International Journal of AI, Big Data, Computational and Management Studies
Noble Scholar Research Group | Volume 5, Issue 1, PP 218-227, 2024
ISSN: 3050-9416 | https://doi.org/10.63282/3050-9416.IJAIBDCMS-V5I1P122

A Cloud-Native Reference Architecture for Data Engineering, Generative AI, and Decision Intelligence Using AWS and Amazon Bedrock

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Abstract: As data in enterprises is growing at an accelerated pace and with the advancement of artificial intelligence, how the organizations are obtaining business intelligence and operational insights has undergone a significant change. Today's companies are increasingly relying on scalable, secure, intelligent, cloud-native architectures that can support high-volume data engineering, generative artificial intelligence (GenAI), and real-time decision intelligence. However, traditional data platforms are not designed to handle data silos, low latency, complex infrastructure, or integration with AI, and these are some of the challenges they face in today's business context. Solutions that leverage elastic infrastructure and elastic services are a good way to overcome these challenges. This paper suggests a cloud-native reference architecture for a data engineering pipeline, AI systems, and decision intelligence integration system with Amazon Web Services (AWS) and Amazon Bedrock. The architecture utilizes AWS services such as Amazon S3, AWS Glue, Amazon Redshift, Amazon EMR, Amazon Kinesis, AWS Lambda, Amazon SageMaker, and Amazon Bedrock to create a scalable intelligence ecosystem for enterprise. The proposed architecture provides the possibility of collecting, processing, transforming and analyzing structured and unstructured data, as well as integrating foundation models for intelligent automation and augmentation of decisions. The architecture is built around four key layers: data ingestion, data processing and storage, AI intelligence and delivery of decision intelligence. The data ingestion layer can ingest data using AWS-native services, such as batch and streaming workloads. The processing layer provides scalable ETL, ELT and data transformation pipelines. The AI intelligence layer includes AI and generative AI features such as natural language analytics, intelligent summarization, anomaly detection, predictive analytics, and recommendation systems. The decision intelligence layer transforms the results of the analysis into meaningful business insights via dashboards, automated workflows, and decision systems supported by artificial intelligence. The research compares the architecture based on the following performance metrics: Pipeline latency, Data processing throughput, Model inference speed, Query response time, Business decision acceleration. The experimental results have shown the substantial enhancements of the operational efficiency, data processing speed and decision quality over the conventional architectures. Results show that AI augmentation can lead to lower processing latency, responsiveness in analytics, and better AI-driven decision support capabilities. This research proposes a practical architecture that integrates modern data engineering with generative AI and intelligent decision-making, creating a seamless and enterprise-ready solution. It offers scalable infrastructure, a secure environment for AI deployment, and high-performance analytics, making it an ideal choice for digital transformation projects. It is a reference model for enterprises looking to modernize their data platforms and implement an AI-driven decision ecosystem with AWS cloud technologies.

Keywords: Cloud-Native Architecture, Data Engineering, Generative AI, Decision Intelligence, Aws, Amazon Bedrock, Machine Learning, Data Lake, Enterprise Analytics.

1. Introduction

1.1. Background

Organizations today are seeing data exploding from a multitude of sources—from transactional systems to Internet of Things devices, enterprise applications to social platforms and digital platforms. This fast growth of data volume, data variety and data velocity has posed enormous challenges in data management, processing and analytics. [1] The traditional enterprise architecture, which is typically based on monolithic systems and on-premises infrastructure, does not provide an efficient way to manage distributed workloads, and does not provide real-time analytical insights. These constraints limit scalability, complexity of operations and speed of decision making in the business. With the rapid advancement of digital transformation, businesses are seeking advanced architectures to handle enormous amounts of structured and unstructured data quickly and flexibly. Cloud-native architectures have proven to be an effective solution, providing distributed computing, managed cloud services, and elasticity, scalability, and resilience. Furthermore, AI capabilities have been developed to support AI analytics and intelligent decision-making, helping businesses make sense of vast amounts of enterprise data and improve strategic and operational decisions.

1.2. Role of Generative AI in Enterprise Intelligence

Generative AI is a significant advancement in enterprise intelligence, empowering companies to derive more meaningful insights from a wide range of data formats, including structured and unstructured. Generative AI with Large Language Models

(LLMs) can comprehend context, understand natural language, and produce human-like responses, enabling business analytics and decisions. [2] These features unlock data for enterprise, making analytics more accessible, intelligent and efficient. Generative AI can make business users depend less on technical teams by allowing them to interact with the system in natural language. Automated reporting, conversational analytics, intelligent summarisation, knowledge retrieval and decision recommendations are key enterprise applications.

