

How to Fail with Real-time Analytics

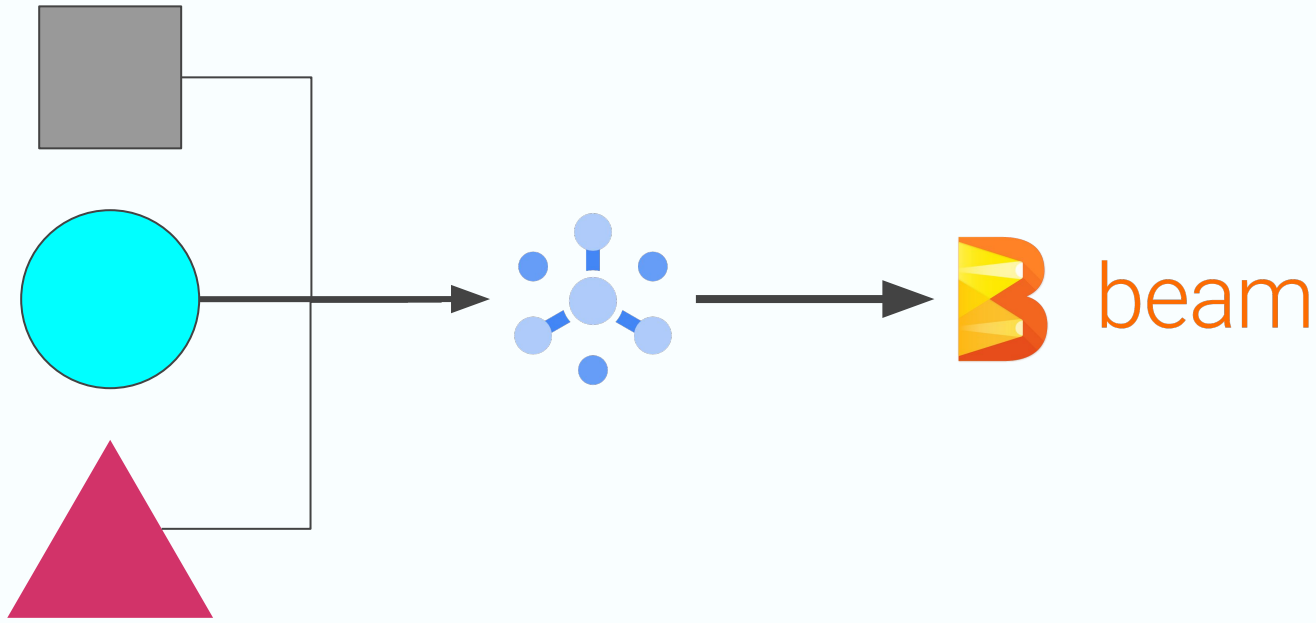
About Me

- PhD in mathematics
- Co-founder of Ternary Data
- Coauthor: Fundamentals of Data Engineering



