

Project Design Phase-I Solution Architecture

Date	12.10.2023
Team ID	NM2023TMID6081
Project Name	LEVERAGING DATA ANALYSIS FOR OPTIMAL MARKETING CAMPAIGN SUCCESS
Maximum Marks	4 Marks

Solution Architecture:

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

- Find the best tech solution to solve existing marketing 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:

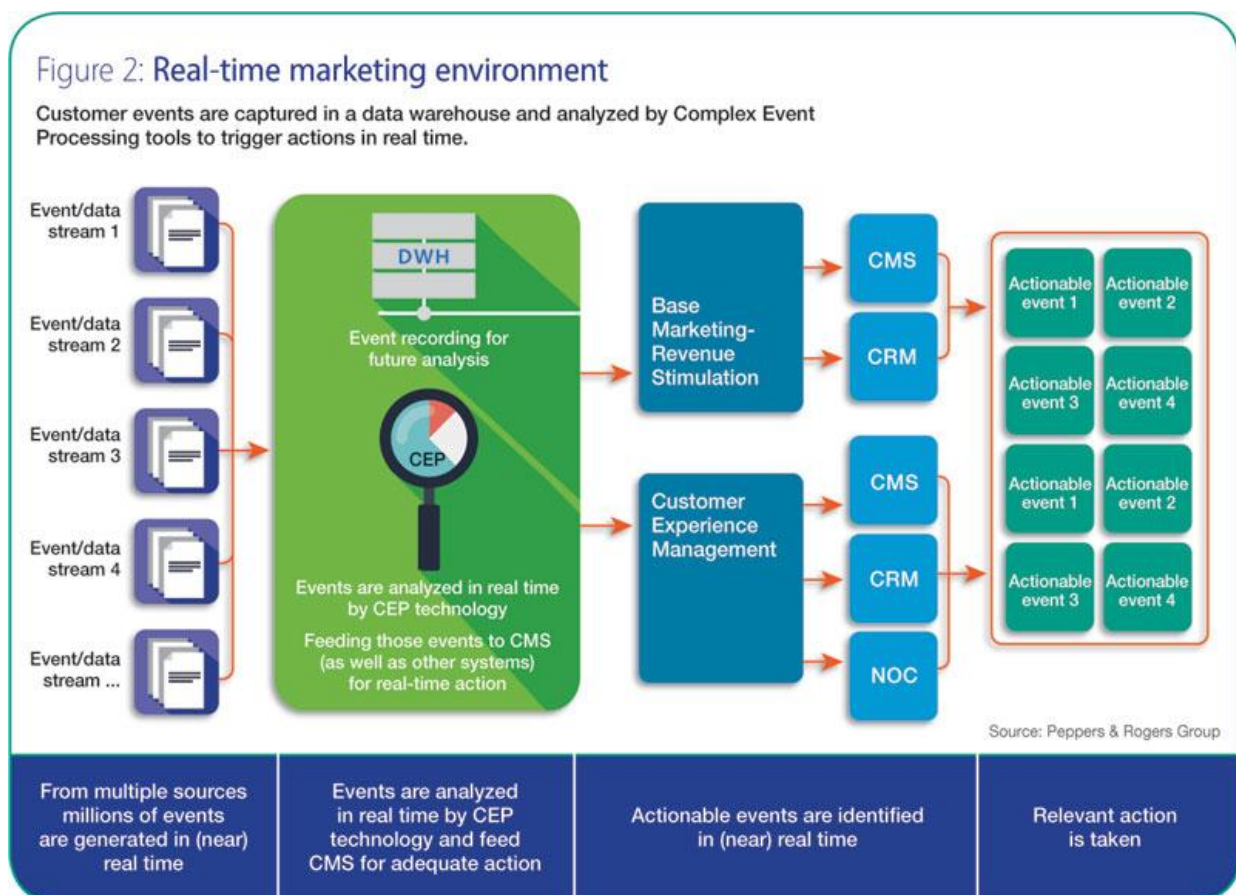


Figure 1: Architecture and data flow of the voice patient diary sample application

Reference: <https://aws.amazon.com/blogs/industries/voice-applications-in-clinical-research-powered-by-ai-on-aws-part-1-architecture-and-design-considerations/>