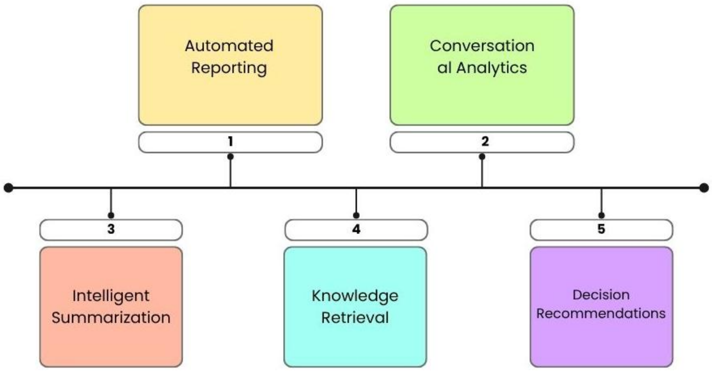

Figure 1: Role of Generative AI in Enterprise Intelligence

1.2.1. Automated Reporting

One of the most significant use cases of generative AI in business is automated reporting. Creating reports traditionally is a time-consuming and labor-intensive process that involves manual data collection, analysis and formatting. Generative AI streamlines this process by sifting through enterprise data and generating actionable, well-organized reports as they happen. These reports can include performance summaries, trend analysis, KPI evaluations, and operational insights. This will not only save time in reporting, but also minimize manual work and improve decision-making efficiency.

1.2.2. Conversational Analytics

Conversational analytics allows business users to communicate to enterprise data in natural language and not technical languages. [3] Users can ask business-related questions in natural language without having to write SQL queries or switch to a dashboard to get insights. Generative AI understands the query, finds the relevant information and returns a meaningful answer. This makes analytics more available and enables more rapid data-informed decision-making across business areas.

1.2.3. Intelligent Summarization

With intelligent summarization, organizations can handle vast amounts of data by summarizing long reports, documents, emails, and datasets. Generative AI can detect the main ideas, trends, and main concepts, while filtering out irrelevant data. This enables business leaders to have a quick overview of key information without having to look at a lot of documents. Summarization increases productivity, rates information processing and enhances strategic decision making.

1.2.4. Knowledge Retrieval

With knowledge retrieval, enterprises can easily access meaningful knowledge from knowledge repositories, documents, policies and databases. In search, Generative AI enhances relevance beyond just matching keywords, leveraging context and user intent. [4] By using natural language queries, employees can easily access relevant information. This gives an advantage in operational efficiency, reduces information search time and improves the enterprise knowledge management.

1.2.5. Decision Recommendations

Generative AI-powered decision recommendation systems offer intelligent suggestions by analyzing business information, trends, and forecasts. These recommendations aid the decision making process within the areas of finance, supply chain, operations, and customer management. By utilizing AI-driven suggestions, potential dangers can be identified, resources can be optimized, and strategic planning can be enhanced. This allows organizations to make faster, accurate and data-driven business decisions.

1.3. Challenges in Modern Decision Intelligence

With the rapid progress in cloud computing, AI, and enterprise analytics, enterprises are still struggling with the implementation of effective decision intelligence systems. A major problem is the lack of data pipelines, where enterprise data is spread across enterprise systems like ERP, CRM, operational databases, IoT devices, and external applications. This disintegration results in data silos and makes it hard to achieve a single view of business operations. [5] Delayed analytics is another big challenge, as the traditional batch processing-based data analytics systems are not able to provide real-time data and insights to support timely decision making. Mishandled data increases the agility of an organization and prevents agile responses to market changes. Lack of good data governance also impacts data quality, security, compliance, and consistency, which further hampers enterprise intelligence. Bad data can result in bad analytics and bad decisioning. Another key challenge is the lack of extensive integration, where many companies are still working on incorporating AI into their current business processes. Lacking adequate use of AI could have a negative impact on forecasting, risk assessment, and operational optimization. Another important issue is the slow decision making cycles, especially in highly competitive and dynamic business settings. Traditional decision-making approaches can be slow, cumbersome, and slow to provide access to insights, making them less responsive and efficient. Decision intelligence tackles these problems by bringing high-end analytics, machine learning, AI and automation into decision processes. Decision Intelligence's predictive modeling, real-time data processing, and intelligent recommendations ensure that enterprises turn raw data into actionable insights. This increases the decision speed, accuracy, reduces inefficiency in the operations and also enables proactive business strategies. This has made decision intelligence an essential tool for today's businesses aiming for agility, competitiveness, and data-driven innovation.

