SCALING DATA INFRASTRUCTURE IN THE FASHION WORLD

WHAT IS THIS? BUSINESS INTELLIGENCE FOR ANTS?

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13-09-2018
ZALANDO IN NUMBERS

> 4.4 billion EUR
2017

> 15,000 employees in Europe

> 200 million visits per month

> 22 million active customers

> 250,000 product choices

> 70% of visits via mobile devices

~ 2,000 brands

17 countries
... AND WE INTEND TO DOUBLE OUR COMPANY AGAIN IN THE NEXT THREE YEARS:
2008 ZALANDO IS BORN

2009 FIRST TV AD

2010
- FIRST PRIVATE LABEL
- START SHOP DEVELOPMENT IN HOUSE

2011
- SELF OPERATED FULFILLMENT CENTER
- PARTNER PROGRAM

2012 BREAK EVEN IN CORE REGIONS

2014 STOCK MARKET

2015
- FIRST WAREHOUSE ABROAD
- TECH HUBS IN DUBLIN AND HELSINKI
HOW DID WE GET THERE?
LEAVING THE MONOLITH
GO CLOUD
EVENT BUS
JOINING ZALANDO
THE OLD CLASSIC BI SETUP

- ORACLE
- SQL
- CSV
- Excel

Source: zalando
THE A BIT NEWER

- pg
- pg
- Nakadi
- Exasol
- SQL
- CSV
- Excel

(zalando)
ADDING A DATA LAKE

DATA LAKE

pg

pg

Nakadi

Exasol

Oracle

SQL

CSV

Excel

zalando
DATA LAKE
QUERYING THE DATA LAKE
LOOKING FOR USE CASES
I SAW THE MOVIE
That Hadoop's so hot right now.
Do I know what task I'm running? No.
Do I know what I'm doing today? No.
I HAD A QUESTION
Never Stop DREAMING
OUR TARGET

DATA LAKE

pg

pg

Nakadi

Exasol

presto

SQL

A.I.

zalando
DEMOCRATIZE YOUR DATA
DO NOT REINVENT THE WHEEL
CHALLENGE DECISIONS
USE YOUR TOOLS
OPEN FOR BUSINESS INTELLIGENCE
AI INFRASTRUCTURE
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