On-demand and Realtime Page View Insights

Let Seller Better Set the Price

Willian Zhao
Mar 20,2015

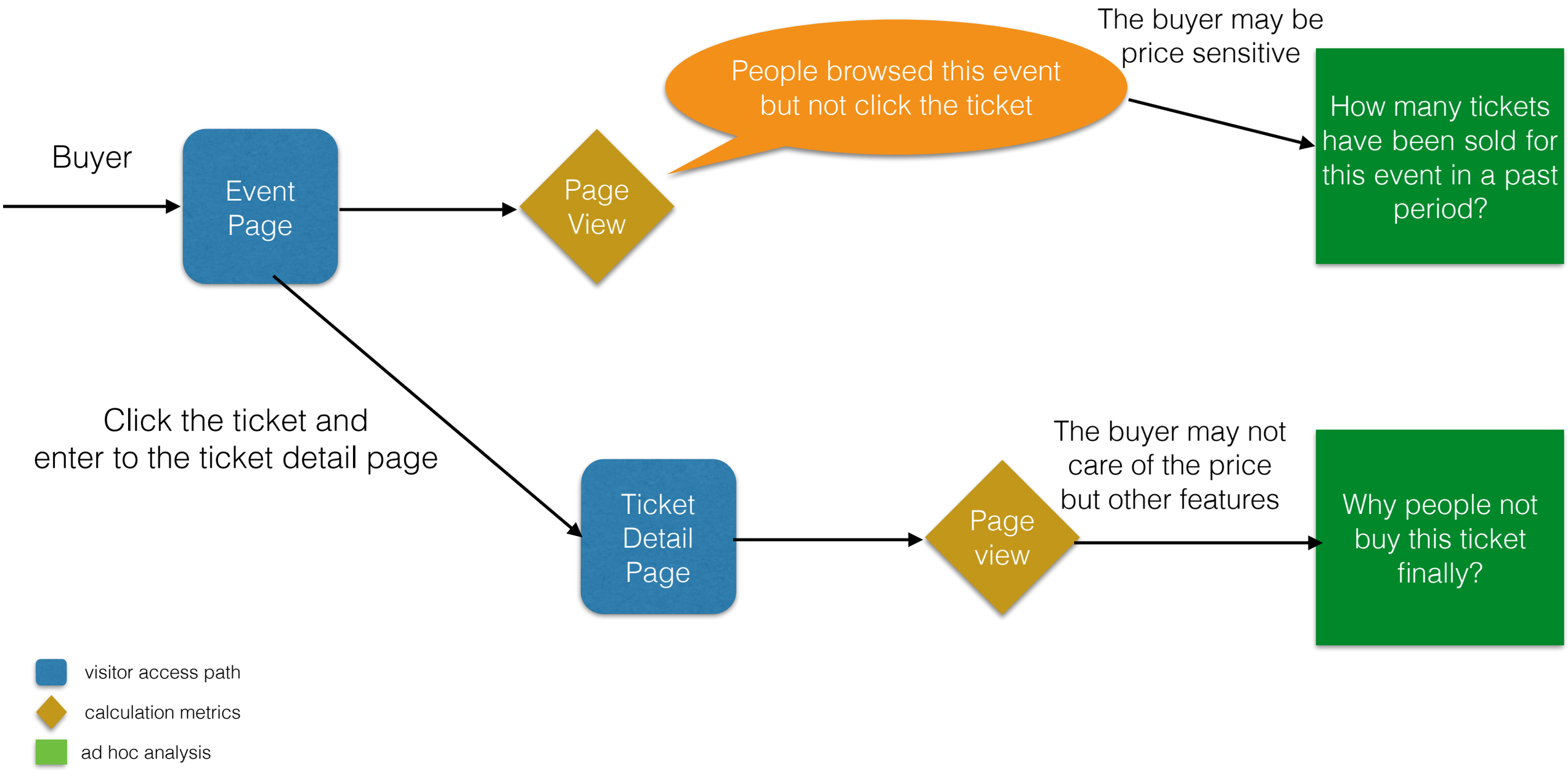
Three Questions from Seller

- How many times has my ticket been browsed during a past period ?
- How many of them are bots not real people?
- Where are the real people coming from ? Or how many people would put efforts to see this event ?

