

Business-Driven Monitoring

```
1 #import "AppDelegate.h"
2
3 #import <React/RCTBridge.h>
4 #import <React/RCTBundleURLProvider.h>
5 #import <React/RCTRootView.h>
6
7 #import <React/RCTAppSetupUtils.h>
8
9 #if RCT_NEW_ARCH_ENABLED#import <React/CoreModules
10 #import <React/RCTCxxBridgeDelegate.h>
11 #import <React/RCTFabricSurfaceHostingProxyRootView.h>
12 #import <React/RCTSurfacePresenter.h>
13 #import <React/RCTSurfacePresenterBridgeAdapter.h>
14 #import <ReactCommon/RCTTurboModuleManager.h>
15
16 #import <react/config/ReactNativeConfig.h>
17
18 @interface AppDelegate () <RCTCxxBridgeDelegate, RCT
19 RCTTurboModuleManagerDelegate,
20 RCTSurfacePresenterBridgeAdapter,
21 std::shared_ptr<const facebook::react::ReactNativeC
22 facebook::react::ContextContainer::SharedContextC
23 >
24 @end
25 #endif
26
27 @implementation AppDelegate
28
29 - (BOOL)application:(UIApplication *)application didFinishLaunchingWithOptions
```



Do you know that exciting feeling of...

Yes! It Works!!



**Switch Your
Focus to
Monitoring
Business KPIs**



Hi, I'm Or

Backend @ Wix E-commerce Platform

Creating Grafana dashboards for the past 5 years



10M sites

1M e-commerce sites



**150M unique
metrics hourly**

**0.5 Trillion
logs a day**

The background is a futuristic, glowing digital environment. It features a large, bright blue and purple light source in the center, creating a strong glow. The walls and floor are covered in a complex network of glowing lines and nodes, resembling a data network or a digital landscape. The overall color palette is dominated by shades of blue and purple, with bright white and yellow highlights from the light source.

Business

Driven

Monitoring

Monitoring Toolbox

Graphs

Metrics

HOW WELL it happened

Logs

WHAT happened





Monitoring Toolbox



Grafana

Data visualization platform.



Prometheus

Metrics collection and alerting.



Loki

Log aggregation system.

