Marketing(WIP)

Architecture

Snowflake is a fully managed, cloud-native, scalable data warehouse

Fivetran is a cloud-based, fully-managed data integration platform that provides Dynatrace with a simple and reliable way to move data from a variety of sources into our data warehouse.

dbt Cloud is a cloud-based platform that accelerates the data development lifecycle by automating data pipelines, testing, and documentation.

GitHub is a cloud-based hosting service for Git repositories, which are used to store and track changes to code.

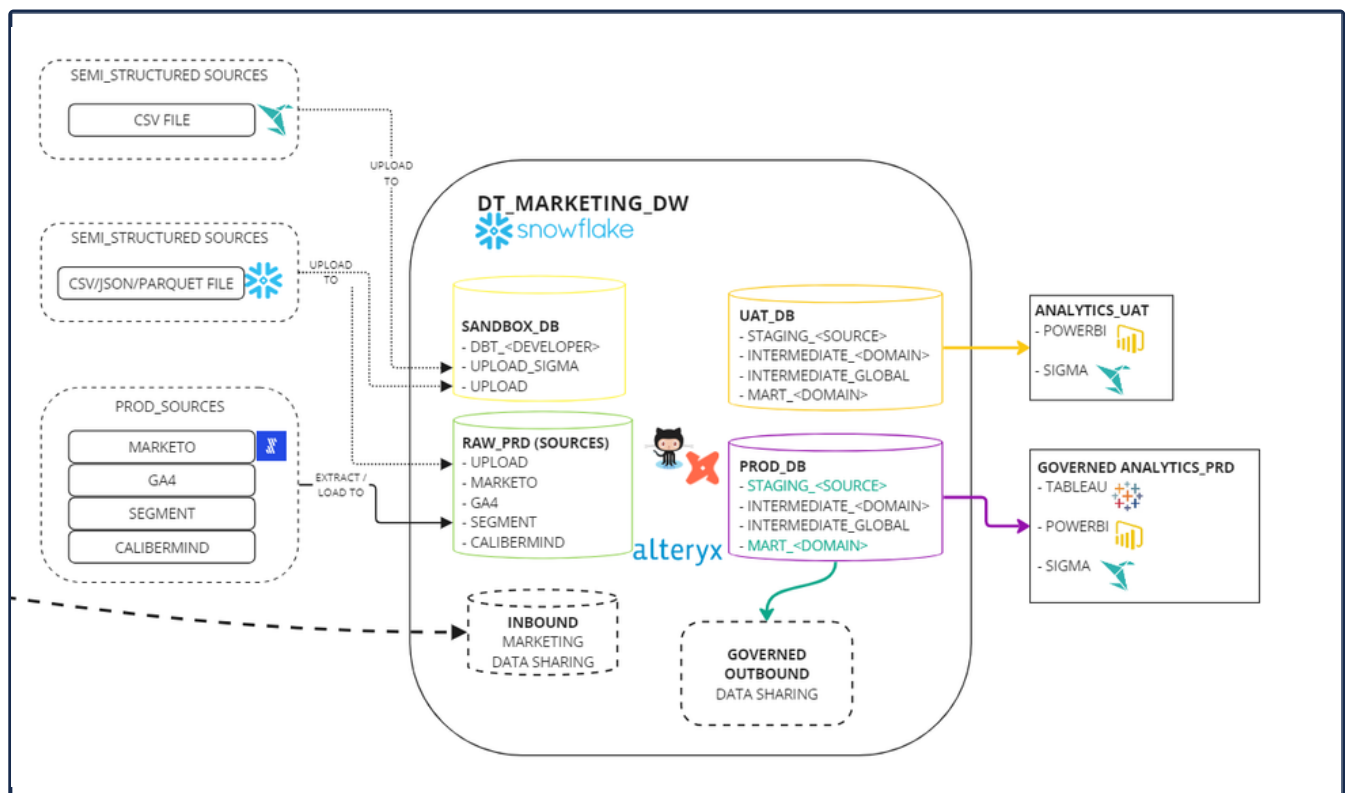Sigma Computing is a cloud-based business intelligence (BI) platform that helps businesses explore, analyze, and share data.

Power BI is a unified business intelligence (BI) platform that provides self-service tools for data analysis, visualization, and sharing.

Tableau is a data visualization and business intelligence software that allows users to connect, visualize, and analyze their data in an interactive and shareable dashboard.

Python is a high-level, interpreted programming language used to extract data from SaaS sources using REST API and loading the data to multiple destinations.

AWS Lambda Function is a serverless compute service that allows to run code without provisioning or managing servers.

Roles

Roles	Grants	Members (except P&C Account)
ACCOUNTADMIN	System Defined Role - Full control over the snowflake account. Can create and delete any objects. -	@Indranil Konar @Rutvij Sharma @Thierry Krumeich
SECURITYADMIN	System Defined Role - Create and manage users (non sso) and roles.	@Indranil Konar @Rutvij Sharma @Thierry Krumeich
SYSADMIN	System Defined Role - Create and manage warehouses, databases, and database objects. Grant and revoke privileges on objects. Manage grants/ownership.	@Indranil Konar @Rutvij Sharma @Thierry Krumeich
MKT_OPERATION_ROLE	Create and manage warehouses, databases, and database objects. Grant and revoke privileges on objects.	@Indranil Konar @Thierry Krumeich
SERVICE ROLES - FIVETRAN	Create schema and objects on database RAW_PRD. Operate Fivetran Warehouse.	Fivetran Users
SERVICE ROLES - DBT	Create schema and objects on database UAT_DB and PROD_DB. Read RAW database. Operate DBT Warehouse.	DBT Service Users
SERVICE ROLES - PBI & SIGMA	Grant specific DATA ROLES. Operate PBI and Sigma Warehouse.	PBI & Sigma Service Users
SERVICE ROLES - SEGMENT		
FUNCTION ROLES - DEVELOPER	Create schema and objects on database DBT. Create table on schema RAW_PRD.UPLOAD. Using DBT, materialize objects on schema DBT.DBT_<FirstNameLastName>. Load files on table on schema DBT.UPLOAD and RAW_PRD.UPLOAD. Read all objects on database DBT, RAW_PRD, PROD_DB and UAT_DB.	BI Team
FUNCTION ROLES - DQ ADMIN	Create Tag. Apply Tag. Create Masking Policy. Apply Masking Policy. Read all objects on database RAW_PRD, PROD_DB and UAT_DB.	@Shaila Yerrapalli Harinath @Thierry Krumeich
DATA ROLES	Read specific data in a database, schema, objects.	BI Team, Business Users

Requirement from Marketing team for new UAT db and PROD db

Requirement	DB.Schema	Managed by	Governed by
	MKT_UAT_DB.Segment	@Shawn Mccollum	@Shawn Mccollum

	MKT_PROD_DB.Segment nt	@Shawn Mccollum	@Shawn Mccollum