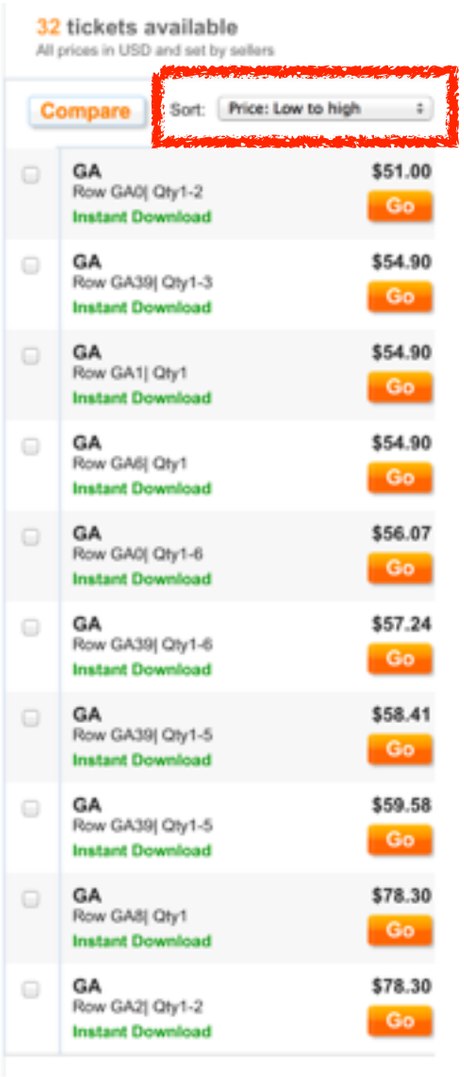
V2MOM Analysis

Vision	Value	Method	Obstacle	Measure
Providing insights of the traffic to let seller better set the price	More competitive price will promote the deals and increase the conversion rate	• Count the number of page views for the unsold ticket in a past period • Identify the real people and bot • Analyze the visitor characteristics like geography distribution	• Only provide the analysis to the seller who really interests • There are customized calculation requirements • Feedback the results to seller on real-time even when the calculation involving terabytes of clickstream logs	• How many seller use this service and then adjust the price ? • Does the conversion rate increase ?

