

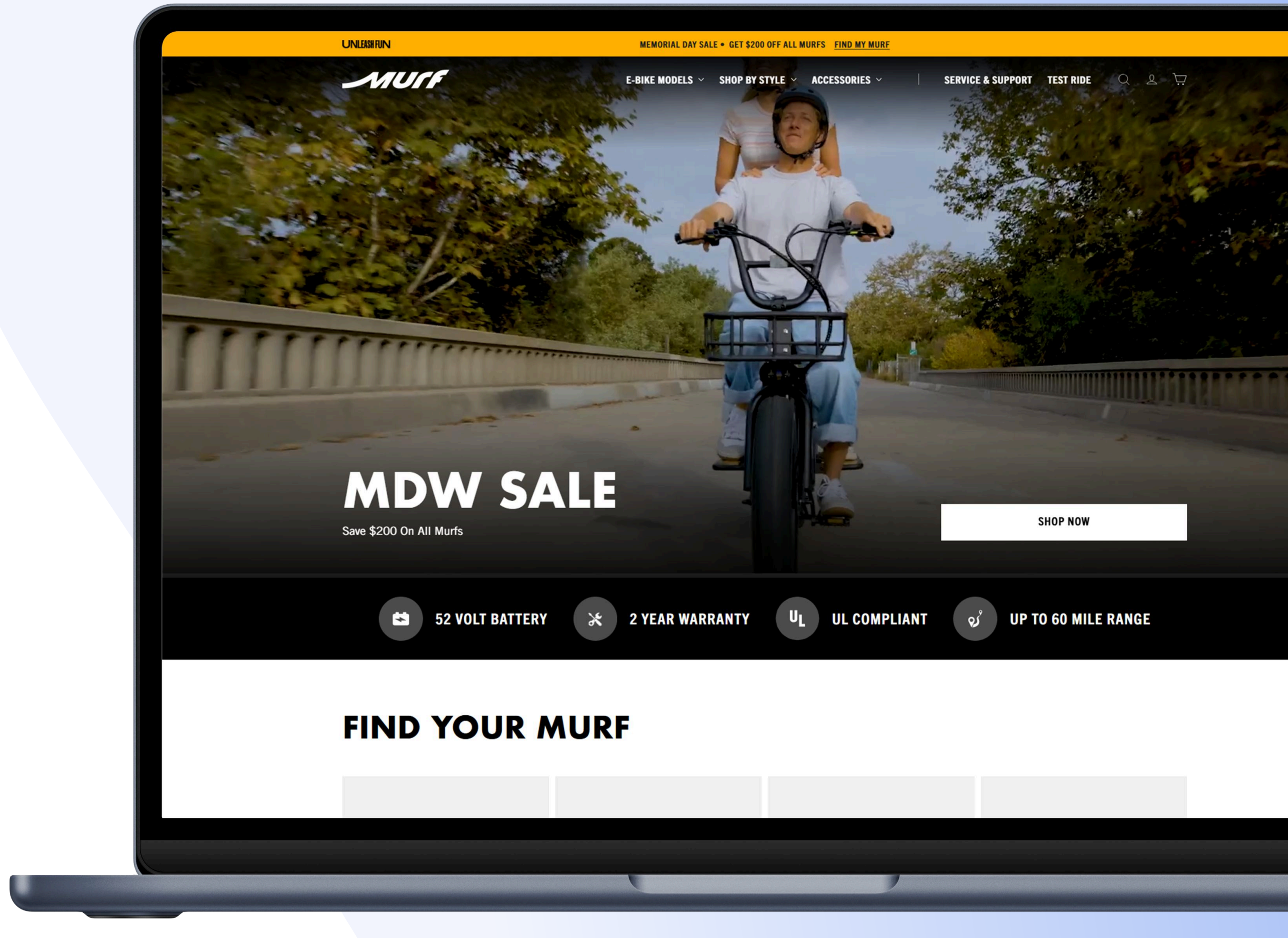
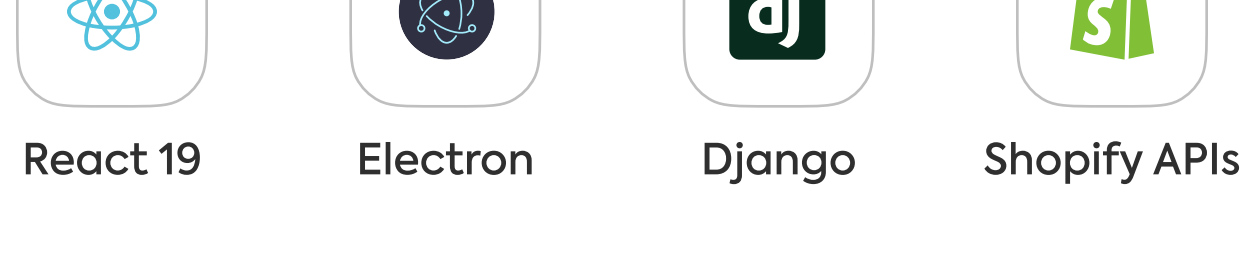
CASE STUDY

