



Case Study

Analytics dashboard to drive business insights and marketing strategy by aggregating social data.



Client Overview

The client is providing marketing analytics to the customer from various social networking platforms. It provides you detail about your brand promotion on the social media platform and compares it against your competitor.

Business Challenge

Clients have data from different social media platforms for various companies. They want to get the business insights from that and create dashboards to decide their marketing strategy.

Technical Requirements

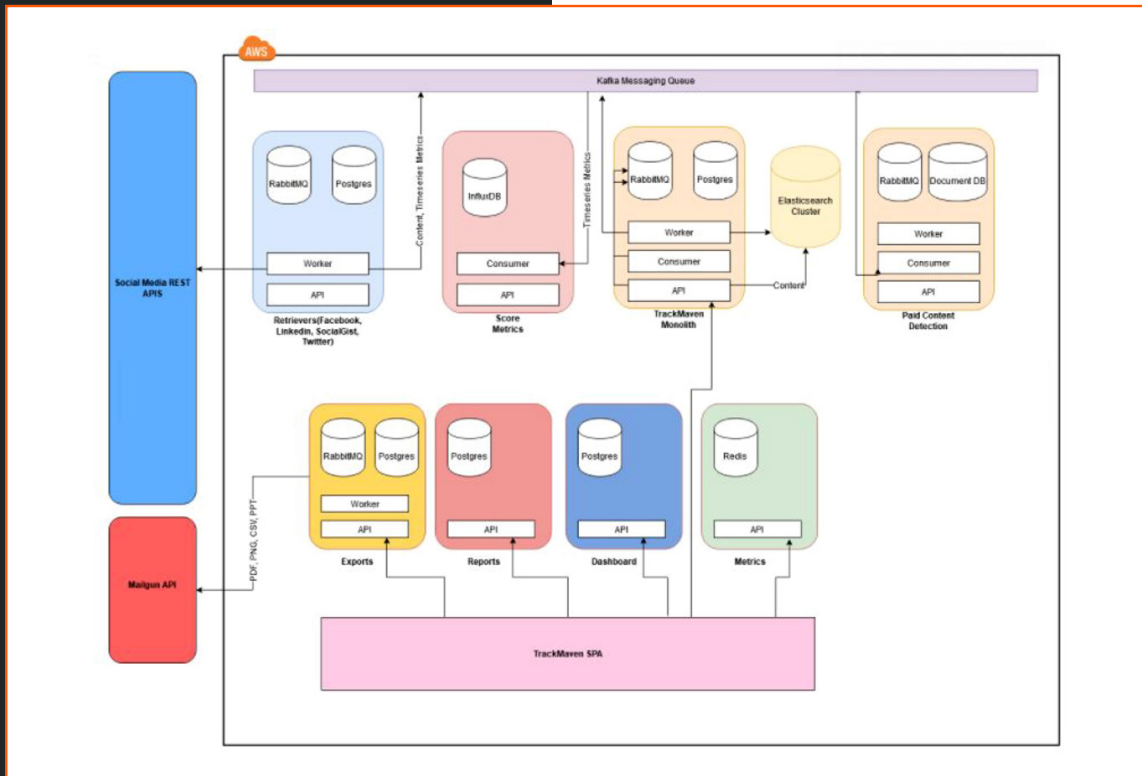
- Python django
- Postgres DB
- Influx DB
- Document DB
- Rabbit MQ
- Kafka
- ELK cluster
- React
- Angular
- Docker
- Kubernetes
- Microservices for dashboard, report
- Datadog for monitoring

Solution Strategy

AAIC worked with the customer to understand their requirement and then provided the solution, which will get the data from all the available social platforms like Facebook, LinkedIn, Twitter, Instagram, and many more. We used a scalable, highly available, and cost-efficient technology stack to get the data from various platforms and store that into suitable storage.

- Front end application for business users to see the posts posted by their organization.
- Different metrics to be collected and presented to business users.
- Alerts to be received by the user if satisfied with some of the conditions to help take the necessary action.
- Report Service to create reports which will be used by the Management for decision making.
- Dashboard with different options to compare the performance with competitors.
- Auditing and logging of all the events.
- Monitoring tools to check the overall health of the infrastructure and processing.
- Separate front end application to manage the accounts, users, and settings for individual accounts.
- CI/CD pipeline for faster delivery.

Development Methodology



- Individual microservices for each retriever was written using python django framework.
- Messaging queue platform like Kafka was used to transfer the serialized data from individual microservice to elasticsearch cluster for faster retrieval of data from front end application.
- Celery and rabbitMQ were used for distributed processing of tasks on the kubernetes cluster.
- Time series data was collected to calculate the score of each post and compare that against competitor posts.
- Microservices for dashboard and reports were created to generate the dashboard and reports.
- Single page application was developed using react and angular for users.
- All these components were deployed on the AWS stack to create the SAS application.
- Datadog was used for monitoring the processing and infrastructure.
- Github actions were used for continuous integration.
- ArgoCD was used for the deployment of the build image on the kubernetes cluster.

About Applied AI Consulting

At AAIC, we drive your business with platform driven E2E engineering services. Our architects and engineers have full technology stack exposure and experience to deliver differentiated platforms. Our experts work with your teams to identify opportunities to innovate and develop tailor-made solutions for your requirements. We help you monetize product features or convert software to an as-a-Service platform with Applied AI Consulting (AAIC) engineering capabilities uniquely designed for cloud, open-source and modern architecture.

+919923354746

connect@appliedaiconsulting.com

www.appliedaiconsulting.com



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