Erlana - Erlang Anaytics

xushiwei

2007-11-6

Outline

- Why start up this project?
- Popular Analytics Services
- Project summary
- License
- Plan

Why start up this project?

- Analytics is a basic service of services.
  - Customer behavior statistic
  - Common web service requirement
  - Understand customers to improve our services
  - Not only useful for web services, but also for softwares

Cont..

- Study
  - As a practice project for Erlang Book
  - As a practice project for ECUG (Erlang China User Group)
  - As a practice of Erlang Web Server development

Cont..

- Why use Erlang?
  - A popular Analytics service has large scale PV (Pageview).
  - A popular Analytics website's flow is an epitome of whole internet hits. Suppose all websites use Erlang Analytics, then You know Erlang Analytics should be responsed to every click of internet users!
  - So, Erlang, which is well known for high concurrency, become a good choice of Analytics service implementation.

Popular Analytics Services

- Google Analytics
  - http://www.google.com/analytics/
  - Acquired by Google. Free & powerful.
  - Not open source.
- 51.la
  - http://51.la/
  - Well known in china. Distinctive & enough.
  - Not open source.
- Awstats
  - http://awstats.sourceforge.net/
  - Open source but not so powerful.

Erlang Analytics

- ## Open source
  - Though Analytics service is basic and mature, there are no well accepted open source projects. Awstats is still too simple.
- ## Reach different requirements
  - Hosting mode. Like Google Analytics and 51.la, We provide hosting service - erlana.org so that customers can use the Analytics service by inserting some js code (which is provided by http://www.erlana.org/) into their web pages.
  - Non-hosting mode. Like Awstats, you can get source code of Erlang Analytics, and deploy a yourselves Analytics service.

Project summary

- Lauguages for communication
  - English as primary. Also Chinese.

- Resources
  - For users: http://www.erlana.org/
  - For developers:
    http://code.google.com/p/erlana/

Cont..

- Who can join in?

  - Erlang Book members
  - ECUG members

  - Who prefer Google Analytics and want implement it.

  - Erlang developers who know english or chinese.

License

- Source license
  - [New BSD License](#)

- Agreement to deploy your Erlang Analytics service
  - All web pages that provide Analytics service should mark with 'Powered by Erlana' and provide links of http://www.erlana.org/.

Plan

- Learn how to implement an Erlang Web Server.

- Erlana design summary.

- A minimum Erlana implementation.

- Deploy Erlana to erlana.org, start and improve it continually.