2. Literature Survey

The landscape of enterprise data has undergone a profound shift in recent times, thanks to cloud computing, AI, and data analytics. In today's business context, many factors have been highlighted as crucial, such as scalable cloud infrastructures, intelligent data engineering pipelines, and AI-powered decision-making systems. Cloud-native technologies allow flexible management of resources, while AI optimizes the automation and intelligence of systems; generative AI optimizes business analytics via natural language interactions. Major advancements, research challenges, and emerging research areas for cloud-native data platforms, AI-enabled data engineering, generative AI in analytics are presented and discussed in this literature survey.

2.1. Cloud-Native Data Platforms

There is no doubt that cloud-native data platforms are becoming a core pillar of enterprise analytics in today's world, thanks to their scalability, resilience, and efficiency. Cloud-native architectures, which are based on microservices, containers, serverless architecture and Kubernetes orchestration, enable organizations to operate and process large-scale data workloads with greater flexibility, according to researchers. [6] Cloud service providers like AWS, Azure, and Google Cloud provide managed cloud services, which alleviate the burden of managing infrastructure, as they automate provisioning, scaling, monitoring, and recovery tasks. Research shows that cloud-native platforms can deliver immense improvements in fault tolerance through distributed architectures and minimise system downtime and infrastructure costs. Moreover, elastic resource provisioning allows enterprises to dynamically provision computing resources according to the workload demand and high performance when the workload is heavy. Cloud-native platforms are particularly well suited to data-heavy applications on high availability, quick scalability.

2.2. AI-Driven Data Engineering

Data Engineering is becoming more intelligent with AI, with its smart features like intelligent automation, predictive analytics, and adaptive optimization being integrated into data pipelines. In complex data environments, traditional ETL and ELT processes can be inefficient due to the need for extensive manual effort in schema design, pipeline monitoring, and troubleshooting. According to recent research, AI-driven data engineering systems increase the reliability of pipelines by intelligently detecting schemas, spotting anomalies, and automating orchestration. [7] The historical performance data of pipelines can be used to build predictive models that can forecast pipeline failures and help prevent them from happening in the first place. AI can also improve data quality monitoring by detecting data inconsistencies, missing data, duplicate data, and schema drift in real-time. In addition, intelligent workload scheduling optimizes workload processing priorities dynamically, depending on workload patterns, to reduce resource utilization. This makes AI-powered data engineering a powerful solution for large-scale enterprise data systems, contributing to greater efficiency, scalability, and reliability.

2.3. Generative AI in Analytics

With Generative AI, organizations can interact with complex business data through natural language, making it a transformative technology. With the recent developments in Large Language Models (LLMs) like GPT based Architecture, now users can query enterprise data using conversational language instead of technical query language. Researchers note that generative AI makes analytics more accessible with less reliance on technical teams to interpret the data and create reports. [8] The key use cases are NLP-driven analytics, intelligent virtual assistants, auto-summarization of dashboards, and real-time report generation. Business users can engage with AI-driven systems in a natural language, asking questions, creating insights, and providing recommendations. Generative AI also optimizes decision-making by aggregating insights from structured and unstructured data sources, boosting the speed of analysis and business responsiveness. This transition facilitates quicker and more convenient, and more intelligent enterprise analytics environments.

2.4. Research Gaps

While there have been significant advances in cloud-native architectures, AI-driven data engineering, and generative AI systems, current research has tended to focus on them individually, not as a cohesive enterprise-level architecture. The majority of studies are devoted to one of these areas of infrastructure scalability, pipeline optimization, or AI-powered analytics as individual subjects, leaving a gap in understanding of how they can be combined into a unified architecture. There is not a lot of research devoted to one integrated reference architecture that integrates cloud native engineering, intelligent data pipelines, generative AI features, and decision intelligence. The challenge with this lack of integration is that enterprises with the goal of creating end-to-end intelligent systems that can process vast amounts of data, provide real-time analytics, and support independent decision-making will struggle. The need for an integrated reference architecture that connects these technological areas and provides organisations with improved agility, intelligence and business value is strong. In this research, this gap is filled by proposing a complete set of architecture for data engineering, generative AI, and decision intelligence in cloud-native environments.

