

Keeping the lights on at  
DoneDeal

# The first iteration!

**DoneDeal.ie**...because a picture says it all

Ireland's newest market place for classified advertising.

Buy and sell any type of second hand goods, without the hassle. Anything from cars to prams, beds to TVs.

Compare us with magazines, papers and online auctions.

Select your county from the map or the lists on the right to find good deals in your area.

**Easy to Use**  
Publish an ad, and see how easy it is. No need to register. No long waiting times. No hassle.

**Advertise For Free**

**Scam Warning**  
Be aware of people trying to overpay for your item by check. Read more [here](#).



<b>CONNACHT</b>	<b>MUNSTER</b>
Galway	Clare
Leitrim	Cork
Mayo	Kerry
Roscommon	Limerick
Sligo	Tipperary
	Waterford
<b>LEINSTER</b>	<b>ULSTER</b>
Carlow	Antrim
Dublin	Armagh
Kildare	Cavan
Kilkenny	Derry
Laois	Donegal
Longford	Down
Louth	Fermanagh
Meath	Monaghan
Offaly	Tyrone
Westmeath	
Wexford	
Wicklow	

# Visits

14,000,000

9,333,333

4,666,667

0

Jan 2008

Jul 2008

Jan 2009

Jul 2009

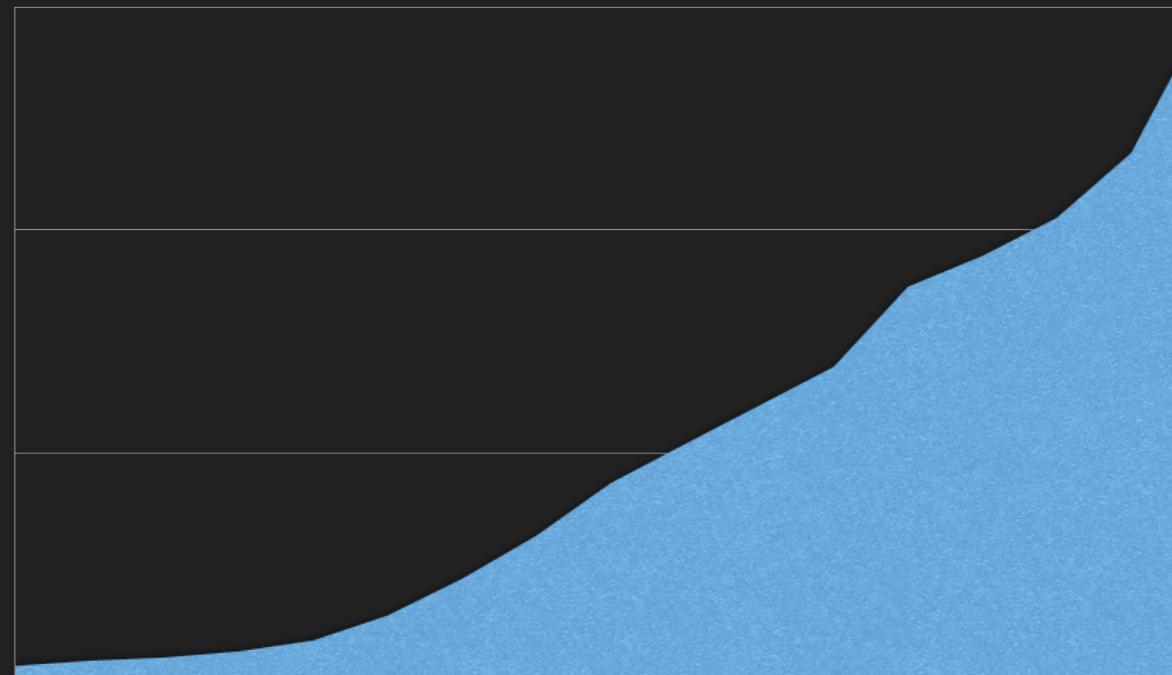
Jan 2010

Jul 2010

Jan 2011

Jul 2011

Jan 2012



# Today :)

**DoneDeal** Everything Cars & Motor

Place Ad Log in Sign up

Buy or Sell anything on DoneDeal  
Don't have an account? [Sign up now](#)

Everything Cars & Motor

Search DoneDeal All Ireland [Search](#)

Recent Sections House & DIY Cars Car Parts



**CARS**  
96,424 ads



**COMMERCIALS**  
12,847 ads



**MOTORBIKES**  
3,177 ads



Browse Sections [See all](#)

 <a href="#">Everything</a> 300,000+ ads	 <a href="#">Cars &amp; Motor</a> 150,980 ads	 <a href="#">Farming</a> 30,967 ads	 <a href="#">House &amp; DIY</a> 65,473 ads	 <a href="#">Clothes &amp; Lifestyle</a> 19,710 ads	 <a href="#">Baby &amp; Kids</a> 11,219 ads	 <a href="#">Electronics</a> 12,029 ads	 <a href="#">Sport &amp; Hobby</a> 14,232 ads
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# Engineering Team 20 + 5 + ?

