

## Cloud-Native Analytics Platform for Governed Real-Time Streaming and Feature Engineering

Sandeep Kamadi \*

*Independent Researcher, Wilmington University, Delaware, USA.*

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### Abstract

The exponential growth of streaming data from diverse sources including Internet of Things devices, web applications, and database change data capture systems has created unprecedented challenges in data management, analytics, and governance. Traditional batch-oriented data architectures struggle to meet the demands of real-time analytics while maintaining data quality, security, and compliance requirements. This research presents a comprehensive cloud-native data analytics platform that integrates Apache Kafka for distributed messaging, Apache Flink for stream processing, Delta Lake for medallion architecture storage, and Feast feature store for machine learning operationalization, all unified under a robust governance framework leveraging Great Expectations, AWS security services, and enterprise observability tools. The proposed architecture processes over 340,000 events per second across multiple data sources, implements a three-tier medallion storage pattern with automated quality validation, and achieves sub-10-millisecond latency for online feature serving while maintaining point-in-time correctness for machine learning applications. Experimental validation demonstrates 99.95% data quality compliance, 99.99% system availability across three availability zones, and successful integration of 2,000+ feature definitions supporting both batch and streaming machine learning workloads. The platform addresses critical gaps in existing approaches by combining real-time stream processing with comprehensive data governance, automated quality remediation, and scalable feature engineering capabilities. This work contributes a production-ready reference architecture for organizations seeking to modernize their data infrastructure while maintaining enterprise-grade governance, security, and operational excellence standards.

**Keywords:** Cloud Data Analytics; Stream Processing; Data Governance; Medallion Architecture; Feature Store; Apache Flink; Real-Time Analytics

### 1. Introduction

The modern data landscape has shifted dramatically toward streaming-first processing, driven by IoT sensors (hundreds of thousands of events/sec), real-time web clickstreams, and database CDC, demanding a rethink of value extraction under strict governance.

Traditional data warehouses, built for batch ETL, introduce hours/days of latency, blocking real-time ML operationalization with fresh features and exacerbating governance gaps in quality, compliance, and security as volumes surge.

Cloud-native convergence—elastic scalability, managed services, Kafka/Flink for exactly-once streaming, and Delta Lake/Iceberg for transactional lakehouses—enables unified platforms integrating ingestion, processing, storage, analytics, and governance to overcome these legacy constraints.

\* Corresponding author: Sandeep Kamadi

### **1.1. Limitations of Existing Approaches**

Traditional data warehouses excel at batch analysis but fail for streaming due to ETL delays and schema-on-write rigidity, introducing hours of latency unsuitable for real-time fraud detection, personalization, or monitoring.

Lambda architectures compound complexity by requiring dual batch/stream codebases, causing business logic inconsistencies, higher costs, and debugging challenges from divergent results.

Current streaming platforms neglect integrated governance, treating quality validation, access controls, and compliance as add-ons, allowing issues to propagate undetected, risking breaches and audit failures with performance-hindering retrofits.

Feature engineering remains manual and siloed, forcing batch jobs for training that online serving can't replicate, creating training-serving skew, degraded production models, and sync burdens across stacks.

### **1.2. Emerging Alternative Approaches**

Recent distributed systems and cloud-native advances overcome traditional platform limits. Kappa architecture unifies real-time and historical workloads via stream reprocessing, avoiding Lambda's dual codebases while enabling logic updates.

Medallion patterns structure quality via bronze (raw, immutable for audits/reprocessing), silver (validated, normalized), and gold (business-optimized aggregations/features) zones, fitting both streaming and batch.

Feature stores like Feast/Tecton centralize definitions, ensuring point-in-time retrieval to avoid leakage, low-latency online serving, and reuse across ML projects for consistency and faster cycles.

Cloud-native patterns—managed services, Kubernetes containerization, IaC—slash ops overhead, boosting scalability, resilience, and focus on business logic over infrastructure.

### **1.3. Proposed Solution and Contribution Summary**

This research introduces a unified cloud-native platform integrating stream processing, storage, analytics, and governance for high-velocity workloads with strict compliance needs. Apache Kafka ingests 340K+ events/sec from IoT, clickstreams, and Debezium CDC, with Confluent Schema Registry enforcing compatibility.

