

# Welcome to **EASY MART**



Group 3:

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# Overview



- Easymart is a hybrid shopping platform offering both online and offline services to customers.
- Managing vast amounts of data from different channels poses challenges in storage, processing, and analytics.
- The goal of this Azure architecture is to create a scalable, reliable, and efficient solution to integrate, process, and analyze data seamlessly.



# Mission



To build a scalable and efficient cloud architecture that enables real-time data processing, intelligent analytics, and improved decision-making, empowering businesses to thrive in a data-driven world.

# Objectives

- Simplify inventory, marketing, and delivery processes.
- Provide real-time data and reports to make better decisions.
- Make shopping experiences smoother and more personalized for customers.
- Help businesses save time, reduce waste, and increase profits.



# Data Sources



On premises data

E-commerce Transactions

Geolocation Data

Website Logs

Customer Feedback



# Data Sinks

Where the Processed Data Goes!



Inventory Management & Supply Chain

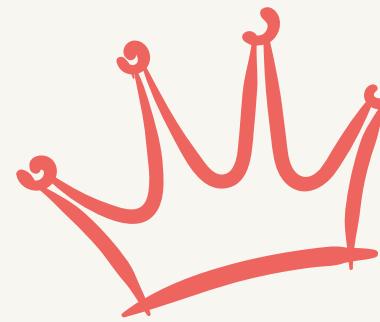
Targeted Marketing

Shipping

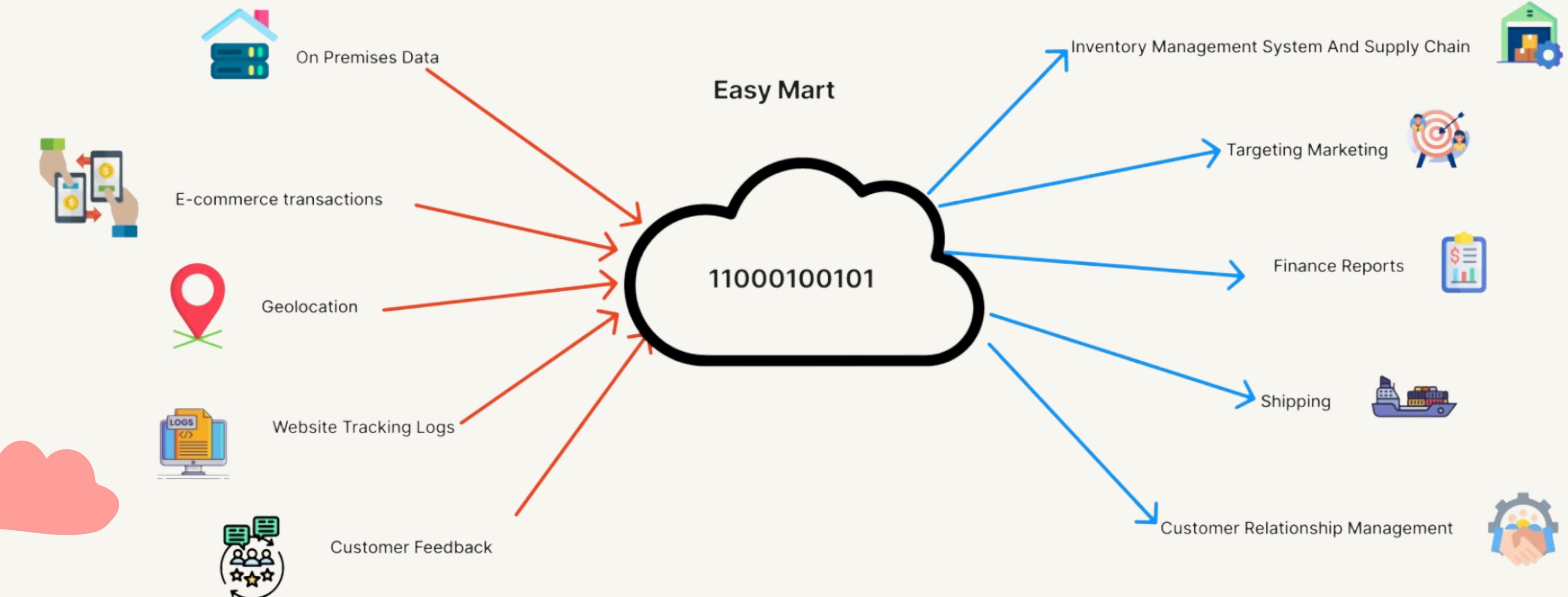
Finance Reports

Customer Relationship Management

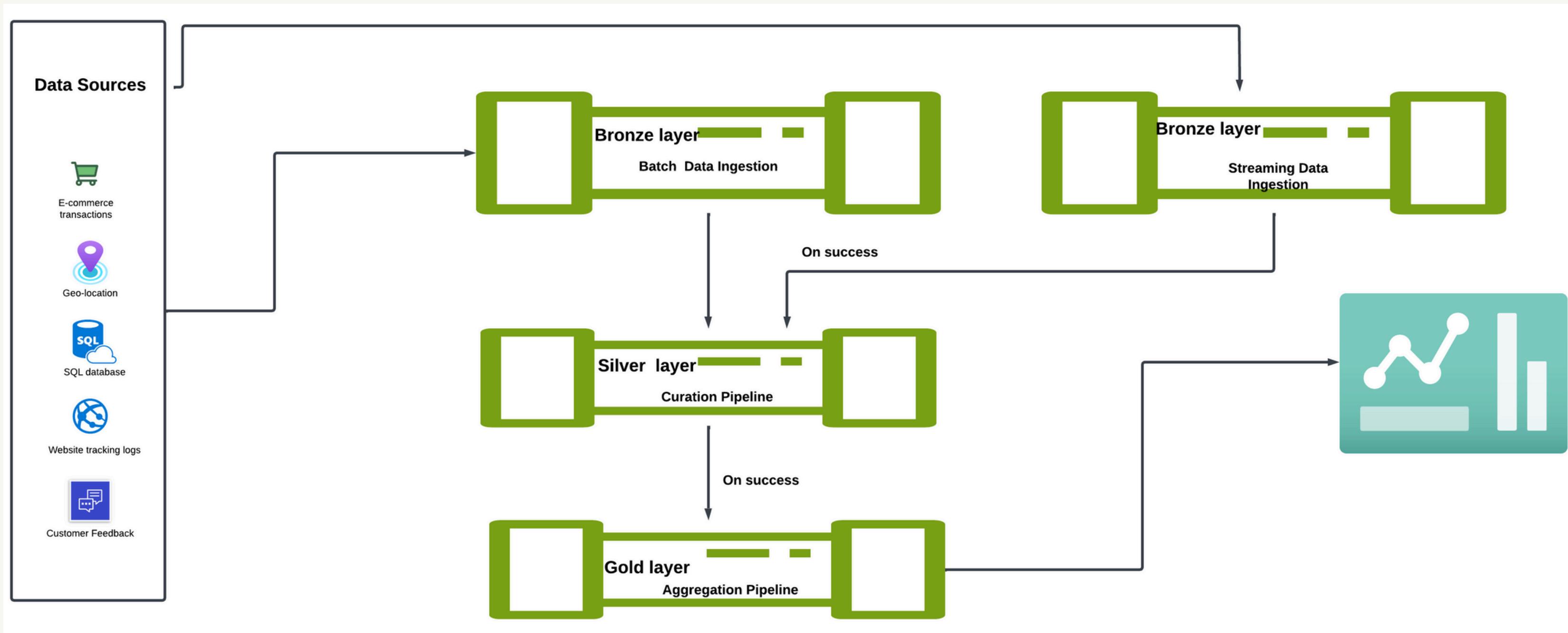
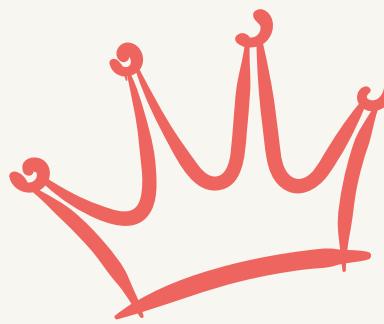




