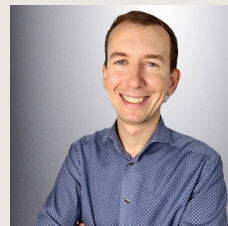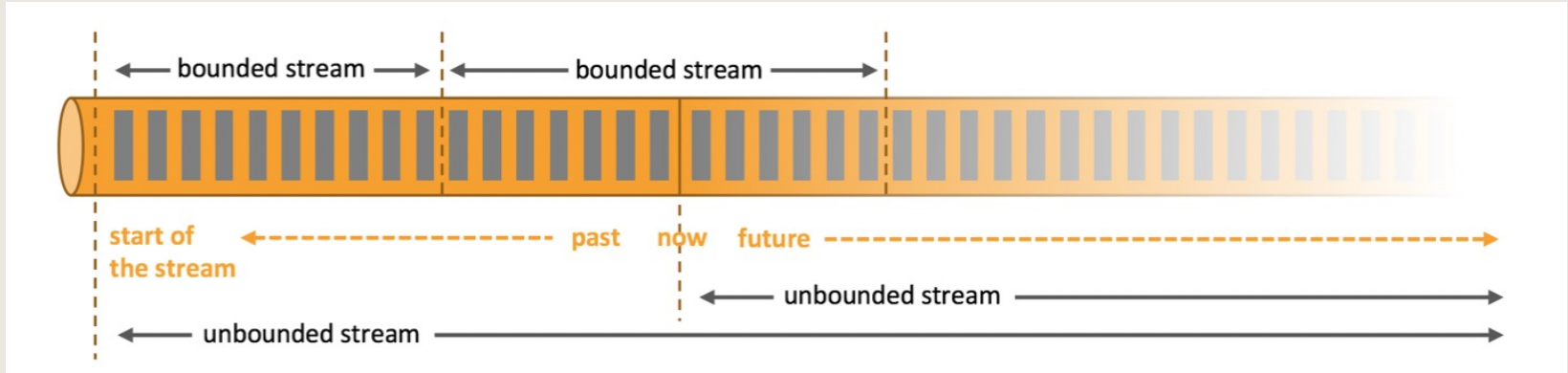# From Click to Insight: Transforming Streams with Apache Flink
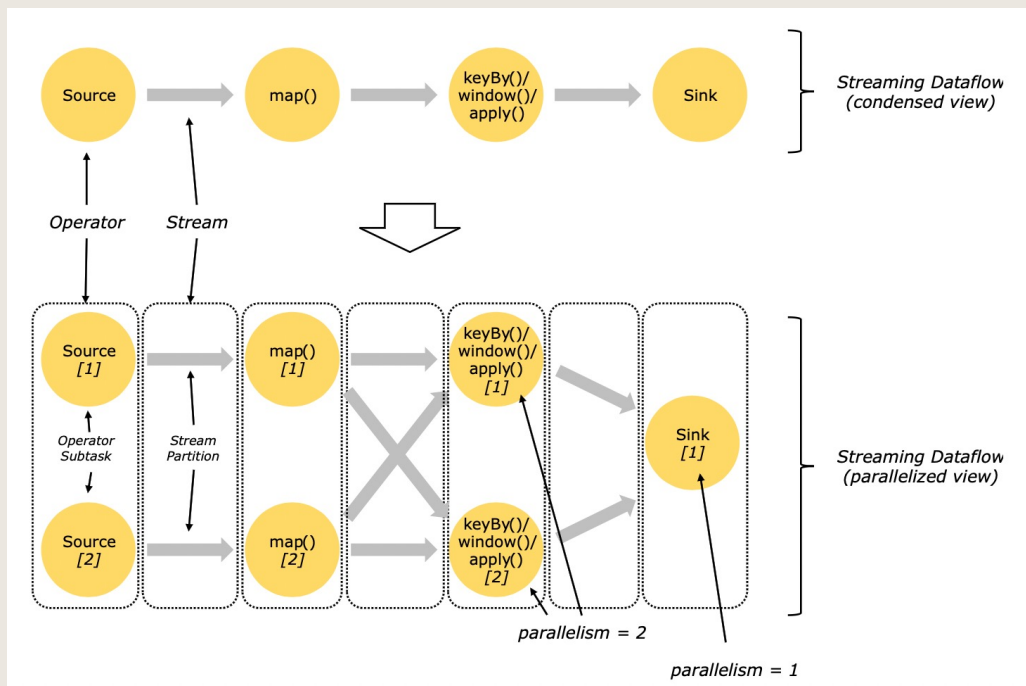
Andrey Gusarov
Data Tech Lead, Yandex