Click Behavior



Behavior Analysis

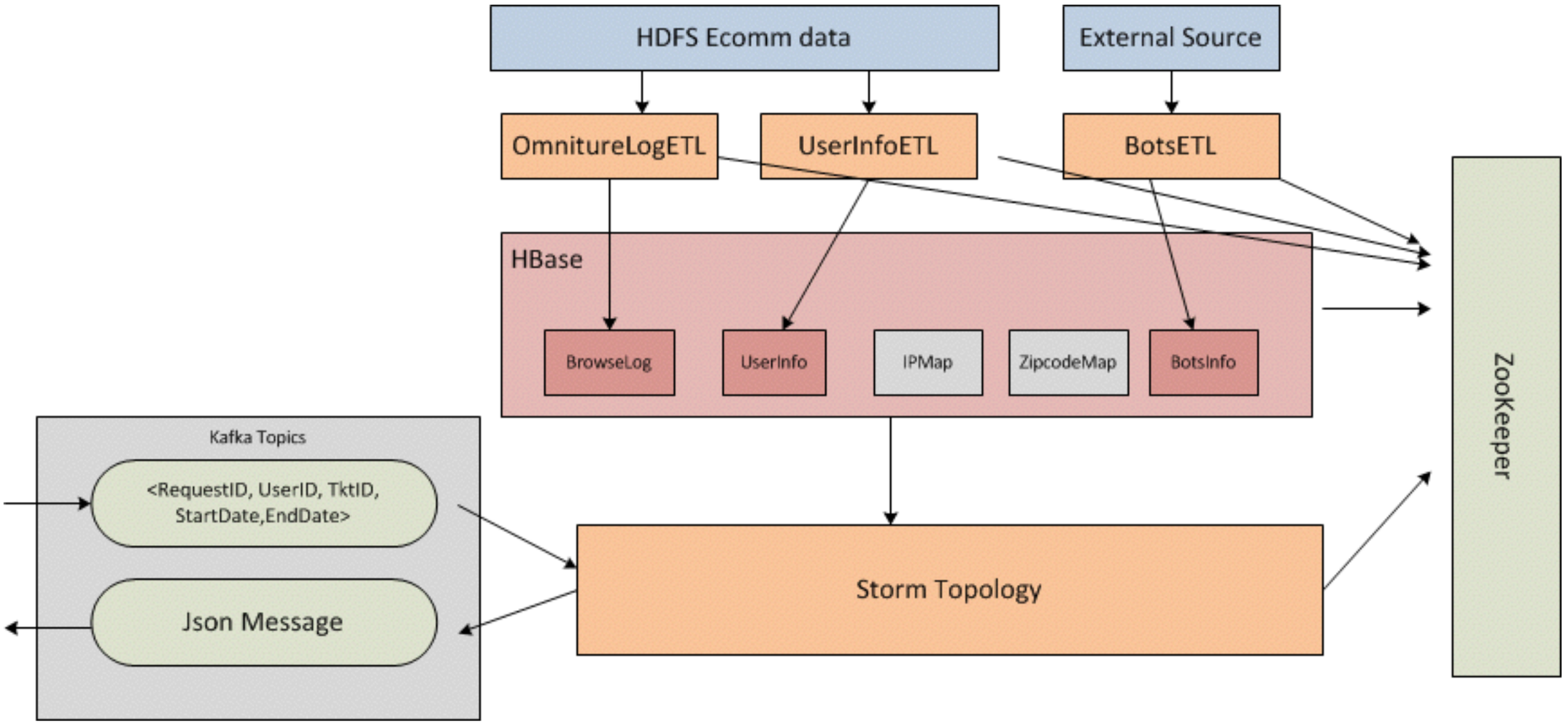
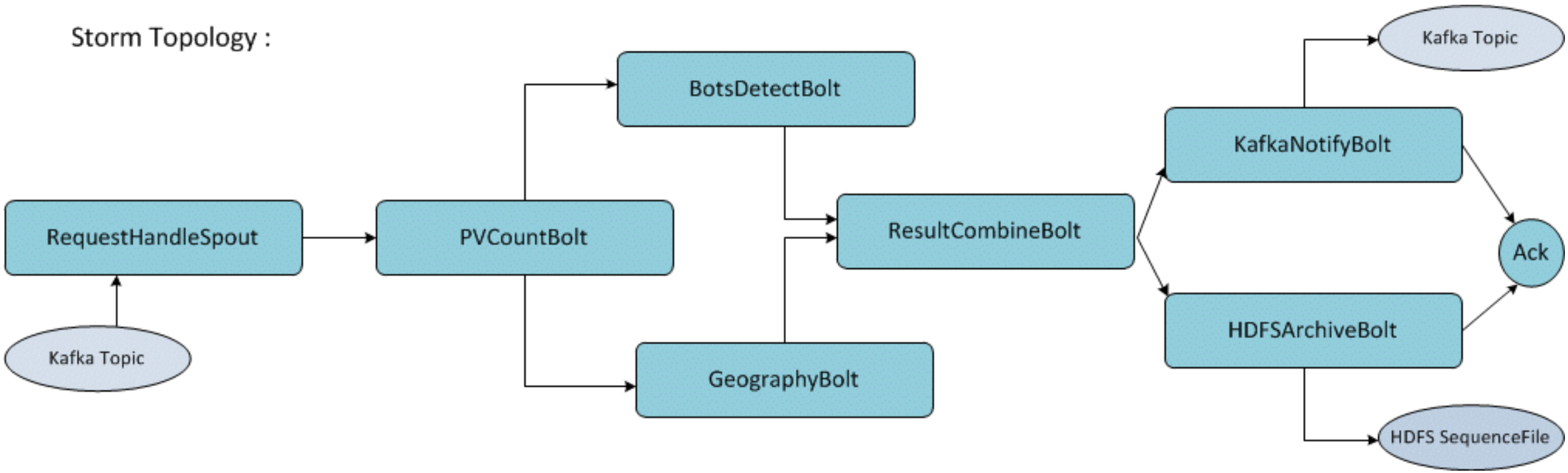


- The ticket is sort by default on price from low to high
- If people have browsed the event page but not click the ticket, suppose the people use the default price sort, it means the ticket price is not attractive for he/she or even the ticket is not appearing in the list because its order is closed to the tail
- For seller, the event page view number in a specified time window may be more helpful to understand buyer's attitude. The time window will be varying for different sellers.

Function Requirements

- On-demand request : Seller can issue the calculation request at his/her will
- On-demand time window : Seller can issue the request for he/she preferred time window. So the event page view statistic could be customized for each seller
- Real-time : The result should be sent back to seller on realtime.

Proposed Tech Arch



Storm Topology Design