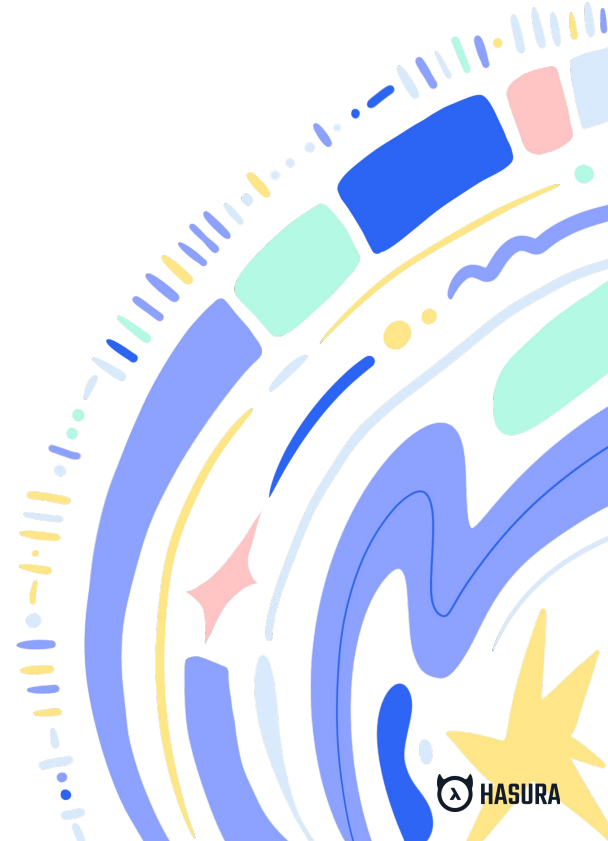


Building low latency apps on historical data insights

Leveraging data to solve intractable problems

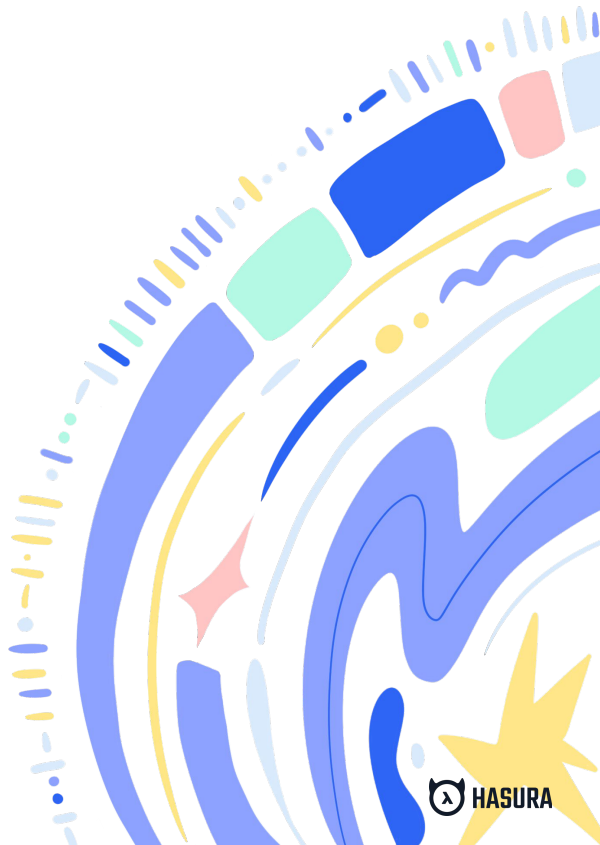
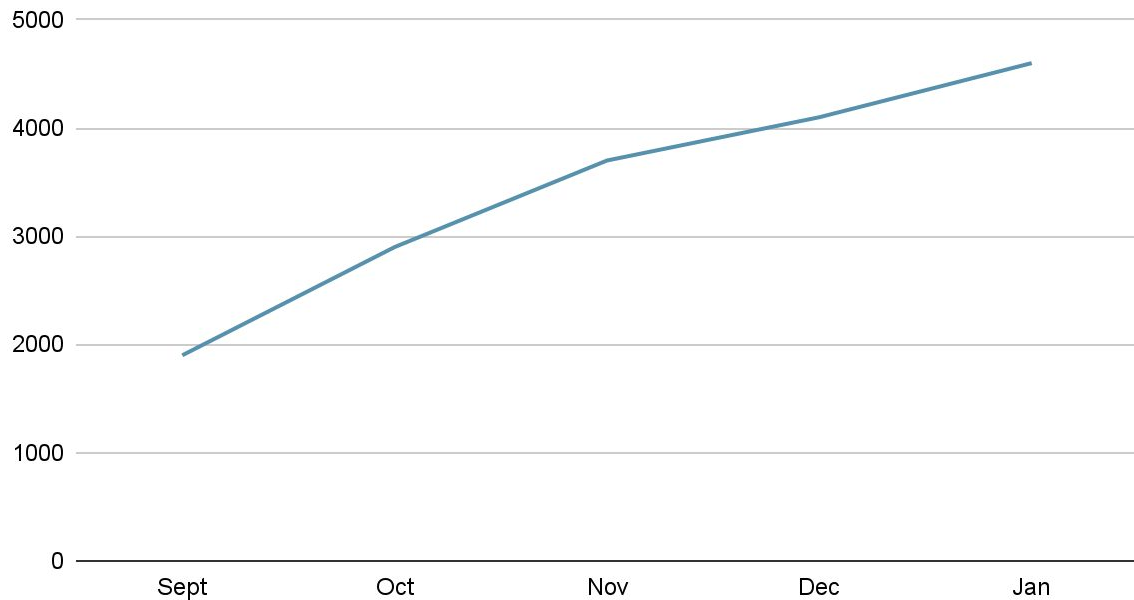
Story Time

