**Project Name:** InsightPro - Business Analytics Dashboard

**🚀 Overview**

Create a Flask-based web application that allows small businesses to upload their sales data (CSV/Excel), view interactive visualizations, download reports, and receive insights. The MVP (Minimum Viable Product) will focus on simplicity, usefulness, and easy deployment.

**🔧 Tech Stack**

**Backend:** Python, Flask, pandas, matplotlib/plotly  
**Frontend:** HTML, CSS (Bootstrap or Tailwind), JavaScript  
**Database:** SQLite (for user data), Google Sheets (optional)  
**Auth:** Flask-Login (username/email + password)  
**Hosting:** Render / Railway / Vercel (for frontend only, use backend API)  
**Optional AI:** scikit-learn (for forecasts)

**✅ Phase 1: MVP Features**

1. User Registration & Login (Flask-Login)
2. File Upload (CSV of sales data)
3. Data Cleaning with pandas
4. Visualizations:
   * Total sales
   * Sales by product/category
   * Monthly trends (bar/line chart)
5. Report Download as PDF
6. Hosted demo version

**🔎 Phase 2: Advanced Features (Later)**

* Google Sheet integration
* AI-based future sales prediction (using scikit-learn)
* Emailing scheduled reports
* Role-based access (Admin/Staff)

**✨ Learning Plan**

**Week 1:**

* Learn Flask basics (routing, templates, forms)
* Practice pandas (data loading, grouping, summaries)
* Learn matplotlib/plotly basics

**Week 2:**

* Build login & registration system
* Implement file upload
* Process CSV using pandas

**Week 3:**

* Create visual charts from data
* Add PDF report generation (e.g., using WeasyPrint or xhtml2pdf)
* Polish UI with Bootstrap/Tailwind

**Week 4:**

* Test and fix bugs
* Host live on Render or Railway
* Create a demo video

**💼 Monetization Plan**

**Option 1: Freelance Model**

* Setup cost: ₹5,000–₹25,000 per client
* Monthly updates/support: ₹1,000–₹5,000

**Option 2: SaaS Model**

* Host platform with login-based dashboards
* Pricing: ₹299–₹999/month per user
* Premium: Custom dashboards, AI reports

**💸 How to Sell**

* DM small business pages on Instagram/LinkedIn
* Join founder/startup forums (e.g., IndieHackers)
* Offer first dashboard free or at discount for testimonials
* Build a personal site/portfolio with demo link

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