, Rest of India: 60%
- I shop only through websites: Urban Dwellers: 19%, Rest of India: 16%
- Sometimes shop using app & sometimes via websites: Urban Dwellers: 21%, Rest of India: 24%

Top online stores in India in 2023, by e-commerce net sales (in million U.S. dollar)

India: Top 10 online stores

E-commerce revenue in million U.S. dollar

Store	Revenue
ajio.com	2,320.6
jiomart.com	1,631.8
reliancedigital.in	1,491.7
bigbasket.com	920.8
nykaa.com	458.3
croma.com	454.2
apple.com	307.8
firstcry.com	215.1
1mg.com	179.6
boat-lifestyle.com	174.2

Description: As of 2023, Ajio.com was leading the e-commerce market in India with over 2.3 billion U.S. dollars in net sales, followed by jiomart.com with over 1.6 billion in sales. Apple's own D2C website, apple.com, is also in the top 10 online stores in the country, with just over 300 billion USD in online revenues. Read more

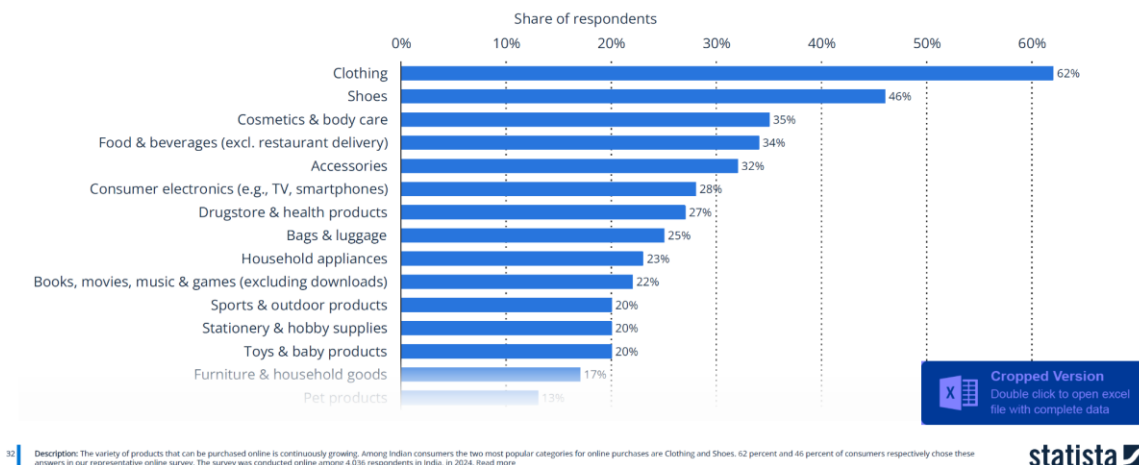Note(s): 2023
Source(s): ecommerceDB.com; Statista

statista

Consumer Opinions: Towards online shopping in India 2023, by generation

	Gen Z	Millennials
I purchase from various sellers on the same online marketplace	45%	48%
I always do online research before a major purchase	46%	48%
I usually make major new purchases directly via my smartphone or tablet	34%	42%
I prefer express shipping	38%	40%
I usually manage recurrent orders via mobile devices	25%	34%
I want to see and touch an item before I buy it	27%	28%

Most Popular Categories for Online Purchases in India (2024)

Most popular categories for online purchases in India as of March 2024

Most popular categories for online purchases in India 2024

Share of respondents

Category	Share
Clothing	62%
Shoes	46%
Cosmetics & body care	35%
Food & beverages (excl. restaurant delivery)	34%
Accessories	32%
Consumer electronics (e.g., TV, smartphones)	28%
Drugstore & health products	27%
Bags & luggage	25%
Household appliances	23%
Books, movies, music & games (excluding downloads)	22%
Sports & outdoor products	20%
Stationery & hobby supplies	20%
Toys & baby products	20%
Furniture & household goods	17%
Pet products	13%

Cropped Version
Double click to open excel file with complete data

32 Description: The variety of products that can be purchased online is continuously growing. Among Indian consumers the two most popular categories for online purchases are Clothing and Shoes. 62 percent and 46 percent of consumers respectively chose these answers in our representative online survey. The survey was conducted online among 4,036 respondents in India, in 2024. Read more

statista

Primary Discovery

User Interviews

User Interview - 1

With Siddhant Jain, Ex-Account Manager, Amazon-Bengaluru handling softline category (apparel, jewelry, etc.) sellers with combined business worth 40cr +

Key Insights:
1. To a registered seller, an Account Manager gets assigned based on the seller's business appetite.

User Interview 2 :

With Shopify-Powered Merchant. Key Highlights from the User Interview:
1. **Merchant Background**: The interview was conducted with the owner of Sukriti Store (https://sukritistore.com/), an online apparel business running for the past 4-5 years, powered by Shopify.
2. **Product Categories:** Sukriti Store offers 7 premier product categories and approximately 27 sub-categories. The leading category is Women's Apparel, featuring 13 sub-categories and over 1,000 products.
3. **Business Shift:** Previously, the business operated on Flipkart but faced challenges with a high return rate (around 35%) due to Flipkart's return policy, which restricted direct customer communication. This led to the decision to shift to a self-managed Shopify-powered website.
4. **Shopify Plan:** The store uses Shopify's basic plan, costing around $2,000 per month.
5. **Order Processing**: Orders are received, packed based on the order items, and dispatched daily through a partnered courier service.
6. **Return Rate Improvement:** Since shifting to Shopify and engaging directly with customers via phone, the order return rate has significantly decreased to below 10%.
7. **Inventory Management:** The inventory is managed partly in-house in their warehouse and partly through a dropshipping model.
8. **Customer Feedback and Marketing:** Shopify plugins are used to analyze customer feedback and initiate marketing campaigns.
9. **Analytics and Reporting:** The merchant minimally utilized Shopify's analytics and reports, mainly focusing on orders received, inventory levels, and average order value.
10. **Limited Use of Analytics:** Overall, the store utilizes a limited scope of Shopify's analytics and reporting features.

The complete list of User Interview transcripts can be viewed using this [Link](#).

Competitor Analysis/Market Gap Analysis
The detailed competitive analysis can be found in this [Link](#)
A high level overview of the various competitors in this space are as:
1. **Shopify** is ideal for merchants seeking an **easy-to-use, intuitive dashboard** with robust basic analytics and real-time insights.
2. **BigCommerce** is suited for **growing businesses** needing advanced reporting and integration capabilities.
3. **Wix** offers simplicity and ease of use for **small businesses and beginners**

4. **Magento** provides **extensive customization and advanced analytics** for large enterprises with complex needs.

