

## Automation, Google Merchandise Store

Automating this calculation means acquiring the data of events recorded on the site every day, managing them and collecting them in a single point, defining a scheme useful for the analyzes you intend to carry out and developing an advanced reporting system that allows you to always have an understanding of how the Google Merchandise store market segments evolve.

The idea is therefore to build a Datawarehouse that can contain this information which will be made up of an "Events" fact table, dimensional tables useful for the stock of geographical and temporal information on the device used, the advertising campaign.

This model will therefore be able to acquire data, which can be integrated with further external data that the customer will provide us. This will be the basic model that will allow us to use tools such as PowerBI or Tableau for analysis purposes. The daily ingestion of data will be able to provide the analyst with an instant view of the state of the segments.

Furthermore, based on these segments, it will be possible to implement automatic email sending policies for a particular segment, using tools such as Cloud Scheduler integrated with Gmail API, or searchable LogicApps or PowerAutomate alternatives. To pursue this result, it will be necessary to overcome the limit of privacy by requesting consent in order to have data such as email addresses.