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Bank Marketing Campaign

Introduction 1.1

What is Architecture Design Document? An Architecture Design Document (ADD) is a document that outlines the software architecture of a system, including its hardware and software components, and the interfaces between them. It provides a high-level overview of the system and serves as a blueprint for its development.

1.2 Scope

This ADD outlines the architecture design of a Bank Marketing Campaign that will leverage Power BI, a powerful business intelligence tool that can be used to analyze data and create interactive visualizations. The document covers the architecture design, deployment options, and implementation plan for the campaign.

Architecture 2.1

Power BI Architecture Power BI has a three-tier architecture that includes a client tier, a middle tier, and a data tier. The client tier includes Power BI Desktop and Power BI Mobile, which are used to create and view reports and dashboards. The middle tier includes Power BI Gateway, which acts as a bridge between the client tier and the data tier. The data tier includes the data sources that are used to create the reports and dashboards.

2.2 Power BI Gateway

The Power BI Gateway is a client application that acts as a bridge between the client tier and the data tier. It enables secure data transfer between the Power BI service and on-premises data sources. The gateway can be installed on a separate server or on the same server as the data source.

2.3 Power BI Data Sources

Power BI supports a variety of data sources, including Excel workbooks, CSV files, SQL Server databases, and cloud-based services such as Azure SQL Database and Salesforce. These data sources can be connected to Power BI using the Power BI Gateway or through a direct connection to the data source.

2.4 Power BI Communication Flow

The following diagram shows the communication flow between the Power BI client, the Power BI Gateway, and the data sources:

Deployment 3.1

Deployment Options in Power BI Power BI offers several deployment options, including cloud-based and on-premises solutions. The following are the deployment options available for Power BI:

Power BI Service: A cloud-based service that provides business intelligence capabilities for creating and sharing reports and dashboards.

Power BI Report Server: An on-premises solution that provides business intelligence capabilities for creating and sharing reports and dashboards.

Power BI Embedded: A cloud-based service that enables developers to embed Power BI reports and dashboards into custom applications.

4.1 Background:

The bank marketing campaign is a promotional strategy that aims to attract potential customers and persuade them to avail of the bank's products or services. It typically involves targeted advertising and outreach efforts that leverage various communication channels, such as email, SMS, social media, and telemarketing. The success of such campaigns is often measured by the conversion rate, which refers to the percentage of leads that turn into actual customers.

4.2 Objectives:

The primary objective of the bank marketing campaign is to increase the customer base and revenue of the bank. To achieve this, the campaign typically focuses on generating leads, nurturing relationships with potential customers, and promoting the bank's offerings. Additionally, the campaign may also aim to improve customer retention by providing targeted offers and incentives to existing customers.

4.3 Architecture Design:

The architecture design of the bank marketing campaign typically involves several stages, including planning, execution, and measurement. During the planning stage, the campaign objectives, target audience, and communication channels are identified and defined. The execution stage involves creating and deploying marketing materials, such as email templates, social media posts, and telemarketing scripts. Finally, the measurement stage involves tracking and analyzing the campaign's performance metrics, such as conversion rate, open rate, click-through rate, and engagement rate.

4.4 Implementation:

The implementation of the bank marketing campaign may involve several teams, such as marketing, sales, customer support, and data analytics. Each team plays a crucial role in executing the campaign, from designing the marketing materials to analyzing the campaign's performance. The implementation process typically involves a lot of coordination and collaboration between teams to ensure that the campaign runs smoothly and achieves its objectives.

5 Results and Benefits:

The bank marketing campaign can yield several benefits for the bank, including increased customer acquisition, higher revenue, improved customer loyalty, and better brand awareness. The campaign's success is often measured by the conversion rate, which reflects the percentage of leads that turn into actual customers. Additionally, the campaign may also provide valuable insights into customer behavior and preferences, which can inform future marketing strategies and product development efforts. Overall, the bank marketing campaign is a powerful tool for driving business growth and enhancing customer engagement.