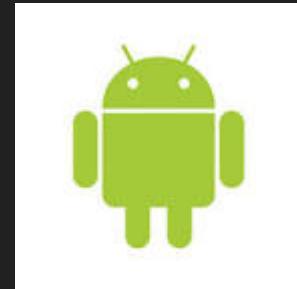
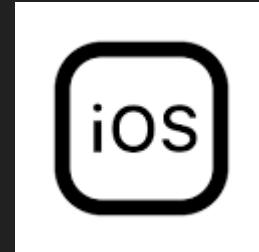
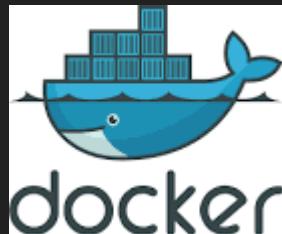
DoneDeal

daft.ie

ADVERTS.ie



# Key Technologies



# Delivering features faster

- All code deployed using docker containers
- Moved from 5:30am deploy to continuous delivery using RedHat Openshift
- Very easy to rollback failed deploys
- Really easy to start QA environments from git branches to test features quickly
- We always automate where possible

# Some interesting stats

# Ads: Number of Ads

Jan 2008 - Mar 2017





Avg Monthly Active Users

270k

Avg Crash Free Rate

99.8%



Avg Monthly Active Users

300k

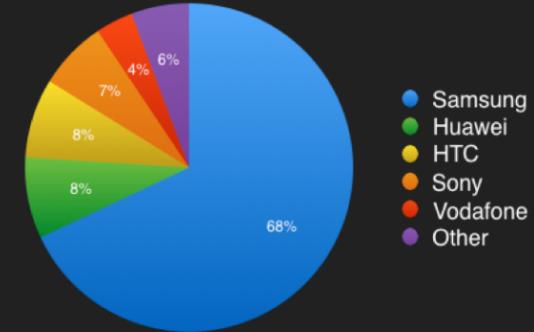
Avg Crash Free Rate

99.8%



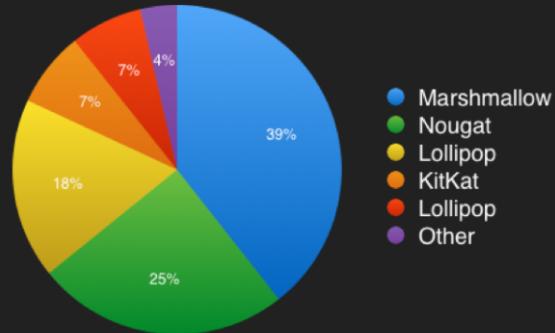
## Manufactures

Samsung	68.0%
Huawei	8.0%
HTC	7.8%
Sony	6.8%
Vodafone	3.7%



## OS Versions

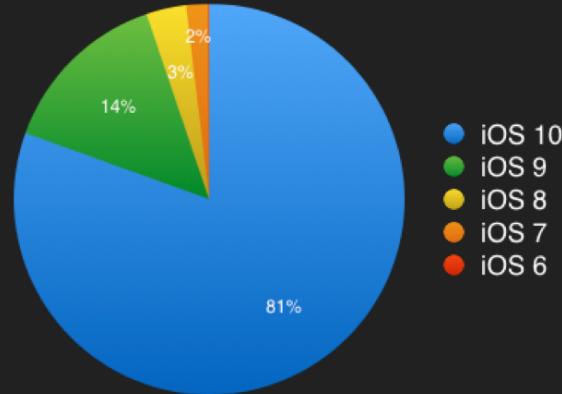
Marshmallow	23	6.0	39.4%
Nougat	24	7.0	24.8%
Lollipop	22	5.1	17.7%
KitKat	19	4.4	7.4%
Lollipop	21	5.0	7.1%