- You are a 10 mins smartphone delivery company.
- Returns have increased 3x.
- Returns logistics cost alone ~50% expensive than forward logistics.



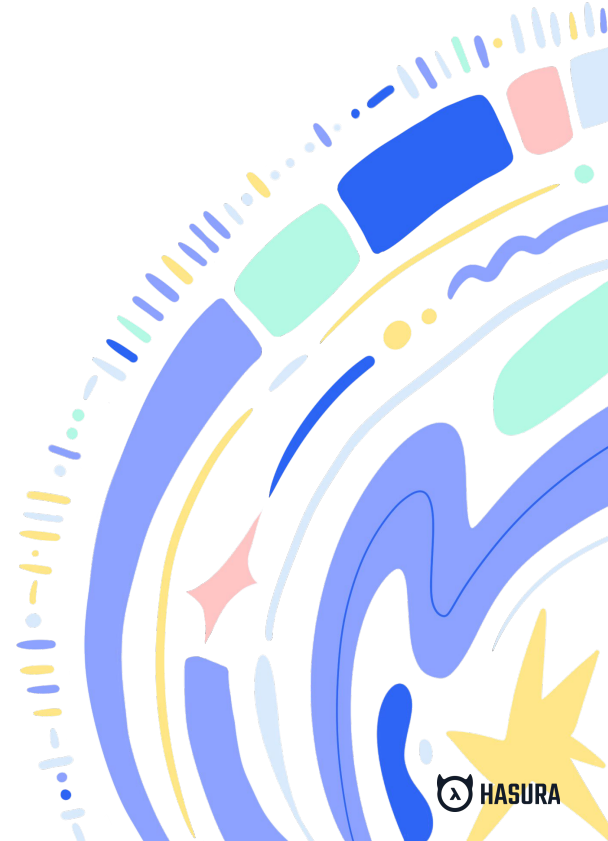
Returns Over Last 5 Months

Returns Monthly



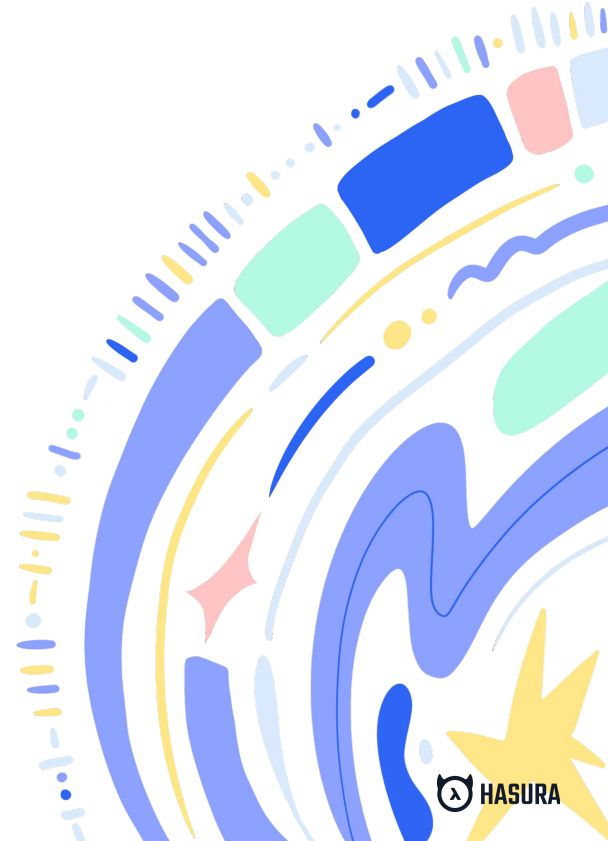
What Would You Do?

- Quit the job?
- Shutdown/penalize returns?
- Find a way to make returns work.



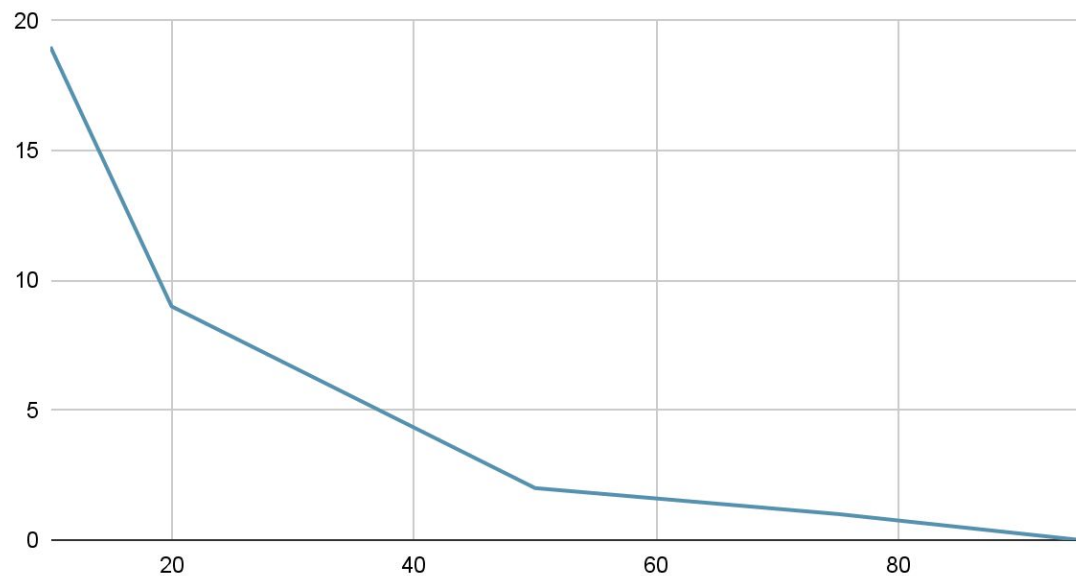
Let's Examine Returns Closely

- Returns reasons? Pricing, Quality, SKU?
- Payment Mode?
- Specific Set of Buyers?
- Delivery SLA breach?



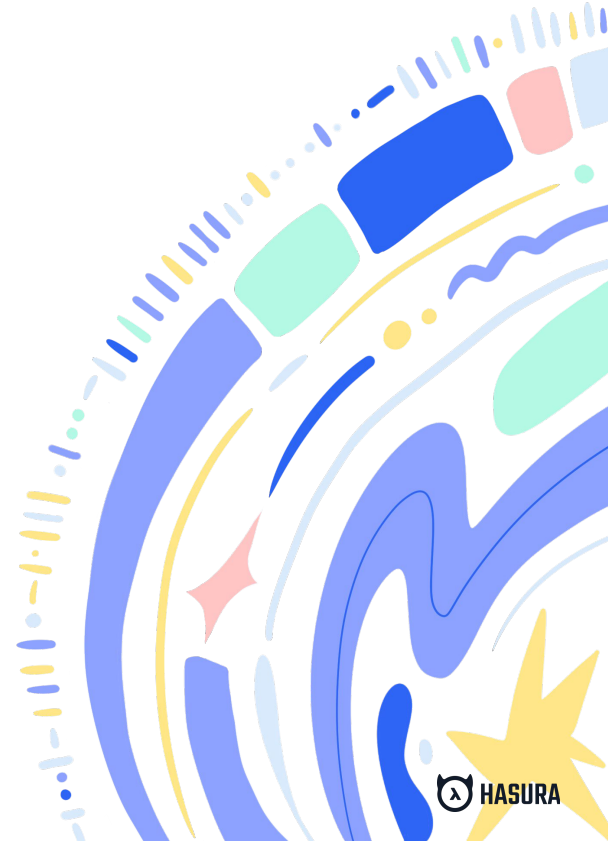
Returns Data

Buyer Percentile vs Returns Per Buyer



Takeaway

- 20% percentile of buyers account for a large percentage of returns.
- Most of these buyers use COD as a payment method.



Solution

Reduce returns by putting high-return cohort of buyers on prepayment

Customer with low return

✓ - Show CoD option

Payment Method

Cash on Delivery

Credit or Debit Card

PayPal

Gift Card

Customer with high return

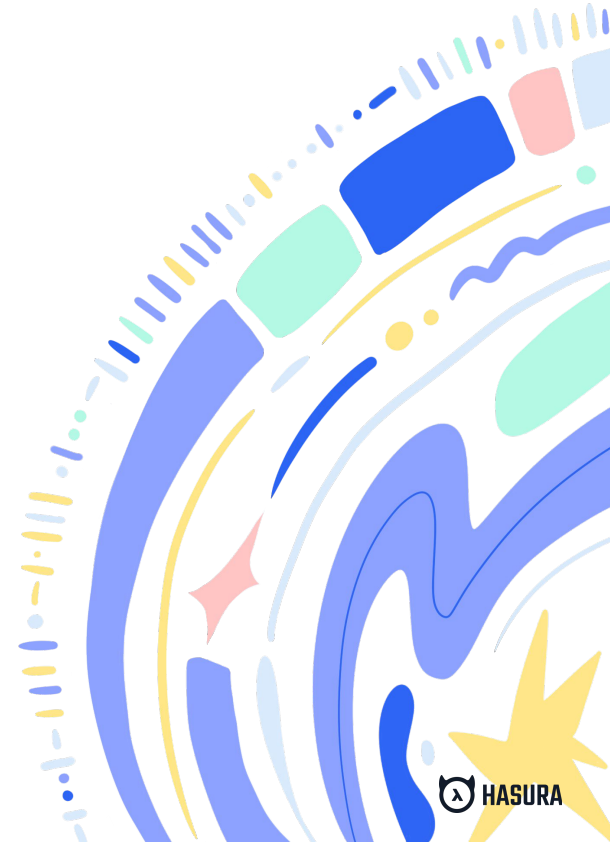
✗ - Don't show CoD option

Payment Method

Credit or Debit Card

PayPal

Gift Card

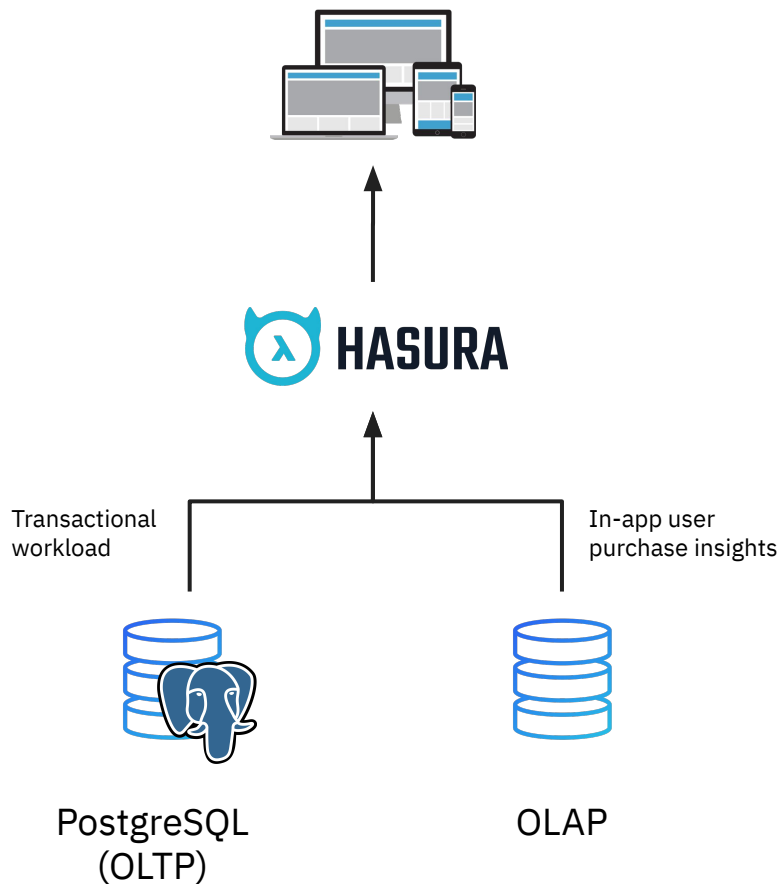


Architecture

- Overview
- Why Hasura?

Job to be done

Putting high-return cohort of buyers on prepayment at checkout



Option 1

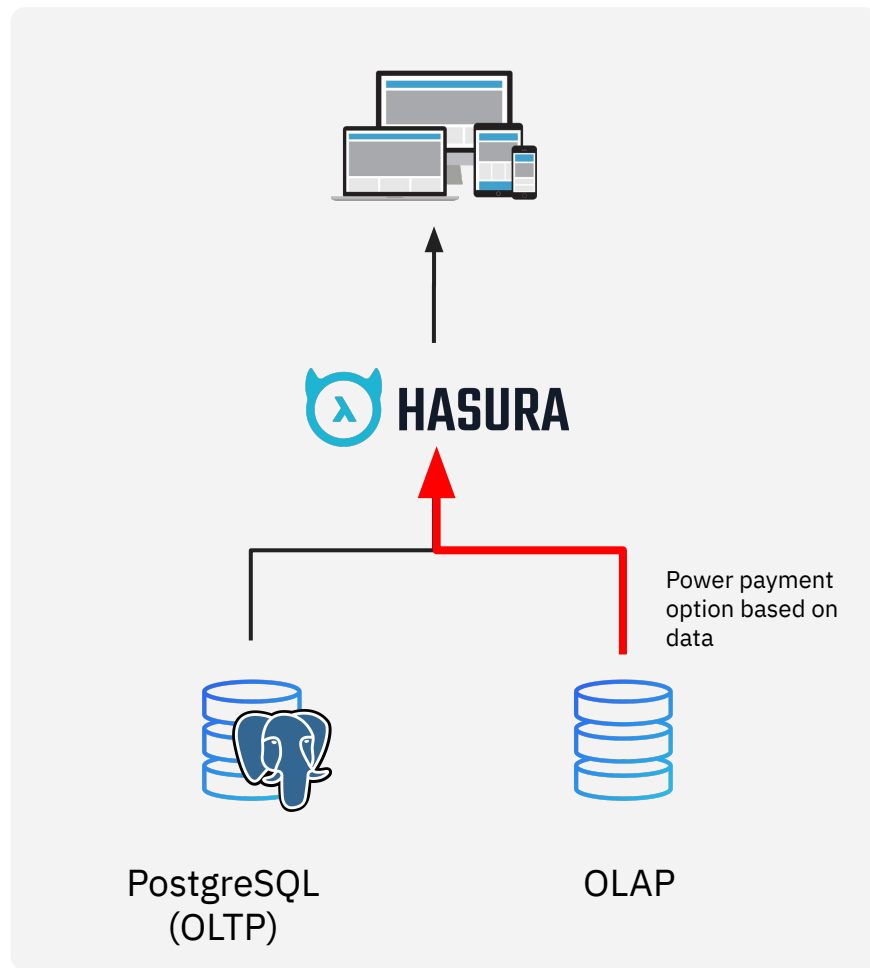
Power payment option decision from OLAP store

Pros:

- Single system for analytics and transaction workflow

Cons:

- Higher latency



Option 2

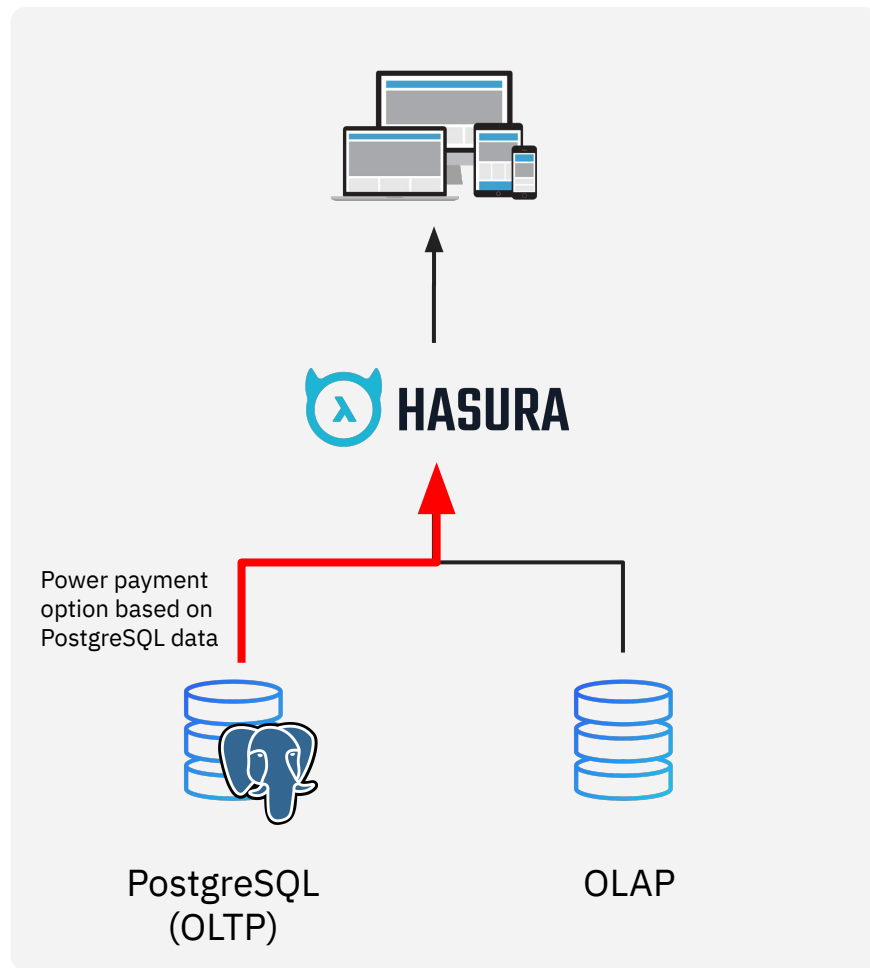
Power payment option decision fork from PostgreSQL

