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

Mathew Maavak

Potential competing interests: No potential competing interests to declare.

The Introduction should provide an overview of the sector under study and Snowflake's value-added role. The Business Model canvas should be Item 1.1.

Reads like an academic advertorial i.e. a company brochure for Snowflake with a quasi-academic twist.

The submission lacks key elements of an article to be peer-reviewed. There is no Problem Statement/Research Question, Methodology etc.

Contents are too generic with little to next to nothing in terms of academic insights and critiques.

Contents appear remarkably similar to the generic types generated by ChatGPT.