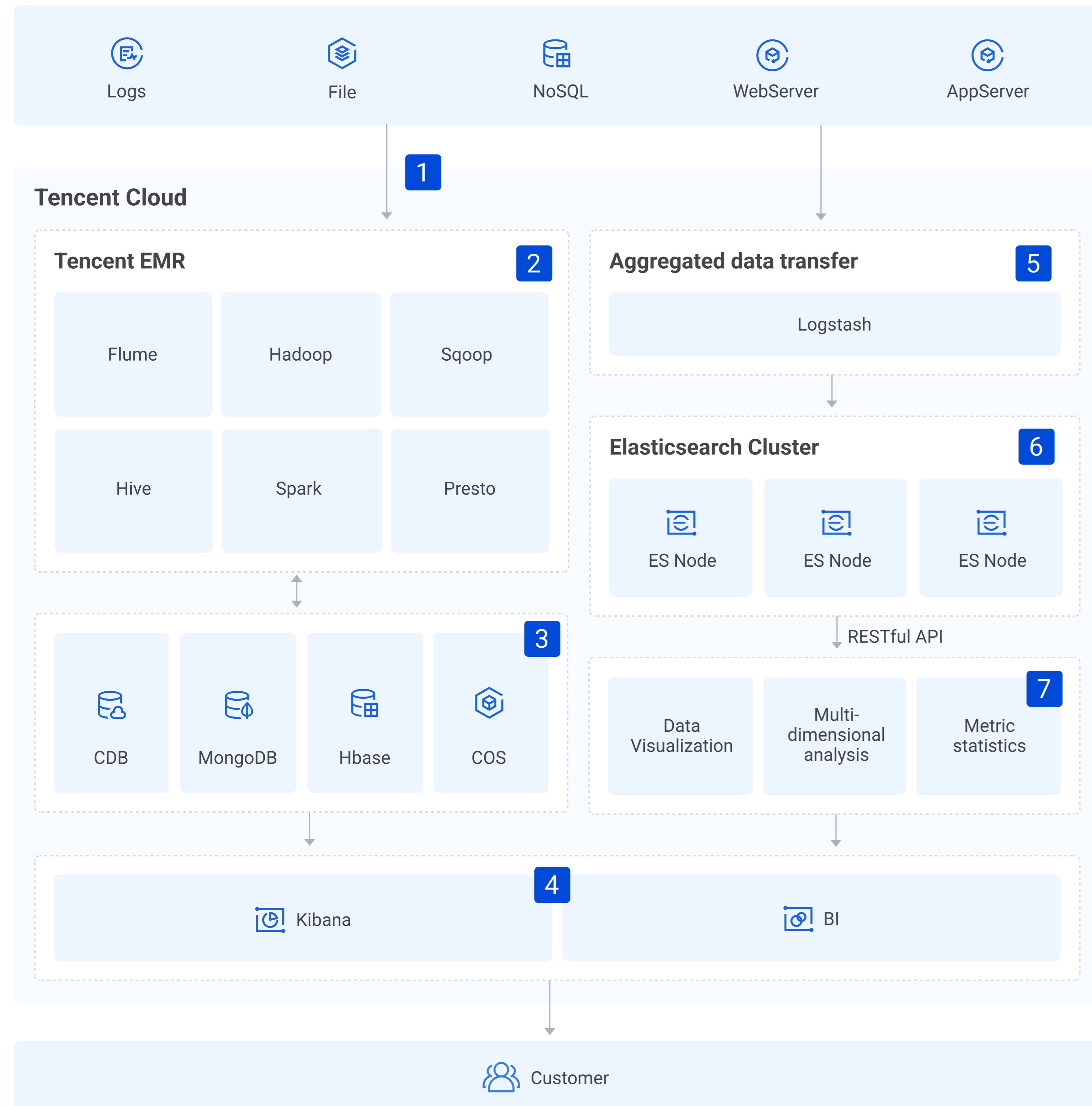


Data Analysis for Large-scale E-commerce Use Cases



- 1 Data is collected from multiple sources such as logs, files, NoSQL, WebServer, and AppServer across customers' business systems.
- 2 Customers can use open-source tools such as Flume, MapReduce, HDFS, and Spark to collect, process, store, and analyze data. However, such tools can be difficult to integrate and use, which is why Tencent Cloud launched Elastic MapReduce (EMR), a product that synchronizes vast amounts of log data from business application (e.g. games, webs, and mobile apps) servers to nodes or to COS and allows you to easily create secure and reliable Hadoop clusters in minutes. Customers can leverage Flume to efficiently collect, aggregate, and move large amounts of log data. Customers can also use Hue, an open-source SQL workbench for data warehouses, and big data frameworks such as Hive, Spark, and Presto to analyze data and derive business insights.
- 3 Customers can use Sqoop to integrate and analyze data scattered across TencentDB and other storage engines such as MongoDB and HBase. Sqoop synchronizes the analyzed data back to TencentDB products for data visualization.
- 4 Customers can generate business reports or view data via Business Intelligence (BI) and Kibana, an open-source data visualization tool.
- 5 Customers can use Logstash to collect, parse, and transform real-time user behavior data to Tencent Cloud.
- 6 Many companies struggle to extract value from the massive amounts of business data they collect. Fortunately, Tencent Cloud's customers can leverage Elasticsearch Service (ES), which supports structural queries, complex filtering, and aggregated statistics, to perform statistical analysis on large volumes of data in an efficient and customized manner, identify problems and opportunities, make better business decisions, and fully unleash the value of their data.
- 7 Metric statistics, multi-dimensional analysis, and data visualization (e.g. Kibana) are supported to meet customers' OLAP needs.