

Backcountry Buzz

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Topics

- What Does Buzz Do?
- Business Applicability
- Learn About The Crowd
- Technical Architecture

What Does Backcountry Buzz Do?

- Gathers data on potential customers
- Searches twitter globally by configurable parameters
 - Keywords, hashes, synonyms
 - Arrays of latitude - longitudinal coordinates
- Maps the data streams
- Visibility into when, where and what

Learn About The Crowd

Mine and grow the customer base, globally, and over multiple channels

- Machine Learning Kernel & Data Mining
- Statistical Analysis of the changing customer behaviors
- What are they doing, when and where

Business Applicability

- Harvest data to determine the need for changing the timing of
 - Marketing Campaigns
 - Sales
 - Crowd Outreach & Awareness
 - Forecasting

Technical Architecture

- Search & Persist
- Data Store, Retrieve & Render

Search and Persist

- Akka with Akka Clustered Nodes
 - Parallel processing over a grid of distributed nodes (VMs)
 - HA, Scalability & Fault tolerance
- Akka Buzz App
 - Scala
 - Twitter Search, Twitter4J API & OAuth
 - Netflix Cassandra Client API
 - Cassandra Cluster
- SBT - builds
- Tomcat - deploy

Data Store, Retrieve and Render

- Cassandra Cluster
 - 4-node cluster for fault tolerance and scalability
 - Partitions the data in the cluster using the Murmur3Partitioner
- Apache Tomcat
 - Twitter Bootstrap, jQuery
 - jQuery AJAX requests to NodeJS
- NodeJS provides REST data APIs
 - Connects to Cassandra using the node-cassandra-client API
 - Node pushes JSON response to client
- Data plotted using the Google Maps API

Thank You

- Find us on GitHub