



SNOWFLAKE GEN AI and LLM Escape Room



FINAL MISSION
**Board Business
Presentation**





Business Value Presentation for the Board

Prepare a business presentation.

Present the outcomes of the missions from a business perspective, choosing a specific business persona in the organization as your audience.

- 01 Demonstrate the business value you've delivered and emphasize the compelling reason to act.

Convince why Snowflake is the ideal solution to address the business challenge you've identified.



WHO IS TASTY BYTES?

ABOUT US: Global food truck network, localized menu options, 15 countries, 30 major cities, and 15 core brands.

OUR MISSION

We serve to give people unique food options with high quality items in a safe, convenient and cost effective way. We ensure that the ingredients used are of the highest quality from mostly local food vendors to make sure our success has a positive impact on community partners.



OUR VISION

To become the largest food truck network in the world by 2027 that has sustainable profitability with a zero carbon footprint future that our team, customers, and communities are proud of supporting.



LOCATIONS SERVED

- USA: San Mateo, Denver, Seattle, Boston, New York City
- Canada: Toronto, Vancouver, Montreal
- United Kingdom: London, Manchester
- France: Paris, Nice
- Poland: Warsaw, Krakow
- India: Mumbai, Delhi
- Japan: Tokyo
- South Korea: Seoul
- Australia: Sydney, Melbourne



CURRENT STATE & FUTURE GOALS

Trucks **450**
current

20% YoY growth over 5 years

1120
future

Sales **\$105M/year**
current

25% YoY growth over 5 years

\$320M/year
future

NPS **3**
current

Improvement by YE 2023

40
future



Business Overview

TASTY BYTES

ORDERING SERVICE

customers are navigating through the menu options available to the customer. Once ready, they select the items they want to order.



PAYMENT PROCESSING

customers can now pay with their saved selected payment method as part of their profile.



ORDER FULFILLMENT

Orders are placed in a queue, driver can prioritize each order.



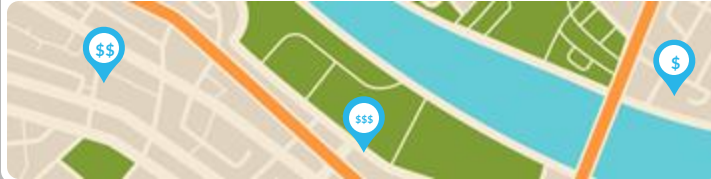
CUSTOMER FEEDBACK

Voice of customer is captured through web, mobile and CSR apps capturing the customer's experience and happiness with Tasty Bytes which is used to improve truck operation in the future.



GEO LOCATION SERVICES

Sales data is captured through online order or POS for each truck at a given location. We can then determine where trucks should park in the future to maximize sales based on previous history, weather, and time of day (AM/PM)