Murf Electric Bikes Website Design & Development

HIGH-PERFORMANCE ELECTRIC BIKE ECOMMERCE PLATFORM

Murf Desktop is an Electron-based platform that streamlines Shopify operations, finance workflows, employee management, Excel exports, and QuickBooks processing in one centralized system.

TECH STACK WE USED



OVERVIEW

Project Overview

LIVE LINK

<https://murfelectricbikes.com/>

CLIENT

Murf Electric Bikes

INDUSTRY

E-Bike E-Commerce Platform

PLATFORM

Custom Shopify E-Commerce Platform

Murf Desktop Shopify Operations & Export Management Platform

A centralized Shopify desktop application streamlining order exports, employee management, store integrations, sales analytics, and QuickBooks accounting workflows across multiple eCommerce stores.



Order Management

Fetch, filter, and manage Shopify orders with analytics dashboards and export-ready operational workflows.



Store Integration

Connect multiple Shopify stores, configure authentication, and manage centralized multi-store operational access controls.



Employee Management

Assign employees to departments with scalable listings, organized workflows, and simplified access management operations.



Analytics & Exports

Generate Excel reports, QuickBooks exports, product analytics, city insights, and monthly sales dashboards.

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Managing multiple Shopify stores required centralized operational management and authentication workflows.

Multi-Store Operations



Generating Excel and QuickBooks exports required accurate financial mapping and reconciliation workflows.

Export Complexity



Managing employees across departments required scalable listings and simplified operational management systems.

Employee Management



Processing sales analytics and dashboard reports required optimized application performance and scalability.

Analytics Performance



Handling Shopify orders and payouts required structured backend data management workflows.

Shopify Data Mapping



Growing operational workflows required scalable Electron architecture supporting future platform integrations.

