E-commerce Admin Feature Breakdown

2. Admin Features (Website Owner/Manager) - Detailed

Dashboard & Reports

- Overview of total revenue, number of users, and total orders

- Sales trends (daily, weekly, monthly)

- Best-selling products and categories

- Traffic analytics (visits, bounce rate, conversion)

- Refund and return statistics

- Real-time alerts (low stock, order spikes)

- Export reports (CSV, PDF)

Product & Inventory Management

- Add/edit/delete products, categories, and attributes (e.g., size, color)

- Bulk upload/edit products (CSV/Excel)

- Product status control (active/inactive)

- Set product visibility by region or user type

- Monitor and alert low stock items

- SKU and barcode management

- Assign products to vendors (multi-vendor)

Order & Transaction Management

- View and manage all customer orders

- Update order statuses (confirmed, packed, shipped, delivered)

- Manual order creation for customer support

- Manage returns and refunds

- Transaction history and reconciliation

- Invoice generation and download

E-commerce Admin Feature Breakdown

- Handle disputes and complaints

User & Seller Management

- Manage customer accounts (view, block/unblock, edit)

- Create and manage internal roles (admin, moderator, support)

- Approve, monitor, or ban vendor accounts

- View vendor performance: ratings, delivery speed, returns

- Assign commission rates or plans to vendors

- View customer interaction logs (messages, reviews)

Content & Promotions

- Create/edit homepage banners, carousels, and featured sections

- Schedule flash sales, limited-time offers

- Coupon code creation and management (rules, expiry, usage limits)

- Product tagging for promotions (e.g., "Deal of the Day")

- Blog/news section management

- SEO optimization (meta title, description, friendly URLs)

Security & Settings

- Role-based access control (who can access what in the backend)

- SSL certificate and HTTPS settings

- Data encryption settings

- GDPR and privacy policy configuration tools

- Site-wide settings: currency, tax rules, language, timezone

- Backup and restore system data

- CAPTCHA and anti-bot protection