



EASY MART CLOUD ARCHITECTURE

Assignment 5C: Cloud Architecture

Abstract

Easy Mart uses Microsoft Azure and a cloud-based architecture to improve decision-making, optimize operations, and expedite data processing. The design of its data pipeline is examined in this article, which integrates many sources and uses structured layers to provide actionable insights.

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Contents

ABSTRACT	2
KEYWORDS	2
INTRODUCTION	2
MISSION AND OBJECTIVES	2
DATA VISION	3
DATA SOURCES AND DATA SINKS	3
PROPOSED CLOUD ARCHITECTURE: A Layered Approach	5
1. Bronze Layer: Ingestion and Storage of Raw Data	6
2. Silver Layer: Data Cleansing and Transformation	6
3. Gold Layer: Reporting and Data Aggregation	7
PIPELINE DESIGN	7
PIPELINE FAILURE STRATEGY	8
CONCLUSION	9

ABSTRACT

In order to handle and analyze massive amounts of data from many sources, including e-commerce transactions, geolocation data, website logs, point-of-sale systems, and customer reviews, EasyMart, a hybrid retail and e-commerce company, has implemented a cloud-based architecture driven by Microsoft Azure. To convert raw data into actionable insights and facilitate more intelligent decision-making and effective operations, the design uses a structured Bronze-Silver-Gold pipeline. EasyMart guarantees flawless data input, transformation, and reporting by leveraging services like Azure Synapse Analytics, Azure Event Hubs, and Azure Data Lake Storage Gen2. In order to provide dependability and scalability, the design also includes a strong failure strategy, which supports EasyMart's objectives to maximize inventory, improve customer experiences, and spur company expansion.

KEYWORDS

EasyMart, cloud architecture, data pipeline, Bronze-Silver-Gold model, Azure Synapse Analytics, Azure Event Hubs, Azure Data Lake Storage, retail, e-commerce, data processing, decision-making, inventory optimization, customer experience.

INTRODUCTION

EasyMart, a hybrid firm that works both online and offline, manages vast volumes of data from a variety of sources, including e-commerce transactions, customer feedback, website logs, and in-store POS systems. The purpose of this case study was to create a cloud-based architecture capable of quickly handling and processing this data, allowing the organization to get real-time insights that may assist enhance customer experience, optimize supply chain processes, and ultimately boost sales.

This project delves into the architecture of EasyMart's data pipeline, including how we created it, the technologies we utilized, and how it supports EasyMart's objective of offering better retail solutions using cloud technology.

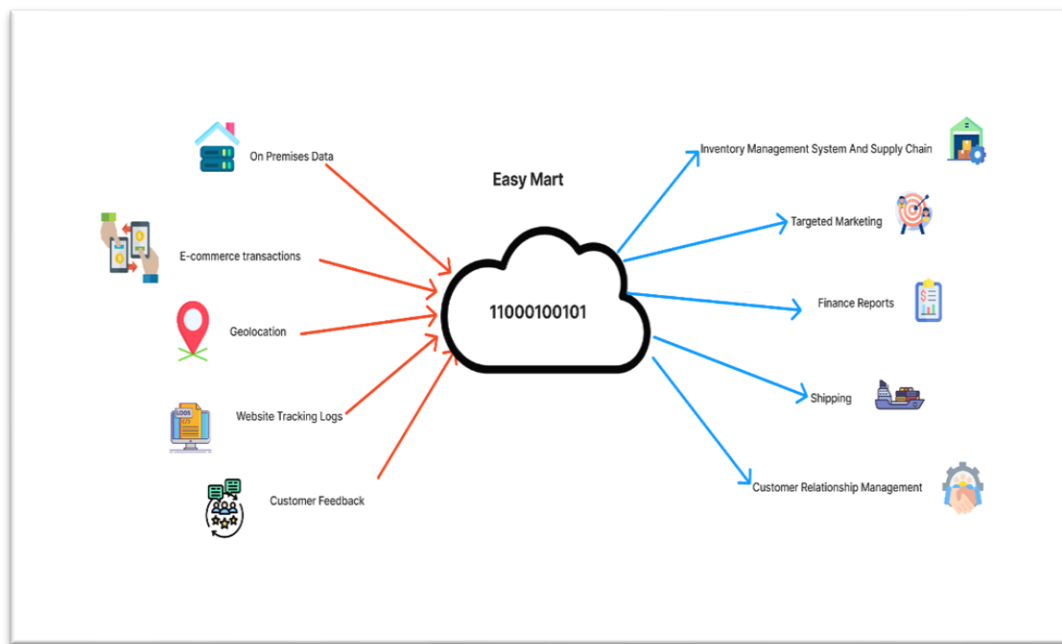
MISSION AND OBJECTIVES

EasyMart's cloud-based architecture's goal is to:

- **Simplify Data Processing:** Automate the gathering, converting, and combining of data from several sources.
- **Make Better Decisions:** Make dependable, high-quality data easily accessible for reporting and analysis.
- **Optimize Operations:** Using data-driven insights, enhance customer engagement, sales forecasting, and inventory management.
- **Enable Scalability:** Make sure the design can expand with the company and the addition of additional data sources.

