Allezon Analytics Platform

an alternative name was
Allebaba / Allechlop

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We == You together with us

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- But, let's start small.

Data - Events - User Tags

- Simplified model
  - users identified by cookies
  - actions: only VIEWs and BUYs

```
{
  "time": int64,
  "cookie": string,
  "country": string,
  "device": PC | MOBILE | TV,
  "action": VIEW | BUY,
  "origin": string,
  "product_info": {
    "product_id": string,
    "brand_id": string,
    "category_id": string,
    "price": int32
  }
}
```

Use Case 1: Collecting Events

- Building user profiles.
  - input for ML models (e.g. recommendations)
- On-line analytics.
  - trends, patterns
  - anomalies
  - monitoring
  - KPIs
- Queries on historical data.

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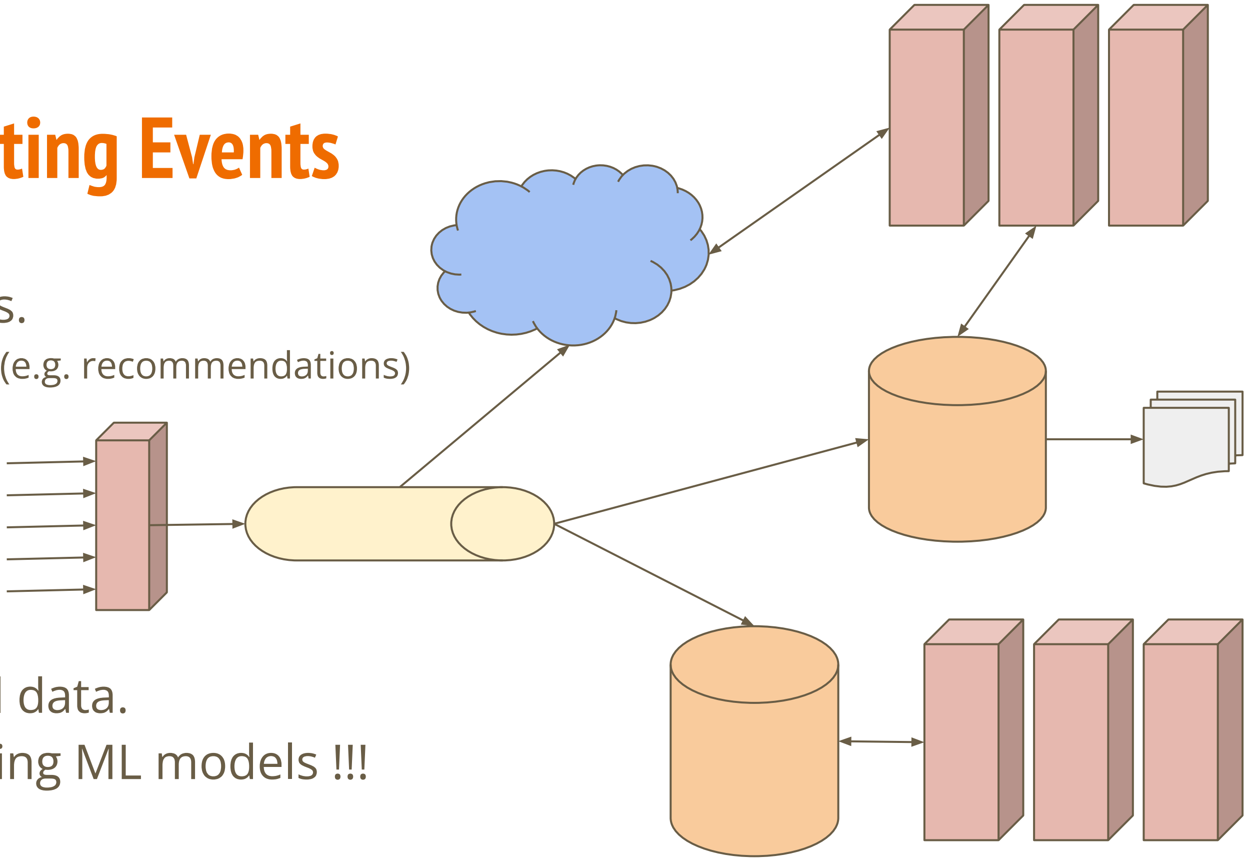

