

# It's Called ElasticSearch

what do you mean you use it for analytics?



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VP of Engineering  
*ServiceTarget*

Who are we?

# ServiceTarget

Small Company 4 Developers

AWS Infrastructure

NO QA!!




**CAN'T SOMEONE ELSE  
JUST DO IT?**

# About our product

## Self service web application powered by analytics



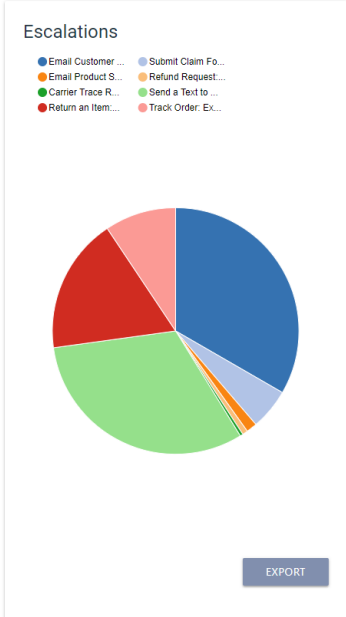
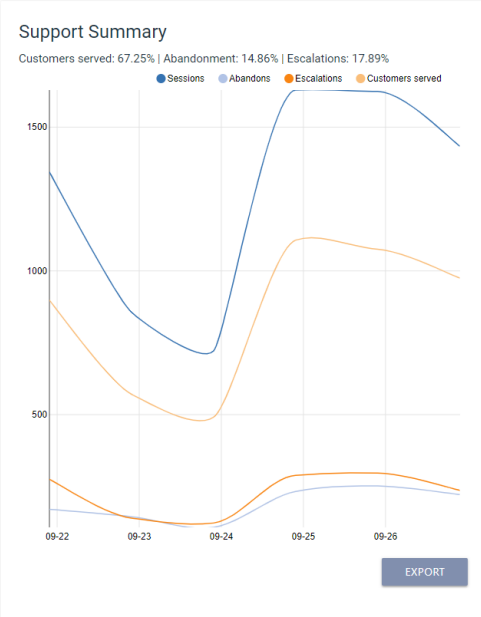
Questions? You're in the right place.



