

Shopify Case Study

Tasks	Status	Release Dates
Market Analysis	Launched ▾	13/02/24
Required Positions	Launched ▾	13/02/24
Jira Roadmaps	Launched ▾	13/02/24
Jira Dashboards	Launched ▾	14/02/24
Jira Confluence	Launched ▾	14/02/24
PPTs	80 % Done ▾	14/02/24
Custom BI Dashboard	Launched ▾	11/02/24
Feedback for up-dation and changes.	In progr... ▾	14/02/24

Market Analysis:

Global Market Size:

The global e-commerce market is projected to reach **\$6.4 trillion by 2024**, with significant growth driven by the increasing preference for online shopping, especially post-pandemic. Within e-commerce, the apparel and accessories segment, including T-shirts, is one of the largest and fastest-growing categories.

Dropshipping has become a popular business model within e-commerce due to its low barrier to entry and minimal upfront investment requirements.

Market Size in India:

India's e-commerce market is expected to reach \$200 billion by 2026, driven by factors such as increasing internet penetration, smartphone adoption, and digital payment infrastructure. The apparel segment is a key contributor to India's e-commerce market, with T-shirts being a popular choice among consumers, especially the younger demographic.

Dropshipping is gaining traction in India, particularly among small businesses and entrepreneurs looking to start online stores without the need for inventory management.

Comparison:

While India's e-commerce market is growing rapidly, it is still smaller in comparison to mature markets like the United States and China.

In terms of market size, India's e-commerce market is expected to be a fraction of the global market, **but its growth potential remains promising due to favorable demographics and increasing internet penetration.**

The Shopify T-shirt and dropshipping industry in India may still be in its nascent stages compared to more developed markets, but **it presents significant opportunities for growth and innovation.**

Key Trends and Opportunities:

Rising adoption of smartphones and internet connectivity is driving the shift towards online shopping in India, creating opportunities for e-commerce platforms like Shopify.

The popularity of custom-designed T-shirts, niche markets, and influencer-driven marketing campaigns presents opportunities for entrepreneurs in the Shopify T-shirt space.

Innovations in **technology, logistics, and payment solutions** are further fueling the growth of e-commerce and dropshipping in India, making it an attractive market for businesses and investors.

Challenges:

Despite the growth potential, the Indian e-commerce market is highly competitive, with both domestic and international players vying for market share.

Infrastructure challenges, including logistics and last-mile delivery, remain significant hurdles for e-commerce companies in India.

Regulatory complexities and compliance requirements can pose challenges for businesses operating in the e-commerce space, including those utilizing the dropshipping model.

1. Required Positions:

1. Project Manager **Ankit Sonawane**
2. Frontend Developer **@Manish**
3. Backend Developer **@ashishPatil**
4. DevOps Engineer **@Somesh**
5. UI/UX Designer **@Nitish**
6. QA Tester **@AnkitP**
7. Onboarding Specialist **@Nitish**
8. Integration Specialist **@Rushikesh S**
9. Data Analyst / BI Specialist **Ankit Sonawane**
10. Product Owner **Aniket Chopade**

Epic 1: Platform Development

As a project manager, I want to create a project plan outlining phases, tasks, and timelines.

As a developer, I want to set up the development environment for the Shopify platform.

As a designer, I want to create wireframes and mockups for the user interface.

As a developer, I want to implement basic functionality for user registration and authentication.

Epic 2: Vendor and Drop Shipper Onboarding

As a vendor, I want to create an account on the platform and set up my profile.

As a drop shipper, I want to onboard vendors onto the platform and provide training on platform usage.

As a vendor, I want to list my products on the platform and manage my inventory.

Epic 3: Order Processing

As a customer, I want to browse products and add them to my cart.

As a customer, I want to place an order and make a payment securely.

As a vendor, I want to receive order notifications and process orders efficiently.

Epic 4: Shipping Integration

As a developer, I want to integrate with shipping carriers to calculate shipping costs and generate shipping labels.

As a customer, I want to track the status of my order and receive updates on shipping.

Epic 5: Return and Replacement Process

As a customer, I want to initiate a return or replacement request for a product.

As a vendor, I want to receive return or replacement requests and process them in a timely manner.

Epic 6: Customer Support

As a customer, I want to contact customer support for assistance with my order.

As a support agent, I want to manage customer inquiries and provide timely responses.

Epic 7: Reporting and Analytics

As an admin, I want to access reports and analytics dashboards to track key metrics.

As a manager, I want to analyze sales data and identify trends to inform business decisions.

Epic 8: Security and Compliance

As a developer, I want to implement security measures to protect user data and prevent unauthorized access.

As a compliance officer, I want to ensure that the platform complies with relevant regulations and standards.

Epic 9: Performance Optimization

As a developer, I want to optimize the performance of the platform to ensure fast loading times and responsiveness.

As a QA tester, I want to conduct performance testing and identify areas for improvement.

Epic 10: Continuous Improvement

As a product owner, I want to gather feedback from users and stakeholders to identify areas for improvement.