Detailed Competitive Analysis can be referred using the below table:

Parameter	Shopify	BigCommerce	Wix	Magento
Annual Revenue	> $1B	$200M - $500M	> $1.6B	>$350M
Overall Web Rating	4.6/5	4.4/5	4.4/5	4.2
Prominent Region of Usage	North America, Europe, Asia	North America, Europe, Australia	US, UK, Brazil, Germany, Canada	North America, Europe, Asia
Age Group Distribution	25-34: 33.75% 35-44: 21.23% 45-54: 15.23%	25-34: 29.36% 35-44: 18.19% 45-54: 15.33%	25-34: 34.65% 18-24: 23.59% 35-44: 19.88% 45-54: 11.60% 55-64: 6.49% 65+: 3.79%	25-34: ~35% 35-44: ~30% 45-54: ~25%
Number of Merchants Onboarded -Global	1.75 million+	60,000+	10.8 million	N/A
Highest Merchant Categories (Global)	Apparel and fashion (500,000+)	Apparel and fashion (unspecified)	Apparel: 10.1% Beauty -Fitness: 9% Home - Garden: 8% Arts-Entertainment: 6.7% People-Society: 6%.	Apparel and fashion (250,000+)
Pricing Plans	Starter: $5/ month Basic: $39/ month Shopify: $105/ month Advanced: $399/ month Shopify Plus: custom pricing, but starting at $2,300/ month.	Standard: $39/ month Plus: $105/ month Pro: $399/ month Enterprise: varies depending on requirements	Free to $59/ month	Basic - Free, Then from 1500 INR/month to 33000/month
Number of Templates (Free & Paid)	197 templates 13 free + 184 paid (which cost between $140 to $400 in price.).	193 Templates 12 free + 181 paid (which cost between $99 and $400.) and too similar in nature	800 + free Pro $69	100+
Value Proposition	User-friendly interface, extensive app ecosystem	Highly customizable, strong built-in features Allows you to open multiple storefronts on the same account.	Ease of use and accessibility for non-technical users to build professional websites SEO-friendly features	Free basic version , Good UI
Cons/Area of Improvement	Transaction fees, limited customization without coding. Can open 1 store front only in all its plans except shopify Plus.	Smaller app marketplace, fewer themes and that too similar in nature.		Slightly expensive and complex if paid
Content Management	Upload up to 50,000	Unlimited products, no		2GB file size limit

& Images	items by CSV in one go, 4GB file size limit, For Images, 250 - Basic plan, 1,000 - Shopify plan; 5,000 - Advanced plan	set file size limit		
Abandoned Cart Recovery Tools	Yes (via Apps)	Yes (Built-in available)		Yes
Dropshipping	Yes (via 550+ Apps)	Yes (built-in)		Yes
Multi Currency Selling Support	Yes	Yes		Available
Multilingual Support	Yes (higher plans)	Yes (higher plans)		50+ payment gateways
Sales Limit	None	$50,000 - Standard plan, $180,000 - Plus plan and $400,000 - Pro plan. All these limits are calculated on a trailing 12-month basis.		
Visits	370.1M	14.86M	46.30M	
Device Distribution	Desktop - 71% Mobile - 29%	Desktop - 63% Mobile - 37%	Desktop - 57% Mobile - 43%	

User Personas

The user personas in our scope include:

Personas	Existing Business User (Amazon to Shopify) - P0	New Business User (Physical to Online Store) P1	Business Analyst using Analytics Dashboard P0	Customer Success Manager P0
Demographic				
Name	Rohit Mehta	Rajesh Patel	Amrita Sharma	Anjali Desai
Age	35	40	35	32
Gender	Male	Male	Female	Female
Location	Mumbai, India	Bangalore, India	Hyderabad, India	Bangalore, India
Education	MBA in Marketing	Bachelors in Commerce	Master's degree in Data Science	
Occupation	E-commerce Entrepreneur	Retail Store Owner	Business Analyst	Customer Success Manager
Income	₹15,00,000 per year	₹10,00,000 per year	₹14,00,000 per annum	₹10,00,000 per annum
Marital Status	Married with one child	Married	Married	Single
Tech-savviness	Advanced	Intermediate	Advanced	Intermediate
Psychographics				

Personality	Strategic, Goal-oriented, Analytical	Practical, Hardworking, Family-oriented	Analytical, detail-oriented, strategic thinker	Empathetic, proactive, problem-solver
Values	Efficiency, Growth, Customer Satisfaction	Stability, Community, Customer Loyalty	Data-driven decision-making, accuracy, and innovation	Customer satisfaction, efficiency, and continuous improvement
Interests	Market analysis, E-commerce trends, Technology	Retail management, Community engagement, Traditional marketing	Coding, analyzing market trends, playing chess	Reading, hiking, and attending customer service workshops
Behavioral				
E-commerce experience	Good experience with e-commerce platforms, prefers ease of use and reports	Prefers efficient and reliable platforms, uses data to optimize sales	Extensive experience analyzing e-commerce data	Extensive experience in customer support and success
Tech Usage	Active on social media, follows fashion trends online	Utilizes various e-commerce tools and platforms, active on business forums	Proficient with data analytics tools and platforms	Proficient with CRM tools and customer analytics software
Decision making	Influenced by trends and community feedback	Data-driven, seeks to optimize operations and expand reach	Prefers comprehensive and customizable analytics solutions	Handling a high volume of support tickets, ensuring customer satisfaction
Needs-based				
Business Goals	Launch a new apparel brand, create a distinct online presence, attract eco-conscious customers	Transition from Amazon to an independent online store, increase profit margins, maintain brand control	Provide actionable insights to support business decisions Improve data integration and reporting efficiency	Improve merchant satisfaction and retention Resolve issues efficiently and proactively
Challenges	Lack of e-commerce experience and needs easy-to-use tools and resources for branding and marketing	Data migration, building a loyal customer base, optimizing online store operations	Integrating data from multiple sources, generating actionable insights	Handling a high volume of support tickets, ensuring customer satisfaction
Features Required:	Intuitive website builder, integrated social media marketing tools, design customization, product catalog management	Detailed sales analytics, SEO and marketing tools, seamless integration with existing inventory systems, customer management tools.	Access to a wide range of real-time data sources. Ability to create and save customized reports Tools for identifying and visualizing trends over time.	Detailed metrics on merchant activity and performance. Tools for communication and task management with other teams.

Pain Points

Merchants	Shopify Employee
1. Complex Setup Process: Difficulty in setting up the store and navigating the platform for new users.	**Monitoring and Support:** 1. Limited visibility into merchant activity levels and performance metrics.