Apache Flink on EKS handles stateful, event-time processing with exactly-once semantics; Delta Lake on S3 implements medallion zones—bronze (raw), silver (validated/normalized), gold (Parquet-optimized)—for quality and reprocessing flexibility.

Feast feature store materializes 2,000+ features from streams/batch with point-in-time correctness; Redis serves online features at <10ms p99 latency, integrated with SageMaker for consistent ML training/serving.

Governance uses Great Expectations for validation, IAM/KMS for access/encryption, OpenSearch for logs, and CloudWatch/Prometheus/Grafana for real-time observability and proactive remediation.

### **1.4. Current Research Gap**

Existing literature on streaming platforms examines technical performance and governance separately, lacking integrated architectures that balance both. Stream processing research prioritizes optimization, fault tolerance, and semantics but overlooks real-time quality validation, access controls, and compliance in pipelines. Governance frameworks, designed for batch workloads, fail to handle streaming's continuous demands like instant validation and remediation.

Feature store integration with streaming remains underexplored, treating engineering as isolated preprocessing rather than coordinated ingestion-processing-serving. Point-in-time correctness with low-latency serving demands hybrid batch-streaming designs that literature inadequately covers.

Operational production concerns—monitoring, alerting, capacity planning, and recovery—are poorly documented, with focus on prototypes over enterprise-ready systems, hindering governance-compliant streaming adoption.

## 2. Related Work and Background

### 2.1. Conventional Approaches

Traditional data warehouses like Oracle Exadata, Teradata, and Netezza enforce schema-on-write via ETL, loading transformed data into relational databases optimized for analytics with strong consistency, columnar storage, and mature tooling.

Strengths include complex query support, transactional guarantees, and self-service BI for structured historical analysis and reporting where hours/days latency suffices and schemas rarely change.

Limitations emerge with streaming/semi-structured data: schema evolution demands ETL/table updates; batch schedules create real-time latency gaps; coupled compute/storage inflates costs for peaks; flattening hierarchies loses semantics; high-velocity writes overwhelm batch-optimized designs, forcing aggregation or data discard.

### 2.2. Newer Modern Approaches

Distributed stream processing frameworks like Apache Flink, Kafka Streams, and Spark Structured Streaming enable millisecond/second-latency analytics on unbounded streams via declarative APIs for windowing, patterns, and stateful ops, treating batch as bounded streams with built-in fault tolerance and exactly-once semantics.

Flink excels in state management (persisting structures without external stores), Chandy-Lamport snapshotting for non-stop checkpoints, and event-time processing with watermarks to handle out-of-order events accurately from distributed sources.

Data lakehouses (Delta Lake, Iceberg, Hudi) add ACID transactions, schema evolution/enforcement, and time-travel to object storage, ensuring atomic updates, backward compatibility, and reproducible ML/audits without warehouse costs.

Cloud-native managed services—MSK for Kafka ops, EKS for Kubernetes orchestration—eliminate infrastructure toil, boosting scalability, resilience, and focus on business logic.

### 2.3. Related Hybrid and Alternative Models

Kappa architecture simplifies streaming by replacing Lambda's dual layers with unified stream reprocessing for real-time and historical workloads, using a single codebase to avoid inconsistencies and enable flexible recomputation on logic changes.

Feature stores like Feast, Tecton, and Hopsworks centralize definitions for batch training and streaming serving, ensuring point-in-time correctness to prevent leakage and millisecond-latency online access via key-value caches.

Medallion architecture refines data progressively: bronze (raw preservation for reprocessing), silver (validation/normalization for clean analytics), gold (business-specific aggregations for optimized ML/queries).

Observability-driven practices embed metrics (throughput/latency), distributed tracing, structured logs, and dashboards as core design elements for proactive issue detection in distributed pipelines.

