

Dynamic Ecommerce Discounts with Redpanda

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1. Introduction	1
2. Architecture	2
3. Prerequisites	4
4. Steps (to run this application as is)	5
Step 1 → Start the containers	5
Step 2 → Know the URL provided by the services	5
Step 3 → Browse the application pages	6
Step 4 → Access the redpanda-console and check the generated events	6
Step N → (optional) Use LazyDocker to monitor the containers and logs	7
5. Clean up steps	8
Step 1 → Stop the containers	8
Step 2 → Clean up	8
6. References	9
7. Demo videos	10

1. Introduction

This project is a companion to the [Example Next.js Ecommerce Store for Snowplow](#).

It allows you to test this demo locally, using [LocalStack](#), and in the [AWS](#) cloud.

Its [Architecture](#) is designed so a developer can quickly and easily set up these two environments and test the project.

2. Architecture

- The **ecommerce-nextjs-example-store** is a Next.js application that generates tracking events.
- The **stream-collector** component sends these events via Kinesis to the **[snowbridge]** component.
- The **snowbridge** component enriches these events, inserts more information (via **[enrich]** component), and sends them to **[redpanda]**.
 - Read more about the **enrich** component here: <https://docs.snowplow.io/docs/pipeline-components-and-applications/enrichment-components/enrich-kinesis/>.
 - Read more about the **snowbridge** component here: <https://docs.snowplow.io/docs/destinations/forwarding-events/snowbridge/>.
- The **redpanda** broker is receives the events from use (aka Bethos) to apply the dynamic discounts.
- The **redpanda-connector** ...

Sequence Diagram for the [Architecture](#):

TODO

All components in this [Architecture](#) run as Docker containers via `docker compose`:

- The Snowplow's components ([\[stream-collector\]](#), [\[enrich\]](#), and [\[snowbridge\]](#)) are defined in the file `compose.snowplow.yaml`.
- Redpanda's infrastructure is provided by the file `compose.redpanda.yaml`.
- The apps components ([\[ecommerce-nextjs-example-store\]](#)) are defined in the file `compose.apps.yaml`.
- The infrastructure to provide the AWS resources locally (Kinesis, DyanmoDB, etc) is created by [LocalStack](#).
 - Read the file `compose.localstack.yaml`.
- These components and resources are created in AWS using Terraform scripts.
 - There is another document, in `docs/terraform` folder, explaining the details.

3. Prerequisites

1. Start a Ubuntu Linux (it can be running on a WSL2 environment) terminal.
2. Make sure you have docker (and docker compose) installed.
3. Clone this project with Git and cd to it.
4. Create a file `docker/.env` (from `docker/.env.sample`) and configure the AWS variables on it.



You don't need Java or Node.js configured on your machine to follow the steps below. **You only need a Bash terminal and a Docker installation.**

4. Steps (to run this application as is)

Step 1 → Start the containers

```
$ ./docker/up.sh
```

Tips:

1. You can press `Ctrl + C` at any time. The docker containers will remain running.
2. If there is no file `docker/.env` in the project, this script will try to locate it in a file named `../dynamic-ecommerce-discounts-with-redpanda.env` and copy it to `docker/.env`. This allows you to call `git clean -fdX` at any time you want without losing your configuration.
 - a. If the file `../dynamic-ecommerce-discounts-with-redpanda.env` does not exist, it will copy the file `docker/.env.sample` to `docker/.env` and use it.
3. You can pass "services" as an argument option to this script. It will list the options you can pass to it by adding the suffix "-services":



```
$ ./docker/up.sh services
apps
localstack
redpanda
snowplow
```

4. By adding the "-services" to one of the options listed above, you will start only the services listed in the file `compose.<service>.yaml`. So, this will start only the redpanda services (services listed in `compose.redpanda.yaml`):

```
$ ./docker/up.sh redpanda-services
```

5. You can also call the script `up.sh` by using the `compose.sh` script this way:

```
$ ./docker/compose.sh up
```

Step 2 → Know the URL provided by the services

1. **LocalStack:** <https://app.localstack.cloud> ← localstack
2. **Redpanda:**
 - a. **Internal (docker containers access)** <http://localhost:9092> ← redpanda-internal
 - b. **Console:** <http://localhost:8080> ← redpanda-console

- i. User / password: jane / some-other-secret-password
3. **Ecommerce store:** <http://localhost:3000> ← ecommerce-store
 - a. It connects with **Snowplow collector** configured to run in <http://localhost:9090> ← snowplow-collector

Step 3 → Browse the application pages

As expected, in the [\[ecommerce-store\]](#), during every page navigation, we are tracking a [page view](#) event.

