ANALYSING USAGE OF THOMSON REUTERS PRODUCTS WITH AWS

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Product Insight
The Business Analytics Solution for TR Products

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To identify and define a solution for usage analytics tracking that enables product teams to take ownership of the usage data collected. In addition to tracking and visualizing usage data it had to;

1. Cross reference Usage with Business data
3. Auto Scale as data flow fluctuates.
5. Launch in 5 months.
Amazon Kinesis Streams
SOLUTION

Amazon Kinesis Streams

AWS Lambda

Amazon Kinesis Firehose

Master Dataset
• Product Insight is live – adoption rate high.
• Tested 4,000 requests per second while targeting 5bn requests / month.
• Since March – very little maintenance required
  • No Outages
  • No Downtime
  • Cloudwatch monitor everything.
• Latency – Data visible on chart within 10 seconds

• BrExit and US elections tested autoscaling.
  • US elections ~16m events – normally ~ 6-8m events / day.
  • UK EU referendum (BrExit) ~ 10m events – normally ~ 5m events / day
EVENTS CAPTURED

UK EU Referendum June 23rd (BrExit)
EVENTS CAPTURED

US Elections November 8th

[Bar chart showing events captured from 2016-10-29 to 2016-11-09]