In an **eCommerce Admin Panel**, the sub-modules typically include the following:

**1. User Management**

1. Customer accounts & profiles
2. Role-based access control (Admin, Manager, Staff, etc.)
3. Customer activity logs
4. Login & authentication management

**2. Dashboard**

* Overview of sales, orders, and user activity
* Revenue statistics & reports
* Recent orders summary
* Low stock & top-selling products

**3. Product Management**

* Add, update, delete products
* Product categories & subcategories
* Inventory & stock management
* Product attributes (size, color, brand, etc.)
* Pricing & discount rules

**4. Order Management**

* Order tracking & status updates
* Order invoices & receipts
* Order returns & refunds
* Shipping & delivery status

**5. Payment Management**

* Payment gateway settings
* Transaction history
* Refund processing
* Payment reconciliation

**6. Shipping & Delivery**

* Shipping zones & rates
* Delivery partner integration
* Order dispatch tracking
* Estimated delivery time configuration

**7. Category & Brand Management**

* Manage product categories
* Add or remove brands
* Organize navigation structure

**8. Promotions & Discounts**

* Coupon code management
* Flash sales & limited-time offers
* Loyalty programs & reward points

**9. Reviews & Ratings**

* Manage customer reviews
* Approve or reject ratings
* Report or flag inappropriate reviews

**10. CMS (Content Management System)**

* Manage homepage banners & sliders
* Create/update static pages (About Us, Privacy Policy, etc.)
* Blog or news management

**11. Reports & Analytics**

* Sales & revenue reports
* Customer behavior analytics
* Product performance statistics
* Abandoned cart reports

**12. Notification Management**

* Email & SMS notifications
* Push notifications for updates
* Order confirmation & tracking alerts

**13. Vendor/Marketplace Management *(For Multi-Vendor Systems)***

* Vendor registration & approval
* Commission & payout settings
* Vendor performance analytics

**14. Settings & Configurations**

* General site settings (logo, currency, timezone)
* Security & access control settings
* SEO settings (meta tags, sitemap, robots.txt)