Vizle
DCLA Host1

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Digital advertising

- Data sets: bids, clicks, impressions, etc.
- Analyze campaign performance on ad-hoc groupings of participants
- Compute quantiles and histograms for bid prices
- Calculate conversion rates (impressions → clicks)

Key features

- Column oriented
- High concurrency
- Scalable to 1000s of servers, millions of events/sec
- Continuous, real-time ingest
- Query through SQL via API or JDBC
- Target query latency sub-second to a few seconds

s Druid Right For My Project?

Use Case Characteristics	Data Characteristics
Large dataset	Timestamp dimension
Fast query response (<1s)	Streaming
Low latency data ingestion	Denormalized
Interactive, ad-hoc queries	Many attributes (30+ dimensions)
Arbitrary slicing and dicing (OLAP)	High cardinality
Query real-time & historical data	
Infrequent updates	

Join the Party!

- druid.apache.org
- druid.apache.org/community
- Imply Meetup Groups https://www.meetup.com/pro/apache-druid
- ASF #druid Slack channel
- @druidio on Twitter
- Apache Distribution https://github.com/apache/druid
- Imply Distribution https://imply.io/get-started

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