![happiest minds — The Mindful IT Company — Born **Digital** . Born **Agile**]

Log Aggregation and Reporting For a Leading Customer Experience Company

BUSINESS REQUIREMENT

- To Determine Marketing Effectiveness and Consumer Behavior
- Load huge Click Stream logs approx 10GB per hr
- Aggregation of huge machine data

OUR SOLUTION

- Use Hbase/ Hadoop to extract various statistical insights
- Store the data in Columnar database for faster read/ write throughout
- Multi-level Map Reduce based aggregation jobs to handle huge volume
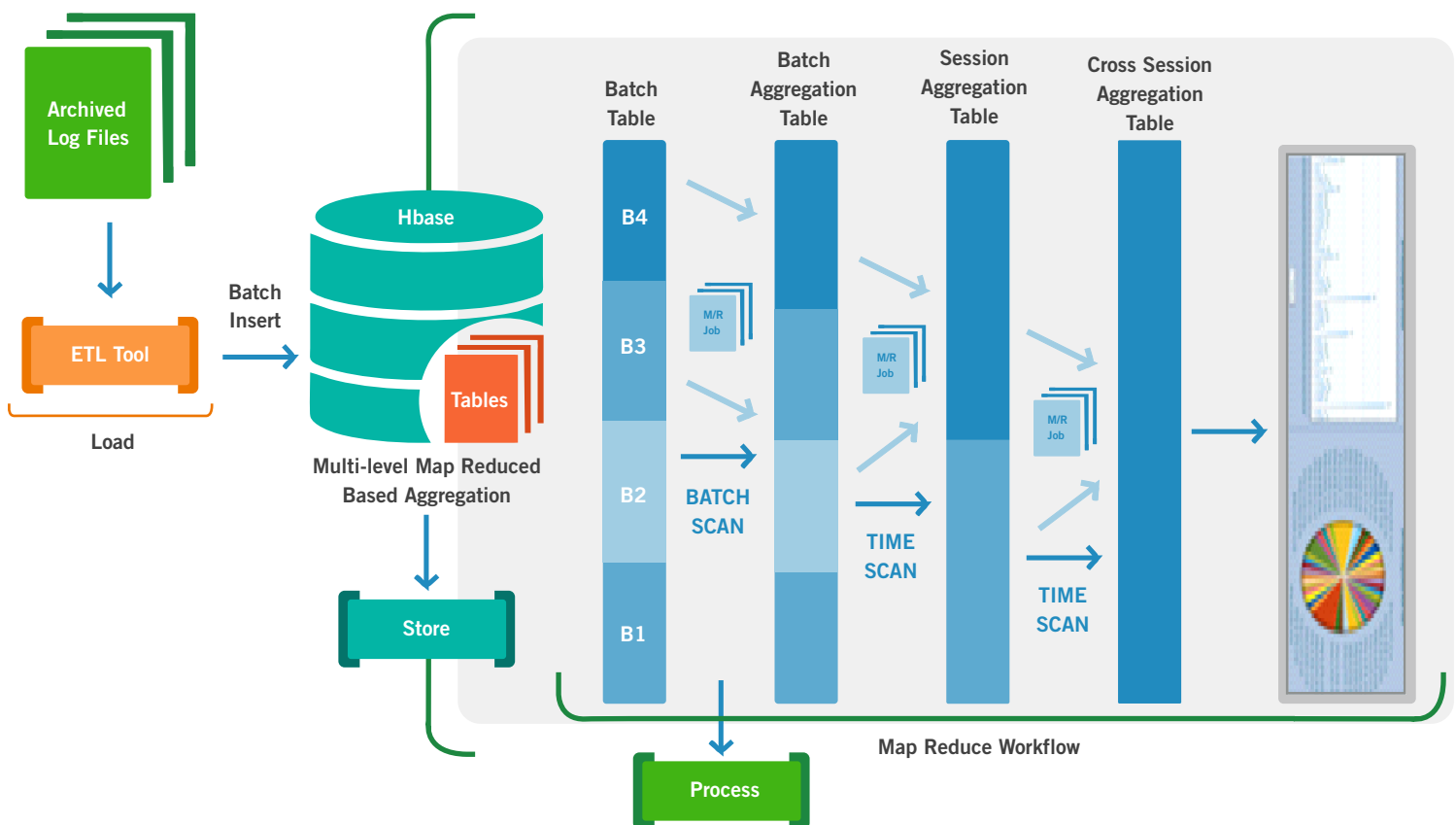
BUSINESS IMPACT

- Speed Optimized Solution
- Multi-level Aggregation optimized for large volume of data as compared to RDBMS or In-Memory

Analyzing multi-structured log data to derive insights

Archived Log Files

ETL Tool

Load

Batch Insert

Hbase

Tables

Multi-level Map Reduced Based Aggregation

Store

Process

Batch Table — B4, B3, B2, B1

BATCH SCAN

M/R Job

Batch Aggregation Table

TIME SCAN

M/R Job

Session Aggregation Table

TIME SCAN

M/R Job

Cross Session Aggregation Table

Map Reduce Workflow

About Us

Business Contact: business@happiestminds.com