

# Big Data, Small Company

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# Three parts

- Triposo: A short overview
- Google: Big Data at Work
- The Triposo pipeline

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# In the Beginning




W66 Home Destinations About My World66 Hotel Deals Google Custom Search

**world66** THE TRAVEL GUIDE YOU WRITE

World66 offers travel information on over **20,000 destinations**. Almost **80,000** articles written and updated by **travelers like you!** [Log in](#)

### Featured Destinations 66

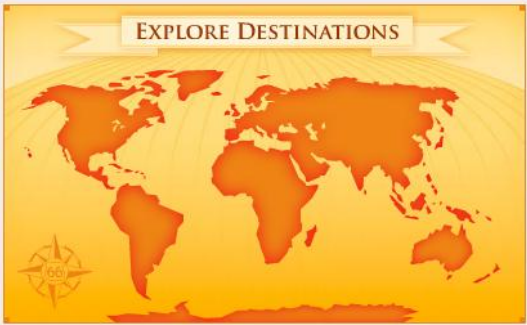


**Phuket**

Phuket (pronounced 'Poo-ket') is a large island in the off the Thailand's west coast, in the Andaman Sea. The island is about the size of Singapore, with some 40kms (25 miles) of beaches. Phuket is located about 900 kms south from the nation's capital, Bangkok, and is connected to the mainland by a...

[more >](#)

### EXPLORE DESTINATIONS



**WHERE DO YOU WANT TO GO?**

**Browse Destinations**

<u><a href="#">North America</a></u> Canada, United States, Mexico...	<u><a href="#">Australia and Pacific</a></u> Australia, French Polynesia, New Zealand...	<u><a href="#">Europe</a></u> France, England, Germany, Italy, The Netherlands, Spain...
<u><a href="#">Central America and the Caribbean</a></u> Bahamas, Costa Rica, Cuba...	<u><a href="#">Asia</a></u> China, India, Japan, Thailand...	<u><a href="#">Africa</a></u> Egypt, Morocco, Kenya, South Africa, Tanzania, Uganda...
<u><a href="#">South America</a></u> Argentina, Brazil, Peru...	<u><a href="#">the Middle East</a></u> Israel, Jordan, United Arab Emirates...	

### NEW!

- TRAVEL BLOGS
- PHOTO GALLERIES
- TRAVELER FORUMS

**Join Now!** Get your own personalized visited countries map.

### Top Destinations 66

- Amsterdam
- Berlin
- Barcelona
- Brussels
- Budapest
- Cairo
- Florence
- Las Vegas
- Lisbon
- London
- Los Angeles
- Madrid
- New York
- Paris
- Rio de Janeiro
- Rome
- San Francisco
- Singapore
- Venice
- Vienna

[more >](#)

### Top Destinations 66

**For Scuba Diving:**

1. Great Barrier Reef
2. Palau, Micronesia
3. Bali, Indonesia
4. Great Blue Hole, Belize
5. Barracuda Point, Sipadan Island

### About The Project



Let's start with our credo: **We believe that travelers are the best source of travel information.**

That is why we have setup World66, an open content travel guide, where people from all over the planet can write about the places they love, the hotels they stayed in, the restaurants that have eaten.

Every part of the travel guide can be edited directly. Just click the edit! button

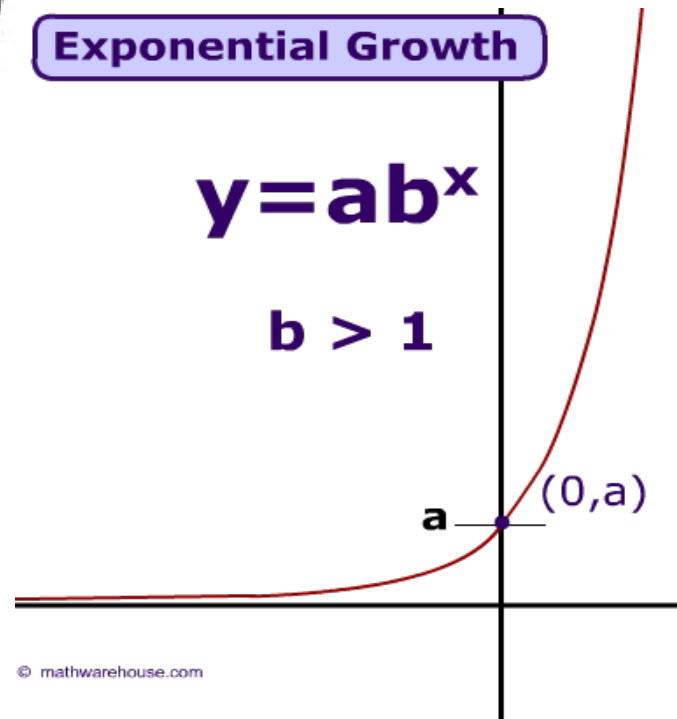
# Future was everywhere!



