SHOP.CO

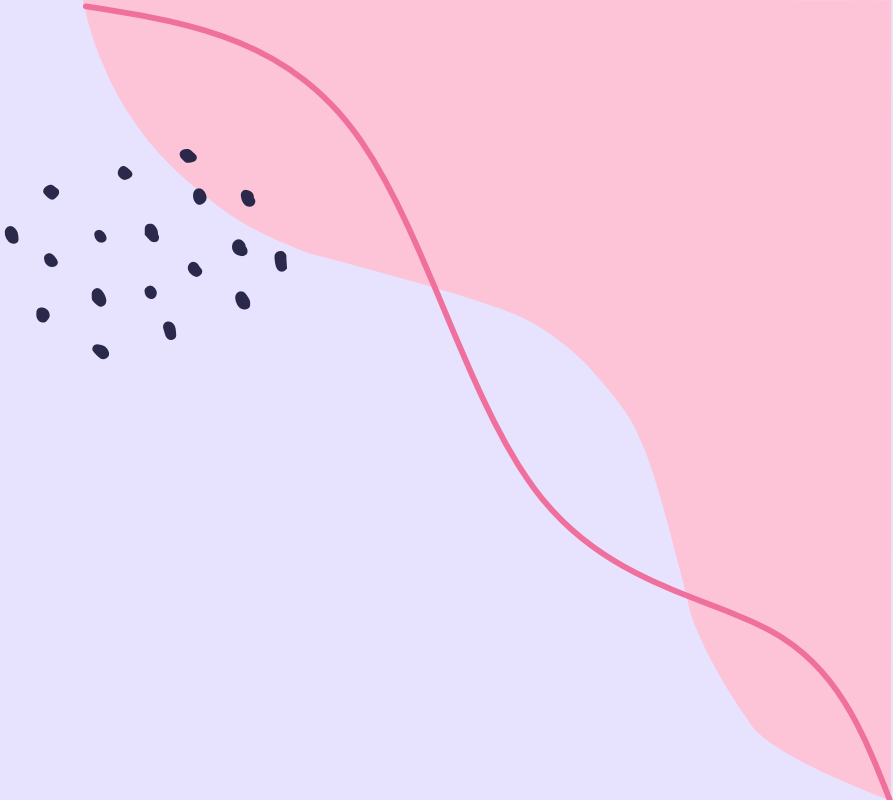# MARKET PLACE GOALS

STRATEGIES TO CRAFT DYNAMIC PLATEFORM OFFERING DIVERCE PRODUCTS

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INTRODUCTION

Hey everyone! In today's fast-moving digital world, having a cool and user-friendly e-commerce platform is super important to stand out. My project is all about creating an online store that not only makes shopping easy but also keeps customers happy and coming back.

In this presentation, I'll share the key ideas I've been working on to make my e-commerce platform better —like making it simple to use, offering a variety of products, and making sure everything runs smoothly. It's all about building something that's not just functional but also fun and engaging for everyone. Let's get started!

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KEY FEATURES

By analyzing market and analyzing the difficulties we can add these things that improve the overall shopping experience.

- ◉ PRODUCT EXELLENCE
- ◉ GLOBAL REACH
- ◉ INTELLIGENT LOGISTIC
- ◉ FEEDBACK LOOPS

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STRATEGIC GOALS

Solve Problems

Offer comprehensive product availability avoiding to stockout

Target Audiences

Professional people, Youngsters and rural regions

What sets us Apart

Swift order processing with same day delievery options,

Robust support for eco-friendly packaging and products

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PRODUCT PRESENTATION

The way products are presented on your e-commerce site can greatly influence purchasing decisions. High-quality images, clear descriptions, and comprehensive information are essential for convincing customers to make a purchase.

HIGH-QUALITY IMAGES

DETAILED PRODUCT DESCRIPTIONS

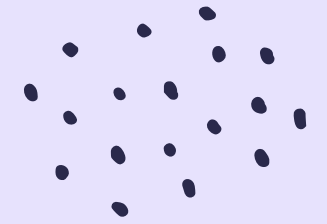**USER REVIEWS AND RATINGS**

PROMOTIONS

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CONVERSION RATE OPTIMIZATION (CRO)

Optimizing your e-commerce site for conversions is crucial for turning visitors into customers. Enhancing the customer journey and significantly increasing sales can be achieved by employing various CRO strategies. Optimizing your e-commerce site for conversions is crucial for turning visitors into customers. Enhancing the customer journey and significantly increasing sales can be achieved by employing various CRO strategies.

