

Startup Idea Documentation (Entry Level Dashboard App)

1. Startup Idea Summary

Problem:

Small shop owners (Medical, Kirana, Dress) don't understand their sales data easily. They use notebooks or Excel but don't get useful insights like profit, best-selling items, etc.

Target User:

Small shop owners with basic digital knowledge

Need:

They want to know:

- Which products sell the most?
- How much profit did they make?
- Daily/Monthly sales trends

Solution (Your App):

- Upload CSV/Excel file
- Clean and process data (using Python: pandas)
- Show easy visuals (matplotlib) with summary
- Simple dashboard with daily, monthly, product-wise insights

Technology Stack:

- Backend: Python (Flask)
- Data: pandas, numpy
- Charts: matplotlib

- Frontend: HTML/CSS + Bootstrap
- Hosting: PythonAnywhere (free/basic plan)

Key Features:

- Upload sales file
- See graphs and reports
- Understand profit, top items, loss items

Charts:

1. Top-Selling Products -> Bar Chart
2. Daily Sales -> Line Chart
3. Category-wise Share -> Pie Chart
4. Monthly Profit -> Bar Chart

2. Basic Business Plan

Name: (To be decided)

Product: Web-based dashboard app for shopkeepers

Revenue Model:

- Monthly Subscription (e.g. Rs.99)
- Yearly Discount (e.g. Rs.499)
- Free Trial for 7 days (optional)

Target Market:

- Small cities, towns, and urban areas

- Entry-level digital shopkeepers

Marketing Plan:

- WhatsApp Status + Posters
- Google My Business (Free Listing)
- Local Shop-to-Shop Demo (initially)
- Facebook/Instagram page (Optional)

Growth Ideas:

- Mobile App version
- Download/Print PDF Report
- WhatsApp daily summary
- Cloud backup (future)

3. App Page Flow + Diagram

Total Pages: 2 Main Pages

1. Upload Page

- Upload CSV/Excel file
- Simple instructions

2. Dashboard Page

- Cleaned data summary
- 4 Graphs:
 - Daily Sales (Line Chart)
 - Monthly Profit (Bar Chart)

- Top Products (Pie Chart)
- Category Split (Bar or Pie)
- Total Income, Expense, Profit in box cards

User Flow:

User -> Upload File -> App Cleans Data -> Show Dashboard -> View Graphs + Summary

Timeline Suggestion:

- Week 1: Build basic upload + backend logic
- Week 2: Add data cleaning + simple graphs
- Week 3: Build dashboard design + test with 1-2 real CSVs
- Week 4: Host & test with shopkeeper