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2. Lack of guidance on utilizing advanced features effectively.
3. Overwhelmed by the amount of data and the difficulty in interpreting it.
4. Inability to customize reports and dashboards to meet specific business needs.
5. Delay in accessing real-time data for timely decision-making.
6. Complex and cluttered interface making it difficult to find relevant information.
7. Difficulty in navigating through various features and tools.
8. Tracking Key Metrics: Difficulty in tracking essential metrics like sales trends, customer acquisition costs, and conversion rates.
9. Alerts and Notifications: Lack of alerts for significant changes in key metrics.

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2. Inability to identify and address merchant issues proactively.
3. Data is scattered across different systems, making it hard to get a comprehensive view.
4. Difficulty in generating and customizing reports for different teams.
5. Lack of collaboration tools to facilitate communication between support, sales, and product teams.

Efficiency:
1. Manual Processes: Time-consuming manual processes for monitoring and supporting merchants.
2. Response Time: Delays in responding to merchant issues due to lack of automated alerts.

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High-Level Solution

Based on the pain points identified above and the user persona's defined, the overall solution consists of 2 different applications.

Application-1: **Merchant's App**

1. **Dashboard:**
   - The dashboard will provide merchant's the ability to view the performance of their online business running through our platform.
   - This will be achieved through a user-friendly merchant dashboard featuring essential metrics and customizable reports that provide actionable insights.
   - These insights will enable merchants to monitor their daily operations and expenses effectively.
   - The dashboard will provide below basic and advanced features to the merchant's.
2. **Product Catalog**: Merchants can manage their online store by organizing their product catalog, defining product categories, and managing inventories.
3. **Order Management**: The platform allows merchants to manage their daily orders, including new orders received, return, and refund requests. Additionally, it provides information on abandoned carts, enabling merchants to connect with potential customers and convert them into actual customers.
4. **Customer Management**: The platform offers detailed customer information, helping merchants connect with customers and resolve their issues promptly. By providing these basic and advanced features, the dashboard ensures that merchants can efficiently run their online business, optimize their operations, and enhance customer satisfaction.

5. **Advance Analytics**: The platform provides advanced analytic reports allowing merchants to deep dive into their online store business and understand various facets of it.
6. There are additional features as well that will be part of the application like Inventory Management, Customer Management, Account Management, details of which are provided in the subsequent section.

Part-2: **Account Manager App**

The Account Manager App will empower account managers to monitor the health of merchants running their businesses through our solution using the Merchant App.

This functionality is facilitated by an analytics dashboard that presents comprehensive merchant data and collaboration tools. These features enable Shopify employees to effectively manage merchants and monitor their performance.

Solution Details

Merchant Portal

Overall Solution

The Merchant App will enable merchants to start their online store and manage their day-to-day operations effectively.

Merchants must be onboarded into the platform to start their business. The merchant's onboarding journey is divided into three stages:

The onboarding journey of the merchant will be divided into 3 stages:
1. **Awareness**: Merchants will discover the Shopify platform through various ad campaigns designed to increase visibility to prospective merchants.
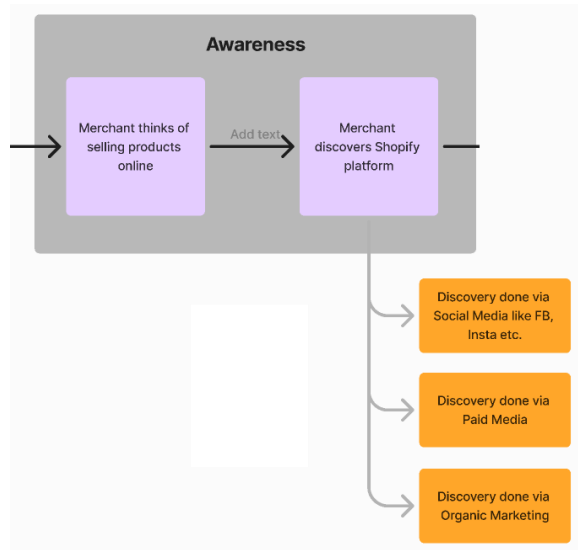
2. **Acquisition**:
    a. Merchants will click on the ads and land on the Shopify Portal, where they will create their accounts and begin the onboarding journey.
    b. The onboarding process will be quick and straightforward, requiring basic information such as Name, Email ID, and Basic Business Details for a swift onboarding experience.
    c. Once the merchant's account is created, they will land on their personalized account portal, from where they will run their online store.
    d. To commence their business, merchants must complete their account setup, including verifying contact details (email, mobile number), setting up a payment mechanism, configuring their online store, and partnering with a shipping service.
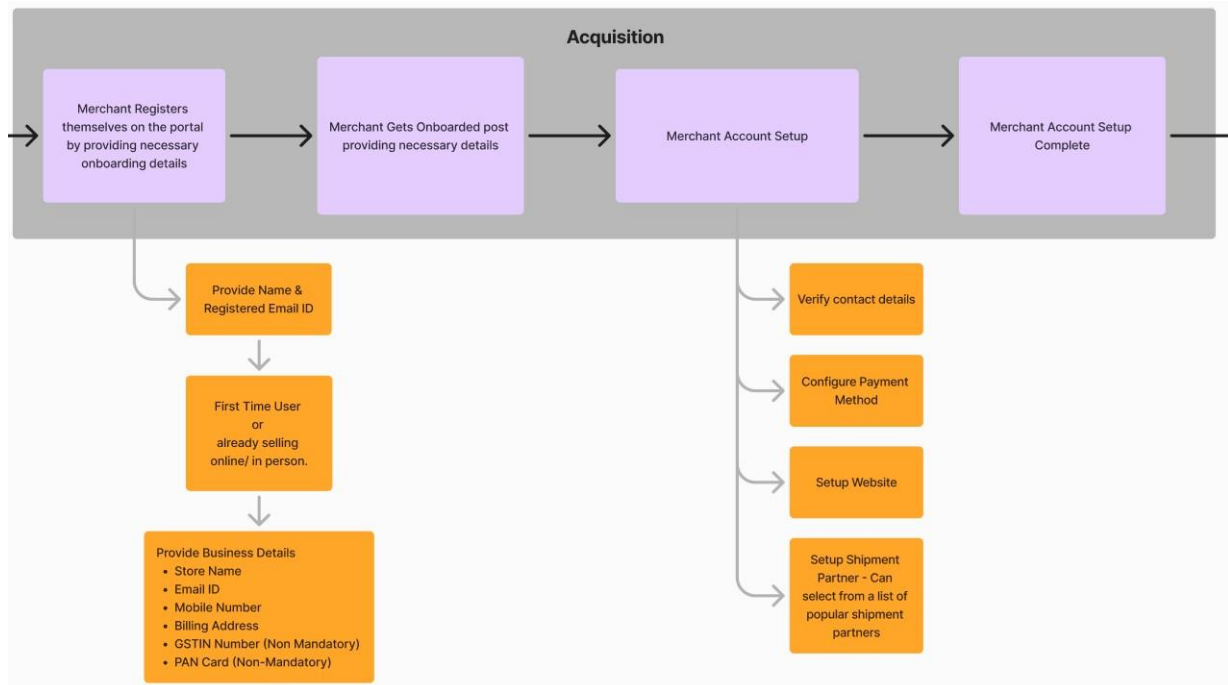
3. **Activation**:
   a. Merchants will start adding products to their catalog by selecting product categories and sub-categories.
   b. They will then make their store live for customers.
   c. The merchant will be marked as activated after receiving and delivering the first few orders.
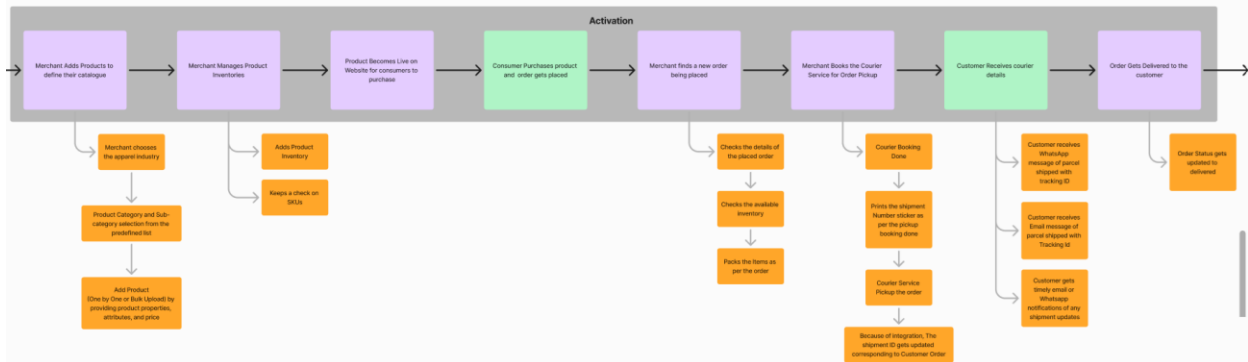
The onboarding journey of the merchant has been defined in the below Figma Link:
New Merchant Journey

