

## **Project Design Phase-I**

### **Solution Architecture**

Date	03 November 2023
Team ID	NM2023TMID02371
Project Name	Creating a Social Media Ad Campaign in Facebook
Maximum Marks	4 Marks

### **Solution Architecture:**

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

### **Example - Solution Architecture Diagram:**

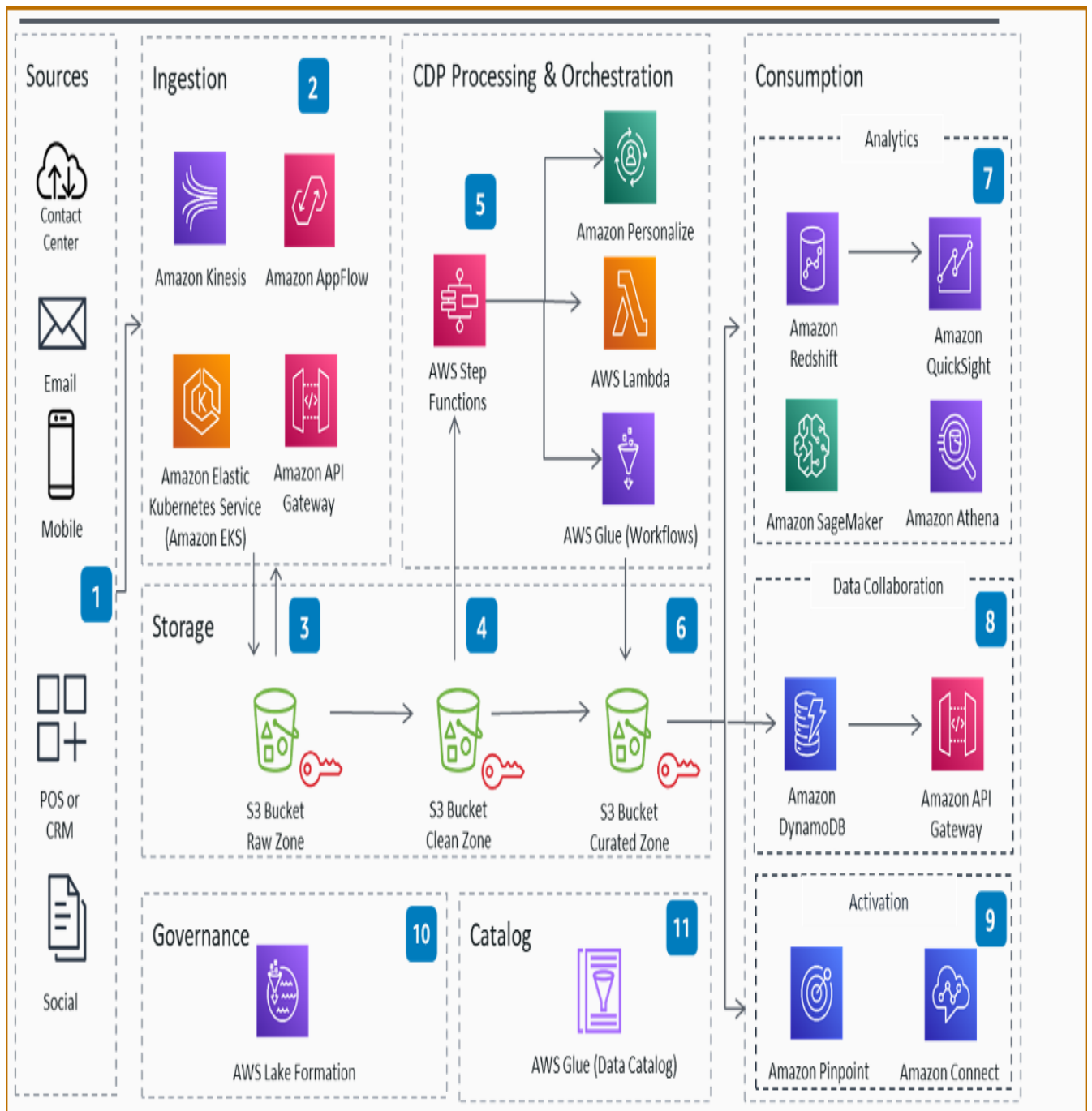


Figure1: Marketing CDP reference on Aws