CUSTOMER RETENTION STRATEGIES

Keeping customers coming back is important for my e-commerce store. I can achieve this by offering special deals for loyal buyers, making shopping personal with product suggestions, and creating rewards programs. Fast delivery, easy returns, and friendly support will make my customers happy. I will stay in touch with them through emails or social media and ask for feedback to improve my store.

- EASY PAYMENT
- FAST DELIVERY
- NOTIFICATION
- BEST SALES

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sanity Schemas

order Schema

Product Schema

Sale Schema

Category Schema

```
import { BasketIcon } from "@sanity/icons"; ...

Click to expand the range.    eType({
  name: "order",
  title: "Order",
  type: "document",
  icon: BasketIcon,
  fields: [
    defineField({
      name: "orderNumber",
      title: "Order Number",
      type: "string",
      validation: (Rule) => Rule.required(),
    }),
    defineField({
      name: "stripeCheckoutSessionId",
      title: "Stripe Checkout Session Id",
      type: "string",
    }),
    defineField({
      name: "stripeCustomerId",
      title: "Stripe Customer Id",
      type: "string",
      validation: (Rule) => Rule.required(),
    }),
    defineField({
      name: "clerkUserId",
      title: "Store User Id",
      type: "string",
      validation: (Rule) => Rule.required(),
    }),
    defineField({
      name: "customerName",
      title: "Customer Name",
      type: "string",
      validation: (Rule) => Rule.required(),
    }),

    defineField({
      name: "email",
      title: "Customer Email",
      type: "string",
      validation: (Rule) => Rule.required().email(),
    }),
```

```
import { TrolleyIcon } from "@sanity/icons";
import { defineField, defineType } from "sanity";

export const productType = defineType({
  name: "product",
  title: "Products",
  type: "document",
  icon: TrolleyIcon,
  fields: [
    defineField({
      name: "name",
      title: "Product Name",
      type: "string",
      validation: (Rule) => Rule.required(),
    }),
    defineField({
      name: "currency",
      title: "Currency",
      type: "string",
    }),
    defineField({
      name: "slug",
      title: "Slug",
      type: "slug",
      options: { source: "name", maxLength: 96 },
      validation: (Rule) => Rule.required(),
    }),
    defineField({
      name: "price",
      title: "Product Price",
      type: "number",
      validation: (Rule) => Rule.required(),
    }),
    {
      name: "discountPercentage",
      type: "number",
      title: "Discount Percentage",
    },
    {
      name: "priceWithoutDiscount",
      type: "number",
      title: "Price Without Discount",
      description: "Original price before discount",
```

```
import { TagIcon } from "lucide-react";
import { title } from "process";
import { defineField, defineType } from "sanity";

export const slaesType = defineType({
  name: "sale",
  title: "Sale",
  type: "document",
  icon: TagIcon,
  fields: [
    defineField({
      name: "title",
      title: "Sale Title",
      type: "string",
    }),
    defineField({
      name: "description",
      title: "Sale Description",
      type: "text",
    }),
    defineField({
      name: "dicountAmount",
      title: "Discount Amount",
      type: "number",
      description: "Amount off in percentage or fixed value",
    }),
    defineField({
      name: "couponCode",
      title: "Coupon Code",
      type: "string",
    }),
    defineField({
      name: "validFrom",
      title: "Valid From",
      type: "datetime",
    }),
    defineField({
      name: "validUntil",
      title: "Valid Until",
      type: "datetime",
    }),
    defineField({
      name: "isActive",
      title: "Is Active",
```

```
schemaTypes > TS categoryType.ts > ...
import {TagIcon} from '@sanity/icons'
import {defineField, defineType} from 'sanity'

export const categoryType = defineType({
  name: 'category',
  title: 'Category',
  type: 'document',
  icon: TagIcon,
  fields: [
    defineField({
      name: 'title',
      type: 'string',
    }),
    defineField({
      name: 'slug',
      type: 'slug',
      options: {
        source: 'title',
      },
    }),
    defineField({
      name: 'descriptiont',
      type: 'text',
    }),
  ],
  preview: {
    select: {
      title: 'title',
      subtitle: 'description',
    },
  },
})
```

THANK YOU

LET'S ELEVATE YOUR E-COMMERCE SUCCESS