

## Project Design Phase-I Solution Architecture

Date	19 October 2023
Team ID	F2BEA786281DD78B21C41368068D4989
Project Name	Leveraging data analysis for optimal marketing campaign success
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.



