

Cloud-Based Data Warehousing for Marketing Agility: Lessons from FinTech Migrations to Snowflake and AWS

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Abstract: *Cloud-based data warehousing has emerged as a strategic necessity in highly dynamic industries where rapid decision-making and customer responsiveness are critical. Traditional on-premise systems lack the scalability, flexibility, and cost-effectiveness to sustain marketing agility in such volatile markets. In this study, the role of cloud platforms, particularly Amazon Web Services (AWS) and Snowflake, is examined with a focus on enabling marketing agility through unified data management, real-time analytics, and customer-centric insights. Lessons from FinTech migrations emphasize the importance of data architecture planning, workload optimization, performance scalability, and cost-efficient resource utilization. Moreover, customer segmentation, predictive analytics through integration of machine learning and artificial intelligence, along with customized campaigns will enable organizations with competitive advantage. Competitive analysis emphasizes the ways in which visualization tools and analytics services can be used to expand the value of cloud-native solutions by providing actionable information to engage with customers. According to the findings, cloud-based data warehousing is a key component of digital transformation as it helps businesses achieve operational efficiency, compliance, and market flexibility in quickly changing business environments.*

Keywords: Cloud Data Warehousing, Marketing Agility, AWS, Snowflake, FinTech Migration, Customer Segmentation, Real-Time Marketing