

Big Data Architecture for a Tech Startup

Design Flaws: Big Data applications built haphazardly are not efficient, and could cost your business more money in the long term.

This case study details a project to re-architect the core data application for a Silicon Valley social media analytics startup.

The Problem

The Big Data ecosystem is vast and choosing the correct technologies is critical. Many big data projects fail because of improper design.

Our client followed the trend of the typical Silicon Valley start-up by rushing their product into production, hoping to get a jump on the competition. As the company gained traction and the data grew, they realized their product, built using a standard open-source web application stack, was not scalable. It was unable to store and analyze the large amounts of data, and response times were abysmal.

The Solution

This use case required a platform that could:

- merge data from various social media channels and online databases
- run analytics with the results transferred to another relational database for easier reporting
- meet an SLA for data ingestion and processing, as well as online query times

With these requirements in mind, Orzota re-architected the company's application by installing a Big Data platform to store the data from various social media outlets. A fast ingestion application moved the data into the new platform on which analytics could be directly run.

Benefits for the Client

Redesigning our client's core application analyzing social media data has:

- Allowed our client's product to easily process a higher rate of data coming in
- Eliminated the need for proprietary 3rd party products. Our design used MapReduce and other analytical functions, allowing the client's Big Data system to easily analyze the data on its own
- Prepared for the company's future needs. Scalability is easy - just add more hardware nodes

[Orzota](#) is a Big Data company providing technology-enabled services. We can help architect the correct big data solution for your needs, enabling more insight into your business. For more information, contact us at info@orzota.com.