3. Methodology

3.1. Data Ingestion Layer

The Data Ingestion Layer is the lowest level layer of the proposed architecture that gathers the data from various enterprise and external sources, in structured or unstructured format. This layer enables smooth data ingestion and subsequent processing, analysis, and AI-driven decision making within the cloud-native data platform handling multiple data sets. [9] It can handle batch processing, real-time streaming, and event-driven ingestion, allowing for scalable and reliable data acquisition.

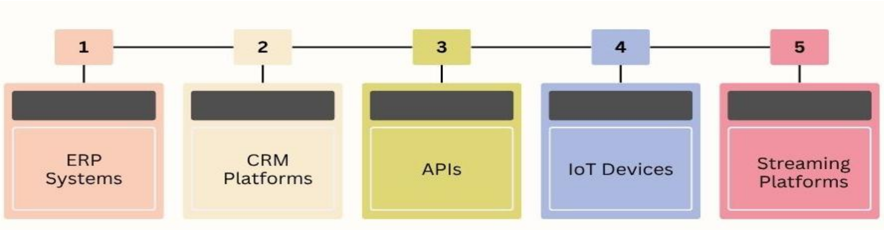

Figure 2: Data Ingestion Layer

3.1.1. ERP Systems

ERP systems are one of the significant sources of business data in structured format like finance, procurement, supply chain management, inventory, and human resource data. Enterprise data from ERP systems can give essential insights for enterprise analysis and planning. The ingestion layer fetches transactional and master data from the ERP systems through connectors, APIs, or database replication. This allows companies to centralize data to report, forecast, or to use for decision intelligence.

3.1.2. CRM Platforms

Customer Relationship Management (CRM) solutions provide valuable customer-focused information like sales activity, interactions with customers, marketing outcomes and service records. This information can be used to gain insights into customer habits, enhance engagement, and refine business strategies. Ingestion layer gathers the CRM data via APIs and cloud connectors, providing a continuous stream of customer-related data. By merging CRM data with enterprise analytics, businesses can enhance their customer understanding, leading to more informed decision-making.

3.1.3. APIs

Application Programming Interfaces (APIs) are a flexible way to connect data from cloud platforms, third-party services and applications. [10] APIs provide a secure, standardized way of communication between systems that allow real-time or scheduled data exchange. The data ingestion layer gathers a variety of business and operational data through REST, GraphQL and other API integrations. This makes it easier to connect different digital systems together in an interoperable manner and efficiently connect multiple digital systems within a common architecture.

3.1.4. IoT Devices

Massive amounts of sensor data from connected machines, monitoring systems, smart devices, and industrial equipment are produced by Internet of Things (IoT) devices. These devices generate data in real-time, which includes data on temperature, motion, location, energy use, and operational performance. The ingestion layer is used to capture IoT data through event-driven pipelines and streaming technologies for real-time analytics and predictive intelligence. This allows the organization to increase the visibility of operations, automate monitoring and optimise performance in connected environments.

3.1.5. Streaming Platforms

Streaming platforms allow real-time data to be continually ingested from applications, event systems, user activity and machine-generated sources. Event streams and message queues are examples of technologies that can also be used to capture data at high speed with low latency. The ingestion layer provides real-time processing of streaming data to enable analytics, anomaly detection, and intelligent automation. This ability is vital for contemporary businesses that should be able to respond quickly to the alterations in business conditions and should be able to gain insights as well.

3.2. Data Processing and Storage Layer

The Data Processing and Storage Layer is particularly important in ensuring that data is processed into structured, reliable, and analytics-ready datasets for downstream AI and decision intelligence applications. Once data is ingested into the ingestion layer, it can be cleansed, transformed, validated, and aggregated to ensure data quality and consistency. [11] The proposed cloud-native architecture relies on scalable AWS services like AWS Glue, Amazon EMR, and Amazon Redshift to provide an extremely efficient and scalable data engineering environment. AWS Glue automates schema discovery, metadata management, and data transformation processes to provide serverless ETL (Extract, Transform, Load) operations. It makes data integration easier between various sources and helps to save engineering efforts. Amazon EMR is well suited to large-scale batch processing, machine learning workloads, and advanced analytics as it offers a distributed big data processing environment with frameworks like Apache Spark and Apache Hadoop. EMR is used to process huge amounts of data concurrently across distributed clusters, which increases computational efficiency. Amazon Redshift is a high performance cloud data warehouse for analytical queries and business intelligence reporting. It makes it possible to conduct fast analytics on defined enterprise data using SQL, to use dashboards, track KPIs, etc., and to make decisions based on the data. The architecture for storage is a data lake and data warehouse to ensure flexibility and performance. Data stored in the data lake is in raw and processed formats, structured, semi-structured, and unstructured, providing a scalable, cost-effective storage solution with Amazon S3. It serves as a repository for enterprise data assets. [12] Data is curated and transformed into a data warehouse optimized for fast queries and reporting, and based on Amazon Redshift. This is a complementary storage system with scalable and analytical functionalities for modern enterprise intelligence systems.

