iNeuron

Architecture Design

CUSTOMER LIFETIME VALUE ANALYSIS

Contents

1. Introduction

1.1 What is Architecture design document?

Any software needs the architectural design to represents the design of software. IEEE defines architectural design as "the process of defining a collection of hardware and software components and their interfaces to establish the framework for the development of a computer system." The software that is built for computer-based systems can exhibit one of these many architectures.

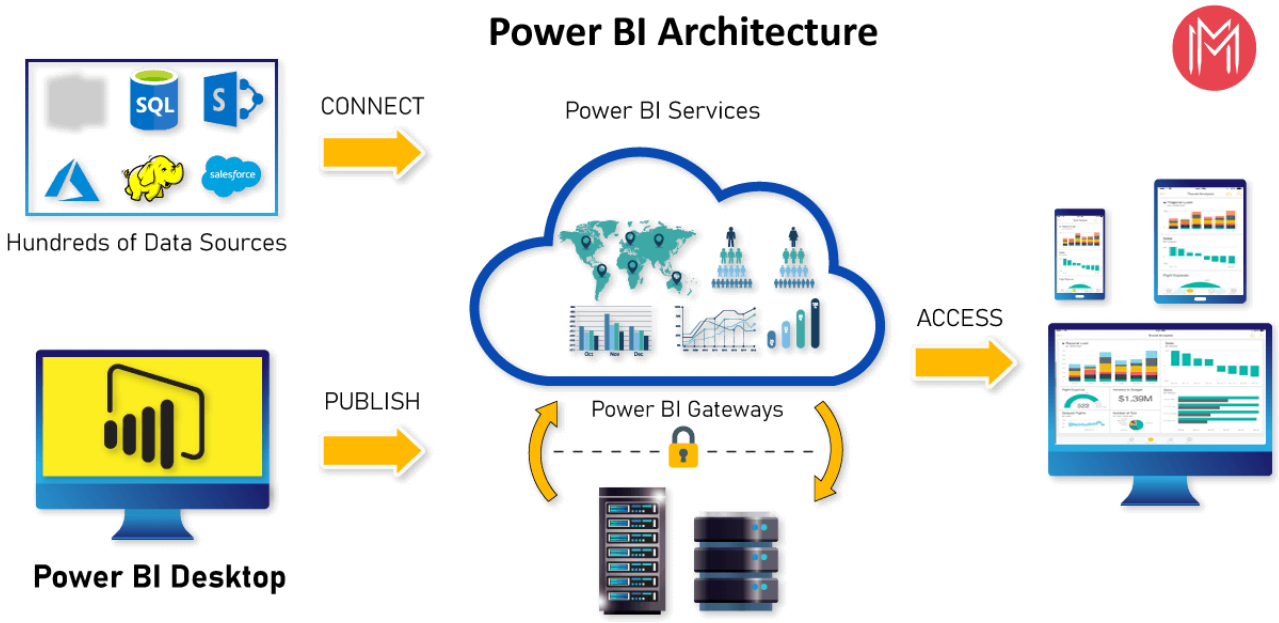
Each style will describe a system category that consists of :

- A set of components (eg: a database, computational modules) that will perform a functionrequired by the system.
- The set of connectors will help in coordination, communication, and cooperation betweenthe components.
- Conditions that how components can be integrated to form the system.
- Semantic models that help the designer to understand the overall properties of thesystem.

1.2 Scope

Architecture Design Document (ADD) is an architecture design process that follows a step-by-step refinement process. The process can be used for designing data structures, required software architecture, source code and ultimately, performance algorithms. Overall, the design principles may be defined during requirement analysis and then refined during architectural design work.

