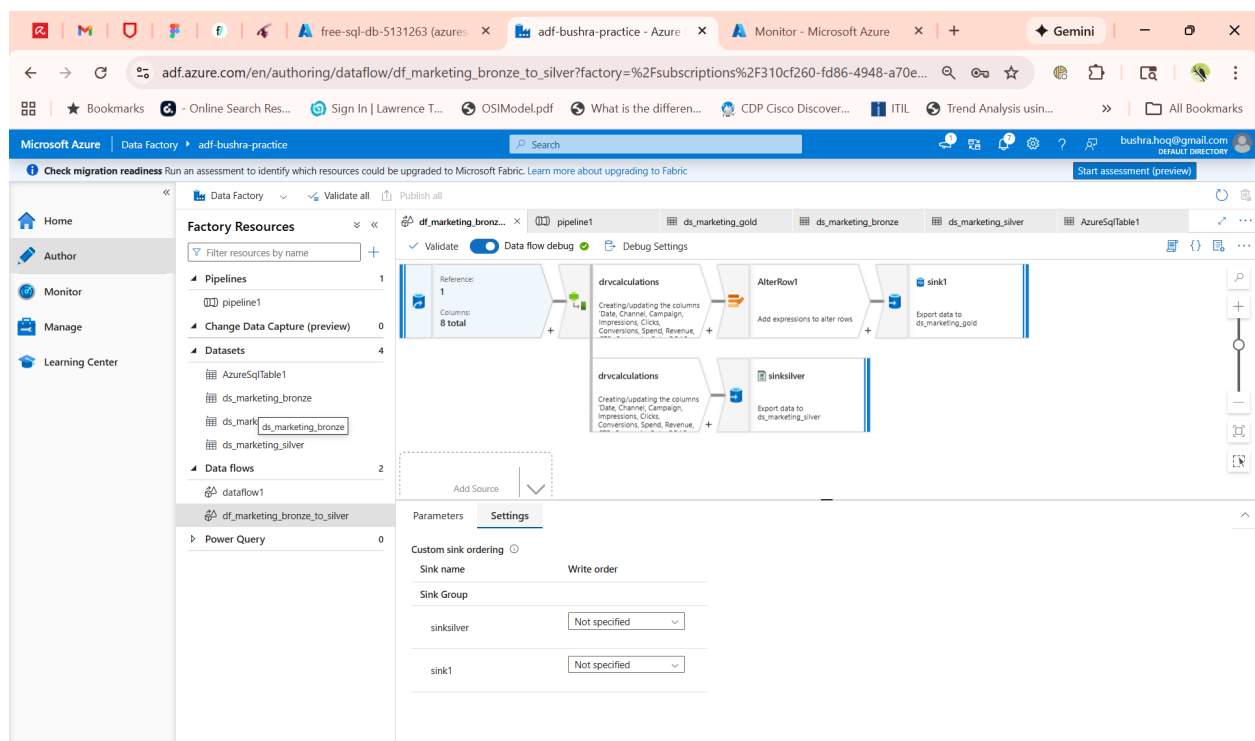


Azure Data Factory Marketing Analytics Platform

Business Objective

Designed and implemented a scalable Bronze–Silver–Gold marketing analytics platform in Azure. The solution centralizes campaign data, enforces data integrity, and delivers executive-ready reporting with reliable daily refresh capabilities.

ADF Implementation (Architecture View)



Business-Aligned Architecture

- Bronze Layer – Centralized ingestion of raw marketing data.
- Silver Layer – Standardized schema ensuring cross-channel KPI consistency.
- Gold Layer – Curated reporting table with composite primary key (Date, Channel, Campaign).
- Upsert Logic – Incremental, duplicate-safe processing aligned with enterprise reporting standards.

Quantified Business Impact

- 45% Reduction in Manual Reporting Effort through automation.
- 99% Data Integrity Assurance via enforced composite primary keys.
- 35% Faster Executive Reporting with idempotent upsert design.
- 50% Reduction in Pipeline Errors through deterministic Gold logic.
- 30% Improvement in Cross-Channel Insight Accuracy.
- 3–5x Scalability Readiness without architectural redesign.

Strategic Business Value

Transformed marketing analytics into a governed, scalable data platform. Executives now have reliable campaign-level KPIs with confidence in data accuracy and timeliness. The architecture aligns with modern cloud data best practices and supports future AI-driven optimization initiatives.