Once onboarded, merchants will use the portal's comprehensive features to manage their day-to-day operations as part of their day to day work operations. The user journey for an existing merchant using the platform is provided in the figma link : Existing Merchant Journey
These application features which the merchant uses on day to day basis include:
1. **Dashboard**:
   a. Merchants will use the dashboard to get a quick overview of their business's current health. The dashboard will have cards allowing merchants to quickly assess their current business status. Basic and Advanced dashboard features are:

Basic Features	Advance Features
Showing Cards on the Dashboard: • Feature: Display key metrics in card format (e.g., total sales, number of orders, customer count). • Benefit: Quick overview of essential performance indicators. **Showing Graphs on the Dashboard:** • Feature: Visualize data through line graphs, bar charts, pie charts, etc. • Benefit: Easily understand trends and patterns over time. **User Filters:**	**Key Insights:** • Feature: Highlight key insights and actionable recommendations based on data analysis. • Benefit: Provides merchants with direct suggestions and insights to improve their business performance. **Visualization Change:** • Feature: Options to change the type of visualization for graphs (e.g., from bar chart to line graph). • Benefit: Allows merchants to view data in the format that is most intuitive for them.

- Feature: Filters at the top of the screen to segment data by date range, product category, customer demographics, etc.
- Benefit: Allows merchants to focus on specific subsets of data relevant to their needs.

Notifications:
- Feature: Real-time notifications for orders received, orders shipped, orders delivered, and other critical events.
- Benefit: Keeps merchants informed of important updates and actions required.

Tooltip Option:
- Feature: Tooltips available on each report and card, providing additional information when hovered over.
- Benefit: Helps merchants understand the context and details of each metric without cluttering the interface.

Drill-Down Feature:
- Feature: Ability to drill down into charts and graphs to view detailed information and sub-level data.
- Benefit: Enables merchants to investigate specific data points and understand underlying trends.

Alert Setup:
- Feature: Merchants can set alarms or reminders for each chart by defining the threshold value.
- Benefit: It will allow merchants to define trigger points to quickly get notification in case the threshold value gets breached. For instance, if the average order value drops below 600 (a threshold set by the merchant), a notification email and an in-app notification will be sent to the merchant.

Trend Reports:
- Merchants can view trends for selected reports.
- For example, if a merchant wants to analyze how the average order value fluctuated over the last seven days, they can use the trend chart button to view that data.

Knowledge Base:
- The portal also has a knowledge base section empowering merchants to learn the various business terminologies on the go and help them understand the business metrics and how to read and use them.
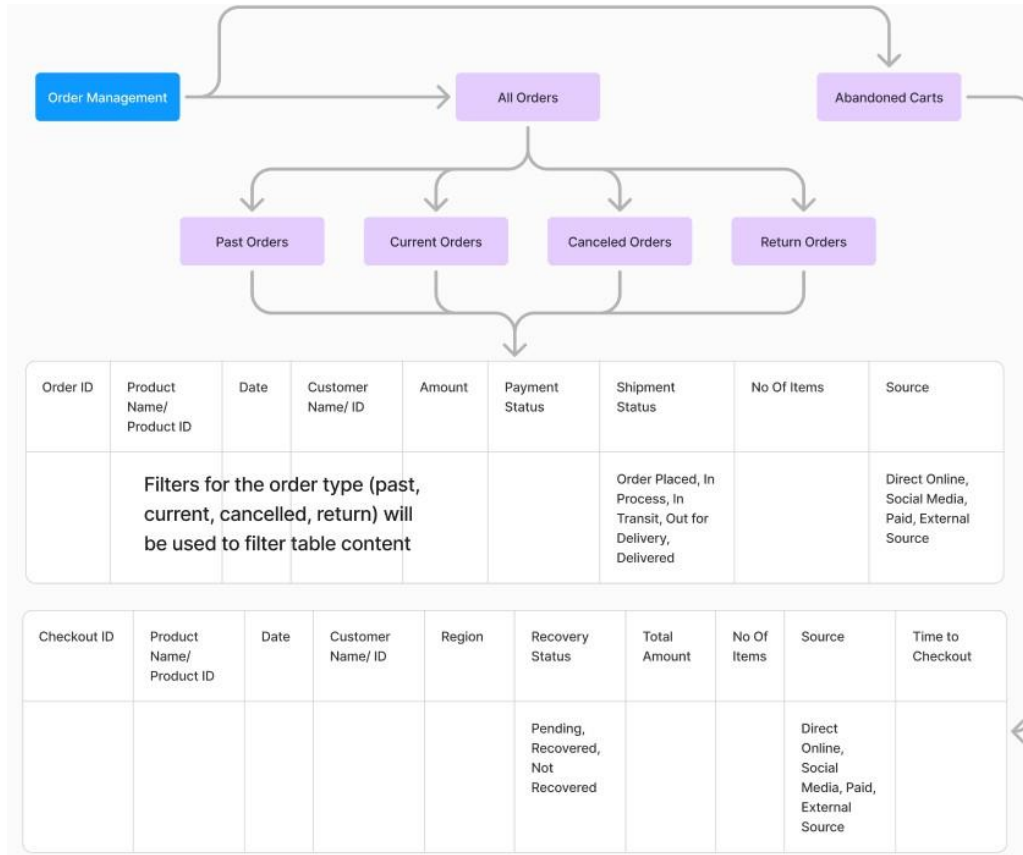
b. Each card on the dashboard is linked to a specific phase of the customer's purchasing journey (Customer User Journey Flow) and includes information on the purpose it serves, the goal of including it, and how the numbers are calculated. Below table provides a comprehensive list of the various cards available on the merchant dashboard.

Journey Phase	Card Name	Goal	Objective	Calculation
Acquisition Phase	Customer Acquisition Cost (CAC)	Optimize marketing spend efficiency	Measure the cost of acquiring a new customer	Total marketing expenses / Number of new customers acquired
Acquisition Phase	Conversion Rate	Maximize visitor-to-customer conversions	Measure how effective was content available on the website	(Total Conversions/ Total Visitors)×100
Activation Phase	Cart Abandonment Rate	Reduce lost sales opportunities	Measure the percentage of initiated carts that don't result in purchases	(1 - (Number of completed purchases / Number of created carts)) x 100

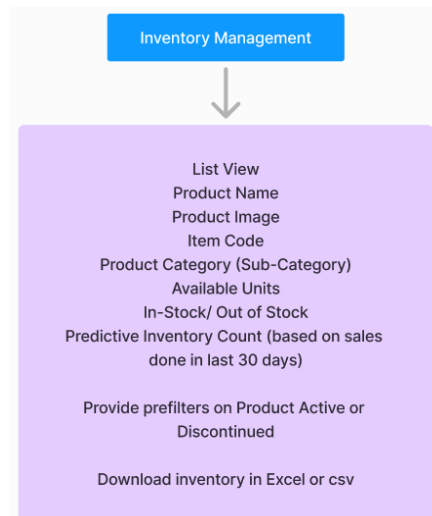|				
Activation Phase	Order Fulfillment Time	Minimize time from order to delivery	Measure the time taken to deliver the order starting from order getting placed till it gets delivered to the customer	∑(Delivery Date−Order Date)/ Total Orders
Retention Phase	Active Orders	Monitor customer engagement	Measure the volume of current orders	Total Orders Placed−Orders Fulfilled
Retention Phase	Stock Replenishment Rate	Ensure timely restocking	Measure my stock health and replenish it before they go out of stock. Def: The percentage of products that have gone below the threshold level and need to be restocked.	(Units Restocked/ Total Units Sold)×100
Revenue Phase	Gross Merchandise Value (GMV)	Determine the total sales done.	To measure the total value of merchandise sold over a given period of time through a website. It will be defined for a period.	GMV = Total Items Sold × Average Price per Item
Revenue Phase	Average Profit Margin	Maintain healthy profitability	Measure the average profit made on each sale	(Total revenue - Total costs) / Total revenue) x 100
Revenue Phase	Average Order Value	To identify the average amount spent by customers each time they place an order	Measures the average order value.	∑(Order Value)/ Total Orders
Revenue Phase	Average Shipping Cost	Minimize Shipping Cost	Measure the shipping cost in order to minimize the logistics expenses and increase profits	∑ (Shipping Costs)/ Total Ordered
Operational Phase	Days of Inventory On Hand	Optimize inventory management	Measure how long current inventory will last	(Average inventory / Cost of goods sold) x Number of days in period

2. **Order Management:**
    a. Order Management enables merchants to handle their day-to-day orders efficiently.
    b. This includes listing orders and categorizing them into current orders, return orders, canceled orders, past orders, and abandoned carts.
    c. The detailed view of all the fields available for order management is shown in the accompanying screenshot.
    d. Merchants can click on an Order ID to view more details about each order. They can also update the order status (Order Placed, In Process, In Transit, Out for Delivery, Delivered) based on the latest updates.
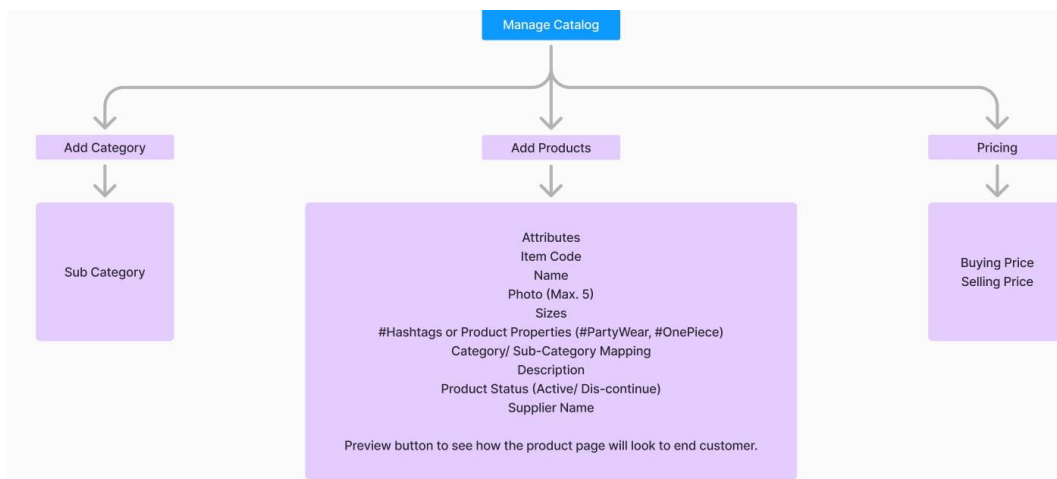
The first table (Order Management):

Order ID	Product Name/ Product ID	Date	Customer Name/ ID	Amount	Payment Status	Shipment Status	No Of Items	Source
	Filters for the order type (past, current, cancelled, return) will be used to filter table content					Order Placed, In Process, In Transit, Out for Delivery, Delivered		Direct Online, Social Media, Paid, External Source

The second table (Abandoned Carts):

Checkout ID	Product Name/ Product ID	Date	Customer Name/ ID	Region	Recovery Status	Total Amount	No Of Items	Source	Time to Checkout
					Pending, Recovered, Not Recovered			Direct Online, Social Media, Paid, External Source	

3. Inventory Management:

a. The Inventory Management screen allows merchants to efficiently manage their stock levels.

b. For each item, merchants can see the available stock quantity and clear indicators for products that are out of stock or below the threshold value, prompting stock replenishment.

