Airflow @ StyleSeat: Our Journey, Challenges & Results

Ramya Pappu & Kunal Haria
StyleSeat is the online destination to book beauty & wellness professionals. Professionals can showcase their work, connect with new and existing clients, and build their business. Clients can discover new services and providers, book appointments online, and get inspired.
Speakers

Kunal Haria

- **Role**: Eng Mgr @ StyleSeat
- **Interests**: Data, Cricket & Investing
- **Fun Fact**: got featured for 2 seconds in a movie

Ramya Pappu

- **Role**: Sr Data Eng @ StyleSeat
- **Interests**: Puzzles, Art, Movies
- **Fun Fact**: I do poetry
Modern Data Climb

The modern data climb

Building for trust

Building a data driven marketplace

How can we understand the consumer with Data?

Built our first pipeline, V1 of our DWII
Nov 2018

Built KPI Dashboards
Feb 2019

Instrument everything: 2M -> 200M data points a day
Sep 2019

We need more Dashboards
Apr 2020

1-2 incidents every week
Sep 2021

24 hour recovery period
Dec 2021

ETL, ML & Transformation pipelines
June 2021

Migration to DBT Core
Sep 2022

Migration to Airflow
March 2022

100% Data Driven Marketplace
Why airflow?

- **Pipelines**
  - Small and Modular
  - Use Built-in Operators and Modules instead of custom code
  - Templated to make them more flexible and reusable
  - Unit tested & Data Validation

- **Visibility**
  - Web UI to monitor and improved logging
  - Be able to know the current state of things
  - Real Time Alerts
  - Retrying of failures
  - Monitoring task execution time
Why Astronomer?

Astronomer

- StyleSeat
- Capabilities
- Data Strategy
- Time to Value
Astronomer Partnership

Transparent

Supportive

Reliable
Pre → Post

- 150+ ECS Tasks → 1 Dynamic DAG
- New Task Definition: 2 Days → Few Hours
- Lot of Custom Logic → Templated DAGs
- Weekly Downtimes → 1-2 Incidents Per Year
Powered by Airflow

Application Database

MySQL

AWS Redshift

dbt Core

Firebolt

Apache Airflow (Astronomer)

BI Dashboards (Looker)
Summarize

- Startups are always constrained by time & resources
- Open-Source vs Managed
  - Core Competencies
  - Expertise & Support
  - True Cost of Implementation
  - Time to Implement
Questions?

Book your next beauty appointment @ styleseat.com

email: data@styleseat.com