

Project Design Phase-I Solution Architecture

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| Date | 03 October 2023 |
| Team ID | NM2023TMID05030 |
| 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.

Example - Solution Architecture Diagram:

