



Group 1:

1. YOGENDRAN
2. SAIFUDDIN
3. OSBORN
4. HEMANSHU
5. SUNIL



CONTENT:

- **INTRODUCTION**

- **VISION & SCOPE**

- **CLOUD ARCHITECTURE**

- **PIPELINE STRATEGY**

- **CONCLUSION**





INTRODUCTION

Introduction to ShopCom: Where Trends are Born

- Welcome to ShopCom, our ultimate destination for online shopping and trendsetting.
- At ShopCom, we redefine the e-commerce experience by offering a seamless platform where customers can discover the latest trends and create their unique style statements.
- Our name reflects our commitment: "Shop" signifies the ease with which anyone can explore and buy, and "Com" represents our dedication to customer order management, ensuring a smooth and personalized shopping journey for all.



VISION

- At ShopCom, our vision is to revolutionize the way people shop online.
- We aim to be the leading trendsetter in the e-commerce industry, empowering individuals to express themselves through fashion and lifestyle products.
- Our focus extends beyond just selling goods; we aspire to cultivate a vibrant community where creativity thrives and new trends emerge.



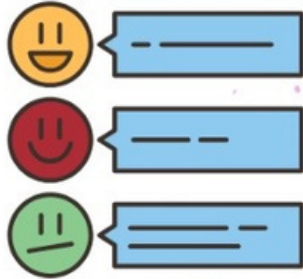
SCOPE

- To realize our vision, ShopCom leverages state-of-the-art cloud architecture and cutting-edge pipeline strategies.
- Our cloud infrastructure ensures scalability, security, and reliability, enabling us to handle increasing customer demands efficiently.
- We employ advanced data pipelines and analytics to understand customer preferences and deliver personalized recommendations, enhancing the overall shopping experience.