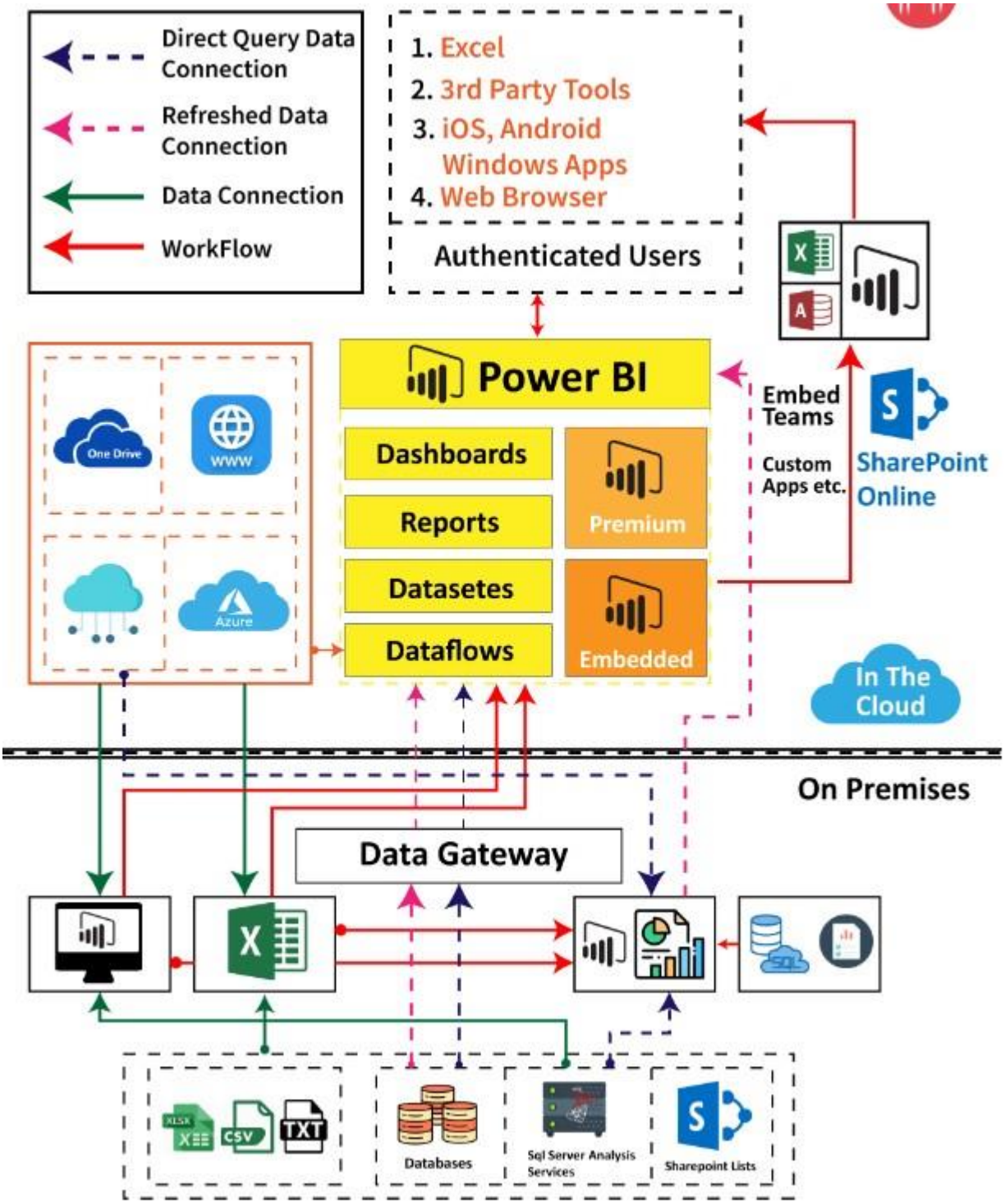
2. Architecture



Power BI Architecture

Power BI has a highly scalable, n-tier client-server architecture that serves mobile clients, web clients and desktop-installed software. Power BI Server architecture supports fast and flexible deployments.

ARCHITECTURE DESIGN



2.1. Data Integration:

Data is extracted from different sources which can be different servers or databases. The data from various sources can be in different types and formats. If you import the file into the Power BI, it compresses the data sets up to 1GB, and it uses a direct query if the compressed data sets exceed more than 1GB.

2.2. Data Transforming:

Integrated data is not ready to visualize data because the data should be transformed. To transform the data, it should be cleaned or pre-processed. For example, redundant or missing values are removed from the data sets. After data is pre-processed or cleaned, business rules are applied to transform the data. After processing the data, it is loaded into the data warehouse.