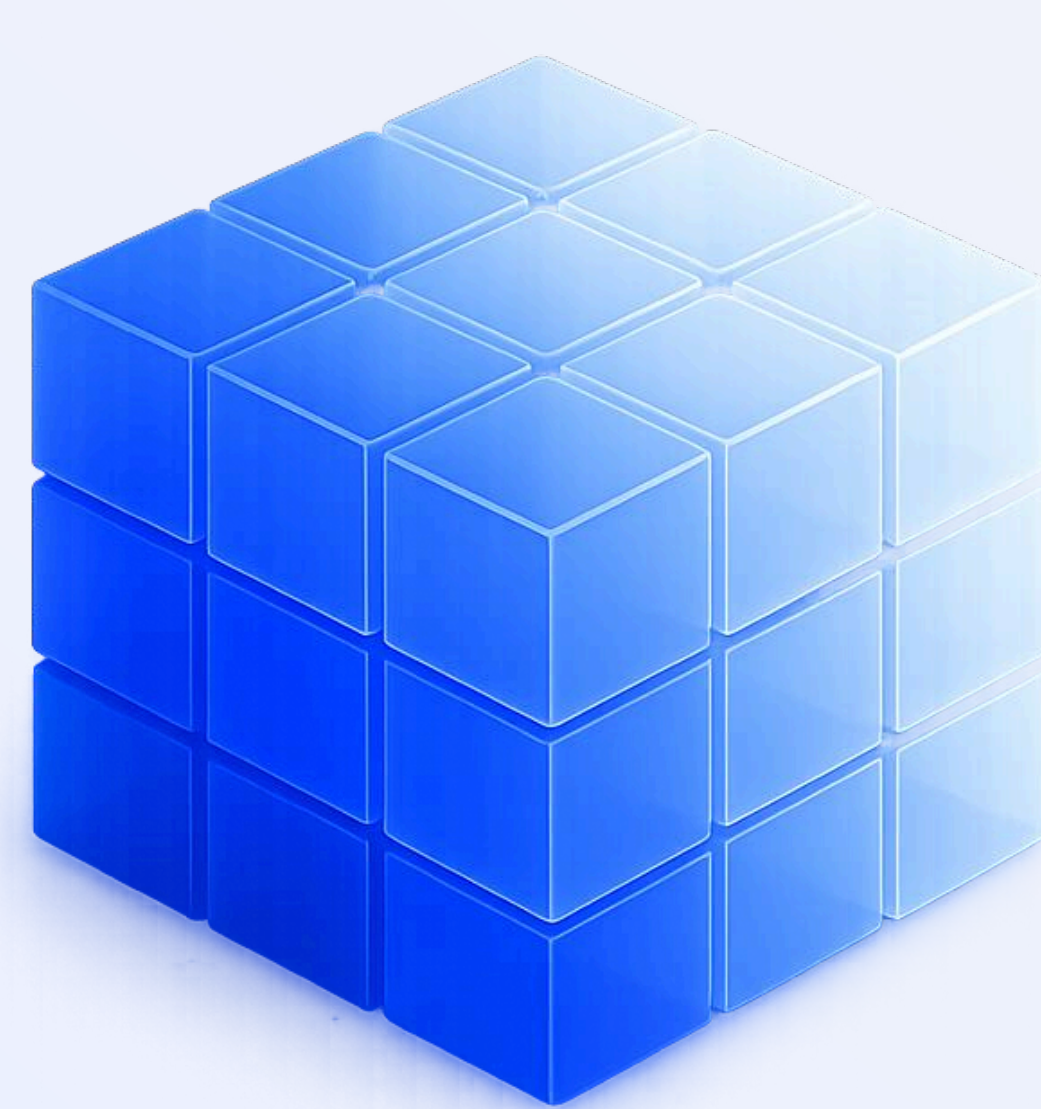
Scalable Architecture

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PAIN POINT

Challenges Confronted

Managing Shopify operations, finance exports, analytics, and QuickBooks integrations created scalability and workflow challenges.



SOLUTIONS

Solution Provided

Managing Shopify exports, analytics, employee workflows, and QuickBooks integrations required scalable desktop architecture and centralized management solutions.



Order Management

Developed Shopify order workflows supporting filtering, analytics, Excel exports, and QuickBooks processing.



Multi-Store Integration

Created multi-store Shopify integrations supporting authentication & centralized operational management.



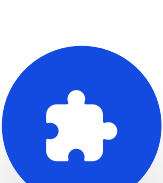
Employee Management

Implemented department-based employee workflows simplifying listings, permissions operations.



Analytics Dashboard

Optimized dashboard performance delivering monthly sales reports, product insights, & analytics.



QuickBooks Exports

Created export workflows simplifying Excel reporting and QuickBooks journal entry operations.



