

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

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The paper is about the activity and business model of a company named Snowflake. The business model of the company is centered around providing a powerful and scalable data cloud platform for managing and analyzing data. Its offer is focused on ease of use, security, and cost-effectiveness, and its key partnerships with cloud providers and technology companies enable it to offer a wide range of services to its customers.

The authors claim that they analyze activities of Snowflake, activities of its competitors and the threats to business model of Snowflake and present a road map to overcome the oncoming threats.

I think this article, with this situation, is not suitable for publication in a scientific journal. Because

-Firstly, analyzing the activity of an existing company and analyzing the opportunities and limitations of that company may not be a good thing. Is that company willing to have their business analyzed? Is the company's business properly analyzed? How do readers know that the assumptions about the company are correct?

-Secondly, Business analysis includes identifying new opportunities, optimizing costs, understanding required capabilities, and finding solutions to help businesses achieve their goals. If someone is an aspiring business and needs to analyze business model of companies, there are several business analysis techniques to use like: SWOT Analysis, MOST Analysis, Business Process Modeling (BPM), Use Case Modeling, Brainstorming, Non-Functional Requirement Analysis, PESTLE Analysis, Requirement Analysis, CATWOE and so on....

I think with a major revision by considering the following comments, the article could be published in a journal.

1-Consider a cloud service provider company in general and use Snowflake only as a case study.

2-Analyze the company's business activity with one of the suitable models or suggest a model like SWAT, MOST and others to analyze the activity of these kinds of companies.