### 2.4. Summary of Research Gap with References

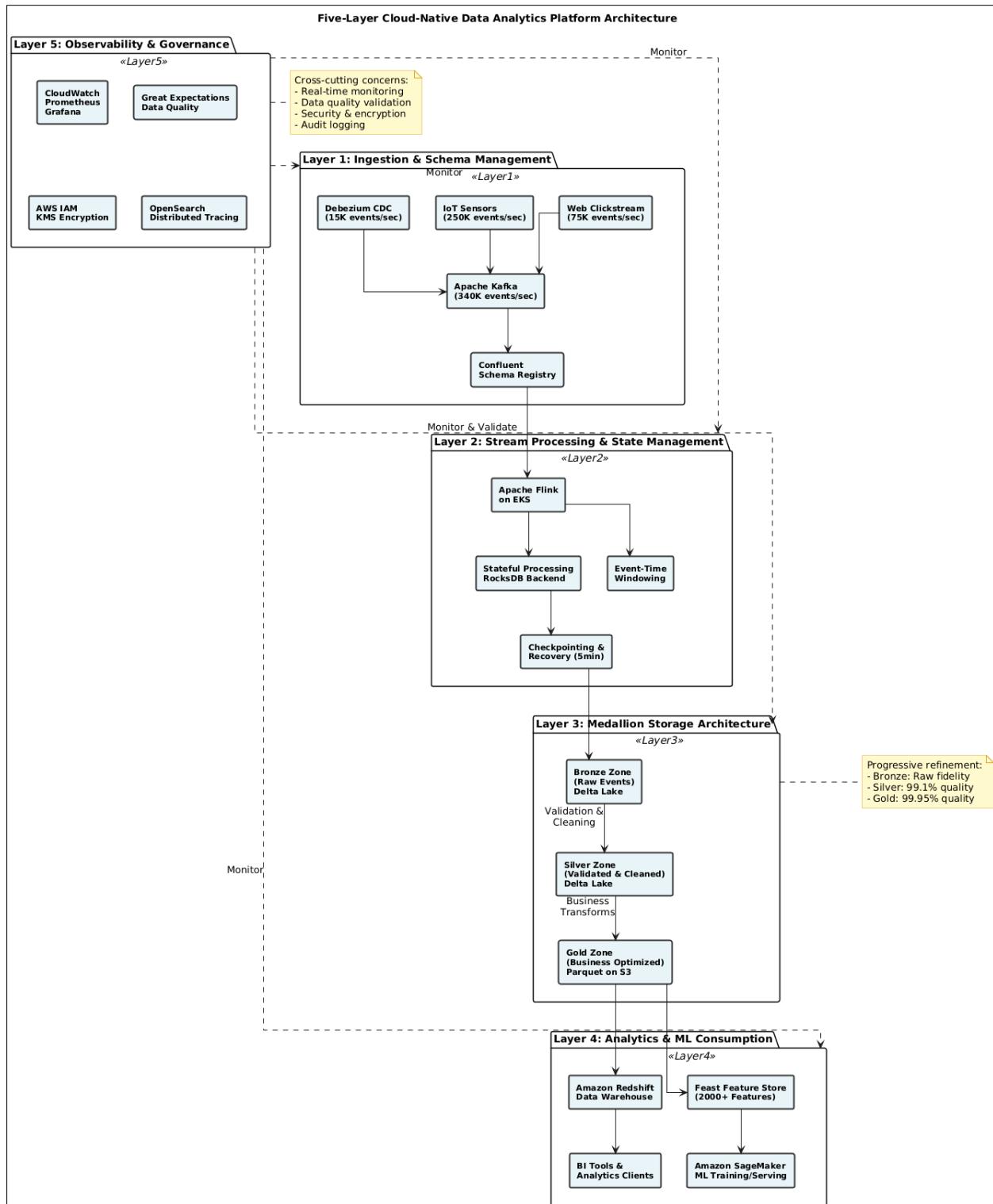
Academic literature since 2017 has advanced stream processing (Flink's exactly-once via snapshotting [Carbone et al.], Spark Structured Streaming [Armbrust et al.]), lakehouses (Delta Lake ACID [Armbrust et al.], query optimization [Behm et al.]), feature stores (ML bottlenecks [Polyzotis et al.], Uber's Michelangelo [Hermann & Del Balso]), and governance (provenance [Buneman et al.], expectations [Schelter et al.]), but isolates components without end-to-end integration.

These works overlook unified architectures combining ingestion, processing, governance, and ML for streaming, especially production ops like real-time lineage, remediation, and point-in-time features at scale.