Stream Data Processing with Apache Flink

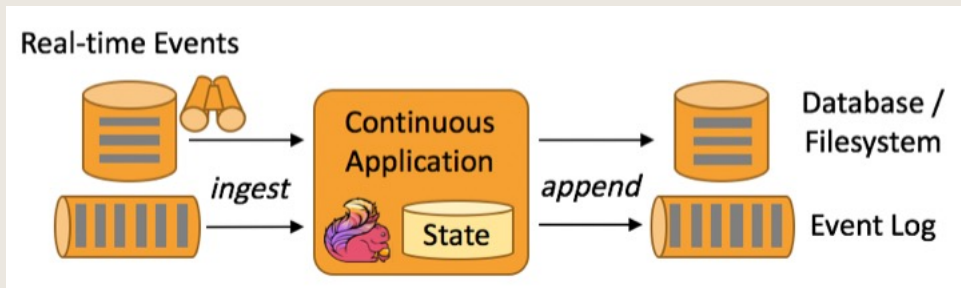# Stream Data Processing with Apache Flink
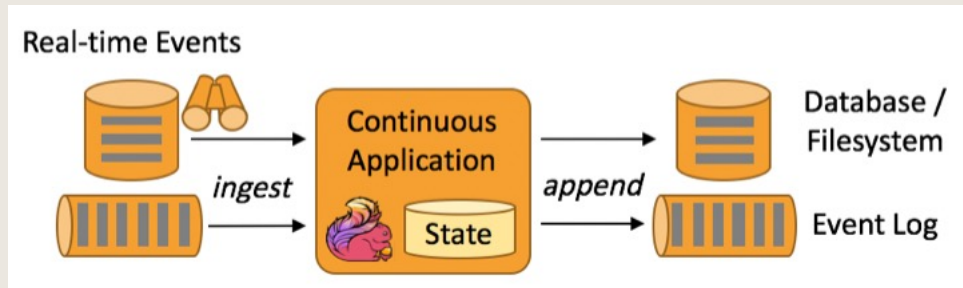
Practical Applications of Apache Flink

User-Action Counters

- Realtime Processing of User Interactions
- Accurate Counting with Exactly-Once Semantics
- Dynamic Aggregation and Real-Time Metrics
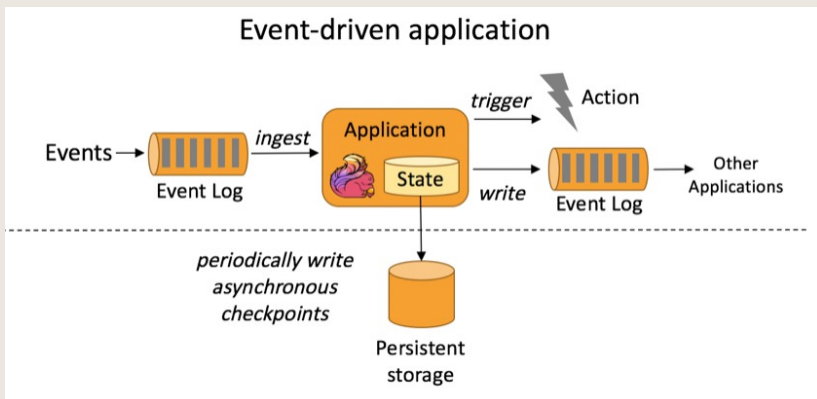- Scalable Storage and Instant Accessibility

Marketing Campaign Analytics

- Real-Time tracking of Campaign Interactions
- Aggregation and Analysis of Engagement Metrics
- Adaptive Marketing Strategies with Instant Feedback
- Enhancing Predictive Analytics
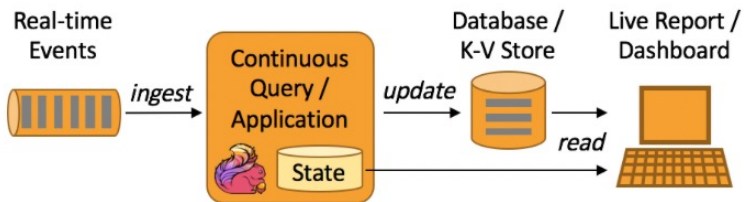
Trigger-Based Analytics

- Real-Time Pattern Recognition for Fraud Detection
- Automated Responses to User Behaviors
- Customizable Event-Driven Logic
- Enhancing Customer Experience with Personalization

Event-driven application

Real-Time Analytical Dashboards

- Continuous Data Stream Processing
- Dynamic Visualization of Key Metrics
- Agile Decision-Making with Updated Insights
- Scalability for High-Volume Data

Streaming analytics

APPRECIATE YOUR INTEREST AND TIME

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