Modern OLAP With Druid and Polaris

How to filter and group your complex data at sub-second speed

Agenda

- A Brief History of Modern OLAP and Digital Analytics

- Practical Examples

- Live Demo - How to Do It For Real

- Q&A

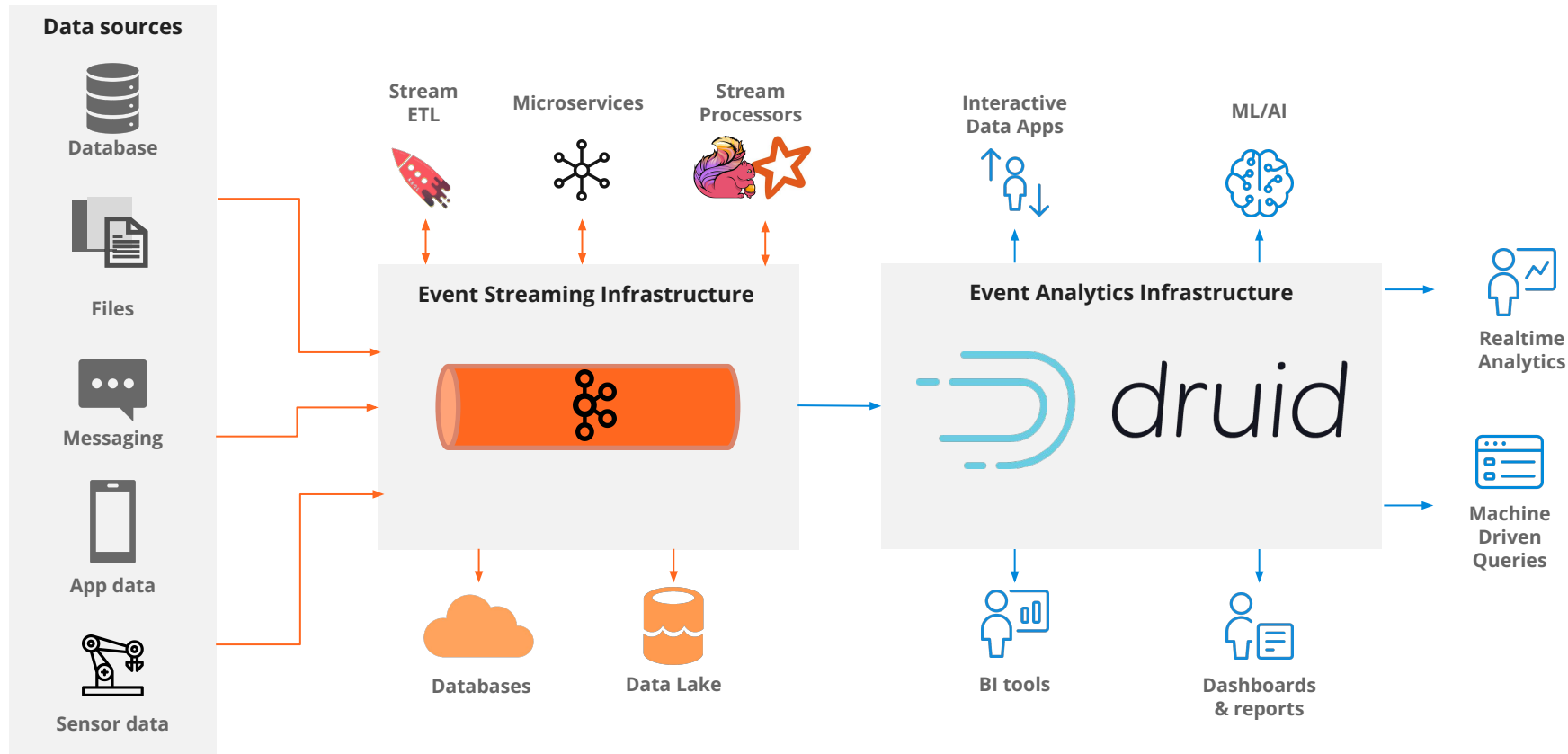**Hellmar Becker**

Senior Field Engineer

Agenda

- **A Brief History of Modern OLAP and Digital Analytics**

