

Review of: "Unpacking Snowflake: How a Data Cloud Company is Ruling the Roost"

Ahmad Latifian¹

¹ Ferdowsi University of Mashhad

Potential competing interests: No potential competing interests to declare.

The subject and content of the article is innovative and appropriate for those companies who are interested to use strategies to enhance their business in the data cloud market.

In short, the article lacks clear research objectives, hypotheses, research method, data and analysis, statistical tables if available, background and conclusions based on evidence and more reliable sources. If the respected authors try to develop the content and modify structure of the article by adding above information, this article can be accepted immediately.