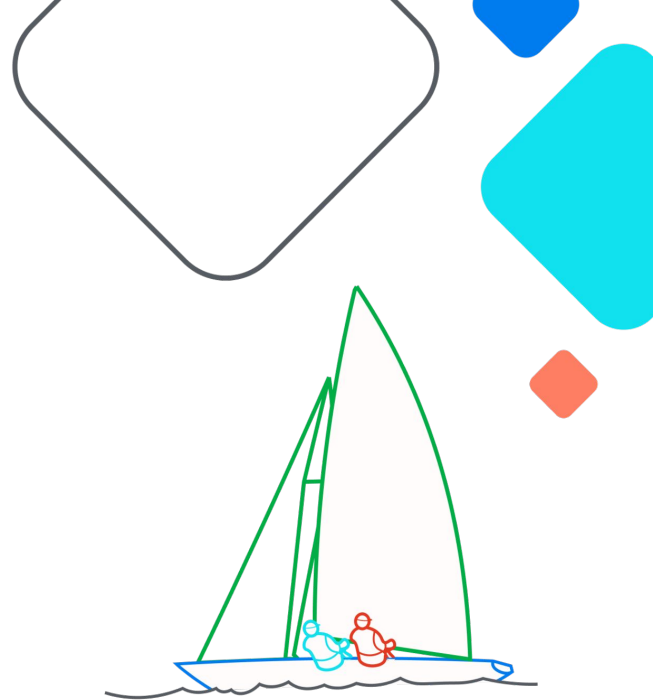


Airflow @ StyleSeat: Our Journey, Challenges & Results

Ramya Pappu & Kunal Haria



 **Airflow Summit**

Let's flow together

September 19-21, 2023,
Toronto, Canada

StyleSeat - Intro

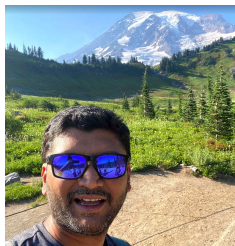
STYLESEAT

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

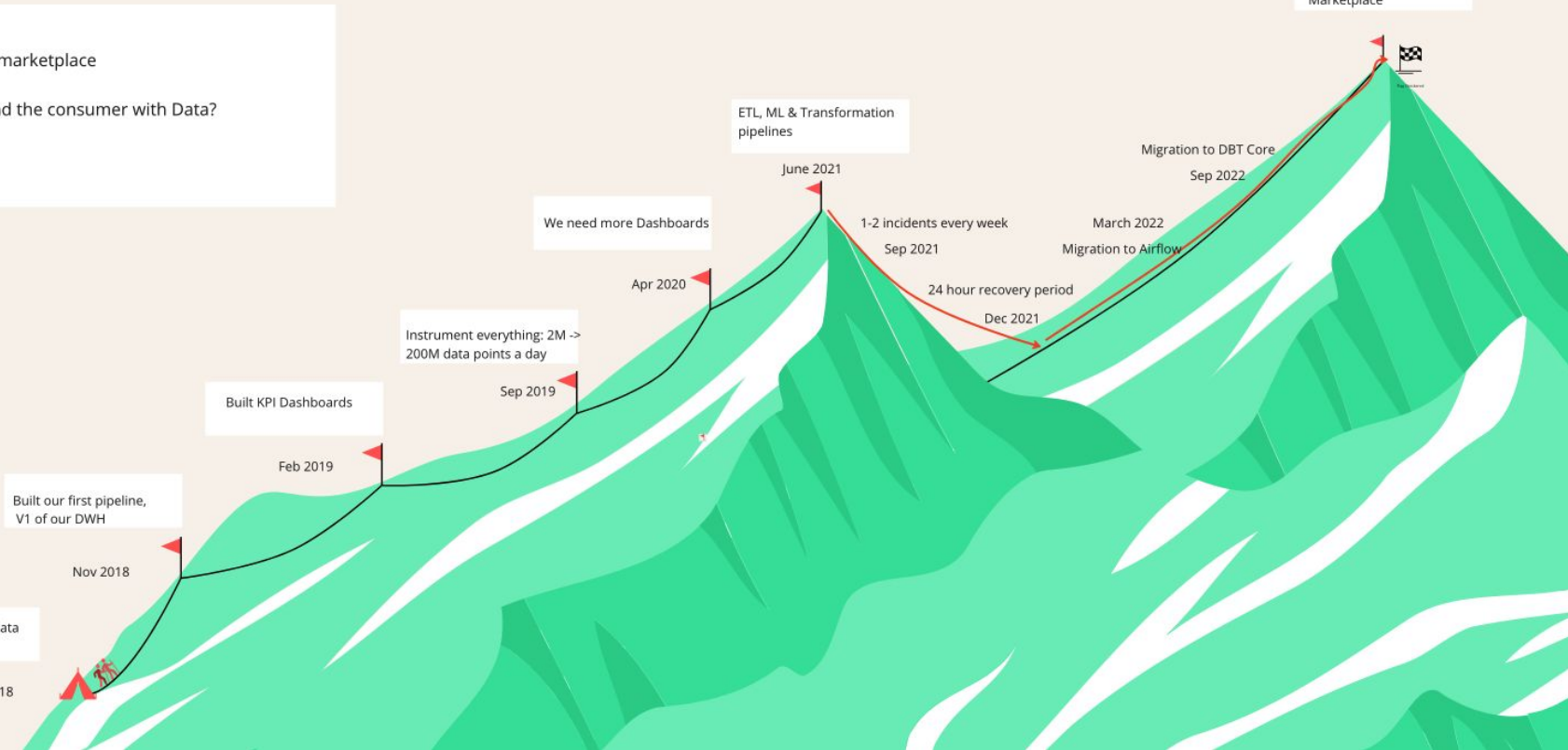
The modern data climb

Building for trust

Building a data driven marketplace

How can we understand the consumer with Data?

100 % Data Driven Marketplace



How can we build a data driven marketplace ?

Sep 2018

Nov 2018

Built our first pipeline, V1 of our DWH

Feb 2019

Built KPI Dashboards

Instrument everything; 2M -> 200M data points a day

Sep 2019

We need more Dashboards

Apr 2020

ETL, ML & Transformation pipelines

June 2021

1-2 incidents every week
Sep 2021

24 hour recovery period

Dec 2021

Migration to Airflow
March 2022

Migration to DBT Core
Sep 2022

100 % Data Driven Marketplace

Why airflow ?

