STORAGE (HDFS/AWSC3) /../../store\_id/batch/date/hour/ "avro BATCH STORAGE. TRANSFORMATIONS) Spark Job STORES Job BATCH POS DATA SCHEDOUR ANALYTICAL SPARK DATA (ANALITICS) EMR HIVE/ REDSHIFT JOBS ENGINE, STREAMING STORPLET. 1.-1.- / store -id/ streaming/ date / hour / . avro DATA VISVALIZATION MICRO-BATCHES? SPARK/EMR STREAMING (TABLEAU] STREAMING KAFKA/KINESIS PRODUCER ONLINE APPLICATION STORE LAYER META DATA LOAD BALANCERS [RDBM9]