

Data Platform Design Review

2. Architecture

Data from the CRM, web analytics, and billing systems is ingested into raw storage, transformed on a nightly schedule, and loaded into the warehouse.

Downstream consumers read only from the warehouse: BI dashboards for reporting and a feature store for machine learning models.

Data Platform Overview

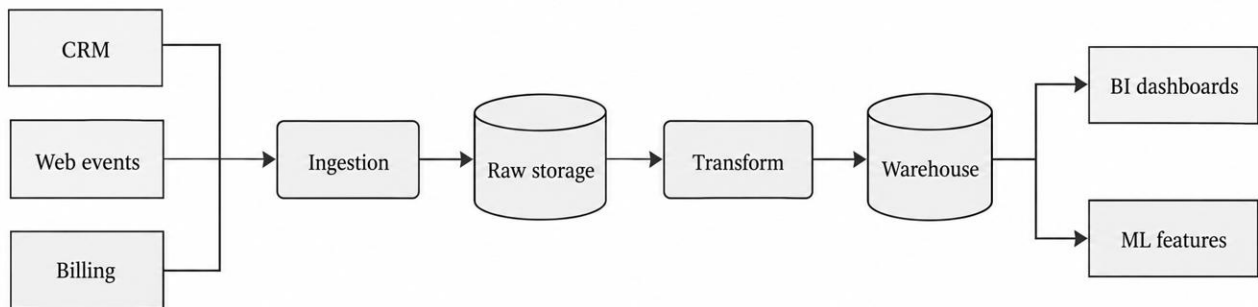


Figure 2. Data platform overview

Section 3 describes the retention policy for raw storage and the service-level objectives for each stage.