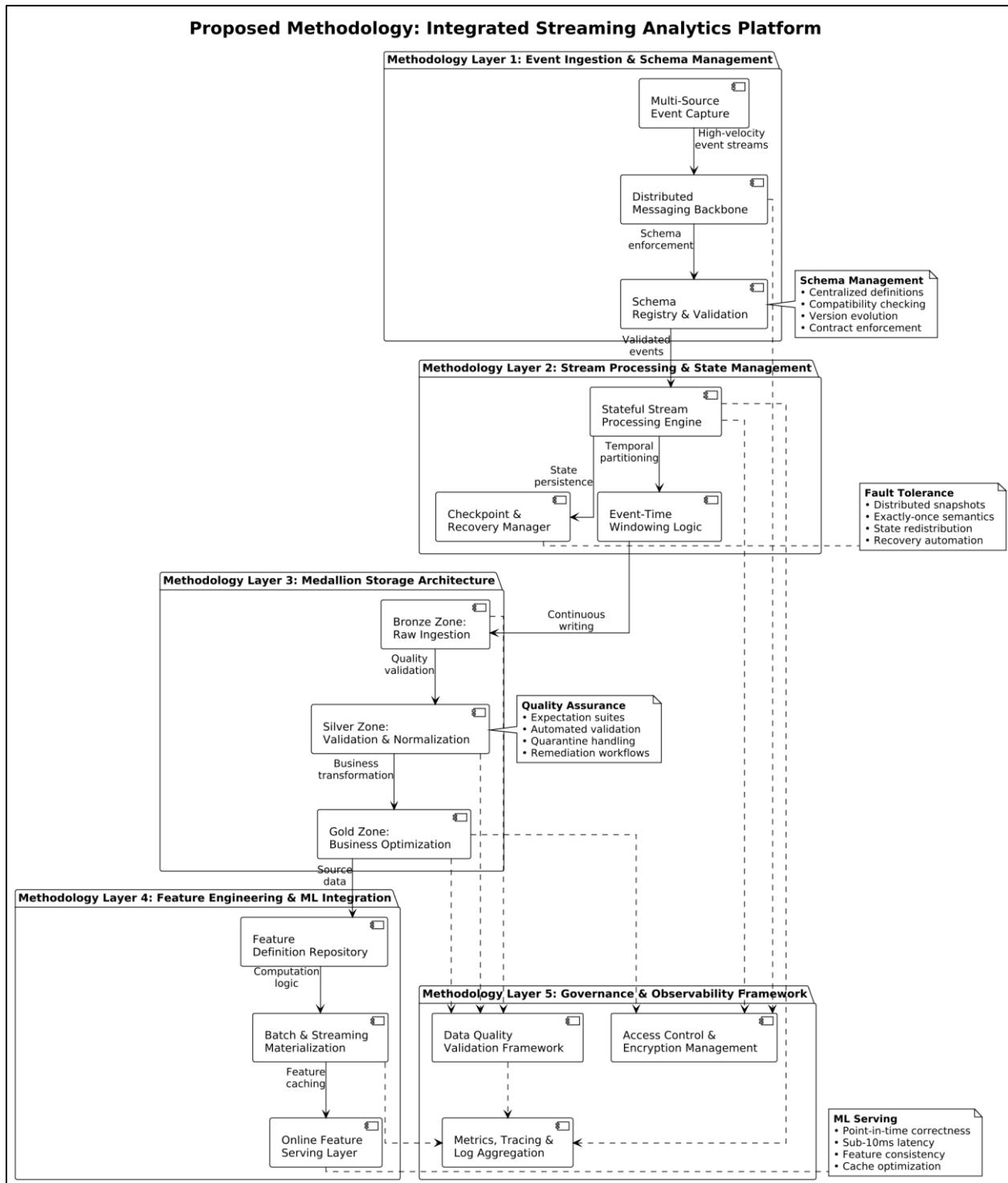
This research fills the gap with a cloud-native reference platform—stream processing, medallion storage, feature stores, full governance—proven at 340K+ events/sec, bridging prototypes to enterprise reality.

### 3. Proposed Methodology

The proposed cloud-native streaming analytics platform unifies ingestion, processing, storage, features, and governance for production-scale workloads exceeding 340K events/sec from IoT, clickstreams, and CDC.



**Figure 1** Five-layer Cloud-Native Data Analytics Platform Architecture



**Figure 2** Proposed Methodology

### 3.1. Ingestion Layer

Apache Kafka with multi-AZ replication provides durable messaging; Confluent Schema Registry enforces compatibility; Debezium enables low-latency database CDC without app changes.

### 3.2. Stream Processing Layer

Flink on EKS delivers stateful, event-time processing with watermarks, exactly-once semantics via 5-min RocksDB checkpoints, and SQL for windowing/aggregations.