The architecture's goal is to enable EasyMart achieve better control over its data, boost operational efficiency, and make more informed business decisions based on extensive data analysis.

DATA VISION



DATA SOURCES AND DATA SINKS

Data Sources:

1. Point of Sale (POS)

- What it is: Data about in-store sales, including product IDs, prices, and payment timings.
- Purpose: To track in-store sales and immediately adjust inventory.
- How it is used: Helps evaluate client purchasing behaviour and interfaces with technologies such as CRM to improve the shopping experience.

2. E-commerce Transactions:

- What it is: Online sales data, often in JSON or XML format.
- Purpose: Provides insights on online customer activity and forecasts what people may purchase next.
- How it is used: Tracks online revenue patterns and supports machine learning capabilities for more effective inventory planning.

3. Geolocation Data:

- What it is: Location-specific information, such as GPS coordinates and IP addresses.
- Purpose: To improve regional marketing efforts and optimize shipping routes.
- How it is used: Increases advertising effectiveness and assures delivery efficiency.

4. Website Logs:

- What it is? Data about how people engage with the website, such as clicks, views, and session duration.
- Purpose: Tracks visitor activity to help improve website design and marketing methods.
- How it is used: Supports marketing optimization by feeding data into machine learning models that evaluate client journeys.

5. Customer Feedback:

- What it is? Customer reviews, ratings, and survey replies.
- Purpose: Determines client preferences and opportunities for improvement in products and services.
- How it is used: Feeds sentiment analysis tools to help anticipate consumer happiness and influence product development.

Data Sinks (where processed data goes):

1. Inventory Management and Supply Chain:

- What it is? Monitors inventory levels, delivery timetables, and supply chain activities.
- Purpose: Ensures timely replenishment and forecasts future inventory requirements.
- How it is delivered:
 - 1) Dashboards provide real-time stock updates and alerts for low inventory.
 - 2) Machine learning models recommend appropriate stock levels and forecast supply chain interruptions.

2. Targeted marketing:

- What it is: Customer profiles and engagement data are utilized to create tailored marketing.
- Purpose: Increases sales through tailored marketing methods.
- How it is delivered:
 - 1) Dashboards provide campaign performance indicators such as clicks, purchases, and conversions.
 - 2) Machine learning proposes product bundles and individualized offers based on consumer groups.

3. Shipping:

- What it is: Information on deliveries, such as anticipated timeframes and delivery status.
- Purpose: Reduces delays and increases delivery efficiency.
- How it is delivered:

- 1) Dashboards offer information on typical shipping costs and on-time delivery rates.
- 2) Machine learning recommends the best shipping routes and forecasts delivery delays.

4. Finance Reports:

- What it is: Financial information, such as earnings, costs, and profit margins.
- Purpose: Monitors financial well-being and finds areas for cost reduction.
- How it is delivered:
 - 1) Dashboards show patterns in income and costs.
 - 2) Financial estimates and a summary of profit trends are provided in monthly email reports.

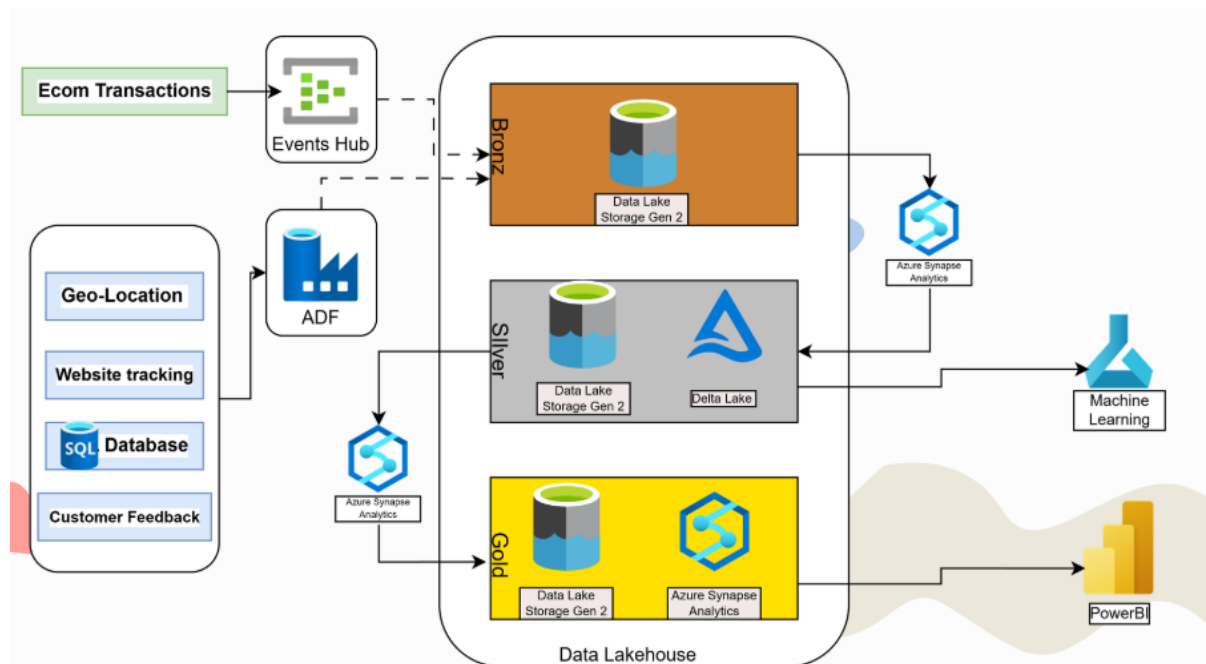
5. CRM (Customer Relationship Management):

