High Level Architecture - Data Warehouse marketing_dw

Sources

MRKT
marketing_platorm

WEB
web_analytics

CRM
crm_system

marketing_dw

Bronze Layer

Stored Procedure

Raw Data

Object Type: Table

Load:
- Batch Processing
- Full Load
- Trunc & Insert

No Transformations

Data Model:
  None (as-is)

Silver Layer

Stored Procedure

Cleaned, Standardized Data

Object Type: Table

Load:
- Batch Processing
- Full Load
- Trunc & Insert

Transformations:
- Data Cleansing
- Data Standardization
- Data Normalization
- Derived Columns
- Data Enrichment

Data Model:
  None (as-is)

Gold Layer

Business-Ready Data

Object Type: Table

Load:
- Trunc & Insert

Transformations:
- Data Integrations
- Aggregations
- Business Logics

Data Model:
- Star Schema
- Granular Atomic Fact Tables

Consume

BI & Reporting

Ad-Hoc SQL Queries

Machine Learning