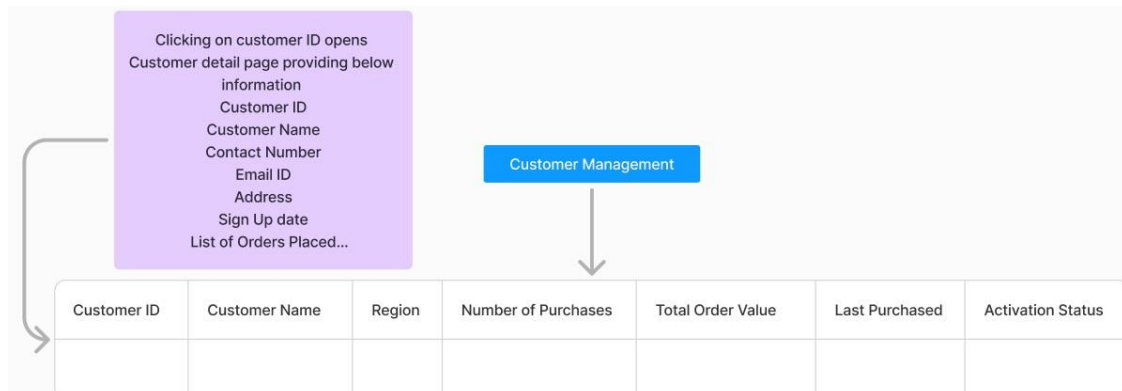c. Additional fields are highlighted in the below screenshot.

Inventory Management

List View
Product Name
Product Image
Item Code
Product Category (Sub-Category)
Available Units
In-Stock/ Out of Stock
Predictive Inventory Count (based on sales done in last 30 days)

Provide prefilters on Product Active or Discontinued

Download inventory in Excel or csv

4. **Product Management:**
   a. Product Management helps merchants effectively manage their product catalogs.
   b. This includes defining product categories and sub-categories based on the industry.
   c. Merchants can select the necessary category and start adding products, along with various product-related attributes.
   d. When adding product prices, the application will alert merchants if the entered amount is significantly different from the market level. For example, if a T-shirt is priced at Rs1 while the general market value is Rs100, the system will notify the user.
   e. Additional fields available in this module are highlighted in the accompanying screenshot.

Manage Catalog

Add Category → Sub Category

Add Products →
Attributes
Item Code
Name
Photo (Max. 5)
Sizes
#Hashtags or Product Properties (#PartyWear, #OnePiece)
Category/ Sub-Category Mapping
Description
Product Status (Active/ Dis-continue)
Supplier Name

Preview button to see how the product page will look to end customer.

Pricing →
Buying Price
Selling Price

5. **Customer Management:**
   a. The Customer Management module provides merchants with a list of customers who have placed orders.
   b. It also displays top customers along with their average order value.
   c. Additional fields available in this module are highlighted in the accompanying screenshot.

Clicking on customer ID opens
Customer detail page providing below information
Customer ID
Customer Name
Contact Number
Email ID
Address
Sign Up date
List of Orders Placed...

Customer Management

Customer ID	Customer Name	Region	Number of Purchases	Total Order Value	Last Purchased	Activation Status

6. **Advance Analytics**
   a. Advanced Analytics offers a range of reports that allow merchants to deeply analyze the health of their business.
   b. The reports and charts are segmented into various stages of the customer purchasing journey.
   c. The complete list of reports/ metrics can be referred using the link: Advance Analytics Metrics/ Report Refer to sheet '**Product Buyer Stage Metrics - Merchant Portal**'
   d. The advanced analytics section will also have a "Create custom reports" section so that merchants can do their business analysis on their own and get reports. This will be similar to what the screener does with a SQL-driven feature that provides prompts to help merchants find what they want quickly
7. **Account Management:** The Account Management module allows merchants to manage their personal account details. Refer to the accompanying screenshot for more details.
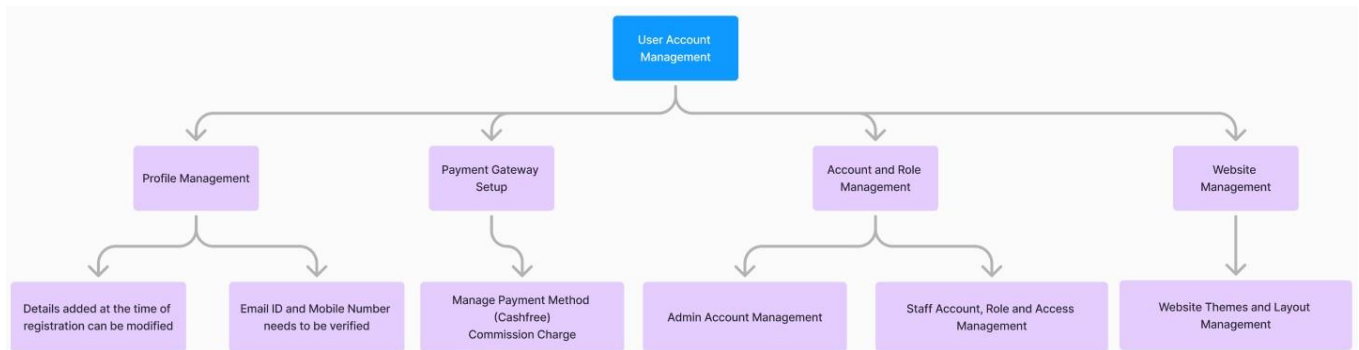
8. **AI assisted Chatbot:**
   a. The application will feature a chatbot to provide quick, on-the-go support to merchants.
   b. Merchants can ask the bot about the status of their business (such as revenue, average order value, etc.), the status of a specific order, or the stock quantity of a particular product.
   c. The Chatbot will help answer FAQs while prompting merchants on key metrics that are available on the dashboard with a subtle explanation.
   d. The chatbot will also help merchant's to raise support tickets to the Shopify team in case they are facing any challenges while using the application.

North Star Metrics

North Star Metric	Definition	Reasoning
GMV (Gross Merchandise Value)	Refers to the total value of merchandise sold, including the cost of merchandise, shipping, and taxes, but excluding any discounts or returns.	GMV was selected as it has a direct impact on revenue, it directly reflects Shopify's growth and is a driver of merchant engagement and success on the platform.