Business Driven Monitoring: Step-by-Step Guide

1

Define Business KPIs and
Funnels

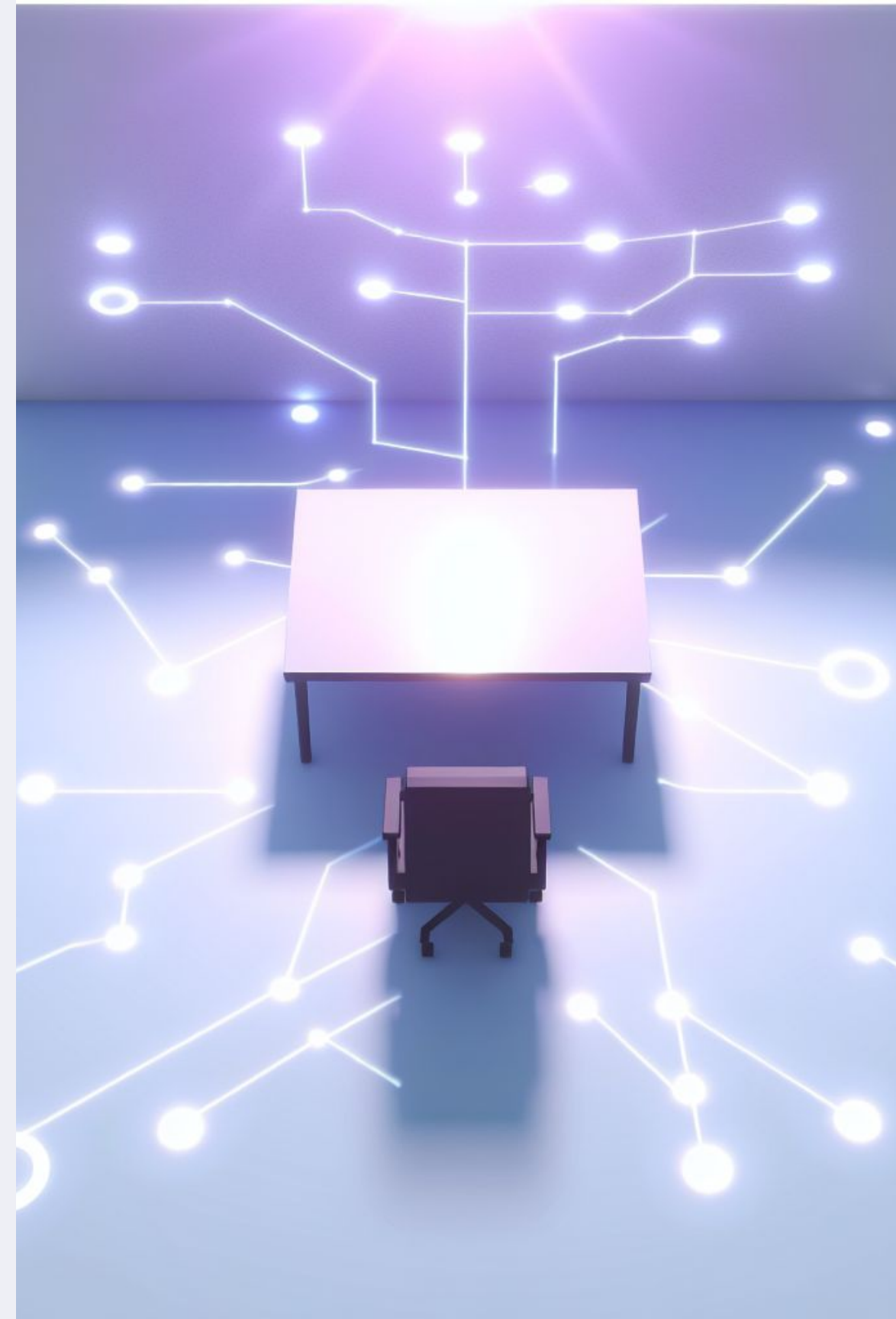
2

Create Logs & Metrics

3

Visualization in Grafana

You are the owner.

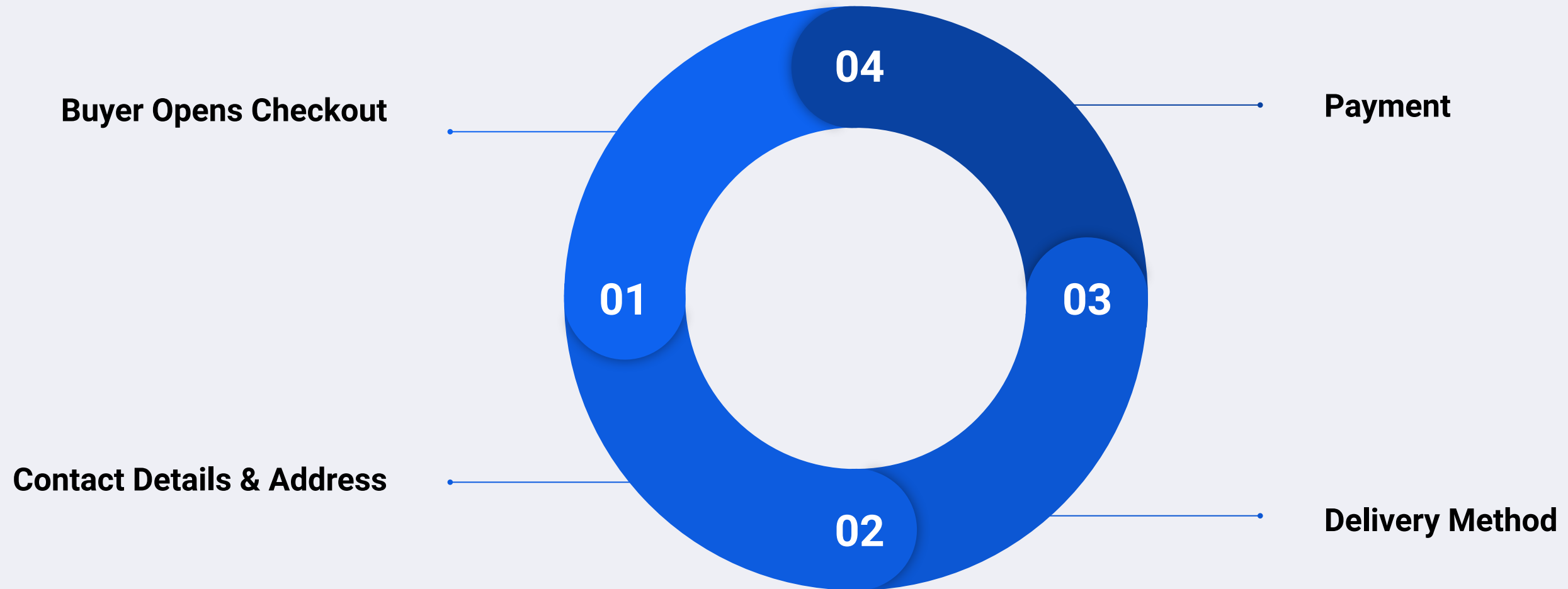


Map your funnels



- 1 Identify crucial flows & Breakdown to steps**
- 2 Define the business KPIs**
- 3 Involve stack holders -
Product, Business Analysts**

