# E-Commerce - Business Analysis

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## 1. Executive Summary

This is a full-stack e-commerce concept dedicated to experimental rocketry products.

It features modern UI/UX design, secure Stripe payments, and a product catalog built in React with a Node.js backend.

The platform showcases scalable architecture for future feature growth and real-world application potential.

## 2. Market Opportunity & Problem

Targeting hobbyists, engineers, and students, this E-Commerce solves the fragmented experience of purchasing rocketry parts online.

Most competitors offer outdated platforms and poor UX. This project modernizes this experience with integrated shopping, checkout, and payment flows.

#### 3. Business Goals

- Deliver a seamless, secure shopping experience
- Lay the groundwork for future user-based features
- Serve as a polished portfolio project showing full-stack skills and business understanding

#### 4. Feature Overview

- Dynamic product listing and cart system
- Stripe-integrated secure checkout
- Responsive, modern React UI
- Node.js backend API
- Dark-themed professional design

## 5. Mock Business Metrics Dashboard

- Total Orders: 276

- Total Revenue: \$14,320

- Avg. Order Value: \$51.88

- Active Customers: 112

- Conversion Rate: 3.2%

- Top-Selling Product: Rocket Motor XZ-100

- Inventory Alert: 4 low-stock items

## 6. Tech Stack

Frontend: React, CSS Modules

Backend: Node.js, Express

Payment: Stripe API

Deployment: Netlify / Render (planned)

Security: Tokenized Stripe handling

# 7. Future Roadmap

- User authentication and order history

- Admin dashboard and inventory control

- Product reviews and ratings

- Analytics and reporting

## 8. Screenshots & UI Previews

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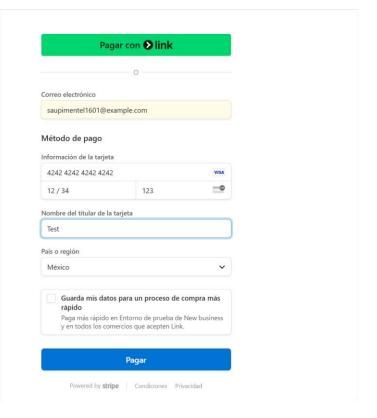


Total: \$4550

Finalizar compra

This is an example. The info here is fake





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