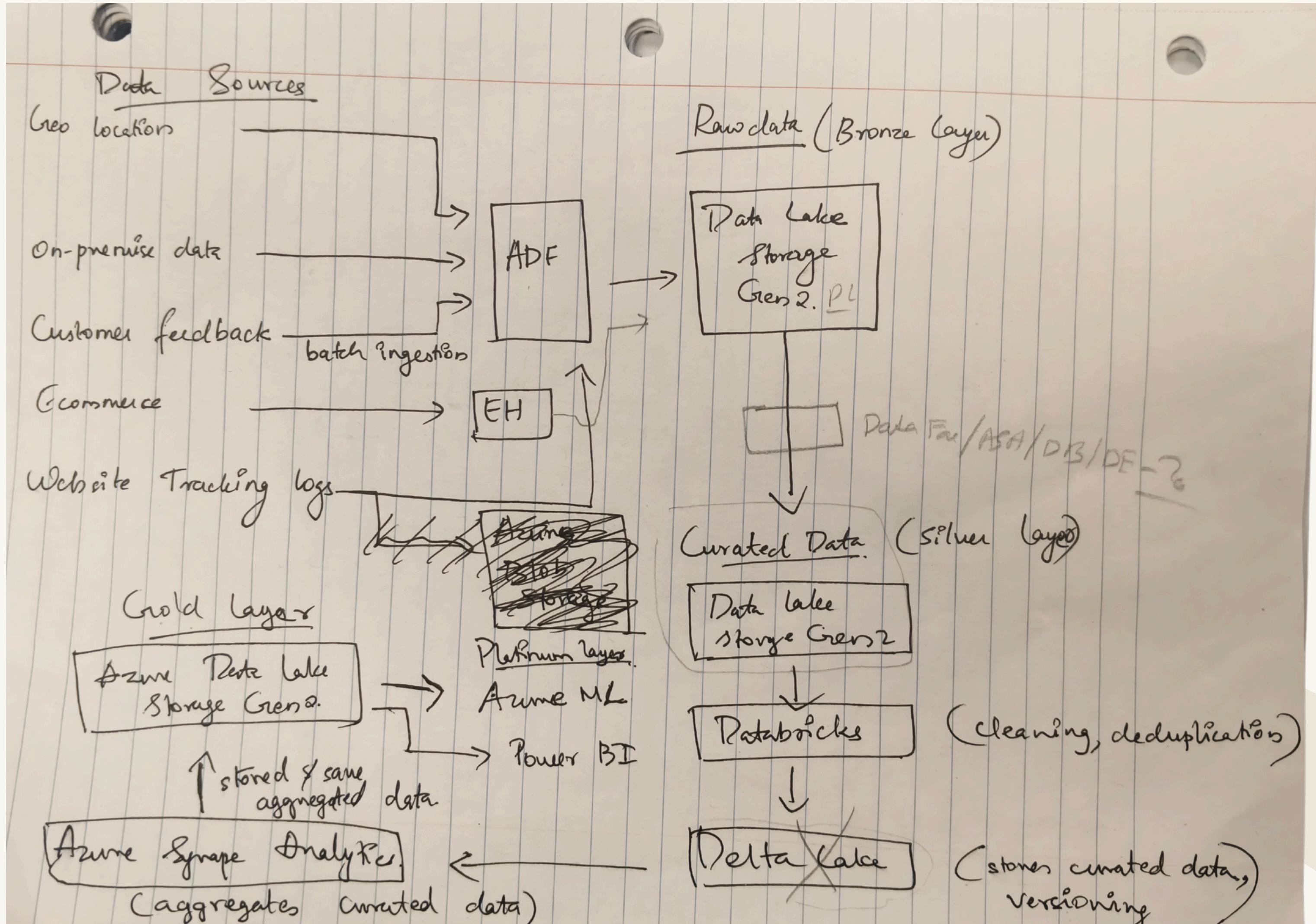
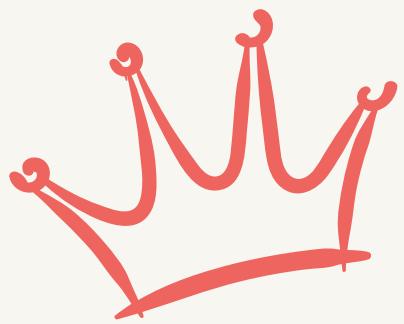
# Vision Diagram