E-commerce KPI - Checkout Conversion



Business Driven Monitoring: Step-by-Step Guide



**Define Business KPIs and
Funnels**

2

Create Logs & Metrics

3

Visualization in Grafana



Get Intimate with Your Product



Analyze

Dive into funnel steps



Light up the dark

Fill gaps with metrics



Be Generous

as many metrics as possible

1 line of code

1 line in Grafana



1 line of code

```
case class SetFreeShippingSuccessfully() extends VisibilityEventLogWithMetric("set-free-shipping-successfully")
```


1 line in Grafana

```
sum({service="com.wixpress.ecom.delivery-rates", metric="successful-delivery-rate-spi-call"}) by (carrier)
```

The Magic Behind the Scenes



Business Driven Monitoring: Step-by-Step Guide



**Define Business KPIs and
Funnels**

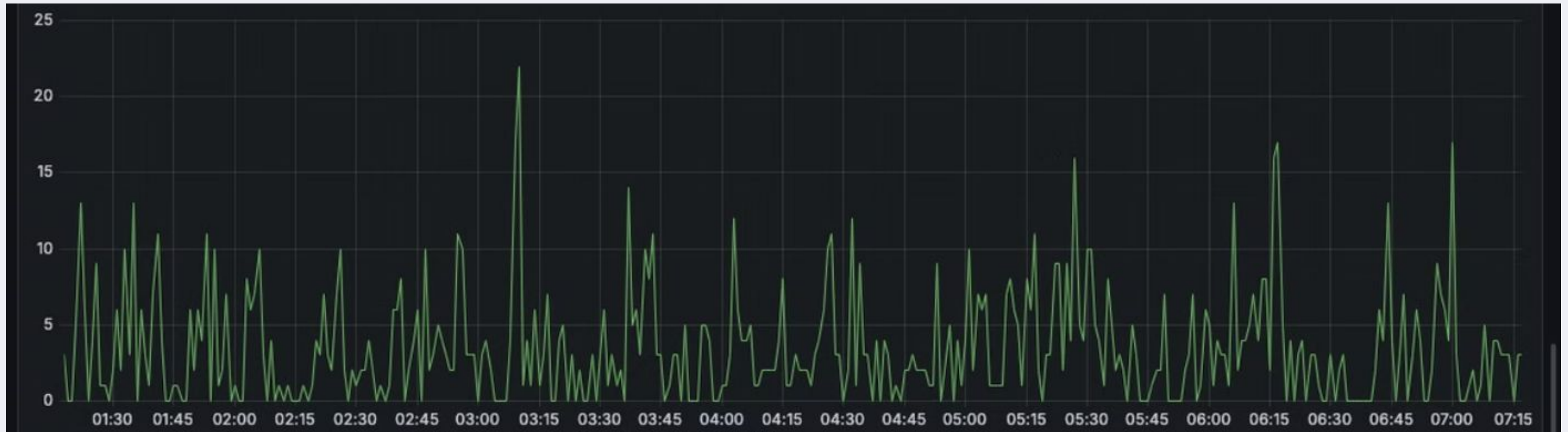


Create Logs & Metrics

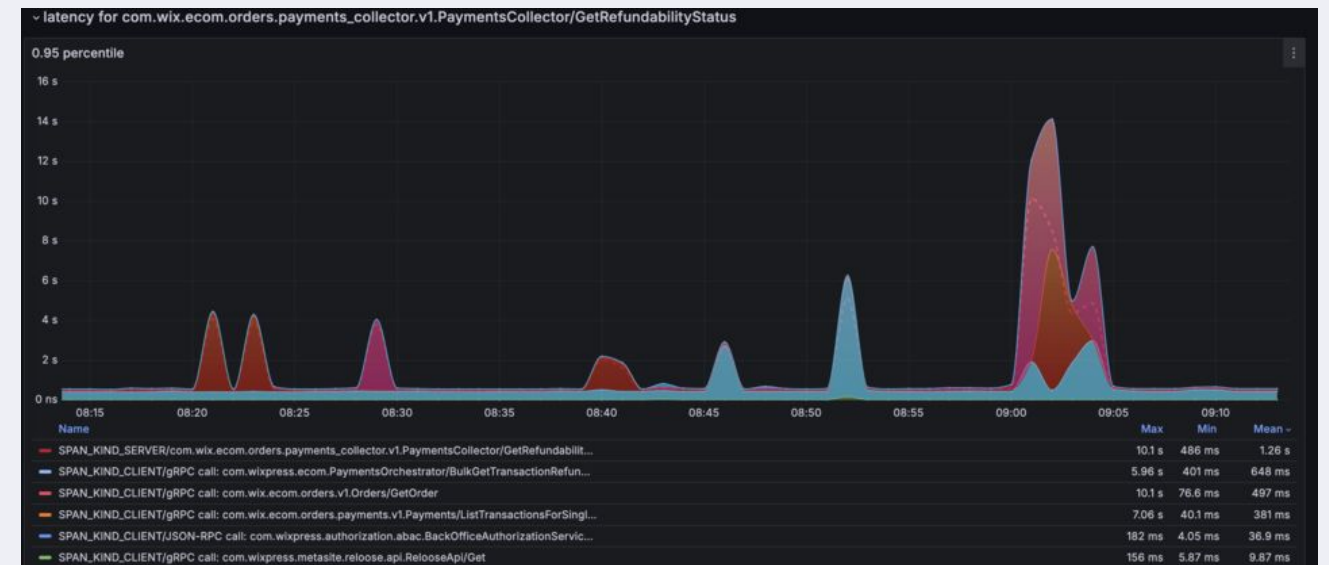
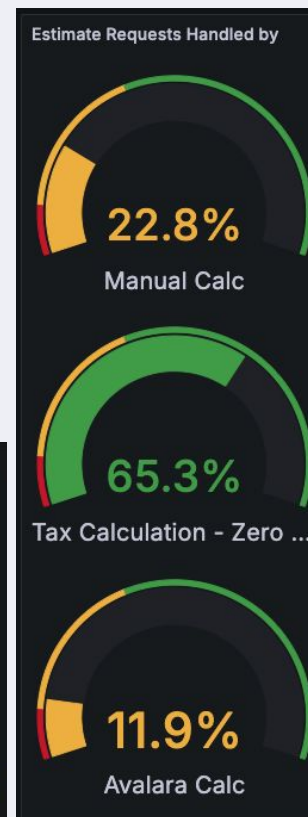
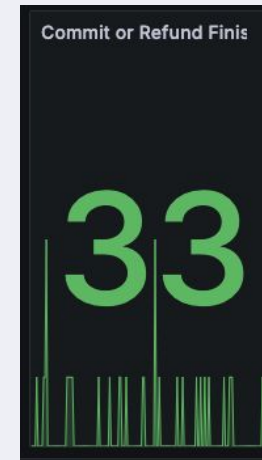
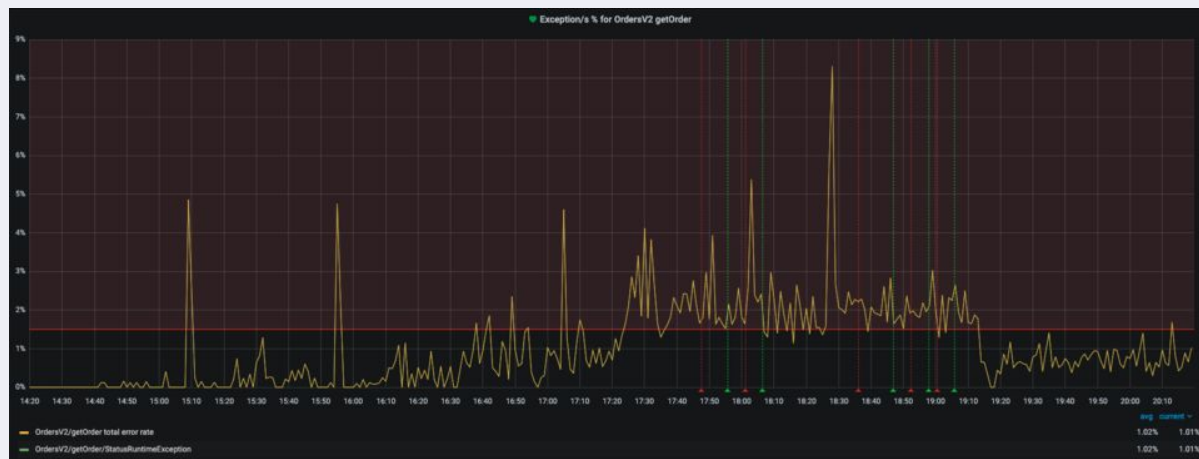
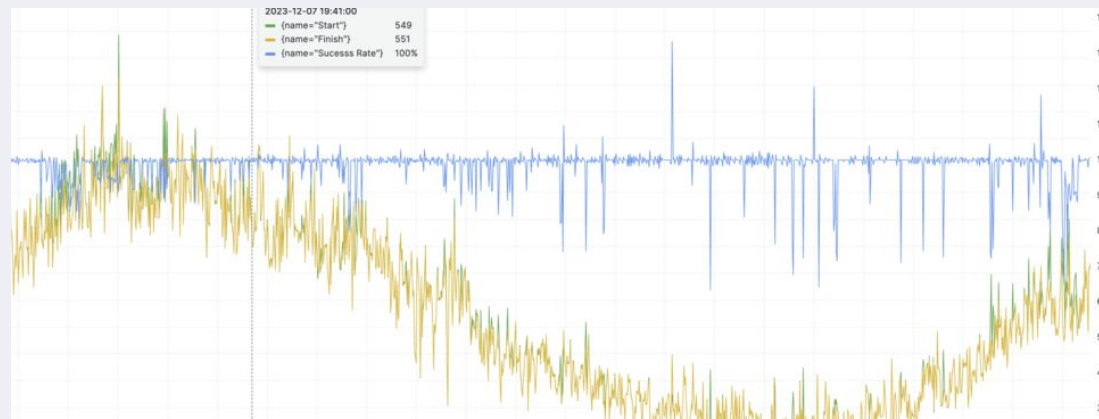
3