## OS Versions

iOS 10	80.5%
iOS 9	14.3%
iOS 8	3.3%
iOS 7	1.8%
iOS 6	0.1%



## Top 3 iOS Devices



6



5s



7

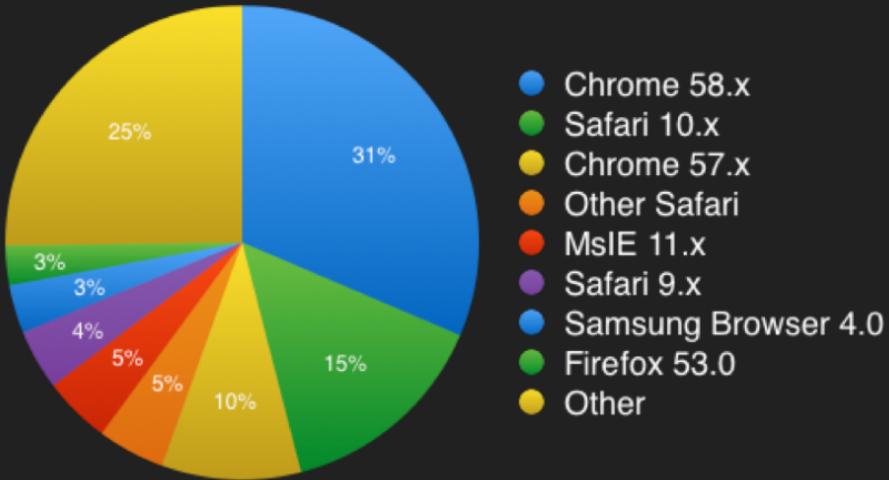


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## Top Browsers

Chrome 58.x	31.4%
Safari 10.x	14.6%
Chrome 57.x	9.5%
Other Safari	4.6%
MsIE 11.x	4.6%
Safari 9.x	4.1%
Samsung Browser 4.0	3.3%
Firefox 53.0	2.7%
Other	25.2%



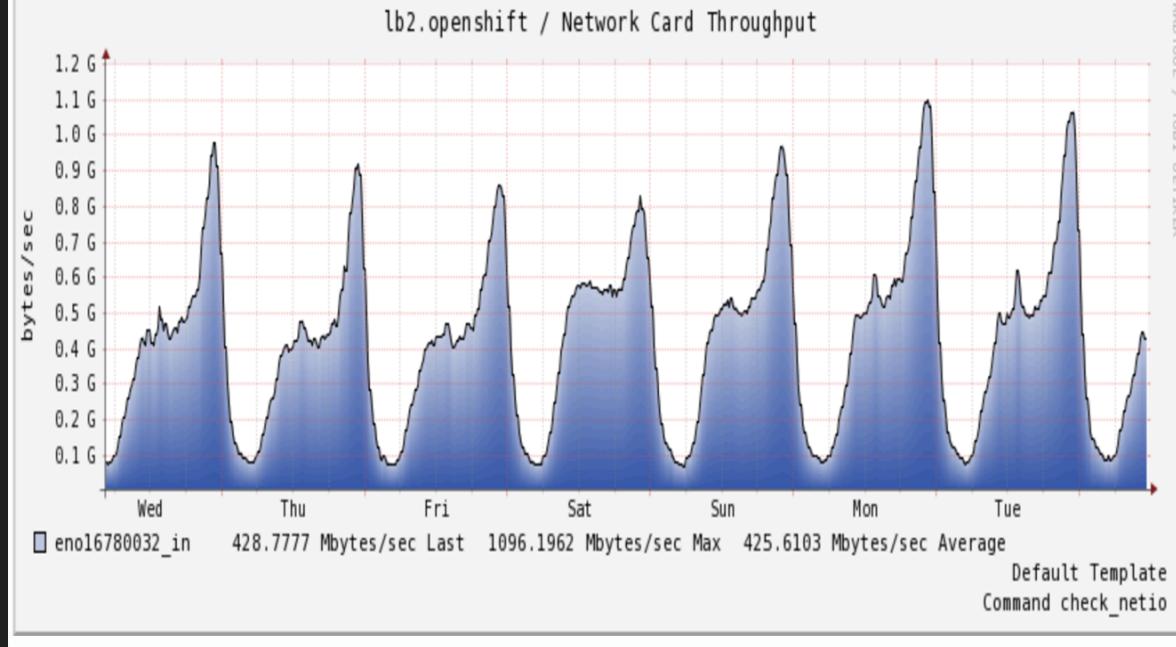
Sony Playstation	4,132	<0.1%
Windows 2000	93	<0.1%

# Internal Load Balancer Traffic

Host: lb2.openshift Service: Network Card Throughput

One Week 24.05.17 4:21 - 31.05.17 11:21

Datasource: eno16780032\_in



We have 2 internal HAProxy load balancers. This is the graph of data through a single lb for a week