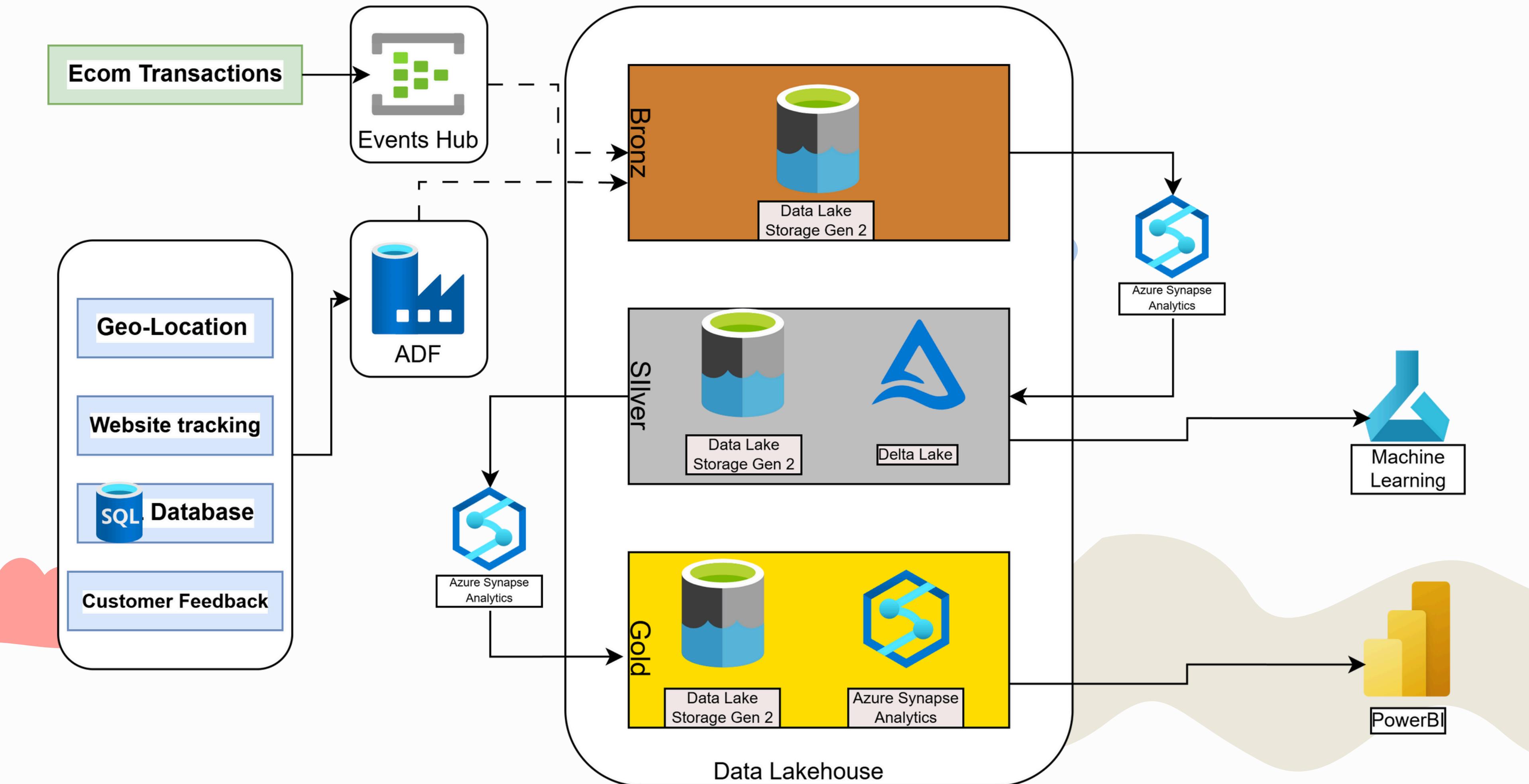
# Pipeline

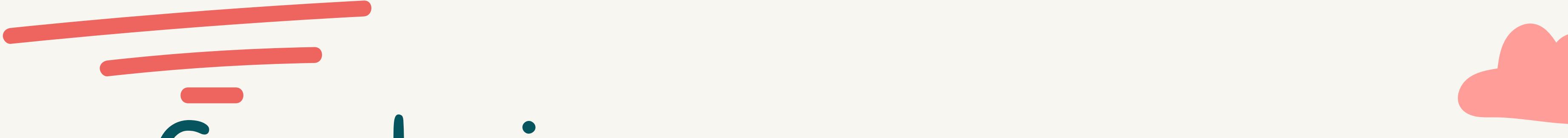


# Phase 1



# Final Architecture

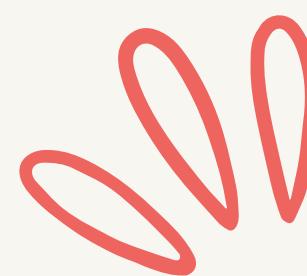




# Conclusion

This data lakehouse architecture efficiently integrates diverse data sources, transforming raw data into actionable insights through structured layering. Leveraging Azure tools like Data Lake Storage, Synapse Analytics, and Power BI ensures scalability, real-time processing, and advanced analytics. The Bronze-Silver-Gold framework facilitates raw ingestion, data cleansing, and enriched datasets for analysis and machine learning. This enables real-time decisions, predictive insights, and enhanced business intelligence for competitive advantage.

# Contribution



Lucky Patel

Final Cloud Architecture diagram  
PPT content and slides



Arlin George

Vision Diagram  
Cloud Architecture diagram-Phase 1  
Pipeline Design  
PPT content



Ritika

PPT slides and content  
Cloud architecture  
Objectives, mission and vision  
diagram

**RHAWWW!**