Visualization in Grafana

Grafana Visualizations



So many visualizations



Delivery Profiles (limit 100)

timestamp in UTC	request_id	message	data	meta_site_id
2024-09-05 05:04:36.25	1725512674.141741483063...	wix.ecom.deliveryprofile.v1.DeliveryProfiles/ConsumeMetaSiteSpecialEvents response Empt...	{\"message\": {}}	ffc0502c-b2d6-4e
2024-09-05 05:04:36.26	1725512674.141741483063...	wix.ecom.deliveryprofile.v1.DeliveryProfiles/ConsumeMetaSiteSpecialEvents request MetaSli...	{\"message\": {\"assets\": [{\"app_def_id\": \"HtmWeb...	ffc0502c-b2d6-4e
2024-09-05 05:04:36.27	1725512674.141741483063...	wix.ecom.deliveryprofile.v1.DeliveryProfiles/ConsumeMetaSiteSpecialEvents response Empt...	{\"message\": {}}	ffc0502c-b2d6-4e
2024-09-05 05:04:36.27	nocs-0495a5b6-caa8-4f15...	visibility.GreyhoundProxyClientReceivedGrpcCall	{\"authority\": \"com.wixpress.ecom.deliveryprof...	
2024-09-05 05:04:36.27	1725512675.380741499619...	wix.ecom.deliveryprofile.v1.DeliveryProfiles/ConsumeMetaSiteSpecialEvents request MetaSli...	{\"message\": {\"assets\": [{\"app_def_id\": \"HtmWeb...	266729be-b431-4
2024-09-05 05:04:36.28	1725512675.470175790236...	wix.ecom.deliveryprofile.v1.DeliveryProfiles/ConsumeMetaSiteSpecialEvents request MetaSli...	{\"message\": {\"assets\": [{\"app_def_id\": \"SiteMem...	1b02b050-f6b6-4a