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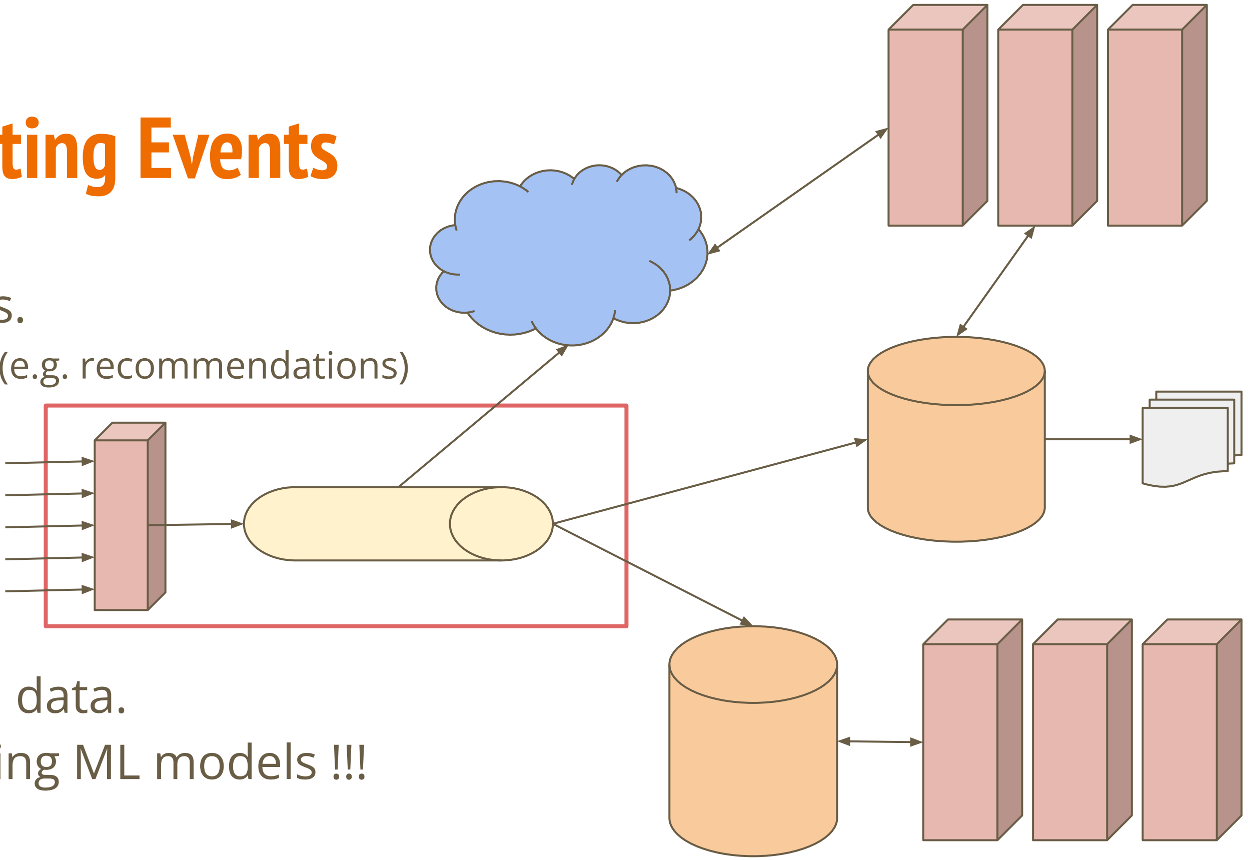

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- Applications
  - recommender systems
    - real-time-bidding ad auctions
  - security
    - fraud/bot detection

Use Case 3: Aggregates

1m_bucket	action	origin	count	sum(price)
9:00:00	BUY	NIKE_SHOES_CAMPAIGN	24	2976
9:01:00	BUY	NIKE_SHOES_CAMPAIGN	36	4896
...	...	...	...	...
9:08:00	BUY	NIKE_SHOES_CAMPAIGN	27	3429