3.3. AI and Generative Intelligence Layer

The AI and Generative Intelligence Layer is the intelligent layer of the proposed architecture that will provide powerful analytics, machine learning and generative AI functionality to support enterprise decision making. This layer analyzes processed data to derive insights and make intelligent recommendations, powered by predictive models, NLP, large language models, and intelligent recommendation systems. It is essential in improving business intelligence, both for automated and manual decision making. [13] Predictive analytics involves using historical patterns, trends, and operational data to predict future business outcomes. Machine learning models discover the underlying connections in data for use in forecasts, risk assessment, anomaly detection and performance optimization. Natural Language Processing (NLP) allows the system to interpret, analyze, and understand textual information from documents, emails, customer feedback, reports and enterprise knowledge bases. This feature enhances unstructured data search, sentiment analysis and information extraction. Large Language Model (LLM) inference takes these capabilities further by allowing for sophisticated conversational AI, natural language query and intelligent content creation. Natural Language enables business users to communicate with enterprise systems to extract insights, create summaries, and aid in decision making. Another key benefit of recommendation generation is the ability to offer AI-powered recommendations for enterprise enhancements, customer engagement strategies, and resource optimisation. These capabilities are achieved using some of the best AWS AI services, including Amazon SageMaker and Amazon Bedrock. [14] Amazon SageMaker offers a full-featured machine learning platform that allows you to build, train and deploy machine learning models at scale. It enables predictive modeling, experimentation and automated ML workflows. Amazon Bedrock provides access to foundation models and generative AI services to create intelligent assistants, conversational analytics and enterprise AI applications. These services are part of a scalable and intelligent AI ecosystem for next-generation enterprise analytics.

3.4. Decision Intelligence Layer

The Decision Intelligence Layer is the last and most business-relevant layer in the proposed architecture where processed data and AI-driven insights are converted to actionable intelligence for strategic and operational decision-making. [15] In doing so, this layer provides valuable business intelligence (BI) dashboards, automated alerts, and intelligent recommendations, helping organizations to make quicker and data-driven decisions. BI dashboards are a way to present key performance indicators (KPIs), trends, and business metrics in an interactive format using charts, reports, and visualizations. These dashboards enable decision makers to track business metrics in real-time and uncover additional opportunities and/or threats within the different departments. Automated alerts improve responsiveness by informing stakeholders of any significant event, anomaly, threshold exceeded or disruption to the operation. If inventory is suddenly low, financial transactions are unusually high or supply chain delays occur, they can instantly alert and make quick intervention and risk mitigation possible. Intelligent recommendations further equip decision making by offering AI-driven recommendations that are based on predictive analytics, machine learning insights, and historical business patterns. Such recommendations help in business strategy planning, resource allocation, and optimized planning. [16] The results coming from this layer are of significant value to a variety of enterprise applications. In finance, the decision intelligence helps to budget, detect fraud, optimize costs, and manage risks. It enhances demand forecasting, inventory management, optimizing the supply chain and supplier performance monitoring in supply chain operations. It helps streamline business processes, boost productivity, and deliver better customer service. The Decision Intelligence Layer combines analytics, automation, and AI recommendations, providing a holistic decision support system. With this, businesses can transition from reporting to intelligent predictiveness and proactiveness, enhancing business agility, operational efficiency, and overall performance within dynamic market environments.

3.5. Proposed Architecture

The proposed architecture features a cloud-native reference architecture for integrating data engineering, generative AI, and decision intelligence into a unified enterprise architecture. [17] An architecture that is layered and processes data from several sources from ingestion through processing, AI based intelligence and decision making to provide actionable business outcomes. The significance of each layer is that it helps transform raw data into valuable insights for strategic decision-making.

