



- ### Use-Case Flow
- 1 Efficiently ingest, process, and store diverse member data in batch and near real-time.
  - 2 Integrate external data from Snowflake's marketplace to refine program recommendation and filtering.
  - 3 Implement validation and alerting in Snowflake for data accuracy and model efficacy.
  - 4 Customize data with business rules for predictive analytics and recommendation machine learning models.
  - 5 Employ machine learning models in Snowflake to assess member characteristics, pinpointing the ideal program recommendations.
  - 6 Merge recommendations with member demographic and location data for deeper insights
  - 7 Use denormalized models for detailed analysis and business intelligence to support targeted programs.
  - 8 Utilize Snowflake to host and manage internal applications and analytics dashboards.