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**REPORT ON
EE4001 SOFTWARE ENGINEERING PART II
ASSIGNMENT 2
WEB ANALYSES ON TAOBAO**

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1 Network intensiveness

Taobao is one of the best Chinese online shopping website Figure 1, which is similar to eBay and Amazon. In Taobao, there are plenty of products you can buy and sell, which contains almost everything in people's daily life, even a small needle or a big limousine or helicopter. No matter for the buyers or the vendors, TAOBAO can serve the needs of a diverse community of clients.

Figure 1: Taobao



2 Unpredictable load

For this attributes, Taobao should be a good sample to run stable even for a huge unpredictable load. For example, at the end of 2010, there are over 370 million registered members on Taobao, and during some promotion events, there are incredible number of registered members visit Taobao website concurrently within the several minutes at the start of 11th November. But the server is well to hold that unpredictable load every time. Because Taobao have extremely huge amount of server. And Taobao can also make use of the extra computing capability to make money such as Ali-Cloud.

3 Performance

Taobao has the best server from its parent company - ALIBABA Group. And, they also have the best technical team. So, the performance of Taobao is always well and stable. Taobao used to use PHPAuction framework to build the website because of SQL relay problem for dead lock. But in 2004 taobao make a big change they use java to reconstruct the website.

By the year 2011 Taobao become the top online shop in the world. Which have the biggest Hadoop big data cluster(2000 nodes, 24000 cores, 48000Gb ram, 40PB data) in the world.

4 Data Driven

Nowadays, Big Data is land for almost every fields. And, Taobao has the biggest amount of data from its customers: buyers and vendors. They also have one of most professional data analysis team to handle the data. With the analysis result, Taobao provide lots of services to its customers, which are based on the data.

Taobao also have good recommended system which is highly data driven. They collect many data like history buy v2v(form view to another view and the time interval) to build recommended system.

5 Content Sensitive

As a online shopping website, there are lots of products are prohibited to sell online. Taobao has a good content sensitive system to avoid this kind of problems, and the system is updated immediately whenever there is a new sensitive product banned by laws and any other regulations.

When China decide to use real-name system for SIM card. After the new rules come into effect, Taobao shop once found to prohibit the sale of goods, in addition to the goods off the shelf, but also shop deduction points. If found many times, will be directly frozen its shop transactions.

6 Continuous Evolution

As the one of most successful online shopping website in the world, Taobao makes evolution in every parts of its service, for instance, Taobao website becomes more user friendly and easier to use, and Taobao also help vendor to evolution their sales planning based on the data.

At first there is only ALIBABA which only do B2B. And it change to Taobao to do B2C. And they also create TianMao to sell high quality products.