

User Behavior Simulator

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1. Overview	1
2. Event Structure	1
3. Prerequisites	2
4. Usage	2
4.1. Kafka mode	2
5. Configuration	3

A tool to simulate different user behaviors for product viewing in an e-commerce environment, sending events to Snowplow collector or Kafka topic.

1. Overview

This simulator generates different patterns of product viewing behavior:

- Frequent views of the same product
- Long duration views
- Normal browsing patterns

There are two modes for sending events:

- Snowplow - Sends events directly to a Snowplow collector
 - All events are tracked using the Snowplow [Node.js Tracker](#) and sent to a local collector.
- Kafka - Sends events to a Kafka topic
 - Events are generated as JSON and sent to a Kafka topic.

2. Event Structure

The simulator (for Snowplow mode) generates Snowplow ecommerce events with the following schema:

- Event: `product_view`
- Schema: `iglu:com.snowplowanalytics.snowplow.ecommerce/product_view/jsonschema/1-0-0`
- Context: `Product` information using `iglu:com.snowplowanalytics.snowplow.ecommerce/product/jsonschema/1-0-0`

3. Prerequisites

1. Docker installed
2. Node.js installed
3. npm or yarn package manager
4. For Snowplow mode:
 - a. A running Snowplow collector (default: <http://localhost:9090>)
5. For Kafka (Redpanda) mode:
 - a. A running Kafka broker (default: localhost:19092)

4. Usage

4.1. Kafka mode

1. Step 1: Start the Redpanda services:

```
$ ./run.sh redpanda up
```

2. Step 2: Watch the logs for the `discounts-processor` service:

```
$ ./run.sh redpanda logs
```

3. Step 3: Run the simulator in `kafka` mode:

- a. To run the simulator in `long` mode, type:

```
$ ./run.sh long kafka
```

- b. To run the simulator in `frequent` mode, type:

```
$ ./run.sh frequent kafka
```



The `normal` mode is also available.

4. Step 4: Stop the Redpanda services:

```
$ ./run.sh redpanda down
```

5. Configuration

To configure aspects such as Snowplow collector endpoint, Kafka broker, and user behavior patterns, copy the file `config.sample.js` to `config.js` and edit it as needed.