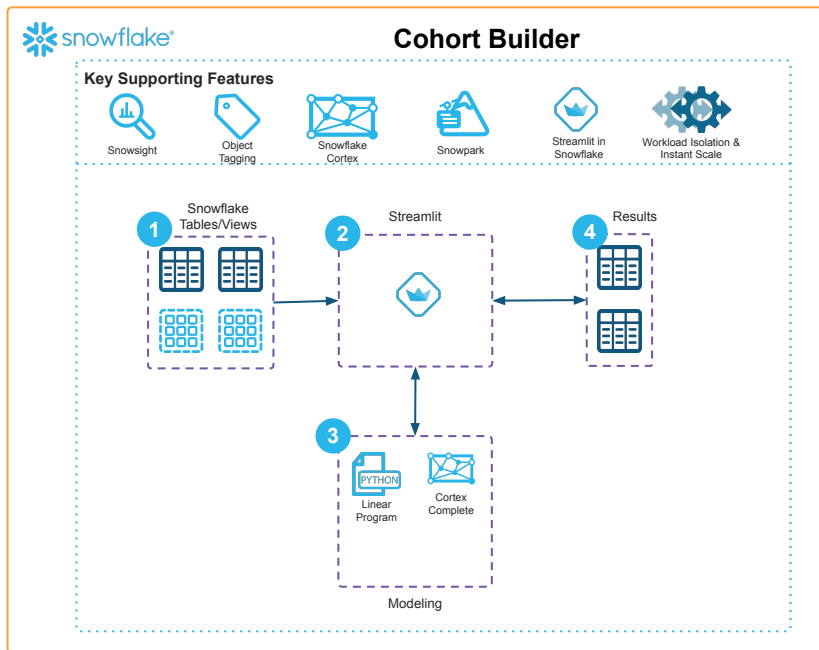


Reference Architecture



Use-Case Flow

- 1 Select Data source from existing Snowflake Tables/Views via Streamlit UI
- 2 Create Cohorts and Save via Streamlit UI
- 3 Cortex Data Enrichment via Streamlit UI
- 4 Save Cohorts to Dynamic Tables / Snowflake Tables



Solution Brief

Solution Overview

The Cohort Builder is a versatile solution designed to facilitate the creation, management, and scheduling of customer cohorts using Streamlit and Snowflake. This tool leverages a user-friendly Streamlit application to define and manage groups of individuals based on shared characteristics or behaviors. The Cohort Builder can be seamlessly deployed within your Snowflake environment, offering a comprehensive platform for data-driven decision-making.

Solution Use Cases

1. **Targeted Marketing:** Create cohorts based on customer purchase behaviors to tailor marketing campaigns and improve engagement.
2. **Product Insights:** Group users by product usage patterns to identify areas for enhancement or new feature development.
3. **Healthcare Analytics:** Segment patients by treatment outcomes to evaluate the effectiveness of medical interventions.

