**Part 3: Evaluating FashionMart’s data architecture: Strengths and areas for improvement**

Assess FashionMart’s EDA by identifying its strengths and areas for improvement across key architectural components. Refer to *Part 3 in the lab instructions.*

#### 1. Name of the enterprise: FashionMart

#### 2. Strengths

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| **Sr. No.** | **Strength** | **Description** | **Impact** |
| **1** | Scalable Data Architecture | FashionMart uses cloud-native platforms like Snowflake and BigQuery, and leverages serverless computing (e.g., AWS Lambda) for on-demand scalability. | Ensures seamless performance during traffic surges, enabling the system to grow with business needs. |
| **2** | Analytics and BI Tools | The enterprise uses powerful tools like Tableau, Looker, and AWS SageMaker for dashboards, customer segmentation, and predictive modeling. | Enhances decision-making through real-time analytics and proactive forecasting across departments. |
| **3** | Data Security Measures | Implements AES encryption, RBAC, OAuth2, and GDPR-compliant tools like OneTrust. | Builds customer trust, reduces risk exposure, and ensures compliance with data privacy regulations. |

#### 3. Areas for improvement

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| **Sr. No.** | **Area for improvement** | **Description** | **Impact** |
| **1** | Data Silos | Data from POS, marketing, inventory, and supplier systems may be partially fragmented due to inconsistent integration. | Limits 360-degree customer and supply chain visibility, impacting personalization and agility. |
| **2** | Legacy Systems | Some backend systems in supply chain or POS may be outdated, lacking APIs or cloud compatibility. | Reduces agility, hinders real-time integrations, and increases maintenance overhead. |
| **3** | Performance Bottlenecks in Data Processing | ETL jobs reliant on older scripts or batch loads can slow down near real-time analytics and data availability. | Impacts timely decision-making and responsiveness to market dynamics. |