Enhanced Financial Analytics Platform

INDUSTRY

- E-commerce
- Marketplace

ABOUT PROJECT

The project is under NDA. A Dutch company that provides financial analysis services for European and US financial markets with free overviews on reputable banks stocks and tips on how to manage them. The platform is a reliable guide to the world of stock exchanges. When the company came to us, they had a simple information website operating in Netherland and Belgium. They wanted to transform it into a publishing platform for multiple countries. Besides, they needed the subscription-based "Pro Section" leading investors to right decisions.
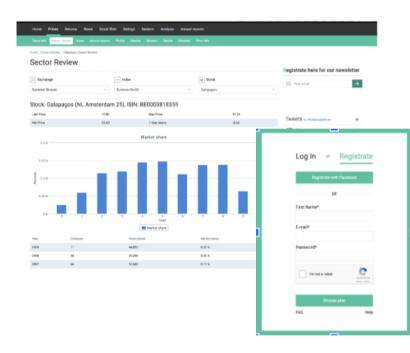
CHALLENGES

We analyzed the architecture of the old website and found that it would much better to develop a new one from scratch. The main issue was PHP code written without any framework, which is a huge pain for many aged PHP-based websites. We decided to use Ruby on Rails that exactly suited this task.

So the product backlog had the following epics:

- Conversion of old PHP/MySQL-based website
- A multi-domain publishing platform
- An advanced web-presence
- A high-powered "Pro Section"

SOLUTION

- **Architecture revised:** Application and database migration was the first step, but not an easy one. For example, we only kept only 65 tables from the initial 93. The old database had a lot of duplications, and we solved all conflicts.

- **Multi-domain web platform:** using provided solution, the company created 9 websites.

- **Fully localized, customized design and functionality.**

- **Key features:**
  - numerous filter options help to find the required data;
  - reports page displays annual incomes, outcomes and returns of any particular public company;
  - fully integrated Admin board, which allows managing data independently without engaging the additional team.

- **Pro Section:** for customers to choose, we integrated PayPal and Robobank payment systems.

- **Optimisation:** we paid special attention to the high capacity of the website. To ensure the smooth operation, we tuned up the response servers and implemented Advanced caching strategy. It resulted in a reduction of a significant typical server response to 100-150 ms.

TECHNOLOGY

- Ruby on Rails
- PostgreSQL
- ActiveAdmin
- Memcached
- HighCharts
- JQuery
- RSpec

INTEGRATIONS

- AWS
- Paypal
- Directbank
- Sentry
  Skylight

OUTCOME

6+ months
Project Duration

6 people
Project Team

Customer Satisfaction
Rate +150%