Detailed feature sets and user stories are defined in this Link. Refer to the tab: **Merchant User Stories**

Platform Analytics Dashboard

Overall Solution

The platform analytics dashboard will be utilized by Shopify employees to evaluate the business health of merchants onboarded on Shopify. Merchants are generally classified into three stages based on their business activity and feature usage:

1. **New Merchant**
   a. **Description:** Merchants who are in the process of onboarding to start their online business.
   b. **Goal:** Familiarize themselves with the platform.
   c. **Journey:** Provide initial setup details and log into the application.
2. **Acquired Merchant**
   a. **Description:** Merchants who have completed onboarding (set up their account and added products) and have completed one order cycle.
   b. **Goal:** Make their store live and generate revenue.
   c. **Journey** from New Merchant to Acquired Merchant in terms of business and feature usage is being defined in the below tables.
3. **Activated Merchant**
   a. **Description:** Merchants who are driving their own business and looking to scale with deep analysis.
   b. **Goal:** Focus on business scalability.
   c. **Journey** from Acquired Merchant to Activated Merchant in terms of business and feature usage is being defined in the below tables.

The platform analytics dashboard will consist of the below reports/ metrics to provide a glance at the business health of the merchants. And take necessary actions if they see something alarming.

Metric Name: Merchant Activation (Business Terms)
Goal: To identify the activated merchant %age based on the business they are doing.
   1. **New Merchant:** Make the sale
   2. **Acquired Merchant:** Generate revenue and profits
   3. **Activated Merchant:** Spread the business via varied platforms

Objective/ Detail
The merchant journey is divided into three stages:
   1. **New Merchant:** A merchant who is getting on board to start their online business.
   2. **Acquired Merchant:** A merchant who has completed onboarding (set up their account, added products) and completed one order cycle.
   3. **Activated Merchant:** A merchant who achieves 1/10th of the Average Merchant CLTV (Customer Lifetime Value) within one month, with CLTV calculated based on the average lifespan of merchants from similar segments.

The current maturity status of a merchant will be assessed based on these parameters, and they will be

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categorized as New, Acquired, or Activated accordingly.

Calculation Formula
1. New Merchant = (No. Of Merchant into new category/ Total Merchants onboarded) * 100
2. Acquired Merchant = (No. Of Merchant into Acquired category/ Total Merchants onboarded) * 100
3. Activated Merchant = (No. Of Merchant into Activated category/ Total Merchants onboarded) * 100

Visualization: Doughnut Chart

Metric Name: **Merchant Activation (Feature Usage Terms)**

Goal: To identify the activated merchant %age based on the application features used.
- **New Merchant**: Daily logins on the platform
- **Acquired Merchant**: Platform usage and running the business on its own
- **Activated Merchant**: Scalability with business sustenance

Objective/ Detail
The merchant journey is divided into three stages:
1. **New Merchant:** The merchant provides initial setup details and logs into the application.

2. **Acquired Merchant:**
   a. Complete the onboarding process.
   b. Set up accounts, payments, and other necessary configurations.
   c. Add at least 20 products and manage inventory.
   d. Make the store live.
   e. Track and manage orders using the orders page.
   f. Use the tooltip feature on the dashboard for at least five reports in the last seven days.

3. **Activated Merchant:**
   a. View insights for at least five reports on the dashboard in the last seven days.
   b. Use the drill-down feature for at least five reports on the dashboard in the last seven days.
   c. Use the chatbot to get answers for a minimum of 10 queries in the last seven days and provide feedback on at least five responses.
   d. Use the analytics feature for seven consecutive days.
   e. Set up threshold alerts for at least four metrics on the dashboard.
   f. Each of the above steps is weighted equally. Merchants must achieve at least 80% to qualify as activated.

Each step mentioned above has equal weightage, and merchants must achieve at least 80% to qualify to the next stage. This approach ensures that merchants become well-versed with the application's features and consistently use them to leverage the application's benefits.

Every three months, the merchant's status is evaluated. Merchants who fail to maintain their current status (ex, if they fail to maintain activated stage provided they were already in the activated stage in the current cycle) will be contacted by a Shopify Account Manager to understand the reasons and provide support.

Calculation Formula:
1. New Merchant = (#Merchant in new category/ Total Merchants onboarded) * 100
2. Acquired Merchant = (# Merchant in Acquired category/ Total Merchants onboarded) * 100
3. Activated Merchant = (# Merchant in Activated category/ Total Merchants onboarded) * 100

Visualization: Doughnut Chart

Metric Name: **Merchant Activity Levels**

Goal: To identify the activity level of the merchant.

Merchant activity levels will be defined as **High, Medium, Low** based on the parameters defined below. Additionally these parameters are also distinguished based on the age of the merchant's online store running through our platform.

The activity level for Merchant is benign analyzed separately based on their platform age.
- Merchants with age < 6 years are being tagged as Beginner, and
- Merchants with age > 6 months + clearing the criteria defined in the beginner level are being tagged as Veteran.

The parameters to evaluate the merchant activity level are as:
1. **Product Listings:**
   ◦ **Beginner:** Number of new products added in the last week:0-10: Low, 10-100: Medium, 100+: High.
   ◦ **Veteran:** Number of new products added in the last week: 10-100: Low, 100-300: Medium, 300+: High

2. **Sales Transactions:**
   ◦ **Beginner:** Number of products sold in the last week:0-5: Low, 5-20: Medium, 20+: High.
   ◦ **Veteran:** Number of products sold in the last week: 10-100: Low, 100-300: Medium, 300+: High

3. **Marketing Efforts:**
   ◦ **Beginner:** Number of marketing campaigns launched in the last week: 0-1: Low, 2-5: Medium, 5+: High
   ◦ **Veteran:** Number of marketing campaigns launched in the last week: 0-1: Low, 2-5: Medium, 5+: High

4. **Inventory Management:**
   ◦ **Beginner:** Frequency of inventory updates and restocks in the last week: 10-20: Low, 20-50: Medium, 50+: High
   ◦ **Veteran:** Frequency of inventory updates and restocks in the last week: 10-100: Low, 100-300: Medium, 300+: High

5. **Order Fulfillment**:
   ◦ **Beginner:** On-time order delivery in the last week:. 0-5: Low, 5-20: Medium, 20+: High
   ◦ **Veteran:** On-time order delivery in the last week:, 10-100: Low, 100-300: Medium, 300+: High

Visualization: Funnel Chart

Metric Name: Merchant Satisfaction Score

Goal: To identify how much merchant is satisfied while using the platform

Details: Score provided on the user satisfaction survey emails sent by Shopify to the merchants.

Scores will be provided on a scale of 5 where 1 - Highly Disappointed, 2 - Disappointed, 3 - Neutral, 4 -

Satisfied, 5 - Very Satisfied

The platform will track changes in satisfaction scores over time, especially after implementing new dashboard features.

Visualization: Gauge Meter / Happiness Index

Chart Name: Support Ticket Trend

Goal: Find how effectively the support tickets are being managed and resolved.