2.3. Report & Publish:

After sourcing and cleaning the data, you can create the reports. Reports are the visualization of the data in the form of slicers, graphs, and charts. Power BI offers a lot of custom visualization to create the reports. After creating reports, you can publish them to power bi services and also publish them to an on-premise power bi server.

2.4. Creating Dashboards:

You can create dashboards after publishing reports to Power BI services, by holding the individual elements. The visual retains the filter when the report is holding the individual elements to save the report. Pinning the live report page allows the dashboard users to interact with the visual by selecting slicers and filters.

2.5. Power BI Report Server

Power BI Report Server is similar to the Power BI Service. It is an On-Premises server platform. Using Power BI Report Server, organizations can secure their data. It enables the users to create reports and dashboards and allows you to share the reports with

other users or organizations with proper security protocols. To use this service, you need to have a Power BI premium license.

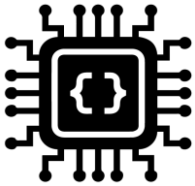
2.6. Power BI Gateway

Power BI Gateway is used to maintain fresh information by connecting to your on-site data sources without transferring the data. It provides secure data and allows you to transfer the data between Microsoft cloud services and on-premise services. Microsoft cloud services include PowerApps, Power BI, Azure Analysis Services, Microsoft Flow, and Azure logic apps. By using a gateway, organizations can maintain the databases and other data sources securely in cloud services.

2.7. Power BI Mobile Apps

Using Power BI Mobile Apps, you can stay connected with on-premises data from anywhere. Power BI apps are available for iOS, Windows, and Android platforms.

2.8. Power BI Embedded



Power BI Embedded is an On-premises service in Azure. It offers APIs for embedding the reports and dashboards into custom applications. Till now, we have been discussing

major components of the Power BI, and now, we will talk about the remaining components of Power BI as well.

Power BI Architecture – Working

If you observe in the top of the image excel, web browsers and other sources are streaming into Power BI components, and they are called data sources. These data sources are authenticated users. Power BI has different data sources like On-Premise, Cloud databases, direct connections, etc.

On-Premise:

Power BI Desktop is accomplished with the authenticating, development and publishing tools. You can transfer the data from data sources to Power BI Desktop. And also, it allows users to create and publish reports on the Power BI Report Server or Power BI Service.

Power BI Publisher allows you to publish the Excel workbooks to the Power BI Report Server. Report Publisher and SQL server Data tools help in creating the KPIs, datasets, paginated reports, mobile reports, etc. All kinds of reports are published at the Power BI Report Server, and from there, reports are distributed to the end-users.

On-Cloud:

Power BI Gateway is the essential component in the Power BI architecture. The Power BI Gateway acts as a bridge or secure channel to transfer the data from On-premise data to On-cloud data sources or apps.

Cloud side architecture consists of a lot of components including Power suite having datasets, dashboards, reports, Power BI Premium, Power BI Embedded, etc. Users can embed the dashboards, reports into applications, SharePoint, Teams, etc. There are Cloud data sources and they are connected to the Power BI tools.

Working Of Power BI Service

- Power BI stores the data in two leading repositories, i.e., Azure SQL Database and Azure Block Storage. Azure Block Storage enables the users to store the datasets, and all system-related data and metadata are stored in the Azure SQL database.
- It authenticates the user requests and sends them to the Gateway Role. It processes the requests and assigns them to the appropriate components like Background Job Processing Role, Data Movement Role, Presentation Role, and Data Role.
- The presentation role manages all the associated visualization queries like reports and dashboards.
- Presentation Role sends requests to the Gateway Role to the Data Movement Role or Data Role for all relevant datasets.
- Azure Service Bus is used to connect and fetch the data from the On-Premises data sources with the cloud. It sends a request to execute the queries On-Premises data source and retrieve the data from its cloud service.
- The Azure Service Fabric allows all components and microservices which are related to the Power BI Service.
- Azure Cache helps in reporting the data that is stored in the in-memory of the Power BI system.