**Case Study: E-commerce Data Integration**

Shop Smart is an innovative ecommerce company that specializes in providing a seamless online shopping experience to its customers worldwide. With a vast catalog of products spanning various categories, they offer high-quality products, exceptional customer service, and competitive prices. Their success is driven by data, as they continuously analyze customer behavior, market trends, and product performance to optimize our offerings and enhance customer satisfaction.

As Shop Smart continues to grow, it has become increasingly crucial to streamline their data management processes and gain deeper insights into their operations. To achieve this goal, they are embarking on a data engineering project.

As a data engineer your objective is to create a comprehensive data pipeline and data model to support their business intelligence and analytics initiatives. By providing timely, accurate, and insightful data, the pipeline empowers stakeholders to make informed decisions and maximize their operational efficiency, and ultimately enhance the overall customer experience.

Create a data model design and pipeline which should be implemented in SSIS and include below features:

1. Data Validation
2. Bad Data Handling
3. Data Transformation
4. Incremental Loading
5. Error and success handling
6. Logging
7. Scheduling

The pipeline should follow all the development best practices, naming conventions and component usage.

**Deliverables**

* Fully functional SSIS packages for data extraction, transformation, and loading.
* Relational database schema for the IPL cricket match data model.

Documentation covering the pipeline architecture, data model, ETL processes, and SSIS package configurations.