Business Driven Monitoring: Step-by-Step Guide



**Define Business KPIs and
Funnels**



Create Logs & Metrics

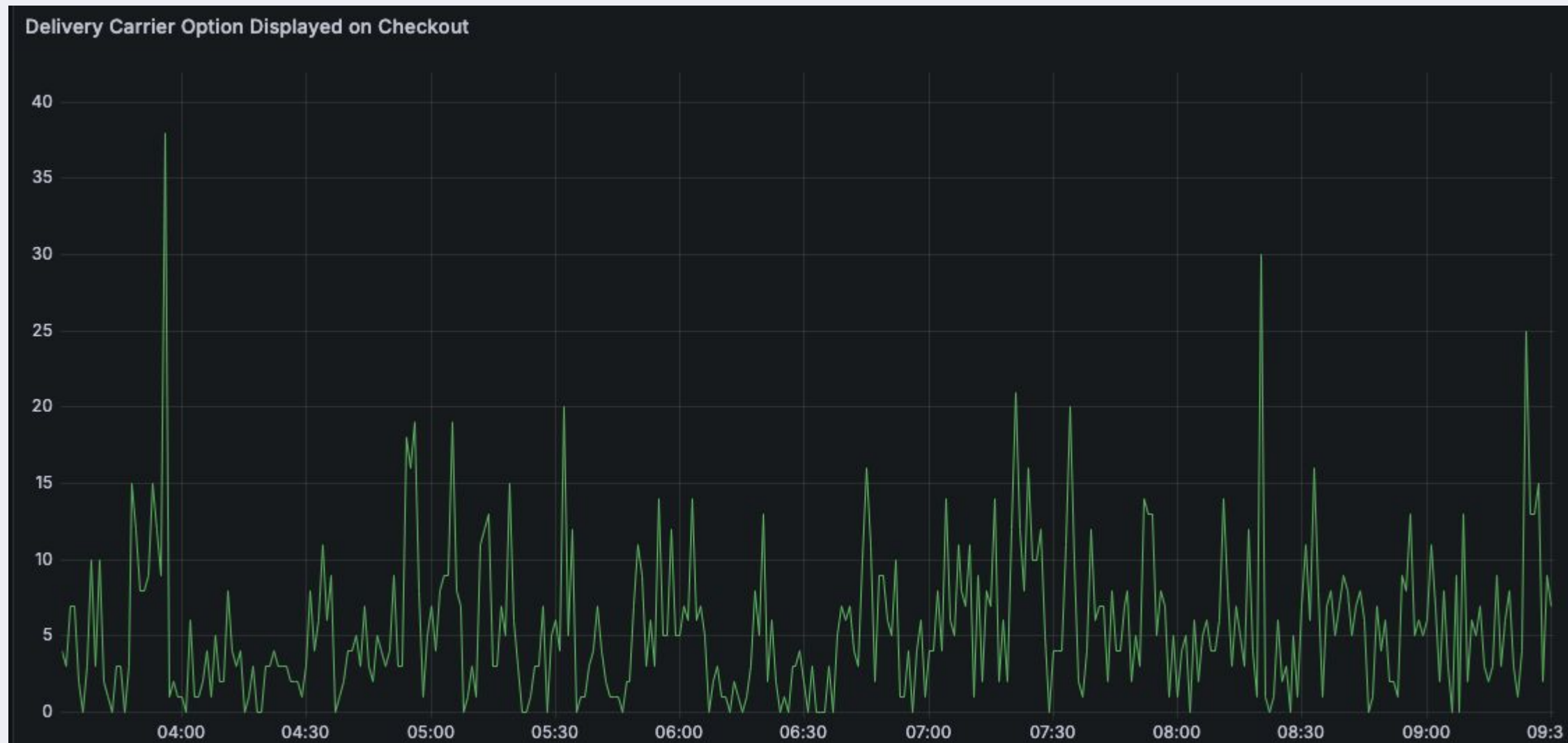


Visualization in Grafana

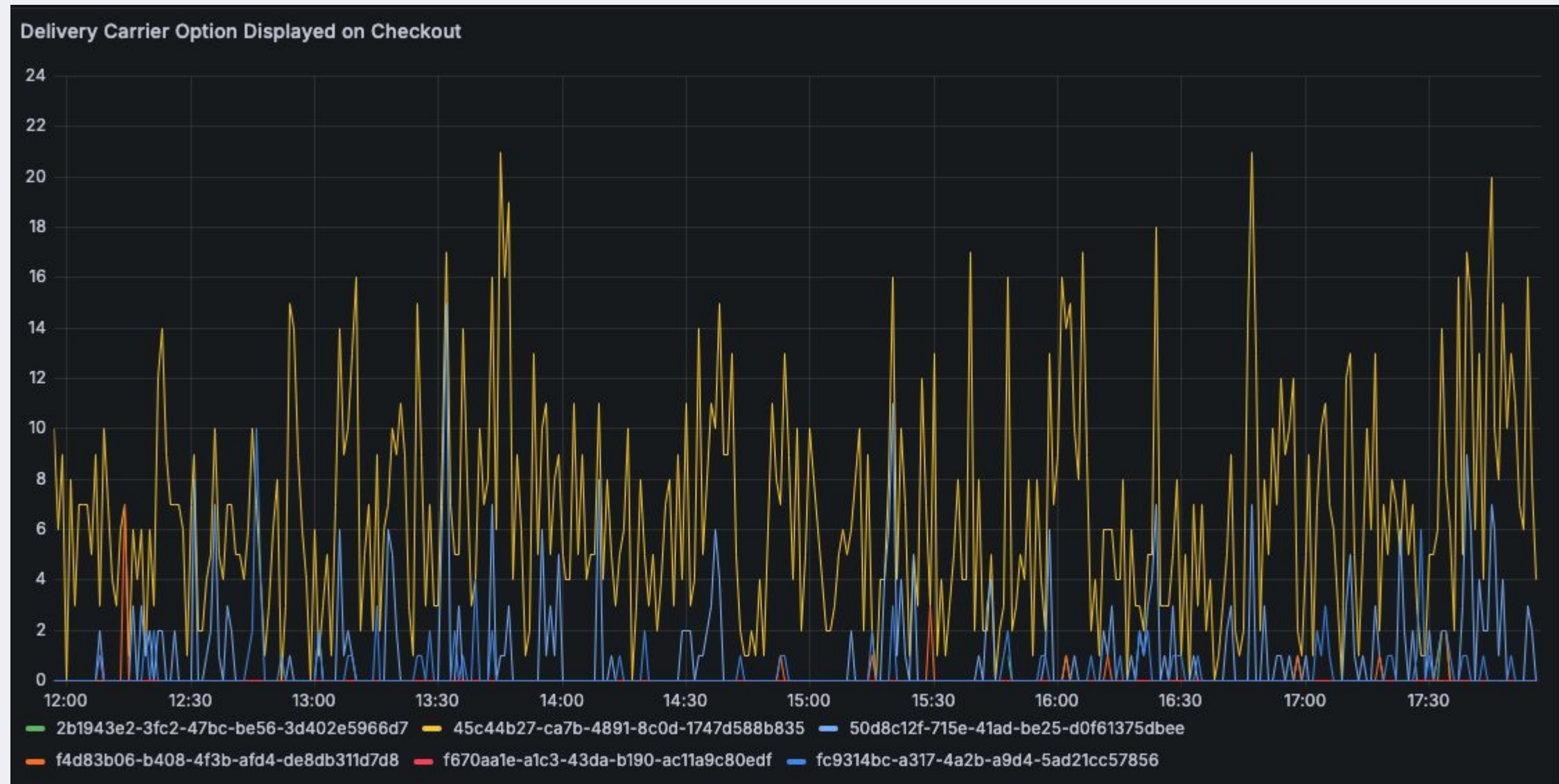
Pro Tips to light things up



Delivery Carrier Success



Dozens in one





The Power of Labels

different events exposed by the same metric + label = multiple metrics

```
sum({service="com.wixpress.ecom.delivery-rates", metric="successful-delivery-rate-spi-call"}) by (carrier)
```



Opsgenie APP 8 months ago

#27782: [Grafana]: [avalara-calc] Number of metrics

Number of distinct metrics sent by avalara-calc is too high.

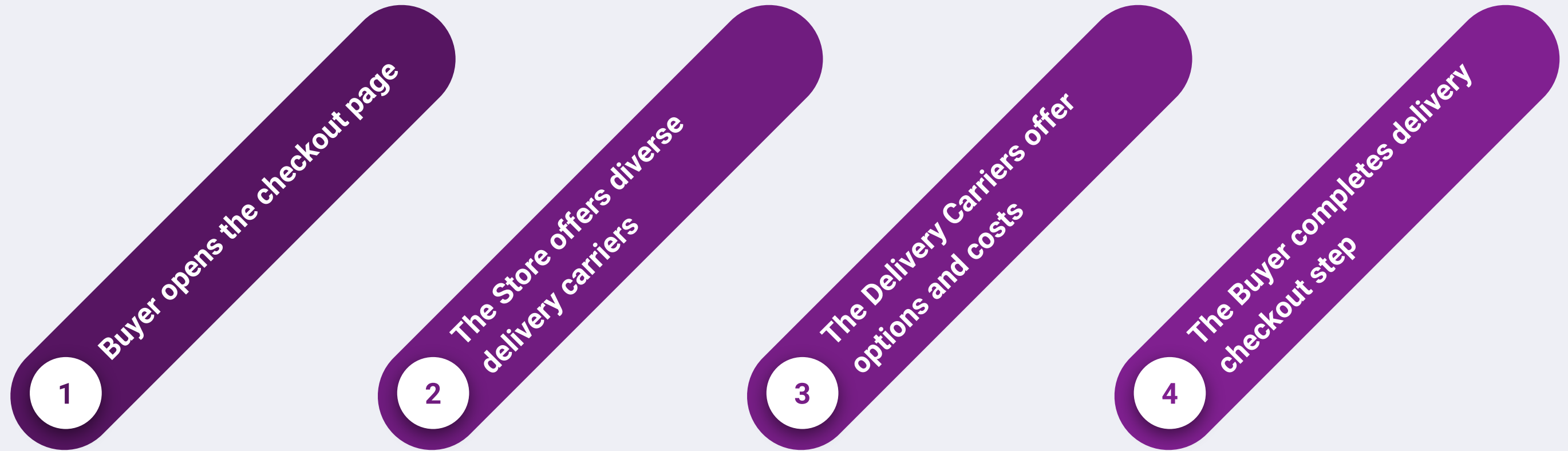
**"with great power,
comes great
responsibility"**



Live Demo

Wix Delivery System

Main Business Flow





Things You Need To Know

Prometheus

Functions

Aggregations like sum, count, min, max

m1_rate = 1 minute average

Wix Internal Labels

service = the micro-service

method = the specific endpoint

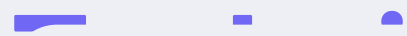


A line graph on a grid background showing an upward trend. The y-axis has labels 350 and 400. The x-axis has 10 vertical grid lines. A white line with circular markers connects five data points. The points are approximately at (2, 380), (3, 410), (4, 440), (5, 470), and (6, 500). The sixth point is highlighted with a red glow.

