**Data Engineering Use Cases**

1. Supply Chain Optimization:
   1. Data Integration: Consolidate data from sources like suppliers, logistics, and inventory.
   2. Data Warehousing: centralized repository for all supply chain data to facilitate analysis.
   3. Real-time Data Streaming: Monitor supply chain in real time to identify bottlenecks or inefficiencies.
2. Predictive Maintenance of Equipment:
   1. Sensor Data Aggregation: Collect and process data from manufacturing equipment.
   2. Data Analysis: Use machine learning to predict equipment failure and schedule maintenance proactively.
3. Consumer Data Management:
   1. Data Lakes: Store and manage large volumes of consumer data from sales, feedback, and online engagement.
   2. Data Cleaning and Transformation: Ensure high-quality, usable data for analysis.

**Data Science Use Cases**

1. Market Trend Analysis: Analyze market trends to anticipate demand spikes or declines.
2. Consumer Preference Analysis: Analyze consumer data to understand preferences and trends, aiding in the development of new flavors or products.
3. Competitive Analysis: Analyze competitor pricing and market positioning to optimize own pricing strategies.
4. Targeted Marketing Campaigns: Use customer data to create personalized marketing campaigns.
5. Consumer Behavior Analytics: Analyze sales and social media data to understand consumer preferences and trends. Can guide product development, targeting, and marketing strategies.