Delivering Real-Time Marketing Analytics Using Microsoft Fabric

Outreach Intelligence & Campaign Interactions

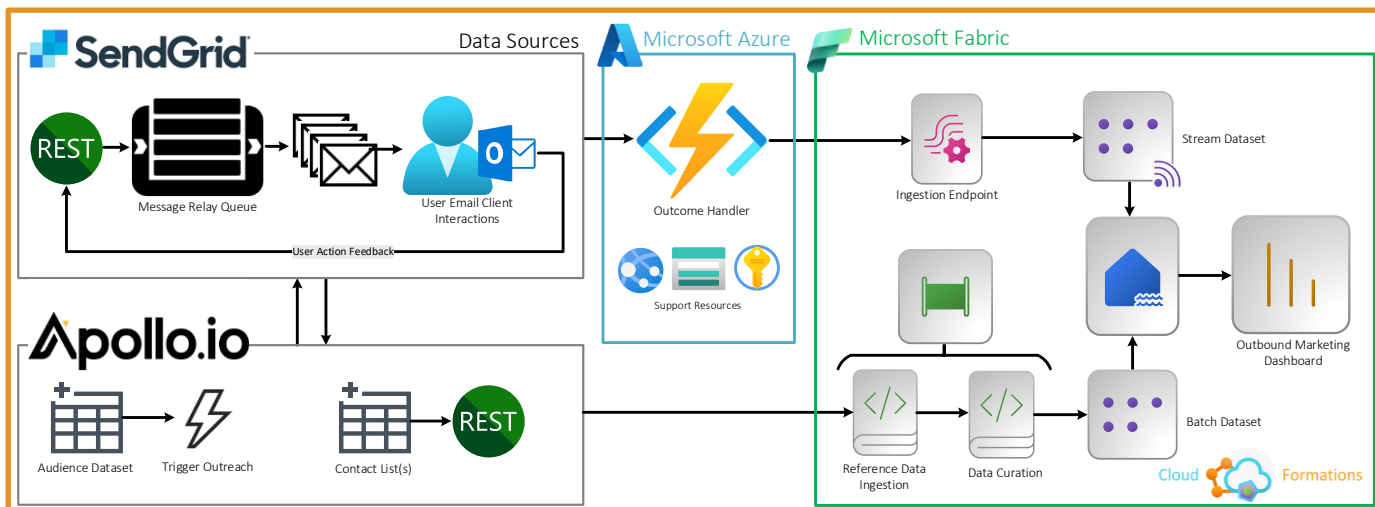Cloud Formations partnered with a management consultancy to deliver a complete set of marketing analytics dashboards based on ongoing outreach initiatives, using industry standard data sources.

Solution Overview

Near real-time streaming of marketing outreach data into Power BI dashboards to provide up to the minute analytics on the performance of campaigns to inform future content and audience enrolment.

Lambda Architecture Principles

The solution leverages Microsoft Fabric to transform and consolidate high-frequency streaming data with a batch feed into a curated layer ready for reporting.

The Technology Stack

Using Microsoft Azure cloud native resources, a data mesh architecture is being designed using the following compute and storage components:

- Fabric – Integration
- Fabric – Lakehouse
- Fabric – Event Stream
- Fabric – Notebooks
- Functions App
- Storage Account
- Key Vault
- Power BI

See Also

Our Data Mesh Reference Architecture, plus others (inspired by this project work).
bit.ly/cf-refarch
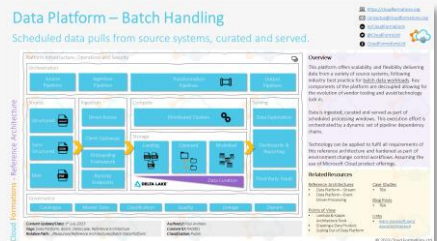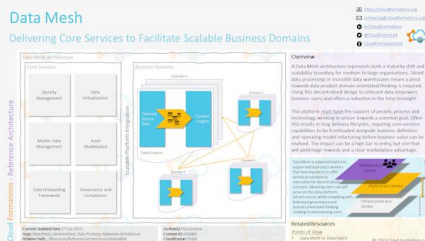
Outcome

Live operational dashboards to support the Sales Development team with up-to-the-minute data on performance. This allows the team to rapidly test, adjust and optimise sales outreach activity over a time horizon measured in minutes rather than days, massively improving the team's productivity and results.

Next Steps

Reach out to learn more about how we could implement this architecture in your organisation via our contact details (top right) or please book some time in our calendar via the following link:
bit.ly/cf-chat

Our Services

- Data Strategy
- Architecture Review & Oversight
- Data Culture & Adoption
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