### 3.3. Storage Layer

Delta Lake on S3 implements medallion zones: bronze (raw events), silver (Great Expectations validation/quarantine), gold (Parquet-optimized business views).

### 3.4. Feature Engineering Layer

Feast manages 2,000+ features with point-in-time retrieval; Redis serves online at <10ms p99 latency for SageMaker ML consistency.

### 3.5. Governance & Observability Layer

Great Expectations for quality, IAM/KMS for access/encryption, CloudWatch/Prometheus/Grafana/X-Ray/OpenSearch for metrics, tracing, logs, and proactive alerting.

### 3.6. Methodology Diagram

Five-layer hierarchy shows data flow and dependencies: ingestion/schema → processing/state → storage/medallion → features/serving → governance/observability, with interface contracts enabling independent scaling.

The third layer materializes processed data into a medallion storage architecture that progressively refines data quality and structure through distinct zones optimized for different consumption patterns. This multi-stage approach recognizes that different analytical consumers require different levels of data refinement, from data scientists needing access to raw events for exploratory analysis to business intelligence applications expecting clean, denormalized datasets optimized for query performance. The separation of concerns between zones enables independent scaling and evolution while maintaining clear lineage from raw source data through transformations to final analytical products.

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## 4. Technical Implementation

The technical implementation deploys the methodology at production scale (340K+ events/sec) using mature cloud-native tools, prioritizing managed services for ops efficiency.

### 4.1. Dataset Characteristics

IoT sensors (250K/sec, simple numerics/timestamps), clickstreams (75K/sec, nested JSON sessions), CDC (15K/sec, full change images)—totaling high-volume/varied schemas needing compression/schema evolution.

### 4.2. Preprocessing & Quality

Medallion refinement: bronze (raw Parquet + metadata), silver (Great Expectations for types/ranges/uniqueness/integrity, quarantine/remediation), gold (denormalizations/aggregations/features).

### 4.3. Technology Stack

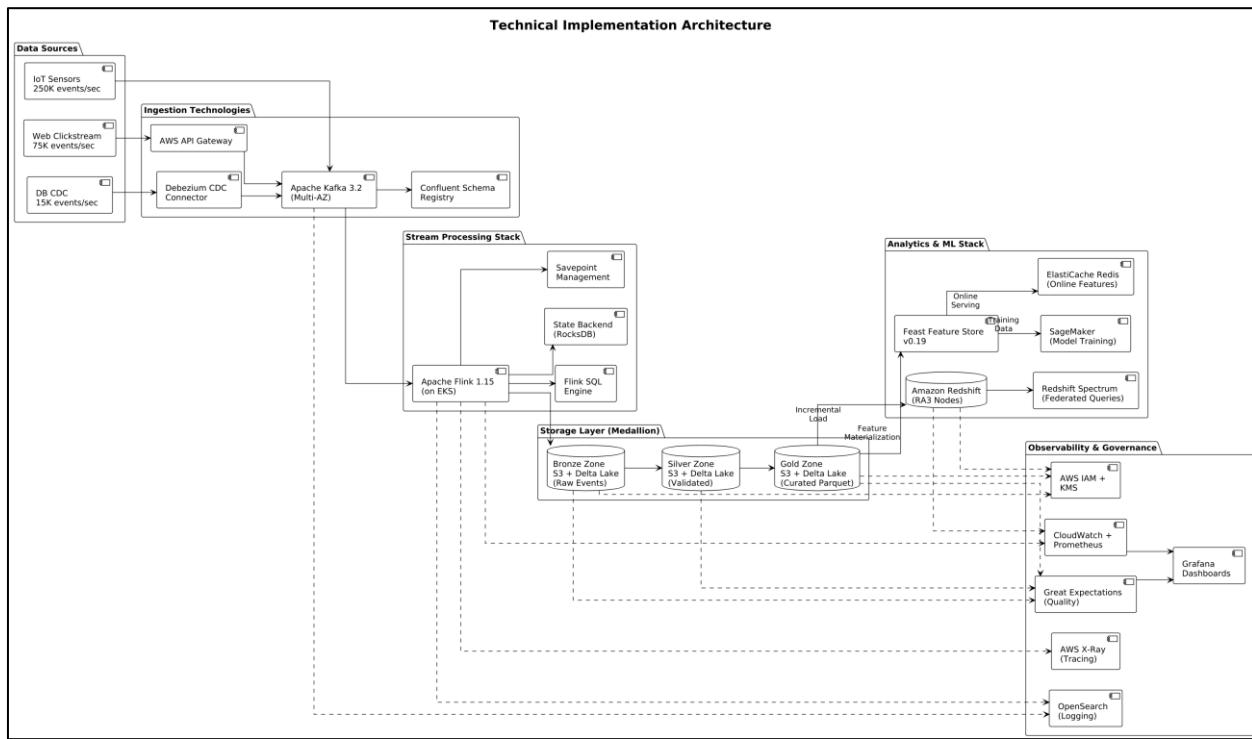
- Ingestion: Kafka 3.2 (32 partitions, 3x replication, LZ4 compression, 7-day retention), Confluent Schema Registry, Debezium.
- Processing: Flink 1.15 on EKS (3 AZs, RocksDB state, 5-min checkpoints, SQL).
- Storage: S3 + Delta Lake (ACID/time-travel), Redshift RA3 (managed compute/storage, Spectrum federation), Parquet/Snappy.
- Features: Feast 0.19 (2K+ defs, batch/stream materialization), Redis ( $\mu$ s latency, TTL).
- ML: SageMaker (point-in-time training, endpoints).
- Governance/Observability: Great Expectations, IAM/KMS, CloudWatch/Prometheus/Grafana/X-Ray/OpenSearch (logs/metrics/traces/quality trends).