- What it is: Information on consumer purchases, reviews, and involvement in loyalty programs.
- Purpose: Improves customer connections by tailoring rewards and interactions.
- How it is delivered:
 - 1) Dashboards display analytics related to consumer engagement and loyalty incentives.
 - 2) Automated systems distribute tailored offers and identify which clients want attention.

PROPOSED CLOUD ARCHITECTURE: A Layered Approach

The diagram illustrates the data lake architecture, illustrating the process of gathering data from diverse sources and storing it in **Azure Data Lake Storage (ADLS)**. ADLS is a cloud-based object storage service tailored for efficiently storing vast amounts of data in its original format, offering robust security, scalability, and cost-effectiveness.

Data is sourced from websites, databases, geolocation, and other origins before transforming a pipeline, ensuring it's ready for storage in the data lake. This **pipeline** automates data movement from various sources, accommodating different formats and scheduling data transfers as needed.



Azure Synapse Analytics is a cloud analytics platform that merges big data processing and data warehousing. It grants data scientists and analysts to use common tools like SQL to explore and analyze data from several channels within data lakes. Furthermore, products like Power BI offer data analysis and visualization for more detailed insights.

To efficiently handle and manage data, the suggested cloud solution employs a Bronze-Silver-Gold pipeline paradigm. Every layer has a distinct function in getting the data ready for usage in different business applications.

1. Bronze Layer: Ingestion and Storage of Raw Data

All raw data is gathered from several sources, including e-commerce, in the Bronze Layer.

- Transactions: Payment information, online store transactions, etc.
- Website logs: Information on past interactions, page views, clicks, and consumer activity.
- Customer feedback includes reviews, ratings, and survey answers.
- Point-of-sale (POS) systems collect in-store sales data.
- Geolocation data is collected from customer devices to provide information for targeted marketing and route improvement.

Azure Event Hubs collect real-time transactional data, whereas Azure Data Factory handles bulk data intake from SQL databases and other platforms. All raw data is kept in Azure Data Lake Storage Gen2, which serves as a central repository.

2. Silver Layer: Data Cleansing and Transformation

The Silver Layer analyzes the raw data to verify its quality and usefulness. Tasks on this tier include:

- **Data cleansing** includes removing duplicates, dealing with missing values, and normalizing data formats.

- **Data transformation** is the process of structuring raw data into predefined representations that can be analyzed.

For example:

- 1) Geolocation data might be enhanced with region-specific metadata.
- 2) Website logs might be turned into user journey information.

These changes are performed using Azure Synapse Analytics, which uses SQL to clean and arrange the data. After processing, the data is saved in Azure Data Lake Storage Gen2 (Silver) in a curated, semi-structured manner.

