

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