Details: Trend Line Chart showing the number of tickets in open state, number of tickets in progress state and number of tickets closed

Visualization: Trend Line Chart

Chart Name: Time taken to resolve merchant issues

Goal: To identify the resolution time to the issues raised by the merchant.

Details:
The TAT will be calculated based on the severity of the ticket raised. Ideally, TAT should be minimum for a P0 ticket (ticket with highest priority).
The TAT will be divided into support ticket categories P0 to P3, with P0 being the immediate attention required.

Measuring Parameters:
  • For this, we will be tracking the time between an automated alert and the first support interaction.
  • We will also measure the overall time to resolution for issues identified through the dashboard.

Visualization: T Chart

Chart Name: Resolution Rates

Goal: To determine how many tickets are getting resolved at various stages of the customer support lifecycle.

Details
  • The first resolution point for the ticket raised will be L1 customer support where on-call customer support agents will be able to resolve the issue instantly.
  • In case, it doesn't happen, then the ticket gets transferred to the L2 customer support where an engineer is assigned for an onsite visit to resolve the issue.
  • In case, the onsite engineer also is not able to resolve the issue, then L3 customer support team (generally experts and backend eng team) gets involved to rectify the issue.
  • The goal is to have the highest resolution rates for L1 support and minimum resolution rates for L3 support.

Measuring Parameter:
  • Calculate the percentage of issues successfully resolved after being identified through dashboard alerts.
  • Compare resolution rates for proactively identified issues vs. those reported by merchants.

Visualization: Stacked Bar Chart

Feature to Streamline the support process

The dashboard will also include below features to Streamline the Support Processes

1. **Automated Alerts for Declining Merchant Performance:**
   a. Key Performance Indicator (KPI) Triggers:
      i. Set up triggers for KPIs such as sales volume, conversion rates, or cart abandonment rates.
      ii. Include contextual information in the alerts, such as historical data and potential causes for the decline.
   b. Real-Time Notifications:
      i. Deliver alerts through multiple channels (email, SMS, in-app) to ensure timely responses.
2. **Integration with Customer Support Tools:**
   a. Dashboard and Ticketing System Connection:
      i. Connect the analytics dashboard with ticketing systems to provide support agents with real-time merchant data.
      ii. Enable one-click access to a merchant's full profile and performance history from within support tickets.
   b. Issue Tagging and Categorization:
      i. Implement a feature to tag and categorize common issues for easier trend analysis and proactive support.
      ii. Provide a unified view of frequently occurring problems to prioritize fixes and improvements.
3. **Predictive Analytics for Potential Issues:**
   a. Machine Learning Algorithms:
      i. Utilize machine learning algorithms to identify patterns that may lead to merchant problems.
      ii. Generate proactive alerts and recommendations to reach out to merchants who are at risk of experiencing issues.
4. **Proactive Support:**
   a. Develop a system for automatic follow-ups with merchants based on predictive analytics insights.
5. **Customizable Merchant Health Score:**
   a. Performance Metrics Integration:
      i. Create a customizable merchant health score based on various metrics such as Gross Merchandise Value (GMV), Average Order Value (AOV), and others.
      ii. Provide a dashboard widget displaying the health score for quick assessment.
6. **Actionable Insights:**
   a. Offer recommendations based on the health score to help merchants improve their performance.
   b. Highlight areas needing attention and suggest specific actions to address issues.

By implementing these features, the platform will enhance support processes, enable proactive interventions, and ensure that merchants receive timely assistance to maintain and improve their business performance.

How can Different Teams Using the Platform Analytics Dashboard collaborate

1. **Shared Dashboards and Reports:**
   a. Create role-specific views of the analytics dashboard tailored for different teams (e.g., support, sales, product).
   b. Implement a feature for teams to share and annotate specific data points or trends they find significant.
2. **Integrated Communication Tools:**
   a. Embed chat or commenting functionality directly within the dashboard for quick discussions about specific data points or merchants.
3. **Regular Cross-Team Data Review Sessions:**
   a. Schedule automated reports to be sent to relevant teams for periodic review.
   b. Implement a feature to easily create and distribute meeting agendas based on dashboard data.
4. **Knowledge Base Integration:**
   a. Link relevant support articles, product updates, and best practices directly to specific dashboard metrics or merchant profiles.

North Star Metrics - Platform Analytics Dashboard

North Star Metric	Definition	Reasoning
Merchant Satisfaction Score(MSS) MSS = (Total customers who are satisfied or very satisfied) / (Total number of customer responses)	It measures the overall satisfaction of merchants with a platform or service.	MSS directly measures the satisfaction and experience of merchants using the platform, which is crucial for their continued use and advocacy of the platform. High satisfaction scores often correlate with effective support, user-friendly interfaces, and valuable features

Wireframes (Low Fidelity Wireframe)

- The Merchant Portal prototype can be accessed using the link: [Merchant Portal Prototype](#)
- The Merchant Portal wireframes can be accessed using the link: [Merchant Portal Wireframes](#)
- The Platform Analytics Dashboard Prototype viewed by Shopify Account Manager can be assess using the link: [Platform Analytics Dashboard Prototype](#)

- The Platform Analytics Dashboard wireframe viewed by Shopify Account Manager can be assess using the link: [Platform Analytics Wireframe](#)

Assumptions

- 1 email and 1 mobile number will be registered for 1 business. In case, a merchant wants to start another business, they need to create another account to initiate the process.
- We assume that the products that the merchants are selling will be sourced/ manufactured by them or their partners
- A merchant will be able to add up to 5 users within a registered account and the merchant admin account can manage the roles and permission for those users.
- All the transactions will be done in INR. So currency will be defaulted to INR.
- Merchant has all the legal documents for the products sold and onboarding
- Product shipping is taken care by the shopify services
- Alert will be default communicated on the primary email and WhatsApp enabled mobile numbers
- Product returns and refunds will be managed by Shopify only
- COD payouts will be handled by the Shopify team and adjusted against the final payment
- All the necessary integrations with top shipping partners are available.
- All the ncesseary integration with Cashfree payment system is available.

Reference Links

- https://www.linkedin.com/pulse/complete-guide-shopify-analytics-analyzify-1dixf/
- https://help.shopify.com/en/manual/reports-and-analytics/shopify-reports/overview-dashboard
- https://help.bolt.com/dashboard/analytics/abandoned-carts/
- https://www.shopify.com/blog/marketing-analytics
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- https://www.shopify.com/in/enterprise/blog/customer-journey-map-ecommerce
- https://www.gameball.co/blog/mastering-shopify-analytics-key-metrics-every-store-owner-should-track
- https://www.netsuite.com/portal/resource/articles/inventory-management/inventory-management-kpis-metrics.shtml