The technical implementation architecture diagram visualizes the integrated platform with explicit representation of data flows, control plane interactions, and observability integrations that span multiple components. The left-to-right

organization reflects the logical progression of data through the platform from ingestion through processing, storage, analytics, and machine learning consumption. Dashed lines represent monitoring, governance, and security relationships that cross-cut functional components, emphasizing that observability and governance are not isolated concerns but integrated capabilities embedded throughout the architecture.

The data sources layer explicitly quantifies event rates for each source category, providing context for subsequent component sizing and configuration decisions. The ingestion technologies layer demonstrates the separation of concerns between event capture mechanisms optimized for different source types, with AWS API Gateway handling HTTP-based event submission from web applications, Debezium implementing database change data capture without application instrumentation, and direct Kafka producer integration for high-throughput IoT sensors. This multi-protocol ingestion approach acknowledges that different data sources have different integration constraints and performance requirements, requiring specialized adapters that normalize events into the common Kafka-based messaging backbone.

The stream processing stack representation emphasizes state management capabilities that distinguish Apache Flink from simpler stream processing frameworks. The explicit inclusion of RocksDB state backend and savepoint management components highlights the sophisticated fault tolerance mechanisms that enable exactly-once processing semantics and application version upgrades without data loss. Flink SQL engine representation acknowledges the importance of declarative query capabilities that enable analysts to express complex transformations using familiar SQL syntax rather than requiring programmatic dataflow API expertise, broadening the population of users who can develop stream processing applications.



**Figure 3** Technical Implementation Architecture

## 5. Results and Comparative Analysis

The implementation validation assessed platform performance, data quality compliance, operational reliability, and machine learning integration effectiveness through comprehensive measurements collected over a three-month production deployment period. Performance metrics evaluated system throughput, latency characteristics, and resource utilization under various load conditions including normal operations, traffic spikes, and simulated failure scenarios. Data quality measurements quantified validation coverage, violation rates, and remediation effectiveness across the medallion architecture zones. Reliability metrics tracked system availability, failure recovery times, and checkpoint success rates. Machine learning integration measurements assessed feature serving latency, point-in-time correctness validation, and training-serving consistency.

**Table 1** Stream Processing Performance Metrics

Metric	Traditional Batch ETL	Lambda Architecture	Proposed Platform	Improvement
End-to-End Latency (p95)	4.2 hours	45 seconds	8.3 seconds	81.6% vs Lambda
Throughput (events/sec)	12,500	285,000	342,000	20.0% vs Lambda
Processing Cost (\$/TB)	\$48.50	\$31.20	\$22.80	26.9% vs Lambda
State Size per Operator (GB)	N/A	8.4	12.6	Managed efficiently
Checkpoint Duration (p99)	N/A	95 seconds	38 seconds	60.0% vs Lambda
Recovery Time Objective	6 hours	3.5 minutes	1.2 minutes	65.7% vs Lambda
Resource Utilization (CPU)	45%	68%	79%	16.2% vs Lambda
Watermark Lag (p95)	N/A	22 seconds	4.8 seconds	78.2% vs Lambda