- Practical Examples

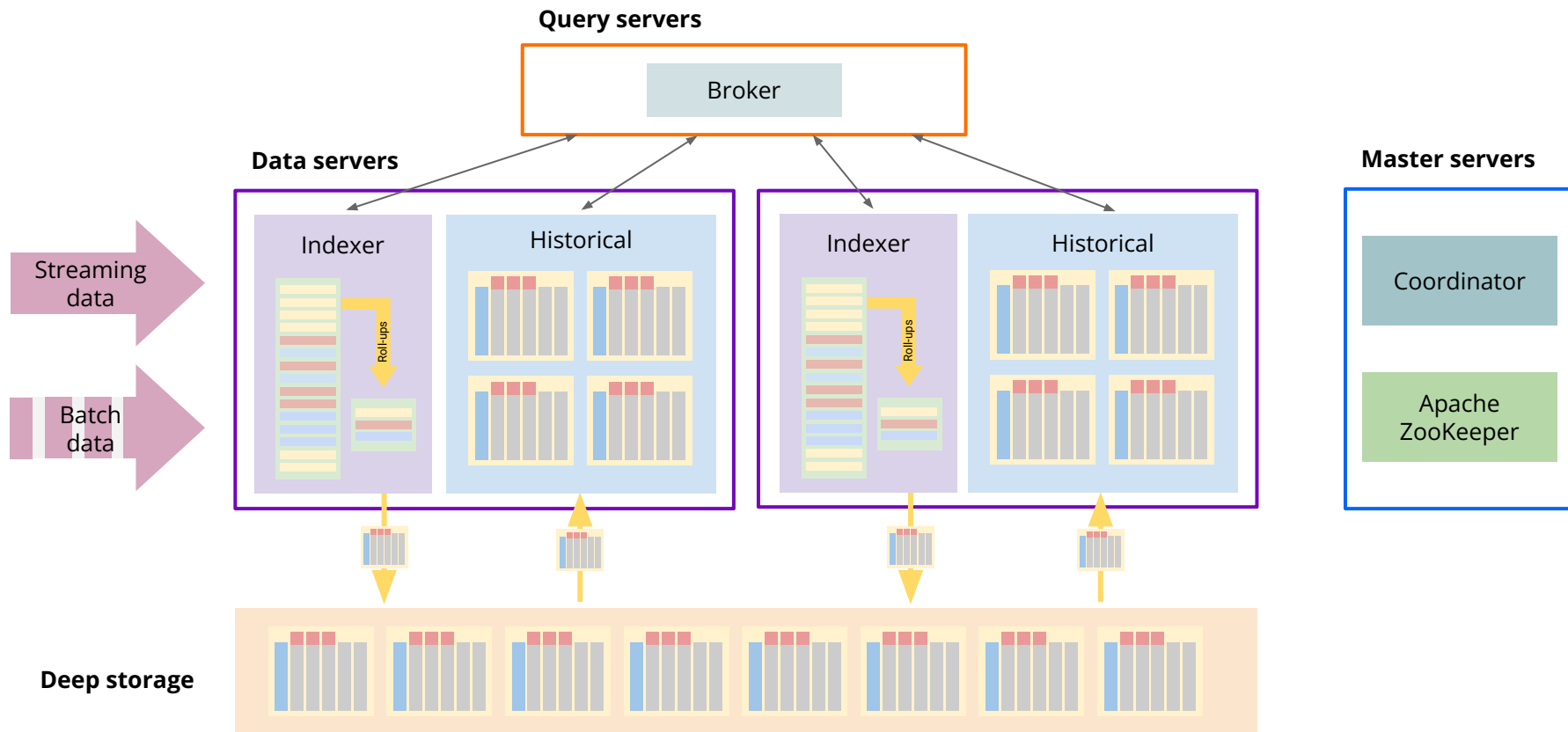- Live Demo - How to Do It For Real

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OLAP Techniques

- OLAP = Online Analytical Processing
- Was invented because classical relational databases were not suitable for analytics
- Early to mid 2000s: ROLAP vs MOLAP