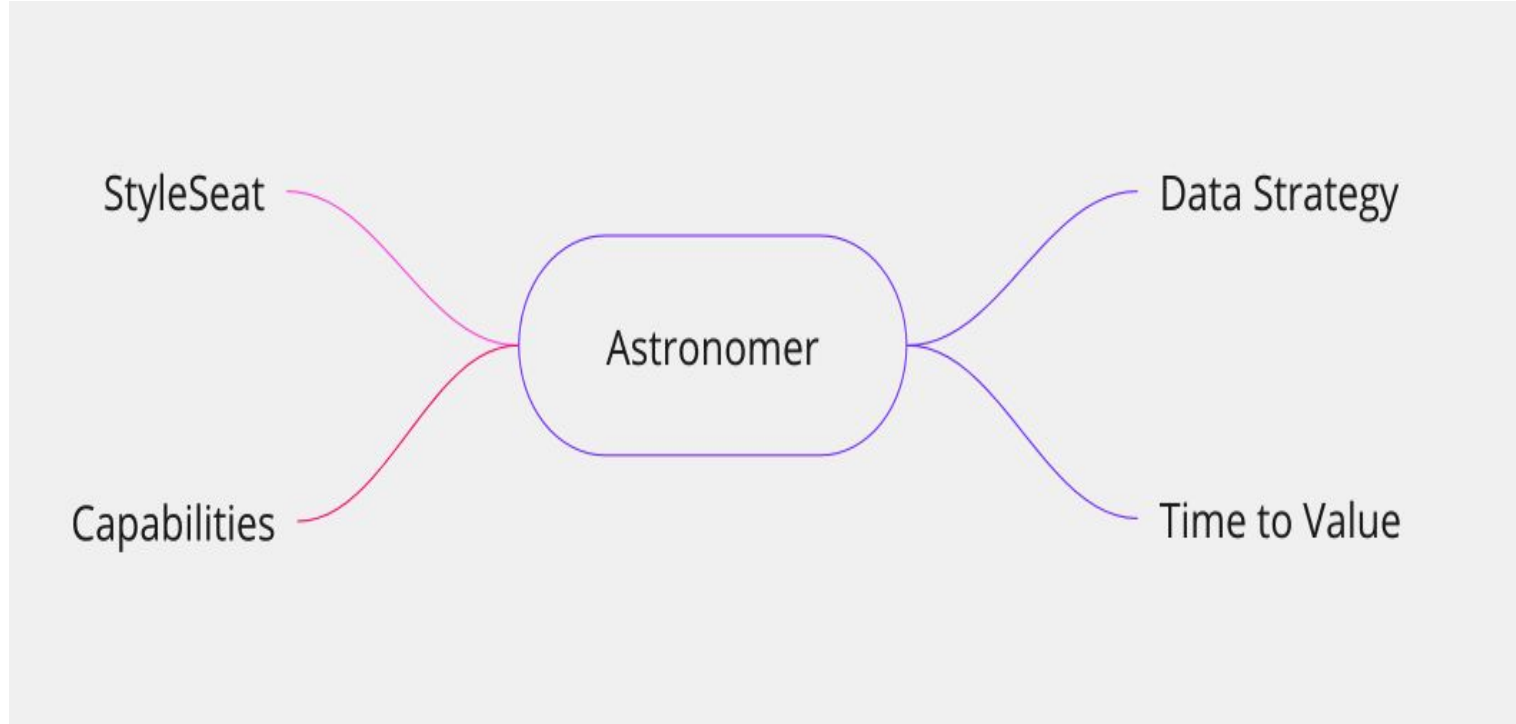
- **Pipelines**

- 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 Partnership



Transparent