Getting Started 13



Create and Evolve 52



# Why Elasticsearch for analytics

A familiar product and infrastructure

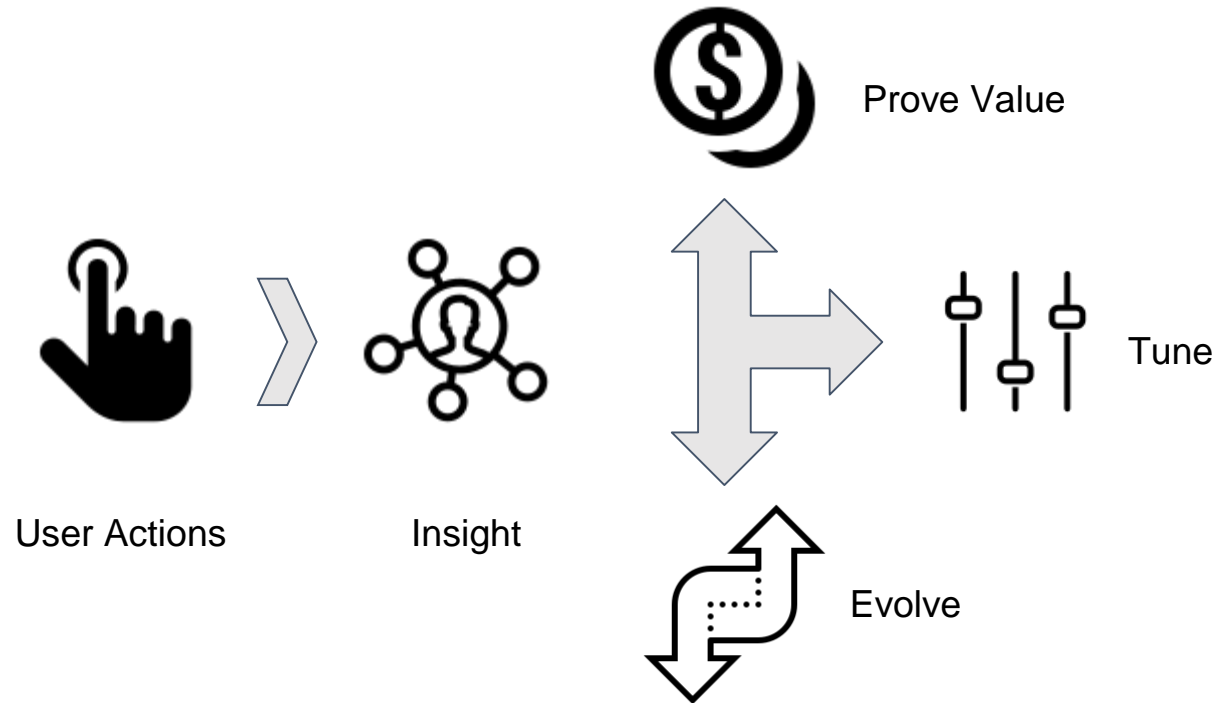
fast near real time queries

full visibility and control of data

testability - e2e, unit test and integration tests



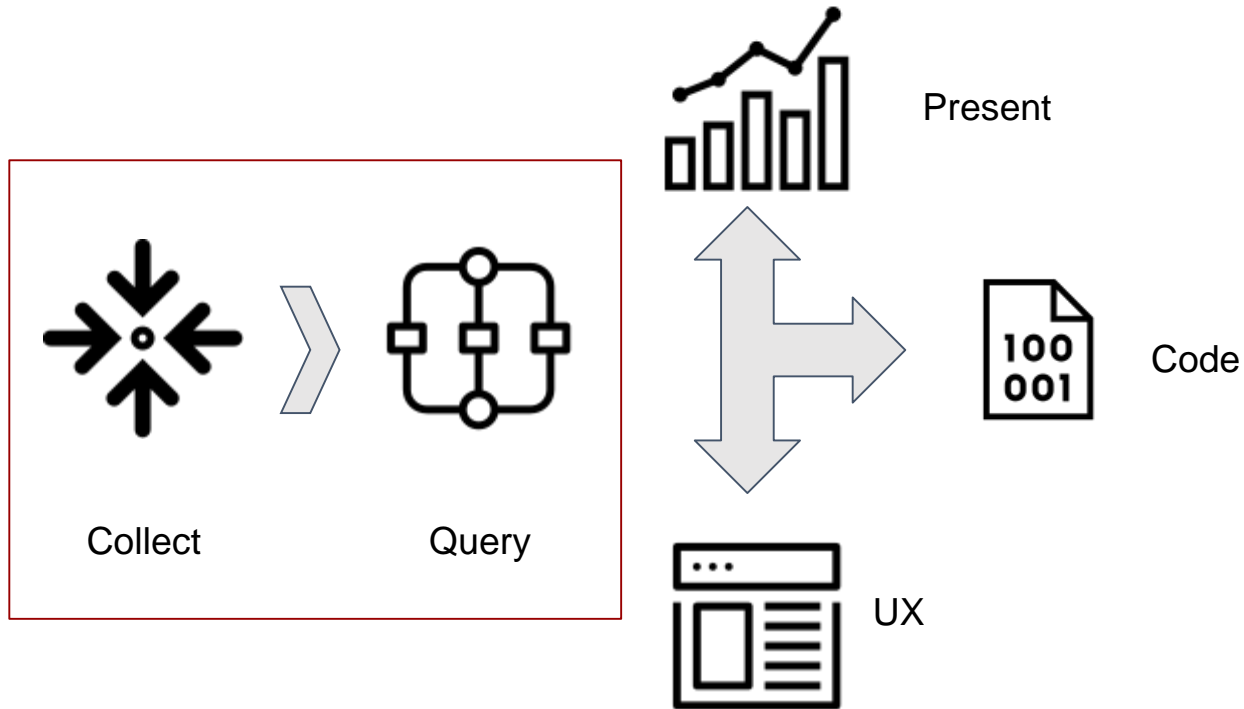
# What are our analytics?



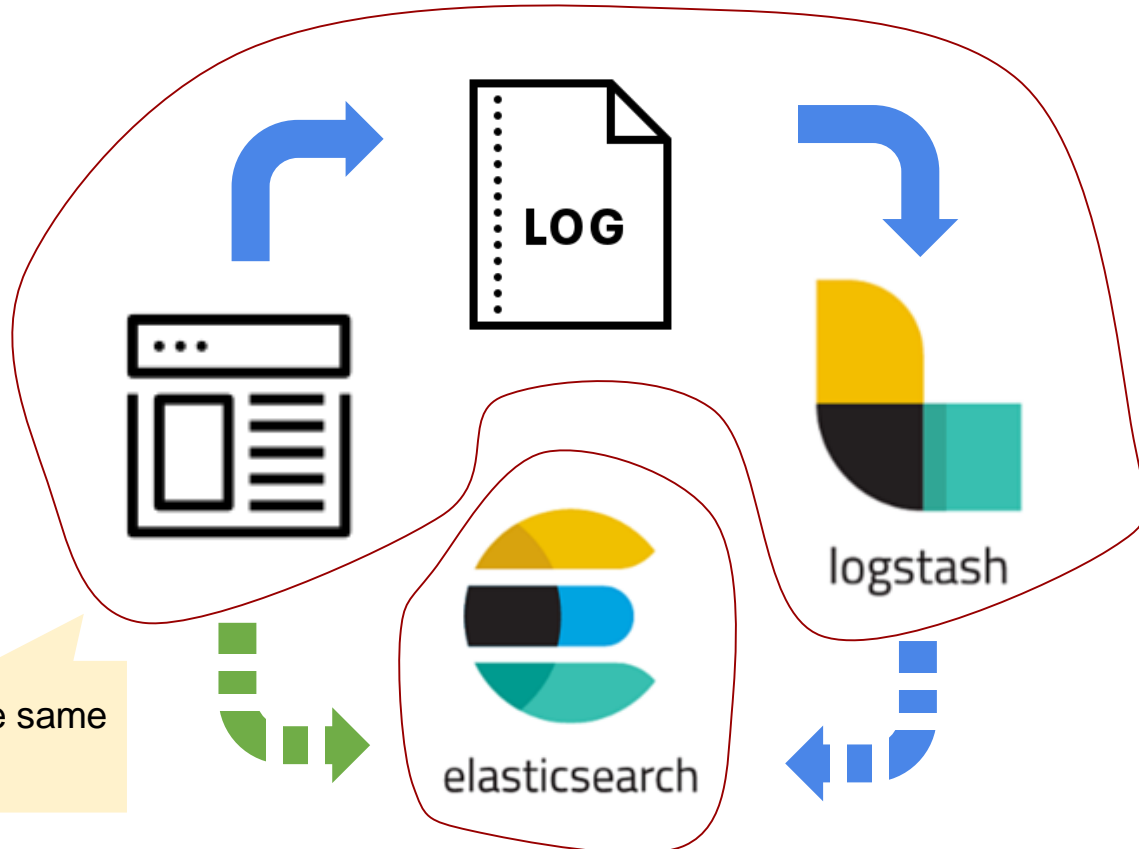
# What are our analytics?

