DashVieww – Startup Idea Documentation

Project Title:

DashVieww – Entry-Level Sales Dashboard Web App

1. Startup Idea Summary

Problem Statement

Small shop owners (e.g.,Grocery, Medical, Clothing stores) often manage their sales using notebooks or Excel. However, they struggle to derive meaningful insights such as:

- Profit and loss figures

- Top-selling products

Sales trends over time

Target Users

Shopkeepers in small to medium businesses

Basic digital literacy (able to use smartphones or browsers)

Located in towns, semi-urban, or urban areas

Identified Needs

Shopkeepers want to:

- Identify top-selling and slow-moving products

- Track daily/monthly profit and loss

- See income, expenses, and trends clearly

2. Proposed Solution: Sales Dashboard App

A simple, web-based platform that:

- Accepts CSV or Excel file uploads from users

- Cleans and processes the data using Python (pandas)

- Presents intuitive visuals and summaries

Technology Stack

Frontend	HTML, Tailwind CSS, Javascript
Backend	Python (Flask)
Data Handling	Pandas, Numpy
Visualization	Matplotlib, Seaborn
Hosting	Render.com

Core Features

- Upload sales data (.csv or .xlsx)

- Automatic data cleansing and processing

- Interactive dashboard displaying:

    - Daily Sales (Line Chart)

    - Monthly Profit (Bar Chart)

    - Top Products (Pie Chart)

    - Category Split (Pie or Bar Chart)

- Summary cards showing:

    - Total Income

    - Total Expense

    - Net Profit

3. Business Plan

Product Name   -   DashVieww

Product Type   -   Web-based dashboard for shopkeepers

Revenue Model

- ₹99/month (monthly plan)

- ₹499/year (annual plan)

- Option for a 7-day free trial

Target Market

- Small shops in Tier 2/3 cities and towns

- Entry-level digital users

Marketing Strategy

- Local posters and flyers

- WhatsApp status promotions

- Google My Business listing

- On-site demos at local shops

4. App Flow & Page Design

Pages Overview

- Upload Page: Allows CSV/Excel file upload

- Dashboard Page: Displays processed data in charts and summaries

User Journey

User → Upload File → Data Processed → Dashboard → View Charts & Summary

Dashboard Includes

- Summary cards: Total Income, Expense, and Profit

- Charts:

    1. Daily Sales (Line Chart)

    2. Monthly Profit (Bar Chart)

    3. Top Products (Pie Chart)

    4. Category-Wise Sales (Pie or Bar Chart)

6. Important Gaps to Fulfill Market Needs

These features are essential to ensure the product is **market-ready** and **easy for non-technical users**:

- **Sample File & Format Guide**: Helps users prepare correct data

- **Input Validation & Error Messages**: Prevents confusion or processing errors

- **Success Alerts / Flash Messages**: Confirms upload and processing status

- **Summary Cards (Income, Profit, Expense)**: Instant overview without needing to interpret charts

- **PDF Report Download Option**: Facilitates printing and sharing

- **Regional Language Labels (Marathi, Hindi)**: Boosts accessibility and usability

- **Basic Login System (Optional)**: Allows tracking of past uploads

- **Affordable Subscription Plan**: Matches the financial capacity of target users

7. Future Plans & Growth Ideas

- **Report Sharing** via WhatsApp or Email

- **Multi-Shop Support** (manage multiple branches under one account)

- **Admin Panel** for user and subscription management

- **Cloud Backup** for uploaded data and dashboards

- **Multilingual Interface** to cater to diverse regional users

8. Conclusion

DashVieww is a simple yet impactful web-based tool designed to help small shop owners understand their sales data easily. It turns raw CSV or Excel files into meaningful charts and summaries without requiring technical skills.

By offering clear insights into profit, expenses, and top-selling products, DashVieww empowers shopkeepers to make smarter business decisions. With plans to expand features and support local languages, DashVieww aims to become an essential tool for modern retail management in small businesses.