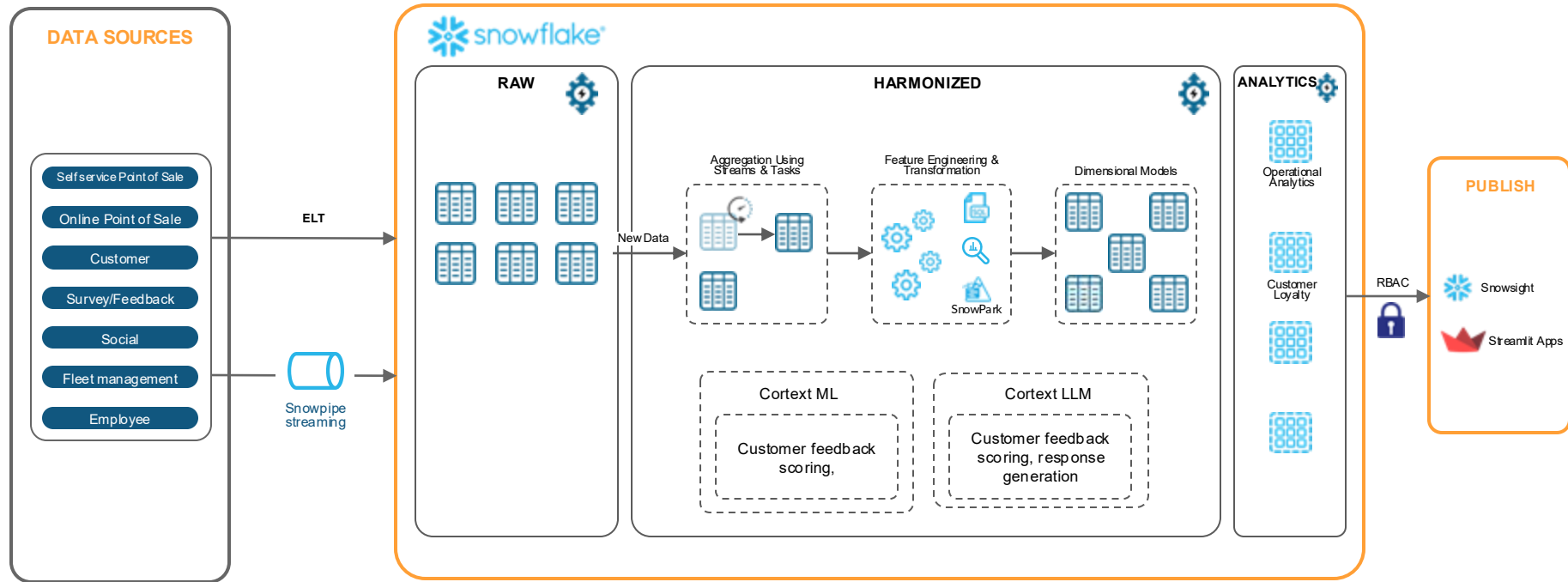


DRIVER APP

Truck Owner/ Operators have access to a complete 360 view of the order process via a specialized app



Tasty Bytes Mission Architecture





MISSION #0
GET READY !



ENVIRONMENT SETUP



Setup Snowflake Trial Instance

- 01** Sign in for a trial : <https://signup.snowflake.com/> .
- 02** Only one trial is needed per team.
- 03** Use **Enterprise Edition**.
- 04** Select **AZURE** for the Cloud Provider and the **West US 2 (Washington)**.
- 05** After registration, you will receive an email with an activation link and your Snowflake Account URL.



Create New Account

Each account in your organization will have its own set of users, roles, databases, and warehouses.

Cloud



Microsoft Azure



Region

West US 2 (Washington)



Edition

Enterprise - \$3 Credit, \$23 TB



You will be billed for usage in all of your accounts on a single bill. The current rates displayed are standard list prices and may not reflect any discounts you may have.

Learn more about [Snowflake editions](#).

Cancel

Next



Environment Description

You have been provided with a .zip file containing all the artefacts for the missions which contains the following folders:

- data (contains some folders)
- missions (if available, artefacts to start your mission)

<https://github.com/sfc-gh-omizrachi/EscapeRoom2>

There are also some files that you will use that are located at the root of the folder.



Snowflake Set Up

- 06** Create users for your team
- 07** Create notebook per mission (Best Practice)



Cross-region inference

Any region

To allow any of the Snowflake regions that support cross-region inference requests to process your requests, set the parameter to `'ANY_REGION'`.

```
ALTER ACCOUNT SET CORTEX_ENABLED_CROSS_REGION = 'ANY_REGION';
```