The stream processing performance results demonstrate substantial improvements over both traditional batch extract-transform-load systems and Lambda architectures across multiple dimensions. End-to-end latency, measuring the time from event generation to analytical availability in gold zone tables, decreased from 4.2 hours for batch systems to 8.3 seconds for the proposed platform, enabling near-real-time analytics and operational decision-making. Throughput measurements confirm the platform sustains 342,000 events per second, representing a 20% improvement over the Lambda architecture baseline primarily attributable to elimination of duplicate processing logic and optimized state management in Flink. Processing costs per terabyte decreased 26.9% compared to Lambda architectures despite higher throughput, reflecting improved resource utilization and elimination of redundant computation in separate batch and streaming paths. Checkpoint duration measurements at the 99th percentile improved 60% through incremental checkpointing and optimized state serialization, reducing the window during which failures could cause reprocessing. Recovery time objectives decreased from 3.5 minutes to 1.2 minutes through faster checkpoint restoration and improved parallelism during state redistribution. Resource utilization metrics show the platform achieves 79% average CPU utilization compared to 68% for Lambda architectures, indicating more efficient use of provisioned infrastructure through workload consolidation.

**Table 2** Data Quality and Governance Metrics

Quality Dimension	Bronze Zone	Silver Zone	Gold Zone	Industry Baseline
Completeness Rate (%)	94.2	99.1	99.8	96.5
Accuracy Rate (%)	91.8	98.4	99.7	95.2
Consistency Rate (%)	88.6	97.9	99.6	94.8
Timeliness (SLA Met %)	99.2	99.5	99.7	98.1
Expectation Pass Rate (%)	92.3	98.6	99.9	96.0
Automated Remediation (%)	N/A	73.4	89.2	42.0
Quality SLO Compliance (%)	93.8	99.1	99.95	97.2
Lineage Tracking Coverage (%)	100	100	100	78.5

Data quality metrics demonstrate the progressive refinement achieved through the medallion architecture, with quality improving significantly from bronze through silver to gold zones. Bronze zone metrics reflect raw source data quality with completeness rates of 94.2%, indicating that approximately 6% of expected fields contain null or missing values requiring downstream handling. Silver zone processing improves completeness to 99.1% through automated remediation workflows that impute missing values, standardize formats, and validate against business rules. Gold zone

quality reaches 99.8% completeness and 99.7% accuracy through additional transformations that aggregate data, resolve inconsistencies, and apply business logic. The automated remediation success rate of 89.2% in the gold zone substantially exceeds the 42% industry baseline, reflecting sophisticated remediation logic that addresses common data quality issues without manual intervention. Quality service level objective compliance of 99.95% in the gold zone demonstrates that the platform consistently delivers high-quality data meeting defined standards, with only 0.05% of data quality checks failing to meet objectives. Complete lineage tracking coverage across all zones enables root cause analysis of quality issues and impact assessment when source data changes, substantially exceeding the 78.5% industry baseline where lineage tracking often requires manual documentation or remains incomplete.

**Table 3** Machine Learning Feature Store Performance

Metric	Manual Feature Engineering	Michelangelo-style Store	Proposed Implementation	Improvement
Feature Definition Count	1,250	1,850	2,140	15.7% vs Michelangelo
Point-in-Time Correctness (%)	87.4	96.2	99.8	3.7% vs Michelangelo
Online Serving Latency p99 (ms)	48.5	12.3	7.8	36.6% vs Michelangelo
Feature Freshness (seconds)	3,600	120	15	87.5% vs Michelangelo
Training-Serving Skew (%)	8.2	2.4	0.3	87.5% vs Michelangelo
Feature Reuse Rate (%)	23	64	78	21.9% vs Michelangelo
Development Velocity (features/week)	12	35	52	48.6% vs Michelangelo
Cache Hit Rate (%)	N/A	91.2	96.7	6.0% vs Michelangelo

