

## E-commerce Admin Features – Highlights

1. **Dashboard & Analytics**
  - View sales, traffic, and order metrics.
  - Monitor product performance and customer behavior.
2. **Product Management**
  - Add/edit products, manage categories, and track inventory.
  - Bulk import/export product data.
3. **Order & Customer Management**
  - View, process, and update order statuses.
  - Manage customer accounts, order history, and communication.
4. **Discounts & Promotions**
  - Create and manage discount codes, sales events, and product bundles.
5. **Shipping & Payments**
  - Set up shipping rates, manage payment gateways, and track deliveries.
  - Handle refunds, returns, and payment disputes.
6. **Marketing Tools**
  - Manage SEO settings (meta titles, descriptions).
  - Set up email campaigns and integrate with Google Analytics.
7. **Customer Support**
  - Monitor support tickets and live chats.
  - Manage customer feedback and reviews.
8. **Security & Access Control**
  - Configure user roles, permissions, and access levels.
  - Ensure data security with backup and compliance features.
9. **Reporting**
  - Generate sales, financial, and custom reports.
  - Export data for analysis.

## E-commerce Platform Features with Admin Access

### 1. Dashboard & Analytics

- **Overview of Sales & Revenue:** Track daily, weekly, monthly, and yearly sales performance.
- **Traffic Analysis:** Monitor website traffic, including the number of visitors, bounce rates, and user behavior.
- **Order Overview:** Track order statuses, recent transactions, and pending orders.
- **Product Performance:** View which products are performing best in terms of sales and engagement.

### 2. User Management

- **Customer Accounts:** View and manage customer profiles, including contact details, order history, and communication preferences.
- **Roles & Permissions:** Assign roles to other admins or staff, such as sales, marketing, and customer service, with specific access levels.
- **User Activity Logs:** Monitor and track user activities (such as login attempts, purchases, or support interactions).

### 3. Product Management

- **Product Catalog:** Add, update, or delete products, including images, descriptions, and specifications.
- **Inventory Management:** Track stock levels, manage reordering, set low-stock alerts, and control product availability.
- **Product Categories & Tags:** Organize products by categories, tags, or attributes (such as size, color, brand).
- **Bulk Import/Export:** Import or export product data via CSV files for efficient updates.

### 4. Order Management

- **View & Process Orders:** Access detailed order information, including status (pending, shipped, delivered, or canceled).
- **Payment & Refund Processing:** Manage payments, issue refunds, and handle payment gateway disputes.
- **Shipping & Delivery Management:** Assign shipping carriers, print labels, and track delivery statuses.
- **Returns & Exchanges:** Process return requests and manage product exchanges.

### 5. Promotions & Discounts

- **Coupon Codes:** Create, manage, and distribute discount codes or vouchers.

- **Seasonal/Flash Sales:** Schedule and manage time-limited sales events and offers.
- **Bundled Offers:** Set up and manage product bundles or special offers (e.g., "Buy 1 Get 1 Free").
- **Price Adjustments:** Apply automatic price updates based on sales, promotions, or inventory.

## 6. Content Management

- **Website Pages:** Manage static content pages like About Us, Terms & Conditions, FAQs, and Privacy Policy.
- **Blog/News Section:** Create and manage blog posts, announcements, or promotional content.
- **Banners & Sliders:** Add and update promotional banners or image sliders on the homepage or other pages.

## 7. Customer Support & Communication

- **Live Chat:** Monitor and respond to live customer support chats.
- **Email Notifications:** Customize order confirmation emails, shipping notifications, and promotional emails.
- **Ticketing System:** Manage customer service tickets, including assigning to support staff and tracking progress.
- **Feedback & Reviews:** Monitor and manage customer reviews for products and services, and respond to feedback.

## 8. Payment & Tax Management

- **Payment Gateways:** Configure and manage payment methods (e.g., credit cards, PayPal, etc.).
- **Tax Rules:** Set up and manage tax rates based on locations, regions, or countries.
- **Fraud Prevention:** Monitor transactions for suspicious activity and implement fraud prevention tools.

## 9. SEO & Marketing Tools

- **SEO Management:** Edit product and page metadata (titles, descriptions, keywords) to improve search engine rankings.
- **Google Analytics Integration:** Set up and monitor Google Analytics to track performance and conversions.
- **Affiliate Program:** Set up and manage affiliate marketing programs, including commission rates and affiliate tracking.
- **Marketing Campaigns:** Create and manage email campaigns, newsletters, and customer segmentation.

## 10. Security & Privacy

- **User Authentication & Access Control:** Manage multi-factor authentication and permissions for staff or other admins.
- **Data Encryption & Backup:** Ensure customer data is securely stored and backed up regularly.
- **Privacy & Compliance:** Ensure the platform complies with relevant privacy laws like GDPR, CCPA, etc.
- **Audit Logs:** Maintain detailed logs of admin activities for security auditing and monitoring.

## 11. Shipping & Logistics Management

- **Shipping Zones & Rates:** Configure shipping rates and define delivery zones for different countries or regions.
- **Shipping Carrier Integration:** Integrate with major shipping carriers (e.g., FedEx, UPS, USPS) for real-time shipping rates and tracking.
- **Warehouse Management:** If applicable, track and manage warehouse stock, locations, and transfers.

## 12. Mobile & Multi-Device Management

- **Mobile Optimization:** Ensure the platform is optimized for mobile access by admins for managing orders and inventory on the go.
- **App Management:** If applicable, manage any mobile apps related to the e-commerce platform.

## 13. Reporting & Exports

- **Sales Reports:** Detailed reports on sales trends, customer demographics, and order volumes.
- **Financial Reports:** Access financial reports for profits, costs, and taxes.
- **Custom Reports:** Generate custom reports based on specific business needs (e.g., product performance, order history).
- **Export Data:** Export product, customer, and order data in CSV or Excel formats for external analysis or backups.

### Demo Credentials:

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