

Shopify Project

Name: Siddhi Nayak

Q.1. Identification of Business Theme for Shopify

... 10 Marks

(a). Please mention your domain name

w0n1u4-ji.myshopify.com

(b). Reasoning

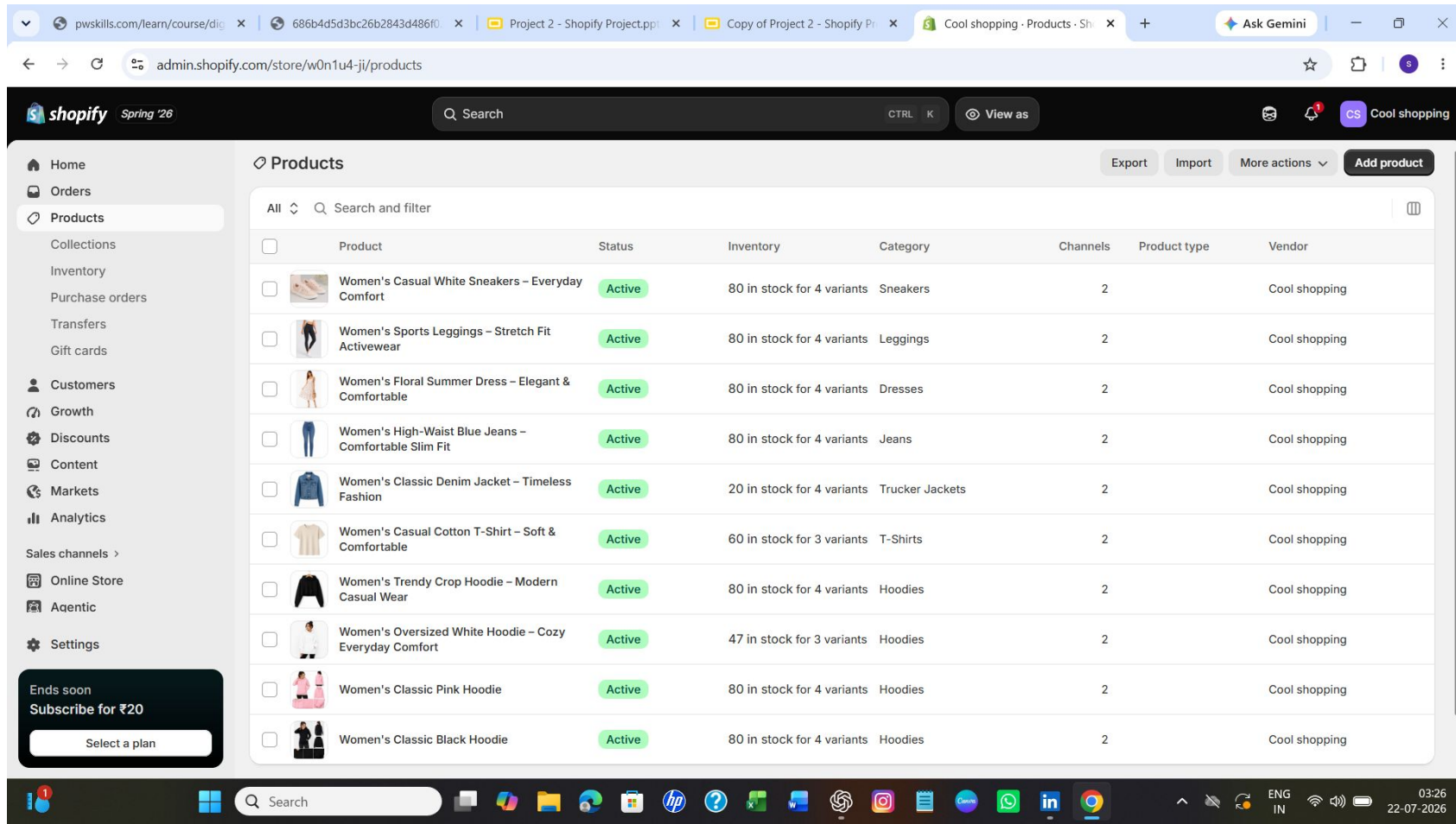
(Please mention the reason behind selecting the theme/topic for your website in 30 words)

I selected the Women's Fashion theme because it is one of the fastest-growing e-commerce categories. It helped me learn product listing, store management, and the basics of online retail using Shopify.