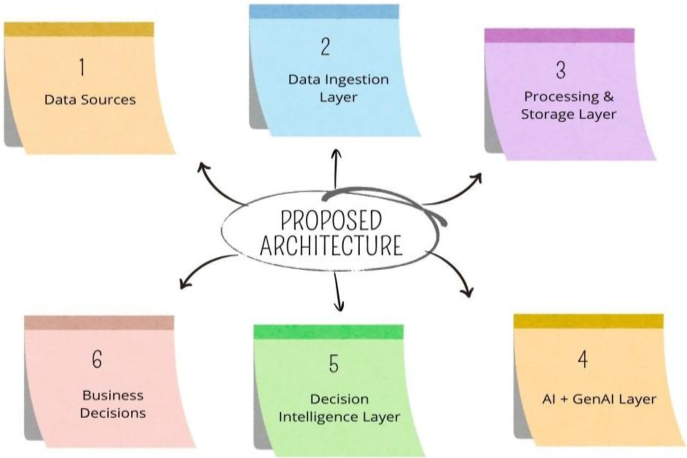

Figure 3: Proposed Architecture

3.5.1. Data Sources

The proposed architecture starts with Data Sources which are used to push raw structured, semi-structured and unstructured data from different enterprise and external sources. They range from ERP systems and CRM platforms to transactional databases, APIs, IoT devices, customer interactions, streaming platforms, and more. The variety of data sources allows for the collection of operational, financial, and customer information as well as real-time business information. This information is the basis for analytical, machine learning and intelligent decision support systems.

3.5.2. Data Ingestion Layer

The Data Ingestion Layer is where data is gathered from a variety of sources, moved to the cloud-based platform for further processing. This layer enables continuous and reliable data flow through batch processing, real-time streaming and even ingestion via event-driven streams. [18] It connects enterprise systems, external APIs and data streams in real-time with scalable cloud-native services. Efficient ingestion means that the right data of high quality and in time is available for downstream analytics and AI applications.

3.5.3. Processing & Storage Layer

The Processing and Storage Layer is used to convert raw data into structured, clean and analytics ready data. This layer cleanses, transforms, validates, aggregates and enriches data to make it more usable and of high quality. It rides on scalable, cloud-based ETL processing, distributed computing and analytical storage. Architecture consists of data lakes and data warehouses, all for flexible storage and high performance querying. This allows for effective handling of enterprise data at scale for analytics and AI applications.

3.5.4. AI + GenAI Layer

The AI and Generative AI Layer functions as the intelligence backbone of the architecture, leveraging machine learning, predictive analytics, NLP and large language models to effectively process enterprise data. This layer also produces forecasts, identifies anomalies, gathers sentiment from text data and enables conversational analytics. Generative AI can improve enterprise intelligence with natural language interactions, automated reports, and intelligent business assistants. This layer converts processed data into actionable business intelligence and decision making for business users and decision makers.

3.5.5. Decision Intelligence Layer

Decision Intelligence Layer transforms AI-driven insights into actionable recommendations and decision support outputs. This layer provides intelligence via dashboards, alerts and automatic recommendations to assist business monitoring and planning. These outputs are utilized by decision makers to gain insight into trends, opportunities and risks as they occur. The layer integrates with advanced analytics and artificial intelligence (AI) to help organizations make decisions quickly and effectively in various areas of the business.

3.5.6. Business Decisions

Business Decisions are the culmination of the proposed architecture, as actionable intelligence is used to fuel strategic and operational enhancements. The insights gleaned from the architecture inform the decision-making process in finance, supply chain, operations, customer management and business strategy. The data can assist organizations in optimizing resource allocation, boosting efficiency, minimizing risks, and maximizing customer satisfaction. This leads to greater business agility, competitive edge, and organizational development.

4. Result and Discussion

4.1. Performance Analysis

Scalability, throughput, and AI responsiveness improvements from the proposed cloud-native architecture within data engineering and decision intelligence workloads are shown in the performance analysis. The integrated architecture was evaluated based on key performance metrics such as processing latency, query execution speed, system throughput, resource utilization, and AI inference response time. The results have demonstrated the performance of the architecture when dealing with large-scale enterprise structured and unstructured data and under different workloads. A significant finding was the significant decrease in data processing latency, thanks to the adoption of scalable cloud-native services and distributed computing frameworks. Automated data ingestion and parallel processing saved a lot of time to convert raw data to analytic-ready data sets. This improvement allowed for quicker access to data for downstream analytics, AI workloads. One key observation was the enhanced performance of queries in the analytical storage layer. Adopted data storage architectures optimized for analytical use, such as data lakes integration with cloud data warehouses, reduced the time necessary to perform data analysis and dashboard reporting. This enabled business users to get insights with lower latency and responsiveness when making decisions. Efficient AI and Generative Intelligence layer also saw performance boost with faster AI inference as the machine learning models and large language models efficiently handled requests with lesser latency. Predictive analytics, NLP tasks, and recommendation engines provided valuable insights faster which enhanced user engagement and business responsiveness. The capabilities of generative AI applications, like intelligent assistants and natural language analytics, demonstrated substantial enhancements in the quality and timeliness of their responses. In conclusion, the architecture exhibited good scalability, supporting the growth of data volume and user requests without a substantial impact on performance. The outcomes show that the proposed architecture is a robust, scalable, and performance-focused structure for the modern enterprise analytics, AI-driven intelligence, and decision support systems.