Backend Management

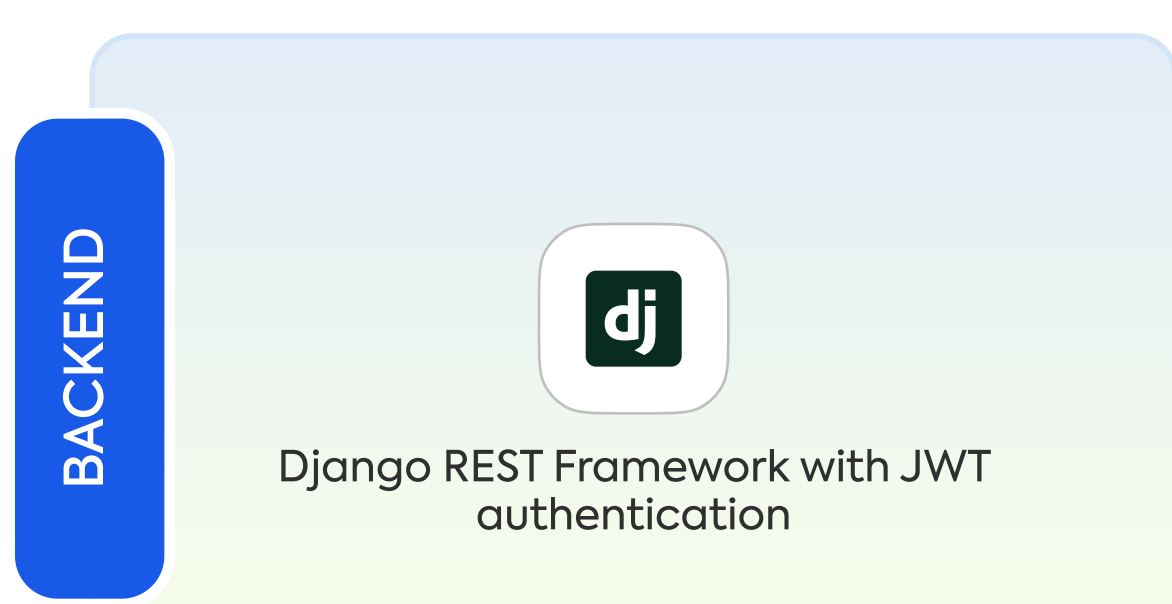
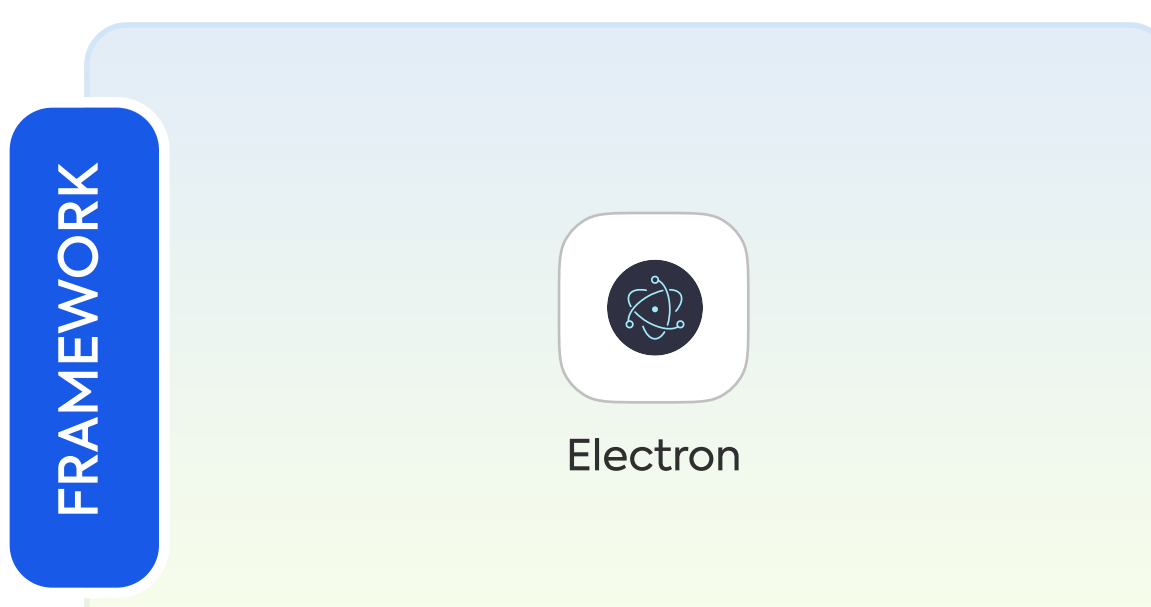
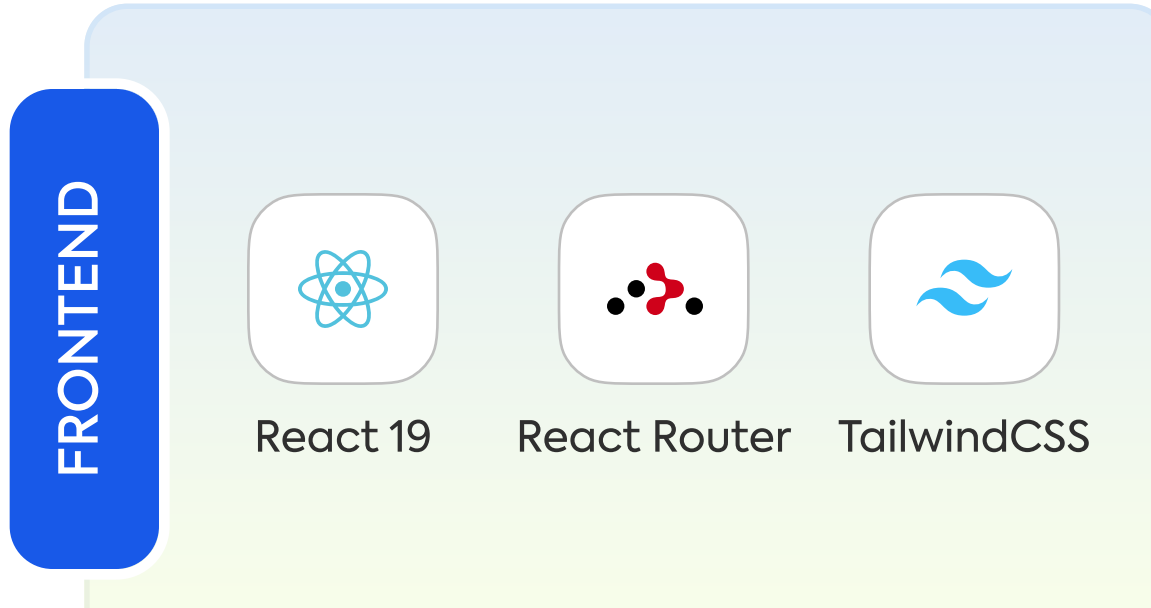
Provided centralized controls managing stores, employees, exports, analytics, and workflows efficiently.

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TECH STACK

Built With Modern Technology

Scalable technologies powering Shopify operations, exports, analytics, and QuickBooks workflow management.



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RESULTS

Results & Impact Metrics

Improved Shopify operations, export workflows, analytics reporting, and multi-store management across the platform.



QUICKER EXPORT WORKFLOWS

Automated export processes improved operational efficiency and reduced repetitive manual reporting tasks.



CENTRALIZED STORE MANAGEMENT

Multi-store controls simplified Shopify operations, authentication, and centralized workflow management processes.



IMPROVED ANALYTICS REPORTING

Sales dashboards and analytics improved reporting visibility across products, cities, and stores.



ACCOUNTING OPERATIONS

QuickBooks export workflows simplified journal entry management and financial reconciliation processes.



SCALABLE DESKTOP PLATFORM

Flexible Electron architecture supported scalable Shopify operations and future workflow expansion capabilities.



BETTER OPERATIONAL EFFICIENCY

Centralized workflows improved productivity, export accuracy, and overall operational management efficiency.

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