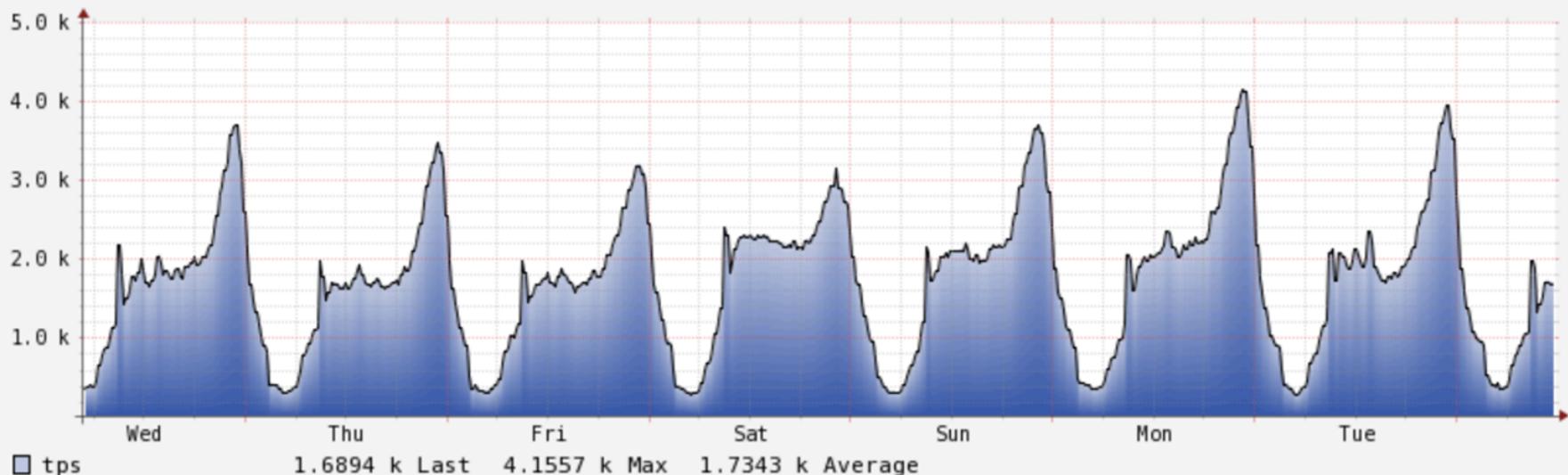
# Database TX/s

Datasource: tps



RRDTOOL / TOBI DETIKER

dbmaster / Postgres TPS



Default Template  
Command check\_nrpe

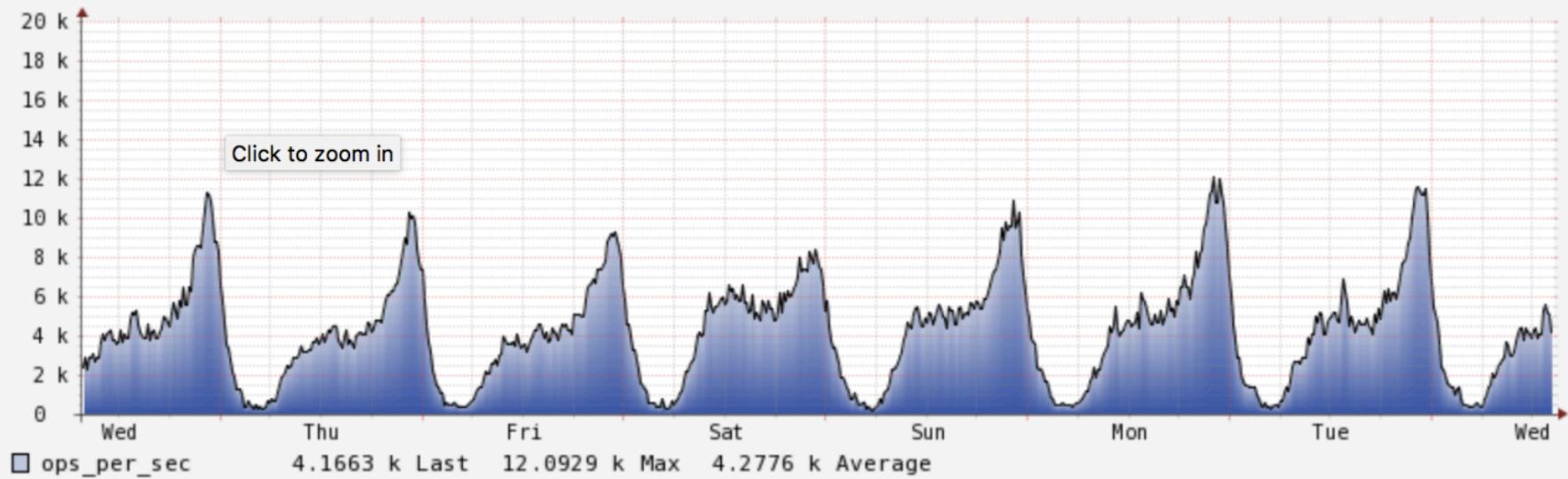
# Redis Ops/s

Datasource: ops\_per\_sec



REBTOOL / TOBI DETIKER

red4 / Redis operations per second



Default Template  
Command check\_nrpe

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Where next?

DoneDeal



ADVERTS.ie

More Users +  
More Content =  
Bigger Challenges :D

# Questions?

We are hiring!  
#shamelessplug