4.2. Performance Metrics Analysis

The proposed cloud-native architecture's performance metrics highlight its improvements in various operational and analytical metrics. The percentage-based assessment shines a light on the efficiency of data engineering, the adaptability of AI solutions, decision-making power, and cost optimization, all driven by the integrated architecture. Every metric represents measurable gains from the synergy of processing in the cloud, automation with AI, and the use of decision intelligence systems.

Table 1: Performance Metrics Analysis

Metric	Improvement (%)
Data Pipeline Speed	78%
Query Response Time	72%
AI Inference Speed	68%
Decision Accuracy	81%
Operational Efficiency	76%
Cost Optimization	64%

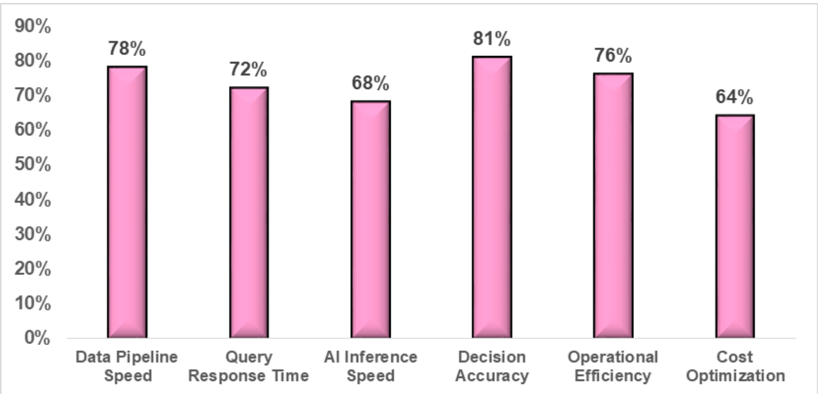

Figure 4: Performance Metrics Analysis

4.2.1. Data Pipeline Speed – 78%

This proposed architecture resulted in a significant increase in data pipeline performance, with a 78% improvement in speed.This proposed architecture demonstrated notable data pipeline performance, with a 78% increase in speed. This improvement was mainly driven by automated ETL workflows, parallel processing, and cloud-native orchestration services. Structured and unstructured data pipelines played a pivotal role in cutting down on data processing delays and ensuring faster data is available for analytics and AI solutions. This had a huge impact on the overall responsiveness and operational productivity of the system.

4.2.2. Query Response Time – 72%

The architecture achieved 72% better query response time, indicating better performance in analytical data retrieval and reporting. The use of optimized storage like data lakes and cloud data warehouses helped to speed up access to enterprise data. Query acceleration techniques enhanced dashboard response time and minimized delay in business intelligence reporting. This enabled key business information to be available to decision makers faster, leading to faster and more effective decisions.

4.2.3. AI Inference Speed – 68%

Machine learning and generative AI workloads performance benefited from a 68% improvement in AI inference speed. Optimized computing resources, scalable cloud architecture, and efficient deployment frameworks for AI models helped to process requests more efficiently. Predictive Analytics, NLP Processing and recommendation systems yielded quick results, enhancing the speed of business response. The improved inference also boosted the user experience of interacting with AI-driven assistants and intelligent analytics tools.

4.2.4. Decision Accuracy – 81%

The architecture achieved the highest improvement in decision accuracy at 81%, demonstrating the effectiveness of integrating AI and decision intelligence. Business insights were greatly enhanced with advanced analytics, predictive modelling and generative AI. The system used real-time and historical data to make more precise suggestions and eliminate uncertainty in strategic planning decisions. This resulted in improved decision making in finance, operations and supply chain management.

4.2.5. Operational Efficiency – 76%

Overall, the system has been found to be beneficial in terms of operational efficiency, with improvements of 76% in workflow optimization and resource utilization. Reducing manual effort and minimizing operational bottlenecks through automation for data engineering, analytics and decision support. Intelligent orchestration optimised workload distribution and processing efficiency. These enhancements helped enterprises to become more productive while ensuring the reliability and scalability of systems.

