| Date	15 October 2022
Team ID	PNT2022TMID45267
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

Solution Architecture:

Solution Architecture for Consumer Goods

- The Salesforce Consumer Goods architecture runs on three highly scalable and interoperable platforms: the core Salesforce Platform, Marketing Cloud, and Commerce Cloud.
- Products built on the Salesforce Platform (1) include Consumer Goods Cloud, Sales, Service, Experience, Order Management System, Loyalty Management, Rebate Management, Asset Management, Field Service, Customer 360 Identity, and Customer 360 Privacy Manager. These products run on the same physical platform and share a common data model.
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Example - Solution Architecture Diagram:
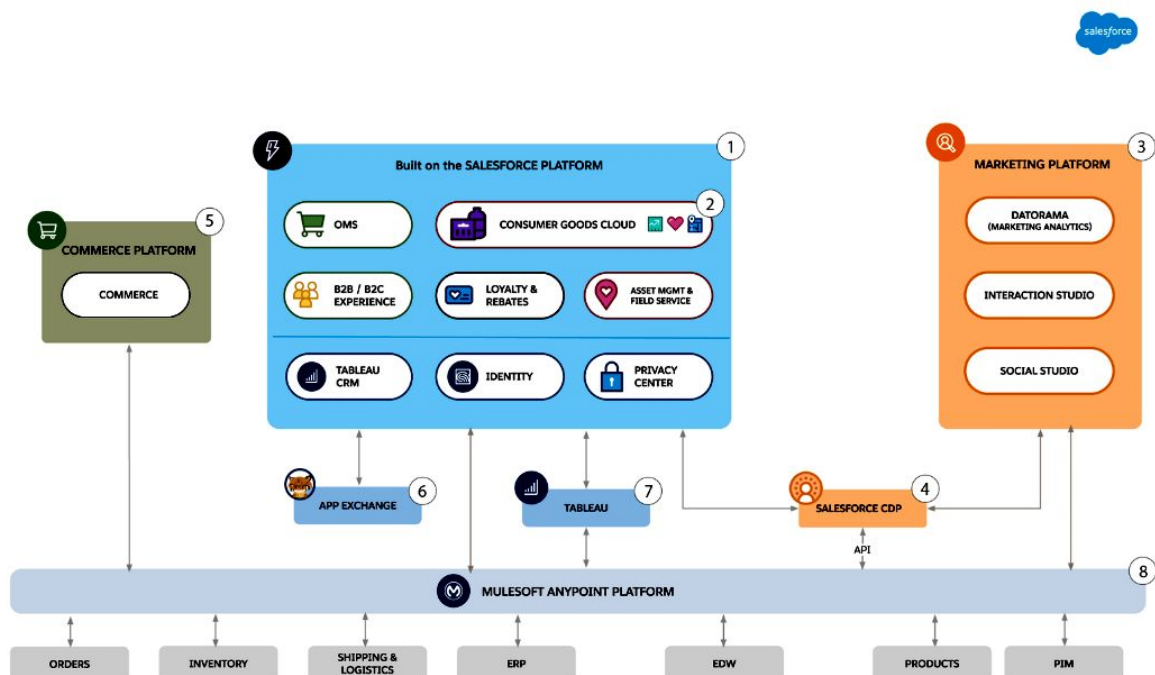
API Integration (1) allows the Commerce platform to initiate actions in the Marketing platform.

- Track page views, searches, product views, cart contents, and order placement.
- Manage marketing opt-ins, email subscriptions, and preferences.
- Trigger transactional email, including account creation and update messages, password recovery, customer service messages, and order confirmation.
- Trigger behavioral emails, such as messages about abandoned carts, and browse and wish list-related messaging using a combination of productized solutions and API integrations.
- Sync data such as product catalogs, customer information, order details, and promotional details.
- This connector is community code and provides a development framework for customers to follow.

Example; Solution Archietecture diagram