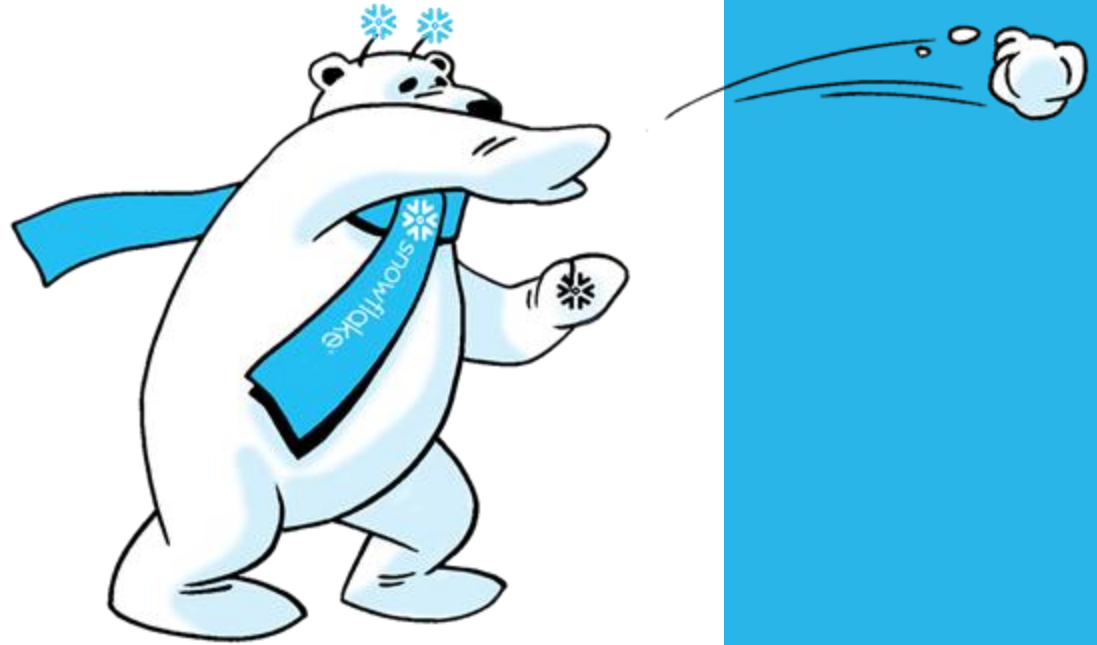
NEW

Food Delivery Service



MISSION #1

Call Center



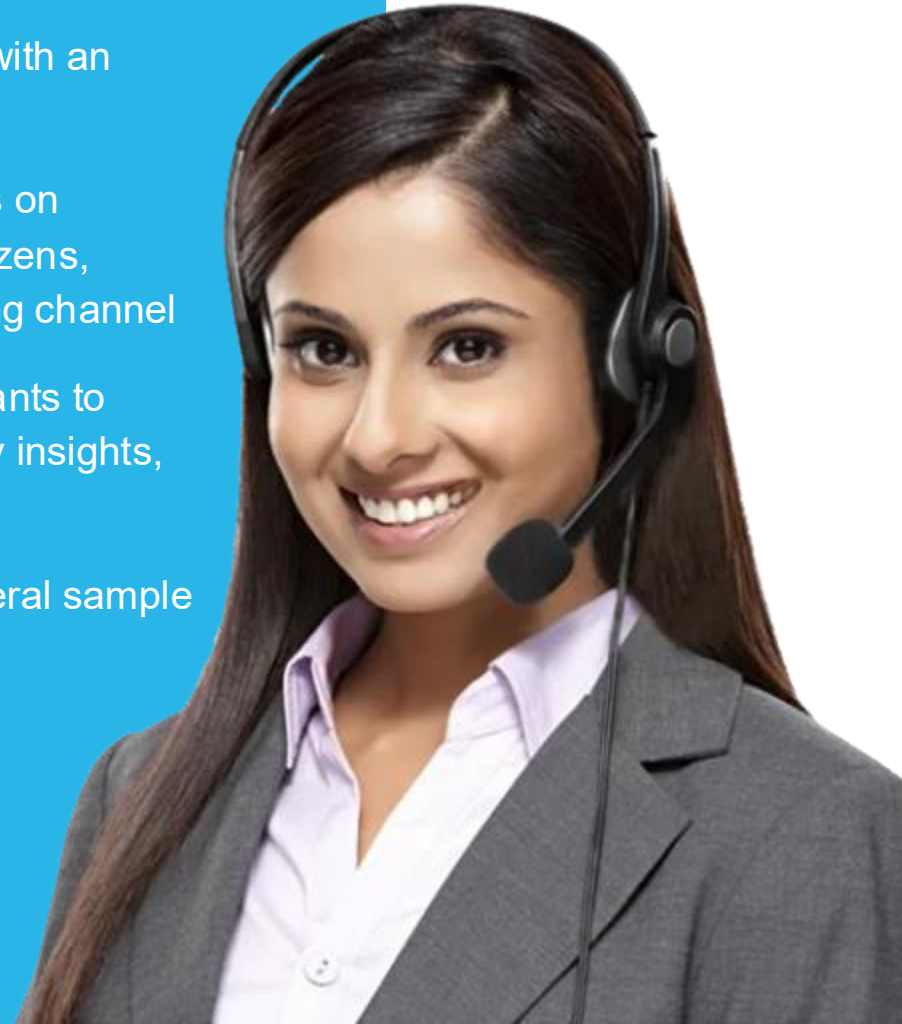


The New Delivery Service manager has swooped in with an exciting new initiative! ✨

A food ordering is launching soon, with a strong focus on accessibility for people with disabilities and senior citizens, And we will also have a new telephone-based ordering channel

To ensure this new delivery service succeeds, she wants to analyze customer sentiment from the calls, derive key insights, and act on them. 💥💬

To kick off the feasibility study, she has provided several sample calls.



What do you need to do?

As a rockstar Data Engineer

Your Task is to **Load the Audio files from the AUDIO_FILES data folder to snowflake internal stage.**

Create “Calls_analysis” table where each row is a call, displaying the following data:

- Full Call Transcript
- Sentiment Analysis:
 - Numerical Score
 - Category: 'POSITIVE', 'NEGATIVE', 'NEUTRAL'
- Call Summary
- Food ordered
- Drink ordered
- Number of items in the order
- Order Price
- Estimated Arrival Time

01



Global Currency Conversion

Global Currency Conversion using the Snowflake Marketplace



Majors	Value	Change	Value	Change
1) EURUSD	12.032	-0.048	11.112	-0.125
2) USDJPY	10.285	+0.652	10.140	+0.280
3) GBPUSD	8.705	-0.100	9.240	-0.120
4) AUDUSD	12.933	-0.712	12.221	-0.120
5) USDCHE				

The restaurant plans to open ordering channels in different countries, their menu prices mentioned in the calls are in local currency 🚨💬

Use up-to-date currency exchange rate data from the Snowflake Marketplace to convert the total order price.

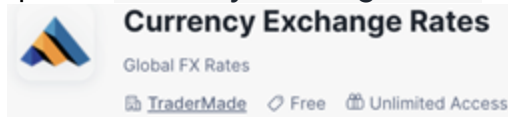


What do you need to do?

As a rockstar Data Engineer

Your task is to create a view that shows “order_price” in USD currency based on latest exchange BID rate from Marketplace to convert order prices currency.

Access the Data: Use the currency exchange rate data from the Snowflake Marketplace - **Currency Exchange Rates** [Tradermade-currency-exchange-rates](#).



The data is available via the link :

<https://app.snowflake.com/marketplace/listing/GZTDZKQYWW/tradermade-currency-exchange-rates?search=currency>

01

Perform the Conversion add “Currency_Conversion” column to the “calls_analysis” table that include the text “**EUR to USD**”

Present the Result: Create a **view** that semantically join the “Calls_analysis” table with the **currency-exchange-rates**. The **dynamic table** will Display the “Food ordered”, “Order Price”, “Currency_Conversion” column, inst column from “calls_analysis” and “inst” column from **currency-exchange-rates** DB and a new calculated column “Price_in_USD”. Perform a “semantic similarity” between t**Currency_Conversion** and **inst** column,



Upon completion

- 01** Contact the Snowflake board to
Present your results
- 02** Receive the next mission.



Snowflake Escape Room 2 GET READY !