Q.2. Shopify Dashboard

(Please provide the screenshot of your Shopify Dashboard.
You need to add at least 10 product listing on your Shopify
Account)

... 20 Marks



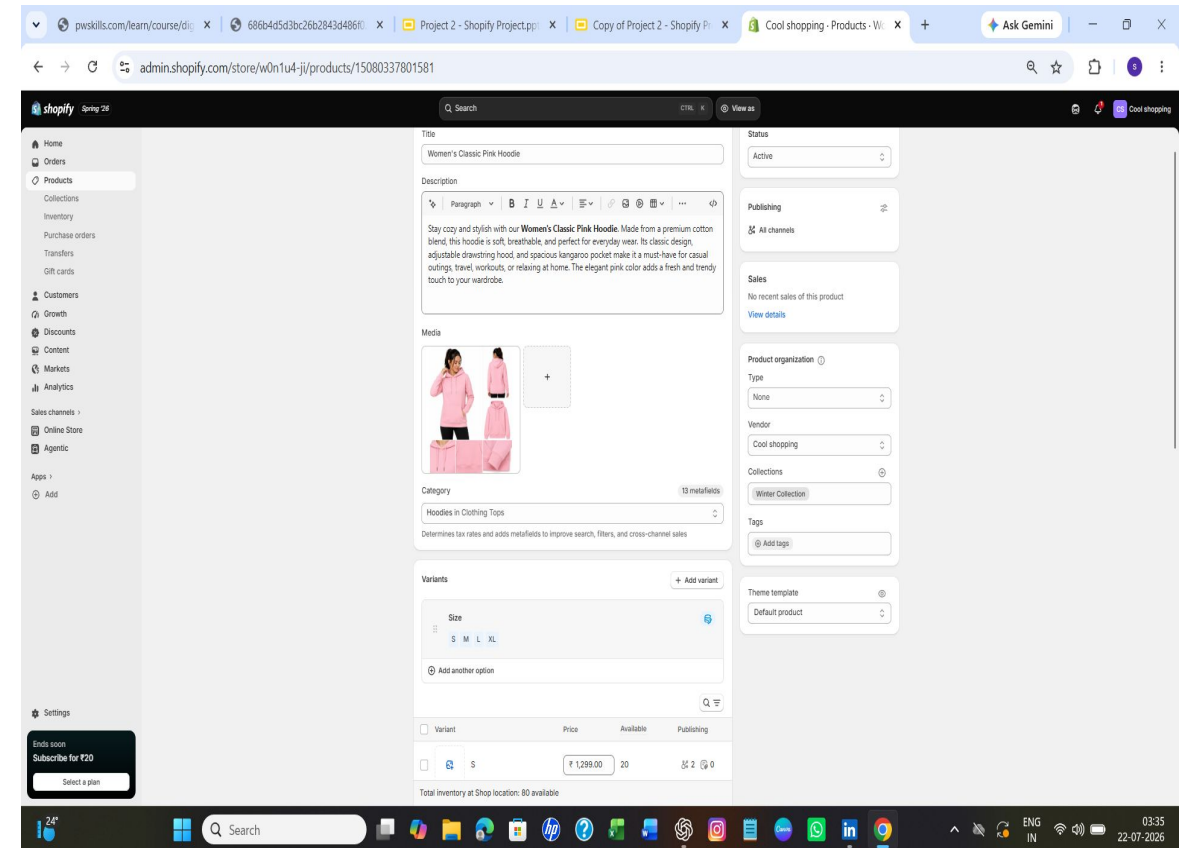
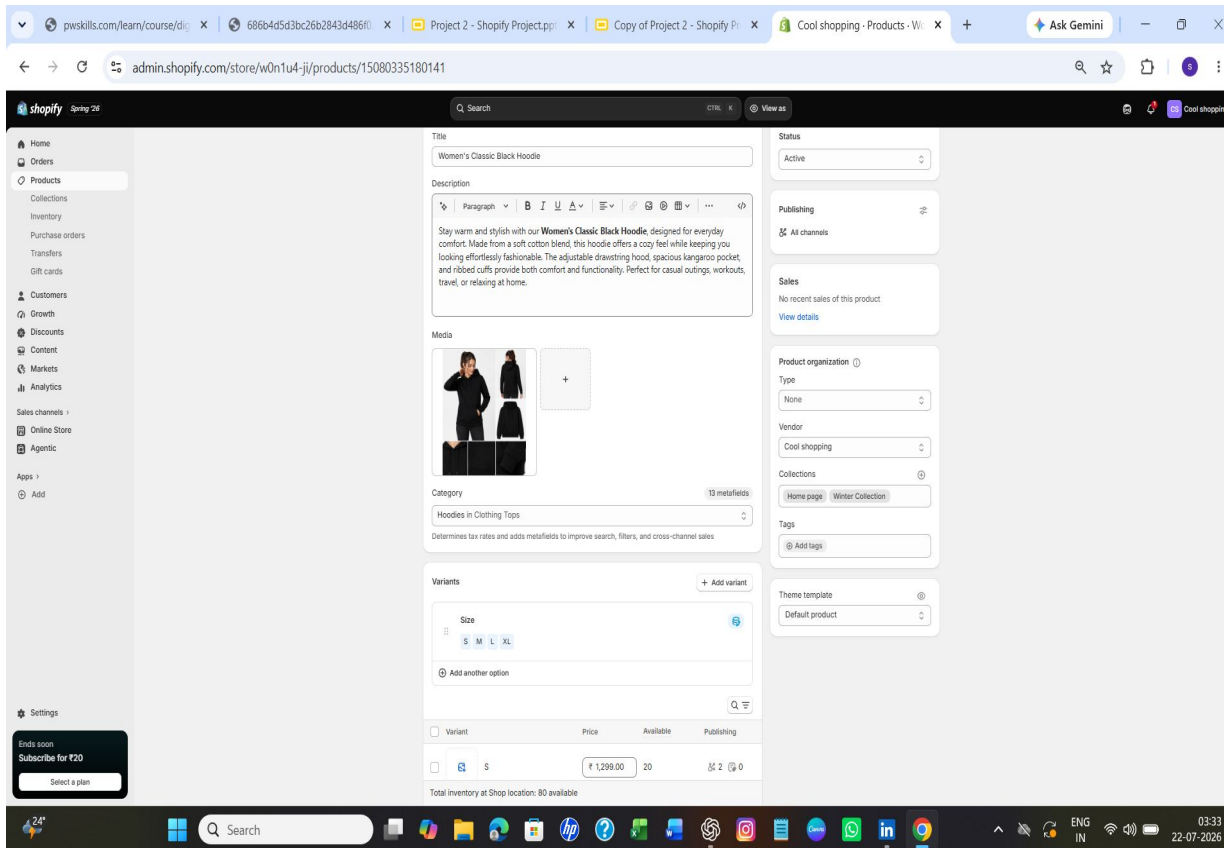
The screenshot displays the Shopify Admin Dashboard for a store named 'Cool shopping'. The left sidebar contains navigation links for Home, Orders, Products, Collections, Inventory, Purchase orders, Transfers, Gift cards, Customers, Growth, Discounts, Content, Markets, Analytics, Sales channels, Online Store, Aqentic, and Settings. The main content area shows the 'Products' page with a table of 10 product listings. Each listing includes a checkbox, a product image, the product name, its status (Active), inventory count, category, number of channels, product type, and vendor.

