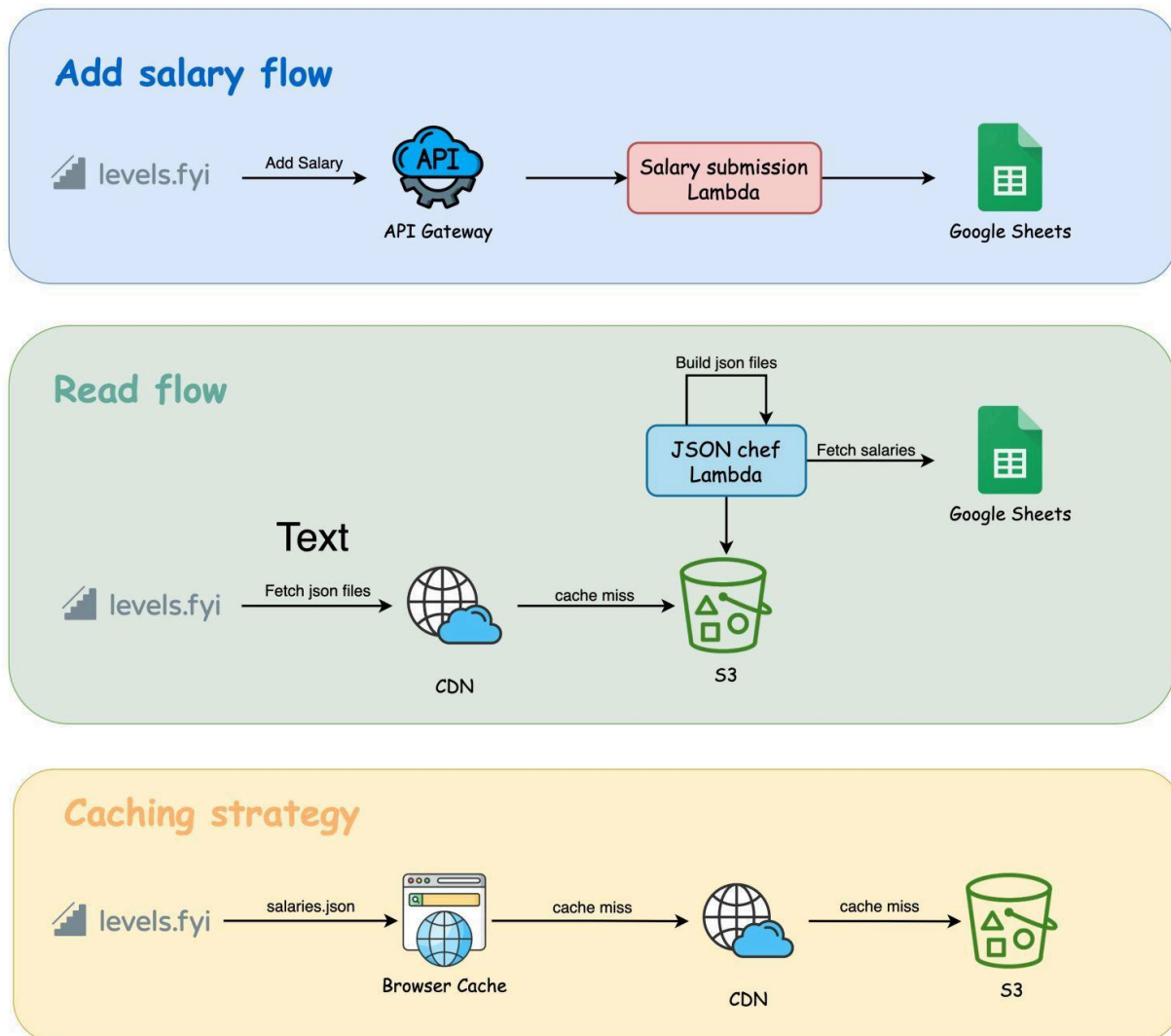


I read something unbelievable today: Levels.fyi scaled to millions of users using Google Sheets as a backend!

## Levels.fyi scaled to millions with Google Sheets as backend



Source: <https://www.levels.fyi/blog/scaling-to-millions-with-google-sheets.html>

They started off on Google Forms and Sheets, which helped them reach millions of monthly active users before switching to a proper backend.

To be fair, they do use serverless computing, but using Google Sheets as the database is an interesting choice.

Why do they use Google Sheets as a backend? Using their own words: "It seems like a pretty

counterintuitive idea for a site with our traffic volume to not have a backend or any fancy infrastructure, but our philosophy to building products has always been, start simple and iterate. This allows us to move fast and focus on what's important".

What are your thoughts? The link to the original article is embedded at the bottom of the diagram.