For ecommerce interactions we track the following:

- When a customer goes to a product page we track a [product view](#) event.
- When a customer sees an internal promotion list, e.g. Homepage promotions, we track an [internal promotion view](#) event.
- When a customer clicks an internal promotion, we track an [internal promotion click](#) event.
- When a customer goes to a product list page, we track a [product list view](#) event.
- When a customer clicks a product on a product list page, we track a [product list click](#) event.
- When a customer sees a recommended product list on the product page, we track a [product list view](#) event.
- When a customer clicks on a recommended product list on the product page, we track a [product list click](#) event.
- When the customer adds a product to the cart, we track an [add to cart](#) event.
- When the customer goes to the cart page we track a [checkout step](#) event.
- When they go to the payment step, another [checkout step](#) event is tracked.
- When the customer successfully completes a transaction, we track a [transaction](#) event (triggered on the server-side but formulated with the spec of Snowplow ecommerce)

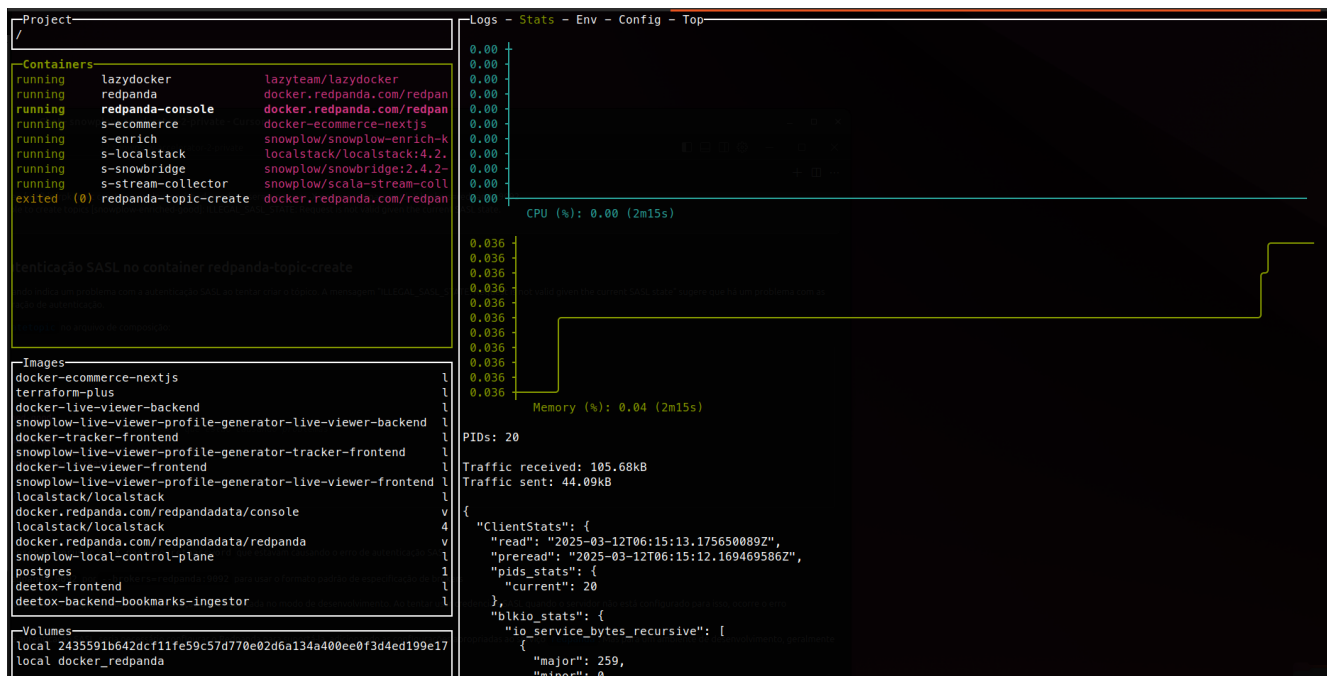
Step 4 → Access the redpanda-console and check the generated events

After browsing the , you can access the and check the generated events in the topic [snowplow-enriched-good](#). See these images: [redpanda-1.png](#), [redpanda-2.png](#).

You can explore the data format of these events in [enriched TSV format](#). In the [scripts/raw-messages.sample](#) directory, there are examples of the events recorded by Snowplow when they are transferred to Redpanda. These sample TSV files were created by running the script [extract-snowplow-raw-messages.sh](#). Note: *these are not the events final format of the events sent from [\[snowbridge\]](#) component to [\[redpanda\]](#).*

Step N → (optional) Use **LazyDocker** to monitor the containers and logs

```
$ ./docker/compose.sh lazy
```



5. Clean up steps

Step 1 → Stop the containers

To stop all the containers, type:

```
$ ./docker/down.sh
```

Step 2 → Clean up

To remove all the containers and images, type:

```
$ ./docker/clean.sh
```



Warnings:

1. The script `clean.sh` will destroy any data generated by these containers.

6. References

LocalStack

Redpanda

- [Docker Compose Labs](#)
 - [Start a Single Redpanda Broker with Redpanda Console in Docker](#)
- [Redpanda Self-Managed Quickstart](#)
- [How we engineered our CLI to improve developer productivity](#)
- Some YouTube videos:
 - [Why did Redpanda rewrite Apache Kafka? \(with Christina Lin\)](#)
 - [Redpanda Office Hour: HUGE rpk - Redpanda CLI update!](#)

7. Demo videos