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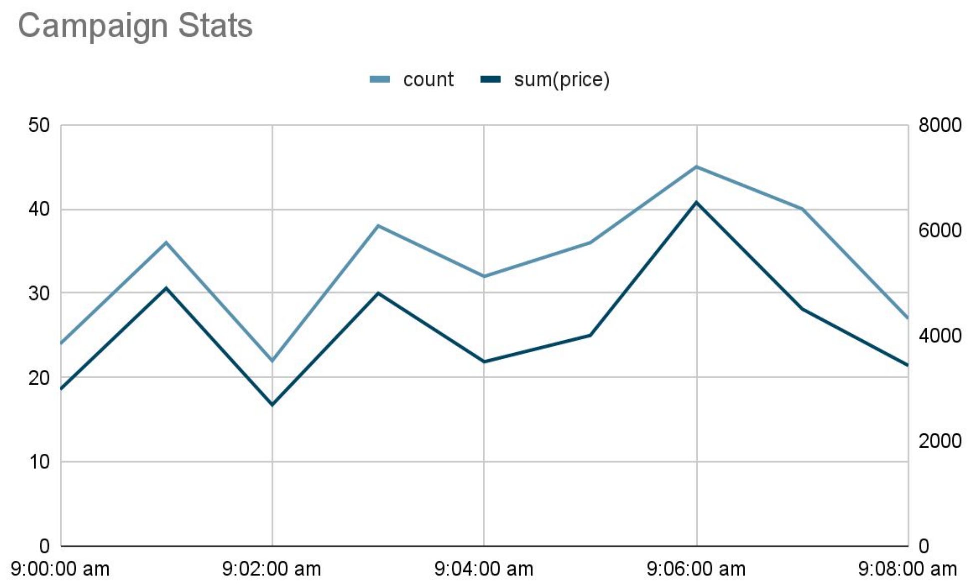

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```
SELECT 1m_bucket(time), action, [origin, brand_id, category_id], count(*), sum(price)
    FROM events
    WHERE time >= ${time_range.begin} and time < ${time_range.end}
        AND action = ${action}
        [AND origin = ${origin}]
        [AND brand_id = ${brand_id}]
        [AND category_id = ${category_id}]
    GROUP BY 1m_bucket(time), action, [origin, brand_id, category_id]
    ORDER BY 1m_bucket(time)
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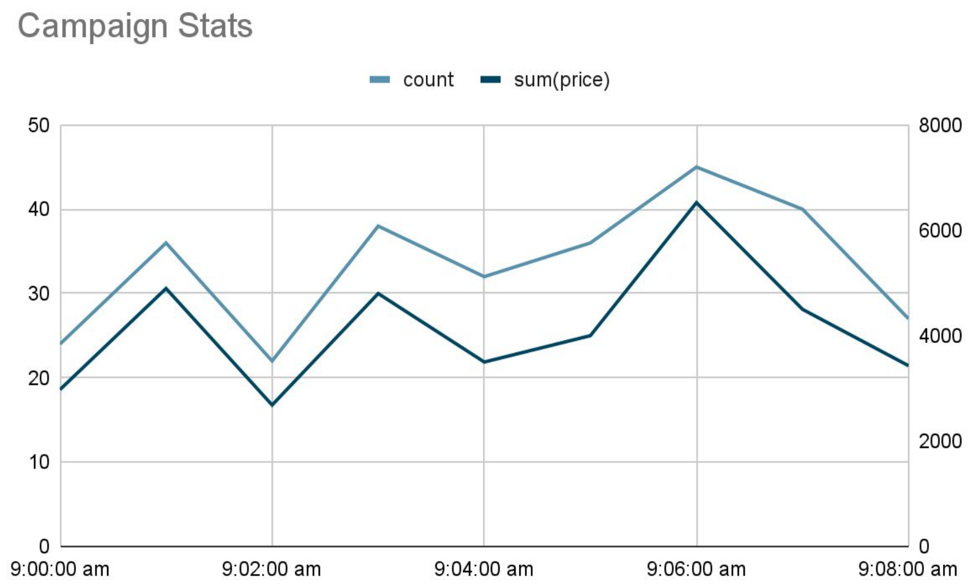

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  - host
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- Actions on subscriptions
  - START / CLOSE
  - PAUSE / RESUME
- Debug mode
  - initially ENABLED