Exponential Growth

$$y = ab^x$$

$$b > 1$$



© mathwarehouse.com



Or was it?



No.

昵图网 [nipic.com/](http://nipic.com/)





Years later...



# A new dawn



# Triposo!



# Automatic/Algorithm Based

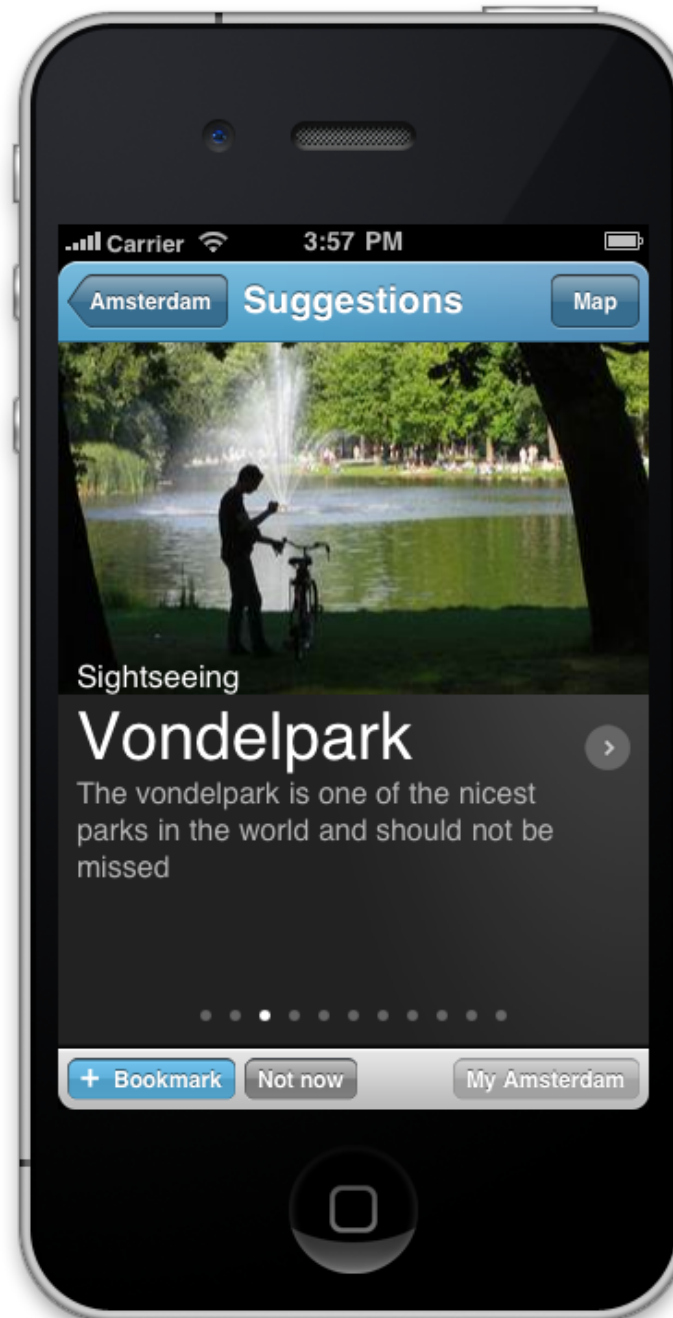


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# World Coverage



# Dynamic Suggestions



Tell your story





# Google: Big Data at Work



# Google: 4 leading ideas



# Things Break.



# Speed!



Search.



# Build Your Own



Youtube. The anti-Google.



When you have a hammer...





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# Triposo's machinery



# NoSql good for Pipelines





# Search for Travel



# Cloud for hire



Slow is fast enough



# Thanks!



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