

## TrendyThreads – Strengths and Areas for Improvement

### Strengths

Component	Description	Impact
Scalable data architecture	Fully cloud-based architecture with elastic storage and compute capabilities.	Seamlessly supports traffic spikes and growing customer data.
Analytics and BI tools	Advanced dashboards and real-time analytics using modern BI platforms (e.g., Looker, Tableau).	Enables timely and data-driven decision-making.
Personalization & engagement	AI-driven product recommendation engine based on user behavior and purchase history.	Enhances customer experience and boosts conversion rates.

### Areas for Improvement

Component	Description	Impact
Data silos	Some marketing and operations data are managed on separate platforms without full integration.	Limits unified customer journey tracking and campaign optimization.
Performance bottlenecks in data processing	High volume of streaming data occasionally leads to processing lags in peak times.	Affects real-time responsiveness and decision accuracy.
Robust data governance	Lacks a centralized data governance framework and comprehensive audit trails.	Increases risk of non-compliance and inconsistent data quality.