How to Fail with Real-time Analytics

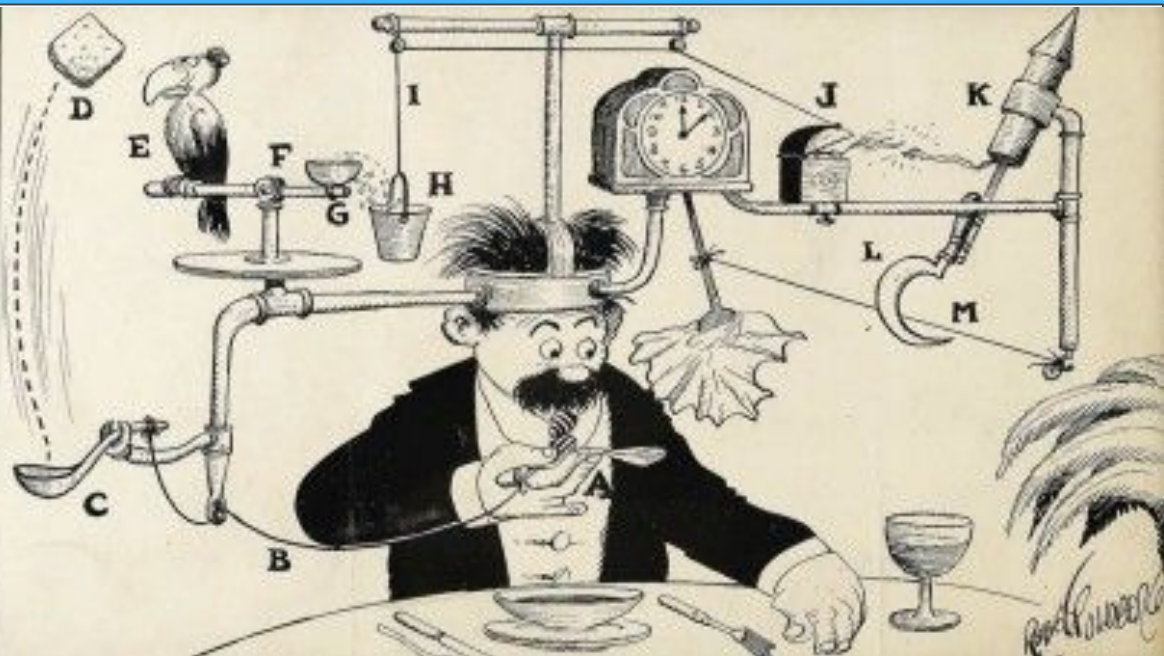
Boil the Ocean



PROFESSOR BUTTS WALKS IN HIS SLEEP, STROLLS THROUGH A CACTUS FIELD IN HIS BARE FEET, AND SCREAMS OUT AN IDEA FOR A SELF-OPERATING NAPKIN.

AS YOU RAISE SPOON OF SOUP (A) TO YOUR MOUTH IT PULLS STRING (B), THEREBY JERKING LADLE (C) WHICH THROWS CRACKER (D) PAST PARROT (E). PARROT JUMPS AFTER CRACKER AND PERCH (F) TILTS, UPSETTING SEEDS (G) INTO PAIL (H). EXTRA WEIGHT IN PAIL PULLS CORD (I) WHICH OPENS AND LIGHTS AUTOMATIC CIGAR LIGHTER (J), SETTING OFF SKY-ROCKET (K) WHICH CAUSES SICKLE (L) TO CUT STRING (M) AND ALLOW PENDULUM WITH ATTACHED NAPKIN TO SWING BACK AND FORTH THEREBY WIPING OFF YOUR CHIN.

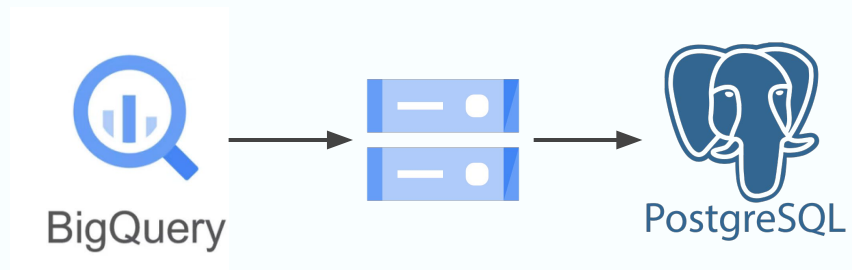
AFTER THE MEAL, SUBSTITUTE A HARMONICA FOR THE NAPKIN AND YOU'LL BE ABLE TO ENTERTAIN THE GUESTS WITH A LITTLE MUSIC.



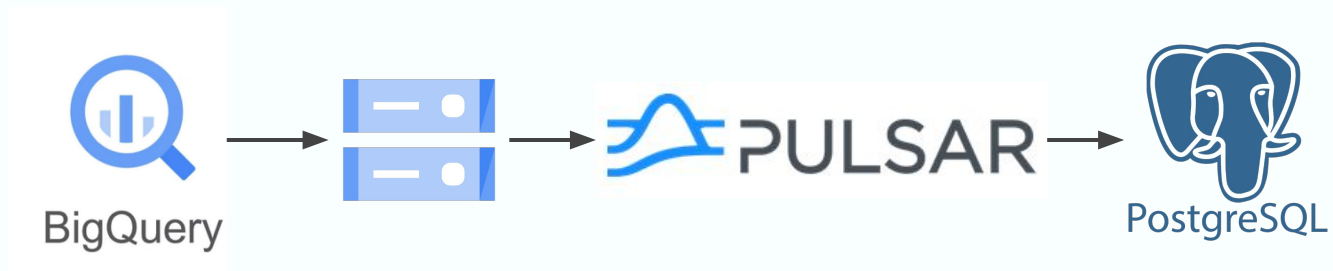
“Self-Operating Napkin”

Build Rube Goldberg Machines

Batch Model Load



Rube Goldberg Model Load



Don't Budget for
Complexity



Place server rack here



Ignore Business Value



Don't Use Real-time
Native Capabilities

A Real-time Native Framework



Don't Set Appropriate
Service Level Objectives



How to Fail with Real-time Analytics

- Boil the Ocean
- Build Rube Goldberg Machines
- Don't Budget for Complexity
- Ignore Business Value
- Don't Use Real-time Native Capabilities
- Don't Set Appropriate Service Level Objectives

Matthew Housley

QUESTIONS?

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