- Both paradigms require predefined aggregations
- Batch oriented

Hot Analytics

How Druid delivers such speed and scale
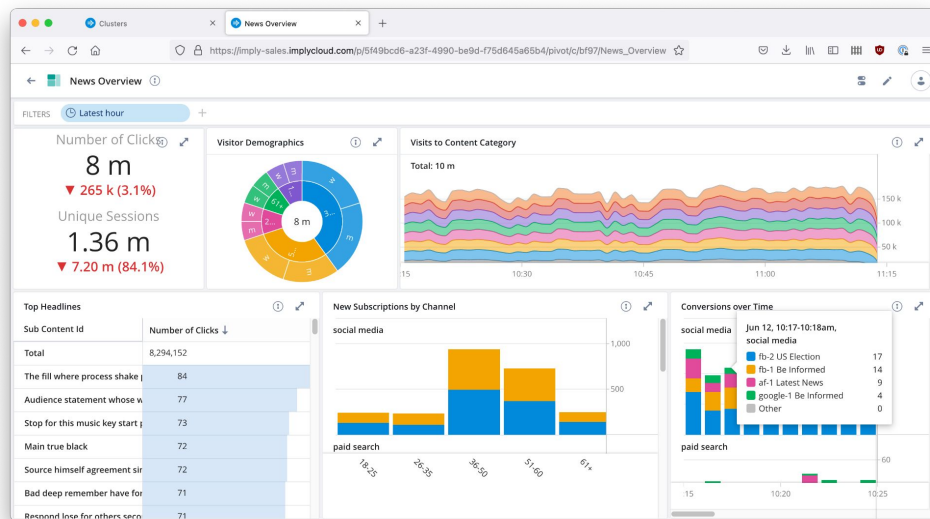
Wait, there's more!

- Rollup - Powerful optimization that can reduce the data volume without sacrificing accuracy

- Approximate counts and quantiles using datasketches

- Built in time intelligence and time partitioning

- Secondary partitioning to further improve performance (Coming in Druid 0.23!)

- Schema Evolution

- Intelligent Tag Clouds with Multi-Value Dimensions

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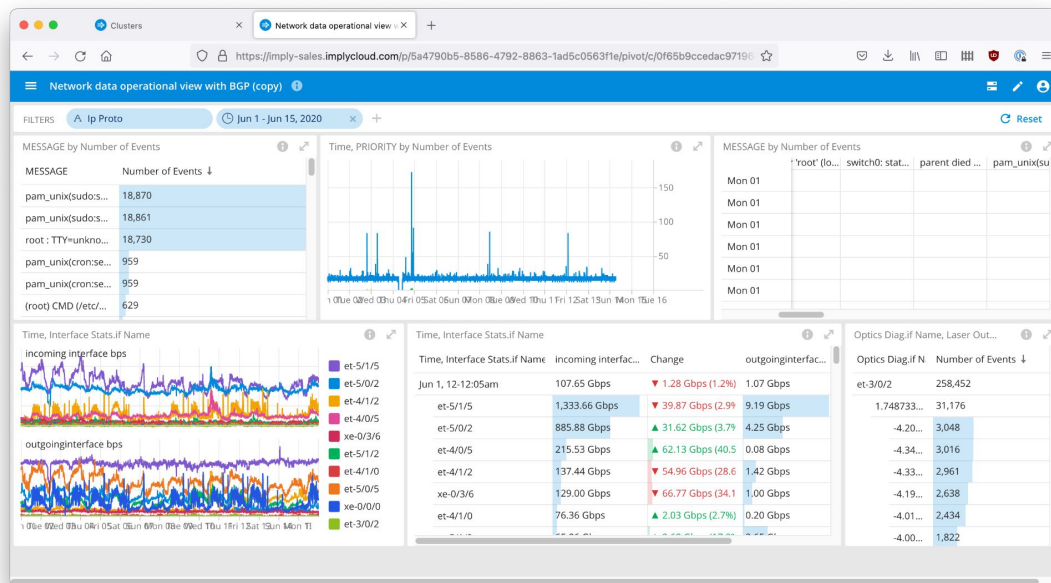- Live Demo - How to Do It For Real

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Publishing Industry

- Measure the success of teaser placement on the homepage immediately

- Measure success of items lower on the homepage

- Measure campaign and social media success

- Build dashboard for the newsroom and bring data and analytics to the editors

Telco Industry

- Network Telemetry

- Be notified of network disruptions before customers complain

- Plan for maintenance activities

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Thank you!

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