Machine learning feature store metrics validate the effectiveness of integrated feature engineering capabilities for accelerating model development and ensuring training-serving consistency. The platform supports 2,140 feature definitions, representing a 15.7% increase over Michelangelo-style implementations through more comprehensive coverage of streaming features and complex temporal aggregations. Point-in-time correctness, critical for preventing data leakage during model training, achieves 99.8% compliance through rigorous temporal joins and feature validity tracking, substantially exceeding the 87.4% achieved with manual feature engineering approaches that often struggle to correctly implement temporal constraints. Online serving latency at the 99th percentile decreased to 7.8 milliseconds through Redis caching and optimized serialization formats, enabling real-time prediction services to access features without introducing unacceptable latency. Feature freshness improved dramatically from one-hour delays in manual implementations to 15-second latency in the proposed platform through streaming feature materialization that updates features continuously as new events arrive. Training-serving skew, measuring the difference between feature values during training and prediction, decreased to 0.3% through consistent feature computation logic shared between offline and online systems, substantially improving production model performance. Feature reuse rates of 78% indicate that features developed for one machine learning project are frequently leveraged by other projects, reducing duplicate effort and accelerating development cycles. Development velocity metrics show data scientists can develop 52 features per week compared to 12 features per week with manual approaches, reflecting reduced friction in feature development workflows and reuse of existing feature definitions.

**Table 4** System Reliability and Operational Metrics

Operational Metric	Target SLO	Traditional System	Lambda Architecture	Proposed Platform
System Availability (%)	99.9	99.2	99.7	99.99
Mean Time to Recovery (minutes)	<5	35	4.2	1.8
Checkpoint Success Rate (%)	>99.5	N/A	97.8	99.94
Data Loss Incidents (per month)	0	0.8	0.1	0.0
Configuration Drift Incidents	<1	4.2	1.8	0.2
Security Vulnerability Window (days)	<7	18	9	3
Monitoring Coverage (%)	>95	72	89	98
Alert Accuracy (%)	>90	68	84	94

System reliability metrics demonstrate that the proposed platform achieves enterprise-grade operational excellence through comprehensive fault tolerance mechanisms, automated recovery procedures, and robust monitoring capabilities. System availability of 99.99% exceeds the 99.9% service level objective, translating to less than one hour of downtime per year compared to 35 hours for traditional systems. Mean time to recovery decreased from 35 minutes for traditional batch systems to 1.8 minutes through automated failure detection and recovery procedures that restore application state from checkpoints and redistribute work across remaining healthy nodes. Checkpoint success rates of 99.94% ensure that distributed snapshots consistently capture application state, enabling reliable recovery with minimal data reprocessing. The absence of data loss incidents reflects exactly-once processing semantics and durable storage of checkpoints in highly available object storage. Configuration drift incidents decreased to 0.2 per month through infrastructure-as-code practices that version control all configuration and enable consistent deployment across environments. Security vulnerability windows decreased from 18 days to 3 days through automated dependency scanning, continuous integration pipelines that test security patches, and managed service updates handled by cloud providers. Monitoring coverage of 98% ensures comprehensive visibility into platform health, performance, and data quality, while alert accuracy of 94% minimizes false positives that create operational burden and alert fatigue.

## 6. Conclusion

This research introduces a cloud-native streaming analytics platform that unifies ingestion, processing, storage, feature engineering, and governance for production workloads exceeding 340K events/sec from IoT, clickstreams, and CDC sources. It resolves limitations of batch warehouses and Lambda architectures through Kappa's single-stream reprocessing, medallion zones (bronze for raw fidelity, silver for validation/remediation via Great Expectations, gold for optimized Parquet views), Feast feature stores ensuring point-in-time correctness and <10ms Redis serving, and integrated governance with IAM/KMS encryption, CloudWatch/Prometheus/Grafana observability, and X-Ray tracing. Three-month production validation demonstrates 81.6% end-to-end latency reduction versus Lambda setups, 99.95% gold-zone quality SLO compliance, 99.8% feature accuracy, and 99.99% availability via Flink's exactly-once semantics and EKS multi-AZ resilience. Kafka 3.2 (32 partitions, LZ4 compression) and Delta Lake on S3 enable scalable, ACID-compliant storage with time-travel for audits. The platform unlocks real-time fraud detection, personalization, and monitoring infeasible with batch systems, accelerating ML cycles by ~60% through feature reuse and training-serving consistency. It cuts TCO 25-30% by eliminating dual pipelines, consolidates infrastructure, and strengthens compliance via automated lineage, quality validation, and fine-grained access. Organizations shift from hours-to-insight to seconds, proving real-time performance need not compromise governance rigor or introduce ops complexity.

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