350

400

Advanced Monitoring



Alerts for Anomalies

Implement alerts for funnel anomalies.

Drill Down

Deep dive to a single site or request

Alerts

Query 1 Transform data 0 Alert 1

Name successful calls to delivery carriers alert Evaluate every 1m For 15m

Conditions

WHEN avg () OF query (A, 1h, now) IS BELOW 5

No data and error handling

If no data or all values are null set state to Keep Last State

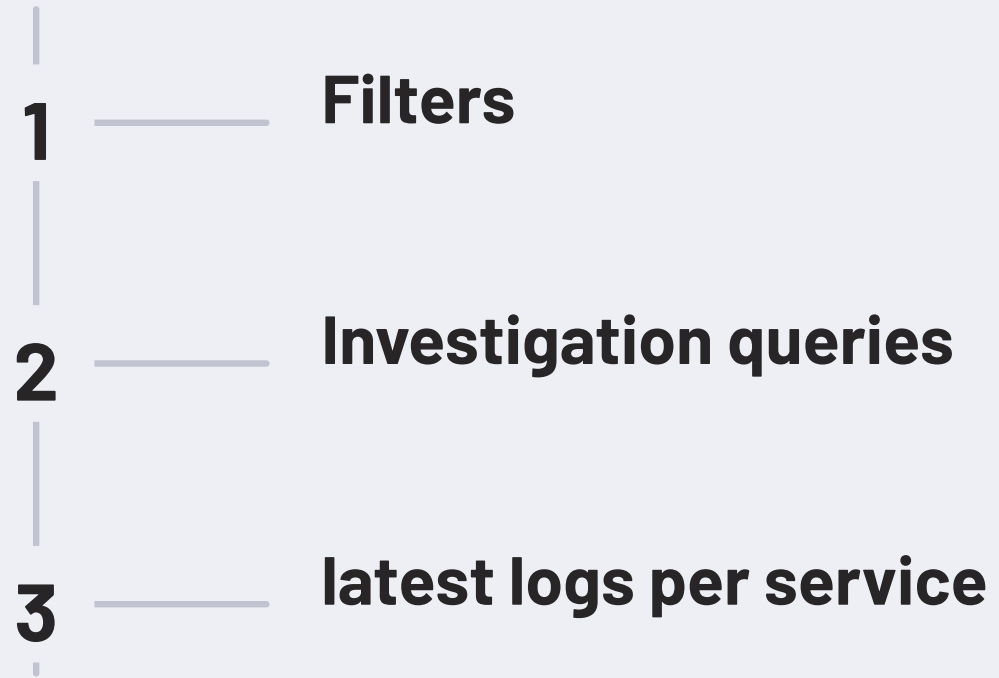
If execution error or timeout set state to Keep Last State

Notifications

Send to [Autogenerated][opsgenie] mercury-bed x slack (default) +

Message [Delivery Rates] Number of successful calls to delivery carriers per minute dropped.

Drill Down



Monitor your business, be the owner

Map your business

funnels

Add Alerts

1

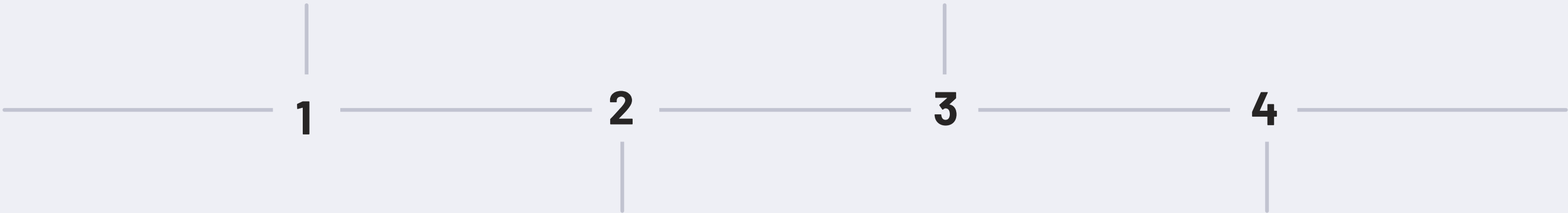
2

3

4

**Light them up with
metrics & logs**

Be The Owner



Thank You!

Feel free to reach out!

Or Rozenzweig, orro@wix.com

SCAN ME