3. Gold Layer: Reporting and Data Aggregation

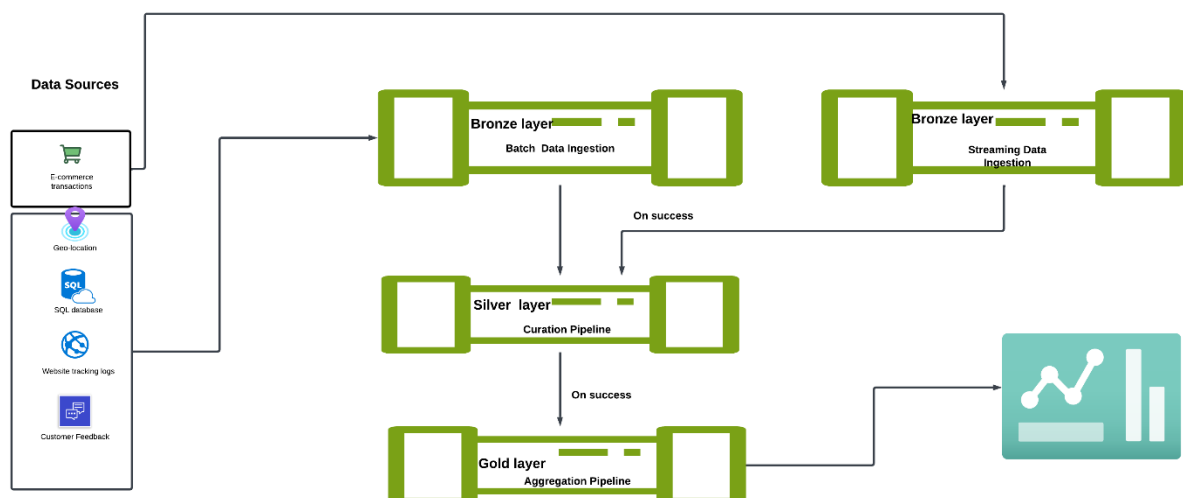
Data that has been processed and aggregated is prepared for analysis and reporting in the Gold Layer. The goal of this layer is to generate business insights:

- Key performance indicators (KPIs) are calculated by integrating data such as average order value, total sales, and customer retention rates etc and this process is called aggregation of data.
- Business insights create metrics such as:
 - 1) Using geolocation data to provide measures like regional sales performance.
 - 2) Forecasts for inventory and product trends.

Complex searches and aggregations are also performed here using Azure Synapse Analytics. Power BI is used to showcase the final data, giving stakeholders a clear picture of business performance through interactive dashboards and visualizations.

PIPELINE DESIGN

The bronze, silver, and gold layers in the data lake architecture represent the phases of the pipeline for data processing that turns unprocessed data into insights that can be put to use.



In the bronze layer, data is initially ingested from various sources like customer data, websites, and geolocation data. Here, it's stored in its raw, unprocessed form, preserving its original state and ensuring inclusivity of all available information.

Moving to the silver layer, data undergoes a curation pipeline where it's refined and transformed into a structured format conducive to analysis. This involves cleaning, organizing, and enriching the raw data to ensure consistency and accuracy. Additionally, this layer may involve data quality checks and integration of disparate datasets to create a unified view.

Finally, in the gold layer, curated data is further refined into a high-quality version suitable for visualization and advanced analytics. This entails compiling, summarizing, and optimizing the data for certain use cases or corporate goals. The gold layer enables stakeholders to extract significant insights and make well-informed decisions by condensing the data into its most value and pertinent form.

All things considered, the bronze, silver, and gold layers provide a methodical approach to data processing in a data lake architecture, guaranteeing that unprocessed data is converted into useful intelligence that propels business results.

PIPELINE FAILURE STRATEGY

To ensure the pipeline's dependability and resilience, failure methods have been designed at each layer:

1. Bronze Layer:

- **Retry Mechanism:** In the event of a data ingestion failure, retries are automatically initiated to assure data collection success.
- **Dead Letter Queues:** Invalid or corrupted data is routed to a separate queue for human examination and processing.
- **Logging and Alerts:** Alerts alert the team of any disruptions in data input, allowing for prompt response.

2. Silver Layer:

- **Validation Rules:** Transformed data is compared to preset criteria to guarantee consistency.
- **Fallback to Raw Data:** If a transformation fails, the pipeline can reprocess the raw data from the Bronze Layer.
- **Schema Versioning:** Enables schema evolution to accommodate changes in incoming data structures.

3. Gold Layer:

- **Backup and Restore:** Taking regular backups ensures that collected data may be recovered if necessary.
- **Partial Aggregation:** Allows dashboards to show partial results while issues are fixed.
- **Error logging:** Records all errors in aggregating operations for analysis and avoidance of future failures.

CONCLUSION

EasyMart's cloud-based design provides a comprehensive and scalable solution for managing a wide range of retail and ecommerce data. EasyMart may improve its data pipeline, from intake to reporting, by utilizing Azure services such as Azure Synapse Analytics, Event Hubs, and Data Lake Storage Gen2. The addition of geolocation data to the Bronze Layer improves the capacity to evaluate consumer behavior and optimize operations such as targeted marketing and delivery routes.

This organized method enables EasyMart to make data-driven choices, increase customer happiness, and adjust to the needs of a growing firm. This project provided me with great insights into cloud-based solutions and pipeline architecture, demonstrating how technology can alter retail and e-commerce processes.