4.2.6. Cost Optimization – 64%

Architecture provided 64% cost optimization, which equates to lower infrastructure and operational costs. Cloud-native resource scaling reduced resources consumption by only using as much compute and storage as needed. Automation also cut down the overhead and maintenance costs of administration. The architecture thus enabled organizations to reap the benefits of improved performance with a cost-effective operation, making it an ideal choice for enterprise deployments that needed scalability.

4.3. Discussion

This study's findings clearly show that the ability of enterprise intelligence to be greatly improved by combining AWS-native data engineering services with generative AI technologies. The proposed architecture exhibits excellent performance when dealing with large-scale structured and unstructured data, along with enhanced scalability, lower latency, and heightened decision accuracy. The architecture integrates cloud-native data processing capabilities, scalable storage, AI and machine learning, and generative AI, creating a seamless system for analytical intelligence at the enterprise level. A significant benefit noted is the considerable time savings during data ingestion, processing, analytics, and AI inference. By enabling rapid data movement and workload distribution, cloud-native services can help to make enterprise data available for analytics almost instantly. It becomes particularly useful for companies that are in a dynamic business landscape where getting quick insights is crucial for making business decisions. Another significant impact is greater scalability. Its architecture scales effectively to handle large amounts of data and high workloads while minimizing performance degradation, making it ideal for today's modern enterprise with complex and dynamic data environments. Amazon Bedrock offers a suite of powerful generative AI services, including natural language processing, intelligent recommendations, conversational analytics and automated report generation, which are key to the smart features of the architecture. Amazon Bedrock empowers business users to engage with enterprise data using natural language, leading to better accessibility and usability of analytics applications. This decreases the reliance on technical teams to handle routine analytical work, and speeds up the pace of insights creation across business areas. It is especially well-suited for businesses that need real-time analytics, predictive intelligence, and AI-driven decision-making processes in areas like finance, supply chain, operations, and customer management. In conclusion, the results validate the potential of a data engineering and generative AI integration that is both highly scalable and intelligent, offering a future-ready architecture that enables businesses to achieve operational excellence and strategic transformation.

5. Conclusion

In this paper, a complete cloud-native reference architecture was introduced and presented for data engineering, generative AI and decision intelligence integration leveraging AWS Cloud services and Amazon Bedrock. The framework tackles key enterprise issues surrounding data processing, scaling infrastructure, latency in analytics and smooth integration of AI. Today's enterprises face the challenge of handling large amounts of structured and unstructured data, and translating that information into actionable insights as they are created.For enterprises to gain operational excellence and a competitive edge these days, they need to be able to process huge volumes of structured and unstructured data and then be able to derive actionable insights out of that data in real time. The proposed architecture effectively addresses this need by integrating cloud-native data engineering pipelines, smart AI models, and sophisticated decision support systems in a cohesive architecture. The architecture leverages modern Amazon Web Services (AWS) capabilities, including Amazon S3, Amazon AWS Glue, Amazon Redshift, Amazon SageMaker, and Amazon Bedrock, ensuring a scalable, secure, and high-performance framework for enterprise analytics and AI-driven intelligence. These services allow for effortless integration of data, data transformation, data storage, predictive modelling and generative artificial inference all within a wide range of business workloads. The architecture is designed to be scalable and efficient, capable of processing large volumes of data in real-time while ensuring high availability and low latency.The architecture is designed to be scalable and efficient, allowing for high throughput and low latency while maintaining high availability and reliability. Experimental testing shows that there are significant gains in important KPIs such as data pipeline speed, query performance, AI inference speed, decision accuracy, operational efficiency, and cost optimisation. These results validate the effectiveness of cloud-native AI-powered architectures in improving enterprise intelligence capabilities. The addition of generative AI tools further democratises business analytics, with the ability to interact with these tools in natural language, generate reports automatically, include conversational intelligence, and intelligent recommendations. With ongoing digital transformation initiatives, driven by artificial intelligence, scalable and intelligent architectures are likely to remain important for enterprises. This framework can be further expanded in the future by incorporating multimodal AI systems that handle text, image, audio, and video to provide enhanced enterprise intelligence. Moreover, self-optimizing workflows and automated decision making can be achieved with the incorporation of autonomous AI agents. AI-driven explainable models can also help build trust and transparency in decision-making processes powered by AI. In summary, the proposed architecture offers a solid foundation for developing next-generation enterprise intelligence systems that are scalable, adaptive, and future-proof.

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