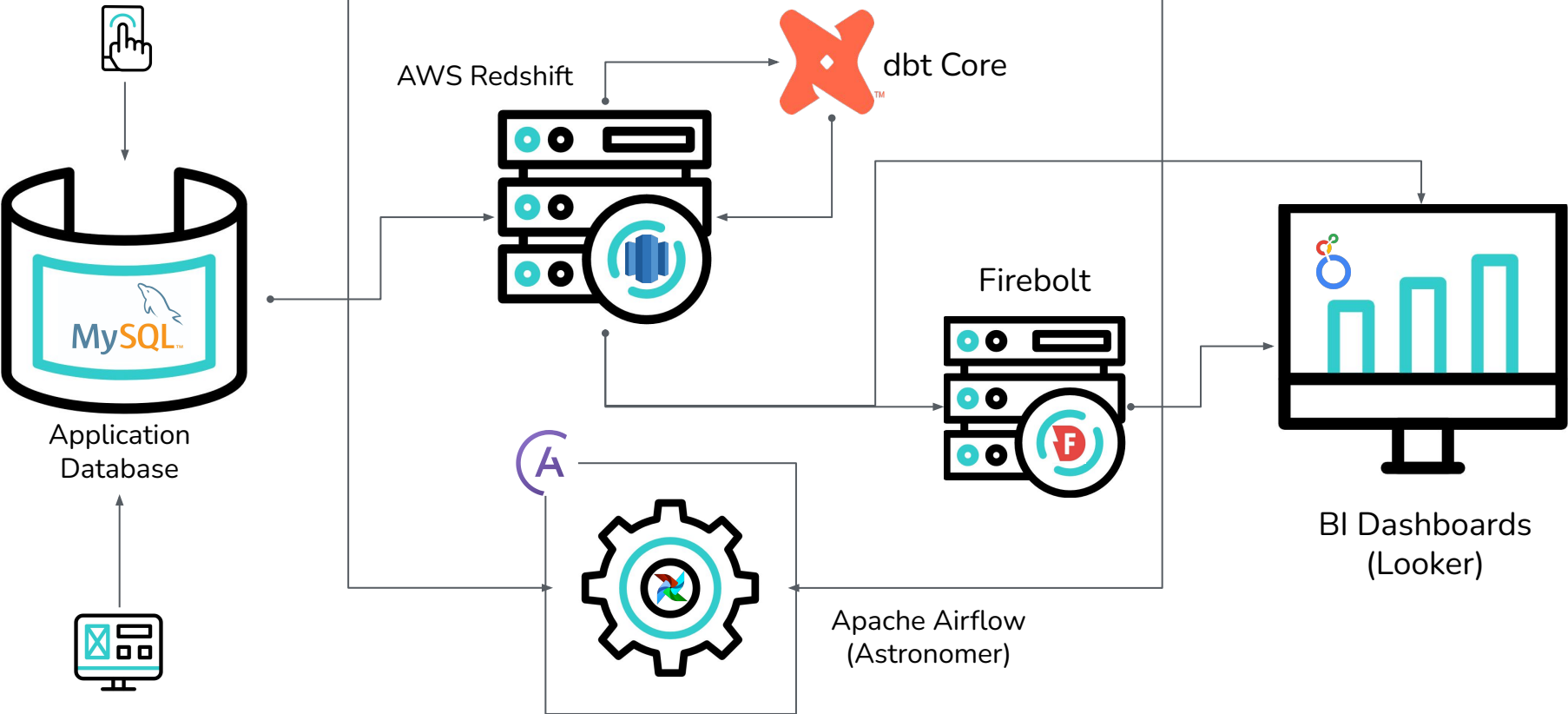
Supportive

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



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

