



Shopify Internship Project Documentation

Internship Role: Software Analyst (eCommerce)

Platform: Shopify

Project: Complete eCommerce Website Setup & Launch

Store Name: Creeds Shopy

URL: <https://admin.shopify.com/store/zfws4h-9a>

Theme Used: Trade (Free)

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Submitted by:

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1. Project Overview

The Creeds Shopy project was developed as part of a Software Analyst (eCommerce) Internship. This internship project required the end-to-end setup of an eCommerce website using Shopify, one of the world's leading online store platforms. The objective was to simulate a real-world eCommerce scenario including product listing, storefront customization, marketing email setup, and final documentation.

The goals of this project were to:

- Understand the basic structure and operations of an online store
- Gain experience in UI/UX customization using no-code Shopify tools
- Implement product SEO techniques
- Create a launch email campaign using Shopify Email
- Document and present all work done in a professional manner

2. Store Details

- Store Name: Creeds Shopy
- Platform: Shopify (Free Trial used)
- Theme Used: Trade (responsive, minimal, user-friendly)
- Store Type: Lifestyle & Fashion Accessories (T-Shirts & Mugs)
- Target Audience: Young adults and professionals (18–35 years)

3. Product Listing

Two distinct products were listed to showcase variety in SKUs. Each product was uploaded with title, high-resolution images, descriptions, pricing, and multiple variants (such as size, color, or design). Additionally, SEO title and meta description were added to increase visibility in search engines.

Product Name	Variants	Price	SEO Title	SEO Meta Description
Cotton Graphic T-Shirt	Size: S, M, L; Color: Black, White	₹699	Buy Graphic Cotton T-Shirts Online	Stylish breathable cotton t-shirts available in multiple sizes and colors.
Motivational Quote Mug	Quote: Rise & Grind; Color: White, Blue	₹299	Buy Quote Mugs – Ceramic 350ml	Durable ceramic mugs with positive quotes – perfect for daily motivation.

4. Theme Customization & Homepage Design

Using Shopify's 'Customize Theme' feature, the home page was professionally designed to reflect a clean, engaging, and modern aesthetic. A banner image was created using Canva to set the visual tone. Sections added:

- Hero Banner with CTA (Call-to-Action): 'Shop Now'
- Featured Products Section: Displaying both listed items
- Newsletter Signup Section: Encouraging users to subscribe
- About Us Section: Introducing Creeds Shopy and its vision
- Testimonials Section: Mock user reviews to build trust

Attention was given to user experience, clarity, and visual hierarchy. The homepage offers a professional look that can rival real eCommerce stores.

5. Email Marketing Campaign

To initiate customer engagement, an email campaign was created and launched using Shopify Email. A 10% discount was offered to first-time users through a custom discount code. Email details:

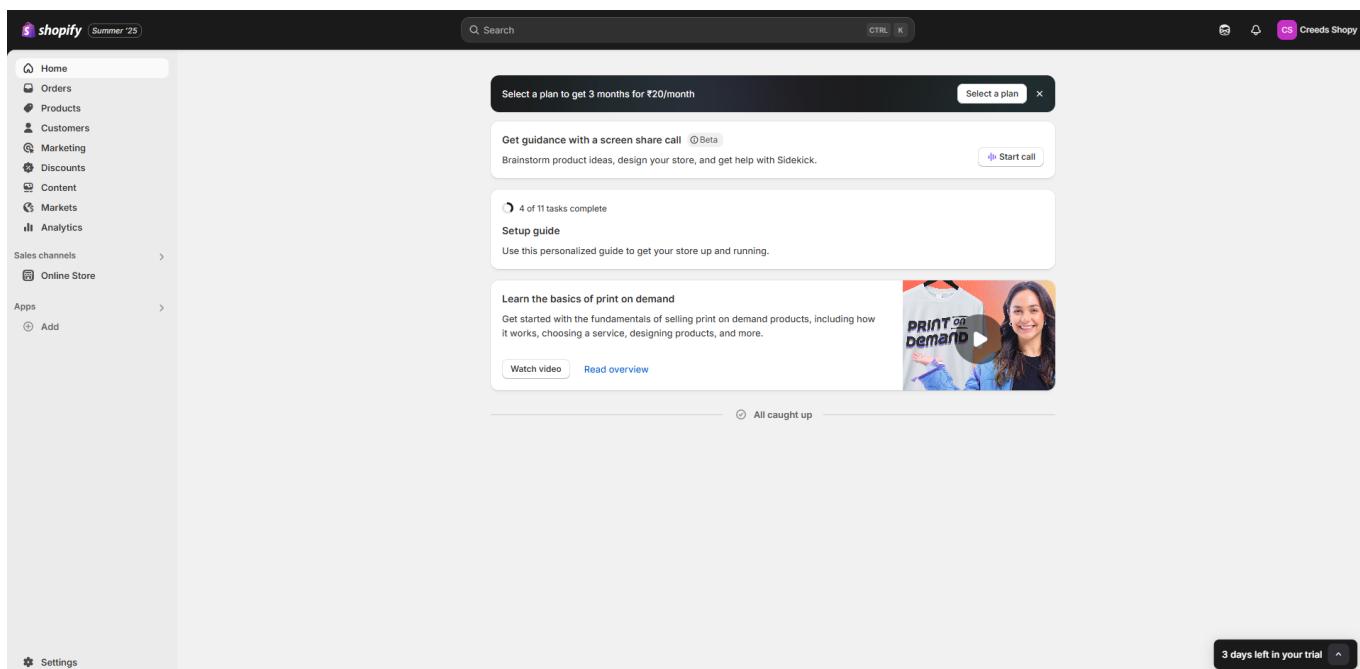
- Campaign Name: CreedsShopy_Launch10_Campaign_June2025
- Subject Line: 'Creeds Shopy is Live – Get 10% OFF!'
- Discount Code: VENKEY14 (applies store-wide)
- CTA: 'Shop Now' button linked to the product page
- Design: Used branded banner, concise messaging, and engaging language

The email followed eCommerce email best practices with clarity, urgency, and promotional value.

6. Screenshots to be Attached

To validate all steps performed, the following screenshots should be included in the final submission:

Shopify Dashboard



Product Pages

The screenshot shows the Shopify Admin Dashboard. On the left, there's a sidebar with navigation links like Home, Orders, Products, Customers, Marketing, Discounts, Content, Markets, Analytics, Sales channels, Online Store, and Apps. The main area is titled "Products" and shows a list of products. There are two items listed:

Product	Status	Inventory	Category	Channels
Motivational Quote Mug - 350ml	Active	0 in stock for 4 variants	Mugs	2
Cotton Graphic T-Shirt – Unisex	Active	0 in stock for 20 variants	T-Shirts	2

At the bottom of the list, it says "Learn more about [products](#)".

This screenshot shows a detailed view of the "Motivational Quote Mug - 350ml" product page in the Shopify Admin. The top navigation bar includes "Search", "View as", "Export", "Import", "More actions", and "Add product".

The main form fields include:

- Title:** Motivational Quote Mug - 350ml
- Description:** Start your morning right with our ceramic mug featuring inspiring quotes. Microwave and dishwasher safe.
- Media:** A large image of the mug with the words "LEAD WIN" and a smaller image of the mug.
- Category:** Mugs
- Variants:** A table showing two variants: "Glass" and "Plastic". Both are priced at \$29.99.
- Category metafields:** Fields for "Color" (Glass, Plastic) and "Drinks material" (Glass, Plastic).
- Search engine listing:** Fields for "Title", "Description", and "Image alt".

At the bottom right, there's a "Save" button.

Theme Editor / Home Page

Creeds Shopy

Enter using password

NEW * NEW * NEW * NEW

Curated

Welcome to Creeds Shopy – Where Style Meets Comfort

Discover curated fashion & lifestyle essentials that make everyday feel special.

Shop Now

SHOP NOW

Featured collection

Sold out

Motivational Quote Mug – 350ml
CREEDS SHOPY
Rs. 299.00

Sold out

Cotton Graphic T-Shirt – Unisex
CREEDS SHOPY
Rs. 699.00

Subscribe to our emails

Get 10% OFF Your First Order – Subscribe Now

Email



Our Story

At Creeds Shopy, we bring fashion and function together. Our products are crafted with love and designed for everyday lifestyle.