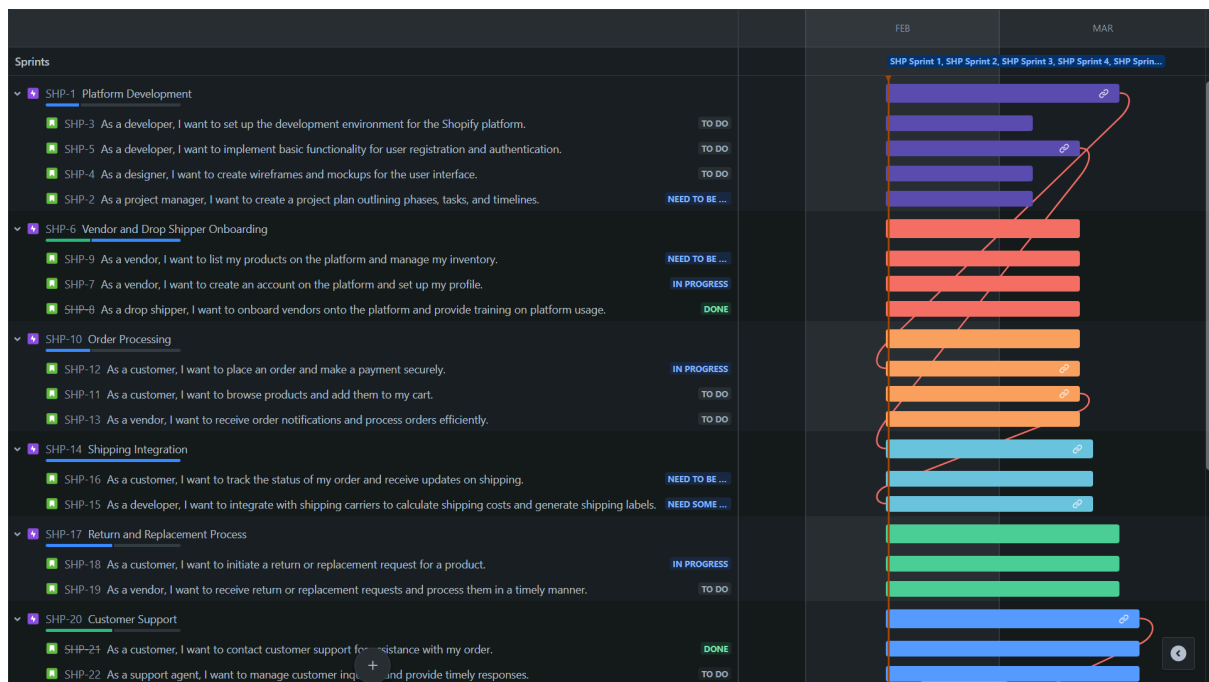
As a development team, I want to prioritize and implement feature enhancements based on user feedback and market trends.

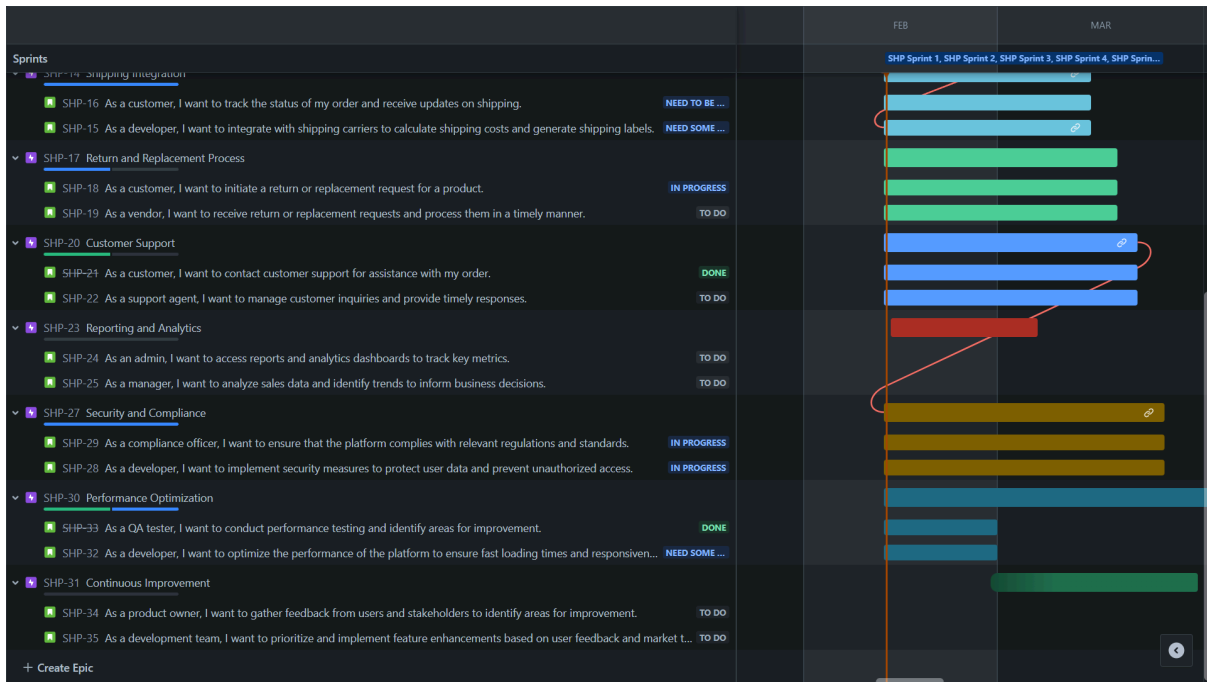
Jira Screenshots:

Click here to access — [Jira Access](#)

This screenshot shows the Jira Sprints board interface. At the top, there's a header with 'All sprints', a search bar, and navigation links for 'Epic', 'Label', and 'Sprint'. Below the header, the board is divided into five columns representing different stages of a sprint:

- TO DO 7:** Contains tasks like 'As a developer, I want to set up the development environment for the Shopify platform.' (SHP-3), 'As a developer, I want to implement basic functionality for user registration and authentication.' (SHP-5), 'As a designer, I want to create wireframes and mockups for the user interface.' (SHP-4), and 'As a customer, I want to browse products and add them to my cart.' (SHP-11).
- IN PROGRESS 5:** Contains tasks like 'As a vendor, I want to create an account on the platform and set up my profile.' (SHP-7), 'As a customer, I want to place an order and make a payment securely.' (SHP-12), 'As a customer, I want to initiate a return or replacement request for a product.' (SHP-18), and 'As a compliance officer, I want to ensure that the platform complies with relevant regulations and standards.' (SHP-29).
- DONE 3:** Contains tasks like 'As a drop shipper, I want to onboard vendors onto the platform and provide training on platform usage.' (SHP-8), 'As a customer, I want to contact customer support for assistance with my order.' (SHP-21), and 'As a QA tester, I want to conduct performance testing and identify areas for improvement.' (SHP-33).
- NEED TO BE REVIEW 3:** Contains tasks like 'As a project manager, I want to create a project plan outlining phases, tasks, and timelines.' (SHP-2), 'As a vendor, I want to list my products on the platform and manage my inventory.' (SHP-9), and 'As a customer, I want to track the status of my order and receive updates on shipping.' (SHP-16).
- NEED SOME CHANGES 2:** Contains tasks like 'As a developer, I want to integrate with shipping carriers to calculate shipping costs and generate shipping labels.' (SHP-15) and 'As a developer, I want to optimize the performance of the platform to ensure fast loading times and responsiveness.' (SHP-32).



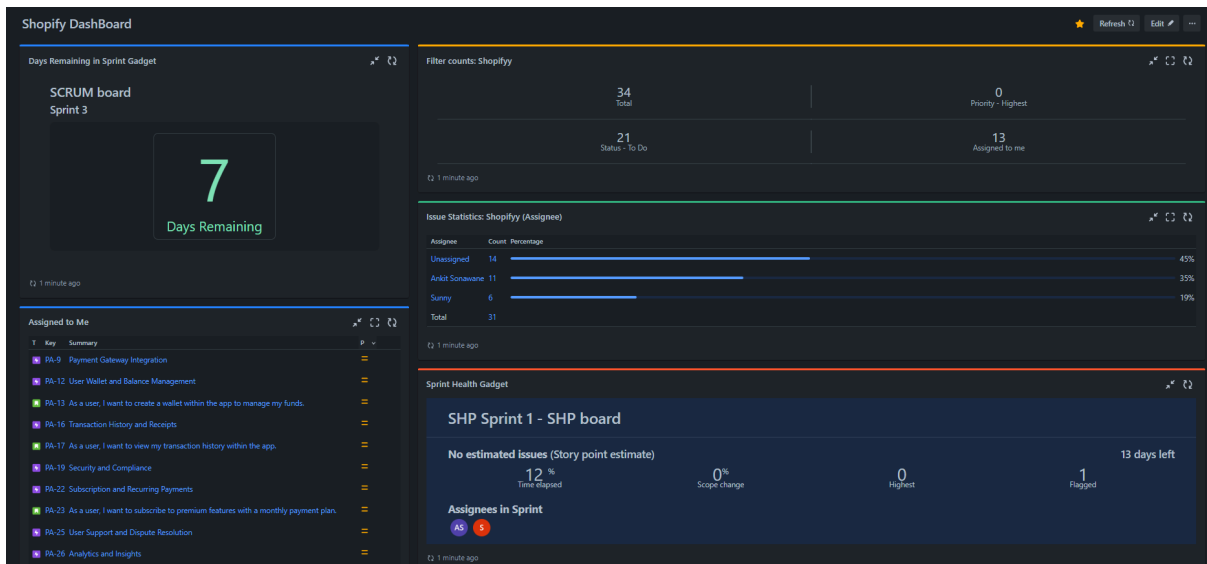


Jira Confluence

Link to access: <https://ankitsonawane.atlassian.net//cp/oiFb7WBS>

Jira Dashboard

Link to access: <https://ankitsonawane.atlassian.net/jira/dashboards/10001>



Microsoft Power Bi DashBoard:

