

In-House Polyglot Application-Interaction Analytic Service

To optimize resources and reduce costs, the company has undertaken a strategic initiative to transition from utilizing the WebEngage platform for capturing user experience to building an in-house solution. The current expenditure, amounting to 5,000 dollars per month for the WebEngage customized plan, prompted the decision to develop an in-house application-interaction analytics service.

- Implement the sidecar pattern within Polyglot Microservices for the proposed solution, enhancing modularity
- Develop sidecar services using Golang, leveraging its efficiency and concurrency features and Implement a master service in Python responsible for aggregating data from sidecar services
- Utilize Pydoop and PySpark for data storage and analytic jobs within the master service
- Achieve synchronous communication among sidecar services using gRPC and Adopt an asynchronous communication approach with Kafka for interactions between sidecar services and the master service

The strategic initiative to create an in-house application-interaction analytics service has led to a phased migration away from the WebEngage platform. Over the course of a year, the company successfully achieved full independence from WebEngage, gaining greater control, customization options, and substantial cost savings per month. Beyond internal efficiencies, this project has evolved into a new business venture, as the company now sells the developed analytics system to other local businesses.