E-Commerce   - Business Analysis

Author: Saúl Antonio Pimentel Chacòn | Date: July 19, 2025

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Most competitors offer outdated platforms and poor UX.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

Bienvenido a ENMICE SHOP

Playera ENMICE blanca	Playera ENMICE negra	Termo 20oz blamco	Termo 20oz negro	Gorra ENMICE negra
$400	$400	$500	$500	$200
Agregar al carrito	Agregar al carrito	Agregar al carrito	Agregar al carrito	Agregar al carrito

Resumen de tu compra

Motor cohete X100	$1200	✕
Sensor de altitud	$850	✕
Kit de cohete avanzado	$2500	✕

Total: $4550

Finalizar compra

This is an example. The info here is fake

Pagar a Entorno de prueba de New business

4550,00 MXN

Motor cohete X100	1200,00 MXN
Sensor de altitud	850,00 MXN
Kit de cohete avanzado	2500,00 MXN

Pagar con ❯link

Correo electrónico

saupimentel1601@example.com

Método de pago

Información de la tarjeta

4242 4242 4242 4242	VISA
12 / 34	123

Nombre del titular de la tarjeta

Test

País o región

México ⌄

☐ **Guarda mis datos para un proceso de compra más rápido**
Paga más rápido en Entorno de prueba de New business y en todos los comercios que acepten Link.

Pagar

¡Gracias por tu compra!

Tu pedido ha sido procesado correctamente.

Volver al inicio