Transactional Data



Customer feedback & Review

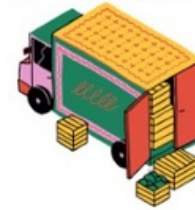


Website interaction



INGESTION
Central Repository

Supply chain optimization



Customer service enhancement



Targetted marketing



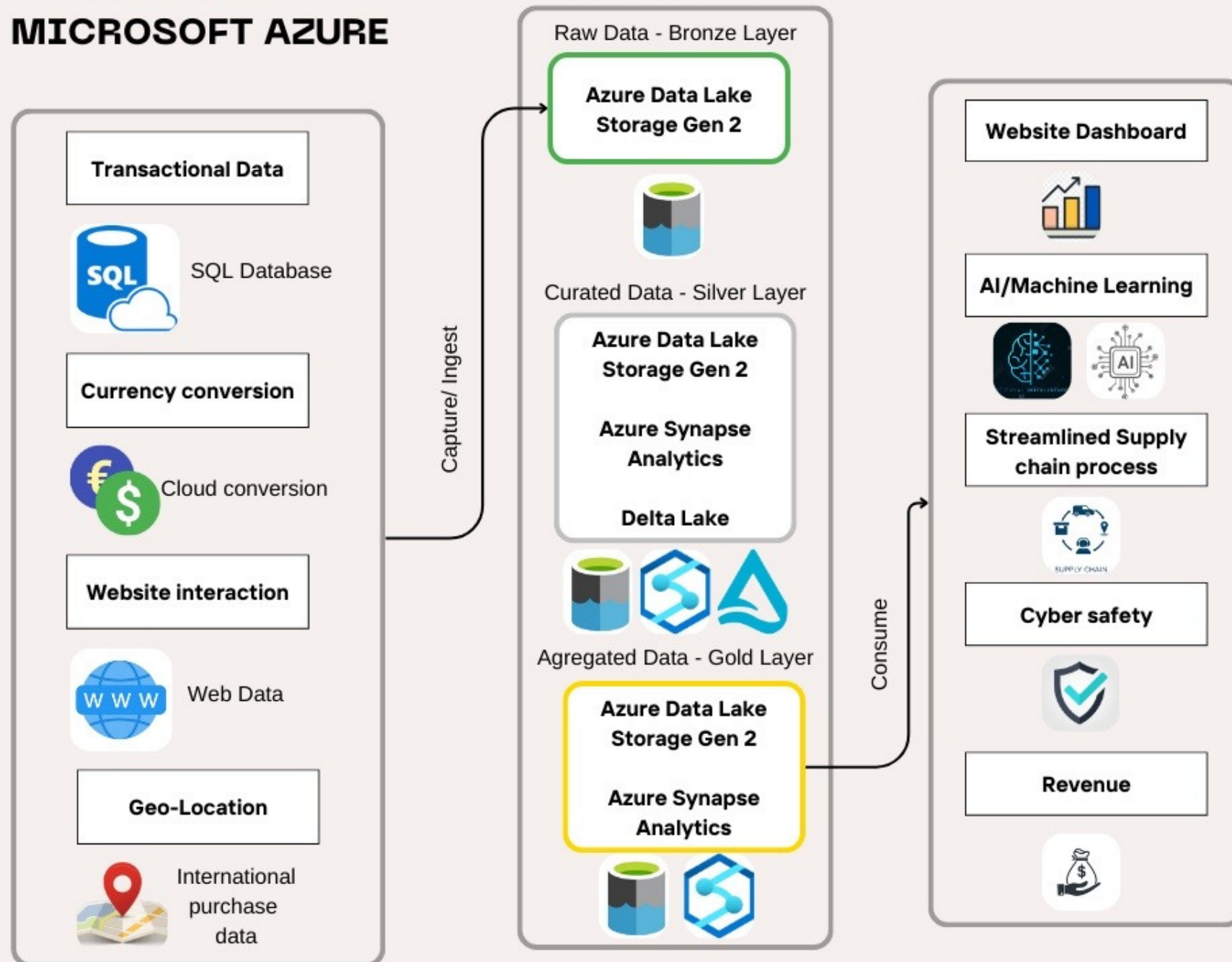
Revenue generation



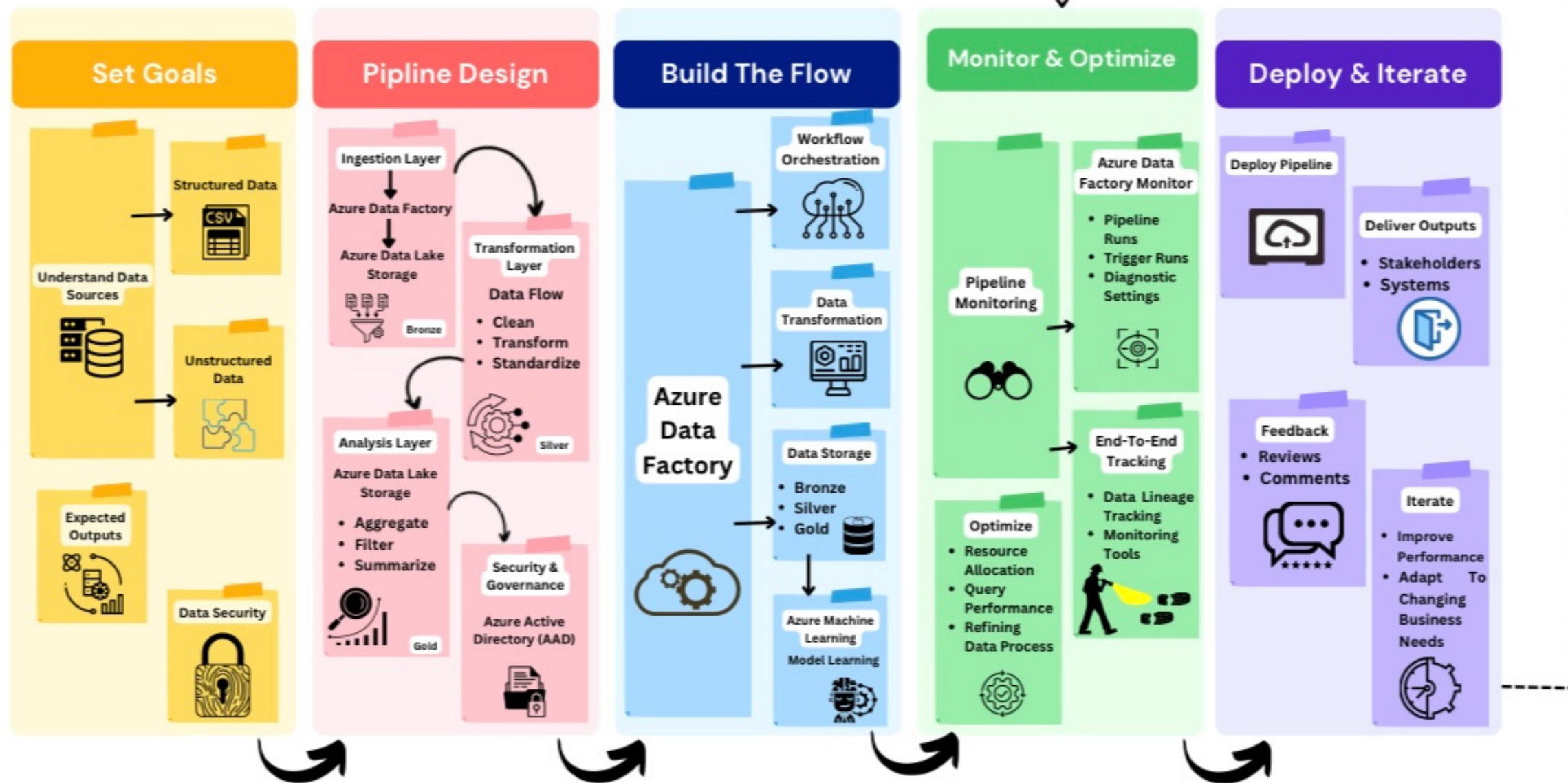
SHOPCOM Cloud Architecture

MICROSOFT AZURE

The Lakehouse



Pipeline Strategy





CONCLUSION

- The scalability offered by cloud databases ensures that we can effortlessly accommodate the growth of our data volumes and user base without the need for significant upfront investments or complex infrastructure management.
- Built-in redundancy and automated failover mechanisms - maintain uninterrupted access to our data, safeguarding business continuity and preserving customer trust.
- The flexibility afforded by cloud databases enables us to adapt quickly to changing business requirements and technological advancements.
- Security -features such as encryption, access controls, and regular audits can mitigate risks and ensure regulatory compliance, thereby enhancing our credibility and trustworthiness in the eyes of our stakeholders.



*Thank
you!*