	Product	Status	Inventory	Category	Channels	Product type	Vendor
☐	Women's Casual White Sneakers – Everyday Comfort	Active	80 in stock for 4 variants	Sneakers	2		Cool shopping
☐	Women's Sports Leggings – Stretch Fit Activewear	Active	80 in stock for 4 variants	Leggings	2		Cool shopping
☐	Women's Floral Summer Dress – Elegant & Comfortable	Active	80 in stock for 4 variants	Dresses	2		Cool shopping
☐	Women's High-Waist Blue Jeans – Comfortable Slim Fit	Active	80 in stock for 4 variants	Jeans	2		Cool shopping
☐	Women's Classic Denim Jacket – Timeless Fashion	Active	20 in stock for 4 variants	Trucker Jackets	2		Cool shopping
☐	Women's Casual Cotton T-Shirt – Soft & Comfortable	Active	60 in stock for 3 variants	T-Shirts	2		Cool shopping
☐	Women's Trendy Crop Hoodie – Modern Casual Wear	Active	80 in stock for 4 variants	Hoodies	2		Cool shopping
☐	Women's Oversized White Hoodie – Cozy Everyday Comfort	Active	47 in stock for 3 variants	Hoodies	2		Cool shopping
☐	Women's Classic Pink Hoodie	Active	80 in stock for 4 variants	Hoodies	2		Cool shopping
☐	Women's Classic Black Hoodie	Active	80 in stock for 4 variants	Hoodies	2		Cool shopping

Q.3. Product Listing Screenshot

(Please provide the Screenshot from “Any 2 listed products”
Screen)

.... 30 Marks



Q.4. Key Learnings

(Highlight your key learnings from this project and What better you want to do in your shopify account).....**15 Marks**

During this project, I learned how to create and manage an online store using Shopify. I created a Shopify account, selected a Women's Fashion theme for my store, and added 10 products with their titles, descriptions, prices, images, and inventory details. I also learned how to organize products, manage product categories, create an About Us page, and understand the importance of product presentation in an e-commerce store.

This project helped me understand the basic features of Shopify, including product management, store customization, inventory management, and dashboard navigation. I also learned the importance of using high-quality product images, writing clear product descriptions, and setting appropriate prices to improve the shopping experience.

If I had more time, I would further improve my Shopify store by selecting a premium theme, designing a professional homepage with banners and featured collections, adding more product categories, improving SEO, creating collection pages, adding customer reviews, and connecting a custom domain. I would also integrate secure payment methods, shipping options, and marketing tools to make the store more user-friendly and ready for real customers.

Overall, this project gave me practical experience with Shopify and improved my understanding of e-commerce store creation and online product management. It also increased my confidence in building and managing an online fashion store.

Q.5. Recording Summary

... 25 Marks

(Record 1 minute summary of the project with below mentioned points:

1. What activities you have performed in this assignment?
2. What are your key learnings?

Video Guidelines:

- In the video, your face is mandatory with a silent background.
- You can use Google Meet or Zoom to record this 1 minute video.
- You may also use your mobile device for the recording.
- Upload this video on Google Drive and Share Access of the link to all so that evaluator can check it.)

<https://docs.google.com/videos/d/1Ad5vxArXgJRFIxp3Zm8RgnIX7VQ4NV3ddWTXM4KhvDI/play?usp=sharing>