Pros:

- Better Latency
- Lower Compute Cost

Cons:

- Longer Transactions



Option 3 - Combine Both

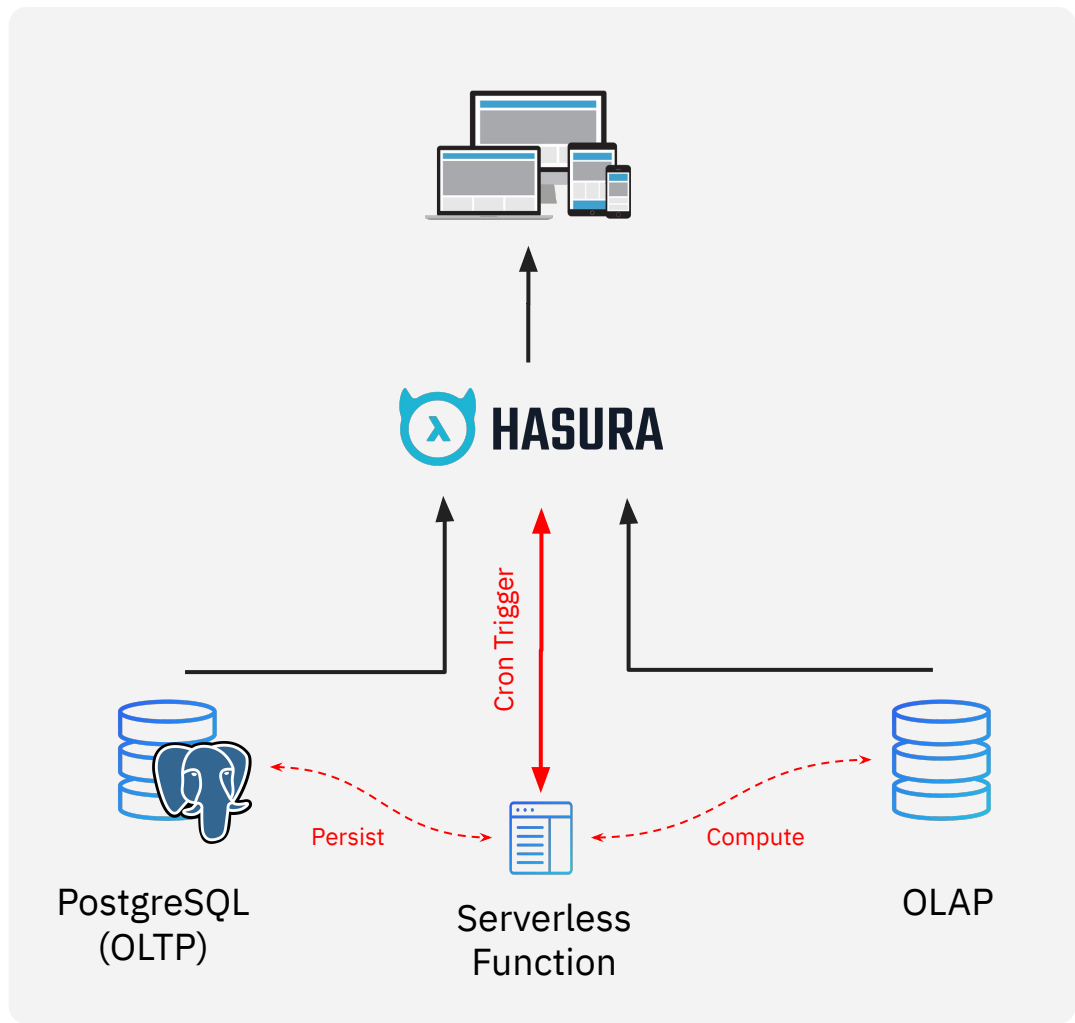
Combine OLAP + PostgreSQL

Pros:

- Use the best of both worlds
- Lower latency
- Lesser cost
- Fast transactions

Cons:

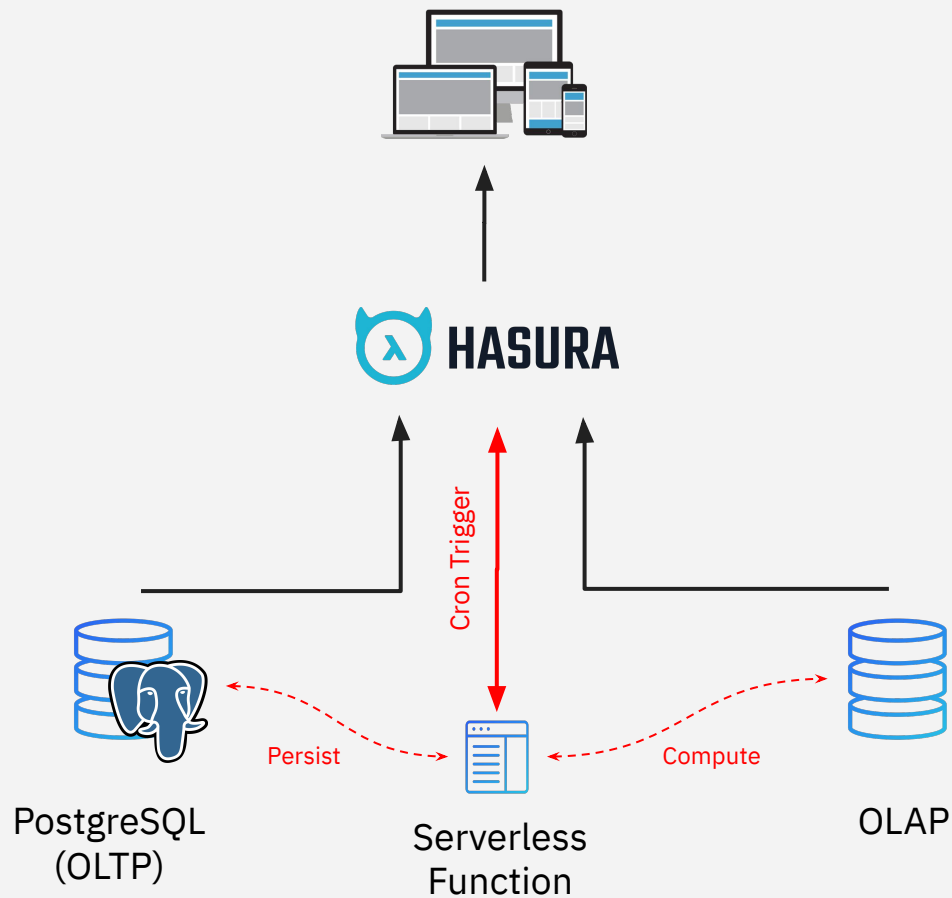
- Orchestration*



Option 3 - this talk (cont)

Workflow

- Using Hasura's Cron Trigger.
- Hasura's Query API over OLAP store.
- Applying business logic.
- Persisting the output in PostgreSQL.
- Using that info during checkout workflow.



Summary

- Advantages of combining OLAP & OLTP
- Hasura takes care of plumbing



Next Steps

Try it out - <http://bit.ly/42ORZme>



Clickhouse on Hasura - <https://bit.ly/3OXTaLy>



Thank You!

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HUG Special: What we're launching in 2023



What's new with Hasura in 2023

Manas Agarwal, VP Engineering, Hasura



Advanced API Authorization and Authentication

Akshay Bhat, Developer Advocate, Hasura

🕒 6 pm IST

📅 30 June 2023

📍 Hasura HQ