



# Reactively

A scalable product analytics platform

# OVERVIEW



What is an analytics platform

Why are we building a new one

Our approach

# TEAM

David - Senior Front-End Developer

Daniel - Senior Back-End Developer

Attila - Lead Developer

Istvan - Architect / Product Manager

Adam - Data Science / Business

# Company

Founded in 2015

Doing mostly consulting

Reactively is our first product idea

# **ANALYTICAL PLATFORM**

**An analytics platform is a solution designed to collect data (events) and give insight into user behavior by visualization**

# **ANALYTICAL PLATFORM**

**There are few types of events, simple page view or user interactions (clickstream, etc.)**

# ANALYTICAL PLATFORM

Usually has a data collection part  
and a UI with some data visualization  
Some are more suited for web analytics  
others are better with product/feature analytics

# ANALYTICAL PLATFORM

Use cases vary from company to company:

marketing, sales, product

Usually siloed marketing sees only marketing, etc.



# ANALYTICAL PLATFORM

**There are well known products:**

Google Analytics

Mixpanel

Piwik

Your favorite tool that you hacked together

# USER FEEDBACK ON EXISTING PRODUCTS

*“My biggest struggle is  
that the data is sometimes too much  
and I don’t know what to do w/ it”*

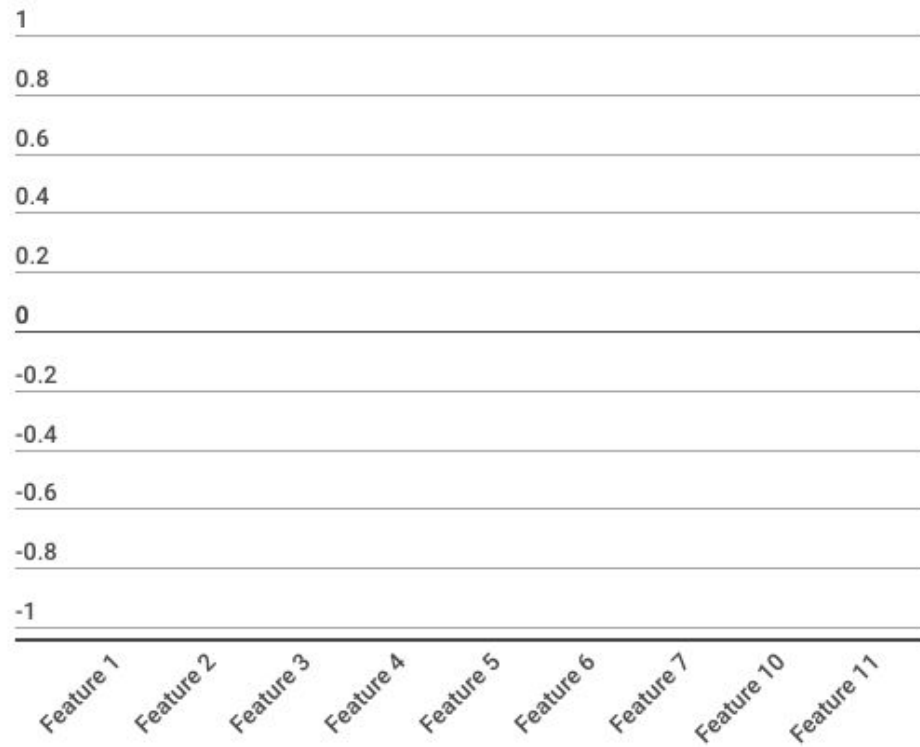
# USER FEEDBACK ON EXISTING PRODUCTS

*“I have X set up,  
but I've literally never looked at it  
and don't know how to use it,  
what to monitor, etc.”*

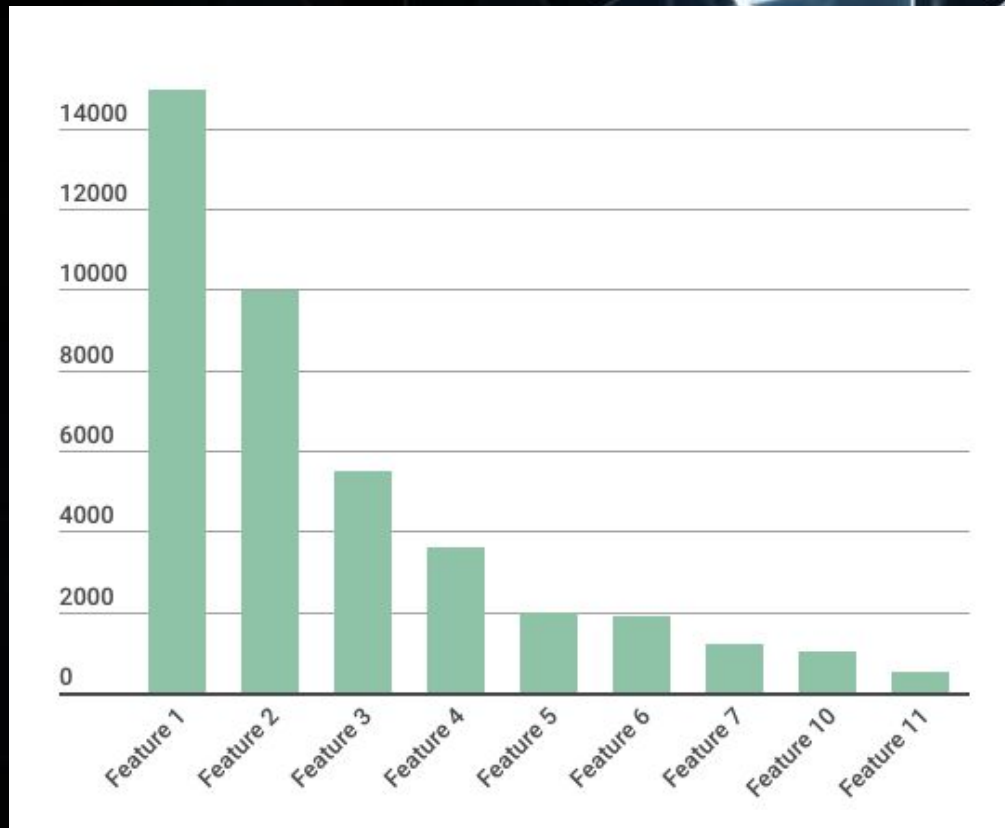
# USER FEEDBACK ON EXISTING PRODUCTS

*“My biggest challenge with X is effort vs. time, energy, confusion and an extra pair of expert hands to do this for me”*

# Example (Feature usage)



# Example (Feature usage)



# EXAMPLE CUSTOM ANALYTICS PIPELINE

Using the Hadoop ecosystem





# EXAMPLE CUSTOM ANALYTICS PIPELINE

You need an engineering team to maintain it

Usually the ETL part adds to the latency a large number

Reliability and scalability is a burden

ROI?

# MOTIVATION

We want to enable better decisions

Our clients struggle with current solutions

Almost every product lacks something

Some products are just too convoluted

We know how to build analytical pipelines

# HOW ARE WE BUILDING A BETTER SOLUTION

UX is primary focus

Better scaling than Hadoop (\$)

Remove the silos (keeping permissions though)

Focusing on visualization that is easy to understand

Target SLA is 2 minutes



# HOW ARE WE BUILDING A BETTER SOLUTION

Our architecture





# HOW ARE WE BUILDING A BETTER SOLUTION

Progress:

Backend work is mostly done

Frontend work is somewhat done

Eating our own dogfood, using Reactively in the  
frontend

Almost like Inception



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