Contact form

Name

Email *

Phone number

Comment

Send

This shop will be powered by  **shopify**

Are you the store owner? [Log in here](#)

Discount Code Settings

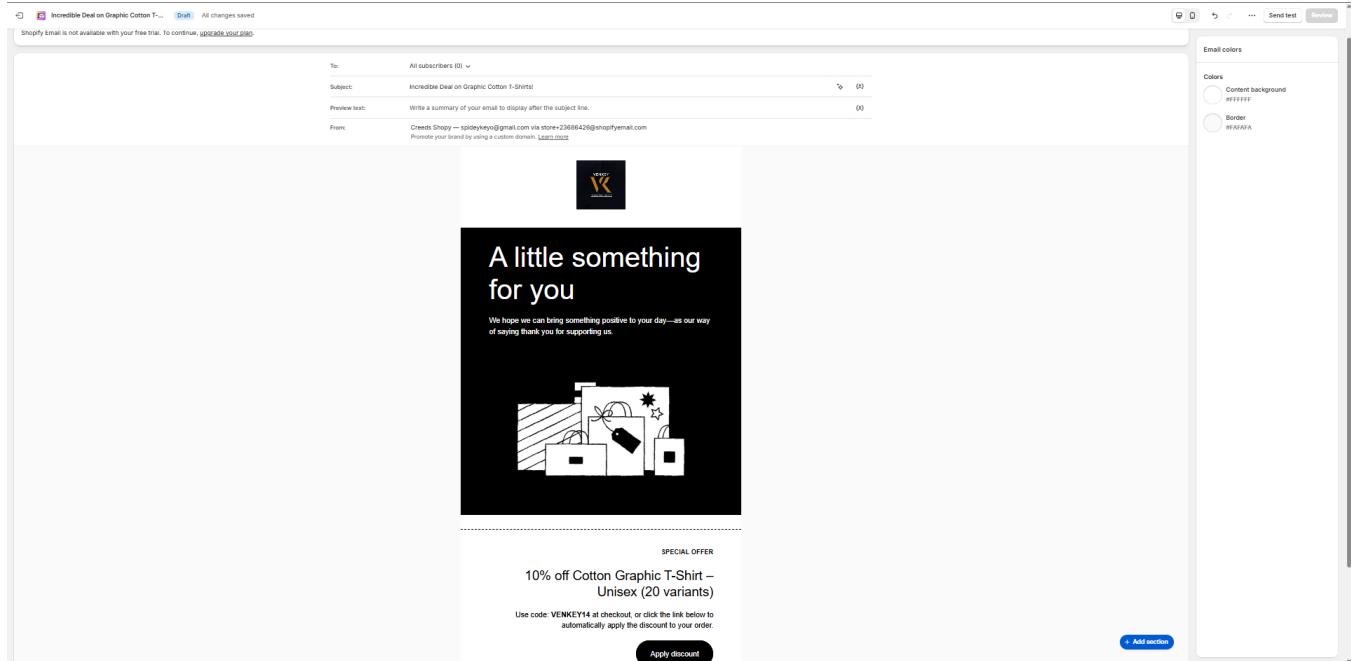
The screenshot shows the Shopify admin interface under the 'Discounts' section. A single discount named 'VENKEY14' is listed, which offers a 10% off discount on Cotton Graphic T-Shirts. The discount is currently active.

Title	Status	Method	Type	Combinations	Used
VENKEY14 10% off Cotton Graphic T-Shirt – Unisex (20 variants)	Active	Code	Amount off products	0	0

Email Campaign Editor and Preview

The screenshot shows the Shopify admin interface under the 'Campaigns' section. One campaign, 'CreedsShopy_Launch10_Campaign_June2025', is listed. It was created and updated on June 22, 2025.

Campaign	Updated	Created	Sessions (YTD)	Sales (YTD)
CreedsShopy_Launch10_Campaign_June2025	Jun 22, 2025	Jun 22, 2025	—	—



7. Conclusion & Learnings

This internship project successfully demonstrated the entire eCommerce store lifecycle using Shopify. From technical setup to marketing, each element contributed to building a functional and branded store. Key skills developed during this project include:

- eCommerce UI/UX configuration
- Product inventory setup and SEO tagging
- Email marketing strategy execution
- Shopify admin tools and campaign reporting

The project was completed within the required timeframe, with clean execution and documentation suitable for real-world applications.

— End of Report —

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