DEMO

# How do we go about it?



# How do we go about it?



Run on the same VM



# How do we go about it?

## DEMO

## Mappings ▾ logs

```
@timestamp date
@version keyword
host keyword
logLevel keyword
logType keyword
logger keyword
message keyword
▾ metric
  action keyword
  ▸ data
  disposition keyword
  scope keyword
  trigger keyword
path keyword
refererUri keyword
requestId keyword
requestMethod keyword
requestSource keyword
requestTags keyword
requestUri keyword
sessionId keyword
subdomain keyword
tags keyword
timestamp date
```

Built in Elastic Fields

## Mappings ▾ logs

@timestamp *date*  
@version *keyword*  
host *keyword*  
logLevel *keyword*  
logType *keyword*  
logger *keyword*  
message *keyword*  
▾ metric  
  action *keyword*  
  ▶ data  
  disposition *keyword*  
  scope *keyword*  
  trigger *keyword*  
path *keyword*  
refererUri *keyword*  
requestId *keyword*  
requestMethod *keyword*  
requestSource *keyword*  
requestTags *keyword*  
requestUri *keyword*  
sessionId *keyword*  
subdomain *keyword*  
tags *keyword*  
timestamp *date*

HTTP Request information

## Mappings ▾ logs

`@timestamp date``@version keyword``host keyword``logLevel keyword``logType keyword``logger keyword``message keyword`

## ▾ metric

`action keyword`

## ▶ data

`disposition keyword``scope keyword``trigger keyword``path keyword``refererUri keyword``requestId keyword``requestMethod keyword``requestSource keyword``requestTags keyword``requestUri keyword``sessionId keyword``subdomain keyword``tags keyword``timestamp date`

Logging information

## Mappings ▾ logs

```
@timestamp date
@version keyword
host keyword
logLevel keyword
logType keyword
logger keyword
message keyword
▾ metric
  action keyword
  ▶ data
  disposition keyword
  scope keyword
  trigger keyword
path keyword
refererUri keyword
requestId keyword
requestMethod keyword
requestSource keyword
requestTags keyword
requestUri keyword
sessionId keyword
subdomain keyword
tags keyword
timestamp date
```

## Analytics information

scope: part of the application

action: the thing being tracked

trigger: user, timer, bot

disposition: good, bad, neutral

data: related information to the  
action type

# Scale / Throughput

<b>Instance type</b>	t2.small.elasticsearch
<b>Instance count</b>	2
<b>Dedicated master</b>	Disabled
<b>Zone awareness</b>	Enabled
<b>Storage type</b>	EBS
<b>EBS volume type</b>	General Purpose (SSD)
<b>EBS volume size</b>	35 GB
<b>Encryption at rest</b>	Disabled
<b>Node-to-node encryption</b>	Disabled

## ▼ metric201805

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<b>Count</b>	3646909
<b>Size in bytes</b>	3.36 GB
<b>Query total</b>	5220
<b>Mappings</b>	▶ logs

## ▼ metric201806

---

<b>Count</b>	3814822
<b>Size in bytes</b>	3.63 GB
<b>Query total</b>	5220
<b>Mappings</b>	▶ logs

## ▼ metric201807

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<b>Count</b>	3522401
<b>Size in bytes</b>	2.21 GB
<b>Query total</b>	5500
<b>Mappings</b>	▶ logs

# What's Next?



## Historical Roll Up

Elasticsearch Rollup API



## Aggregation Pagination

Elasticsearch Composite Aggregations

# How can we improve



## DEMO



# Why Elasticsearch for analytics

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# Questions?

Let me  
**Google**  
That for you