

Keeping the lights on at
DoneDeal

The first iteration!

DoneDeal.ie...because a picture says it all

Home

Search

New Ad

Help

Ireland's newest market place for classified advertising.

Buy and sell any type of second hand goods, without the hassle. Anything from cars to prams, beds to TVs.

[Compare us](#) with magazines, papers and online auctions.

Select your county from the map or the lists on the right to find good deals in your area.

Easy to Use

Publish an ad, and see how easy it is. No need to register. No long waiting times. No hassle.

**Advertise
For Free**

Scam Warning

Be aware of people trying to overpay for your item by check. Read more [here](#).



CONNACHT

Galway
Leitrim
Mayo
Roscommon
Sligo

MUNSTER

Clare
Cork
Kerry
Limerick
Tipperary
Waterford

LEINSTER

Carlow
Dublin
Kildare
Kilkenny
Laois
Longford
Louth
Meath
Offaly
Westmeath
Wexford
Wicklow

ULSTER

Antrim
Armagh
Cavan
Derry
Donegal
Down
Fermanagh
Monaghan
Tyrone

Visits

14,000,000

9,333,333

4,666,667

0

Jan 2008

Jul 2008

Jan 2009

Jul 2009

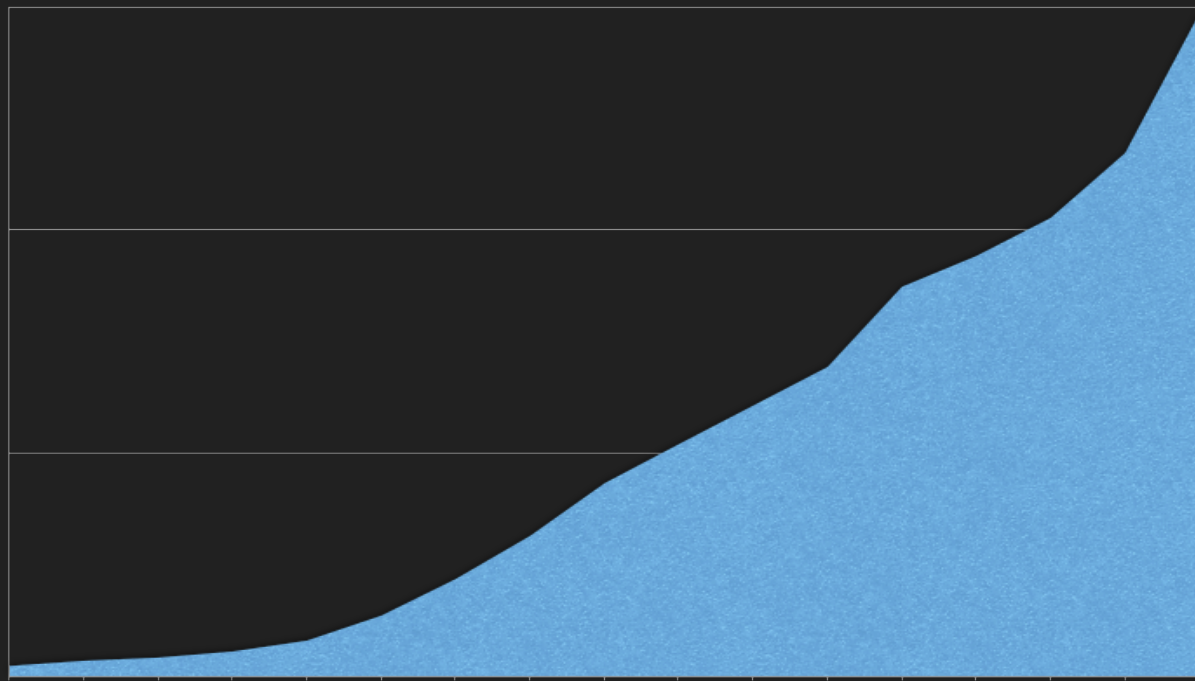
Jan 2010

Jul 2010

Jan 2011

Jul 2011

Jan 2012



Today :)

DoneDeal Everything Cars & Motor

Place Ad

Log in

Sign up



Buy or Sell anything on DoneDeal

Don't have an account? [Sign up now](#)

Everything

Cars & Motor

Search DoneDeal

All Ireland

Search

Recent Sections

House & DIY

Cars

Car Parts

CARS

96,424 ads



COMMERCIALS

12,847 ads



MOTORBIKES

3,177 ads



Browse Sections

[See all](#)



Everything
300,000+ ads



Cars & Motor
150,980 ads



Farming
30,967 ads



House & DIY
65,473 ads



Clothes & Lifestyle
19,710 ads



Baby & Kids
11,219 ads



Electronics
12,029 ads



Sport & Hobb
14,232 ads



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Engineering Team
20 + 5 + ?

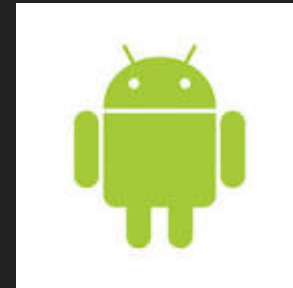
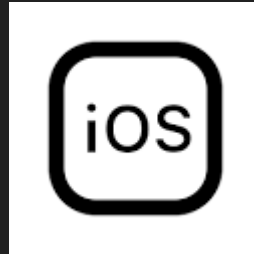
DoneDeal

daft.ie

ADVERTS.ie



Key Technologies



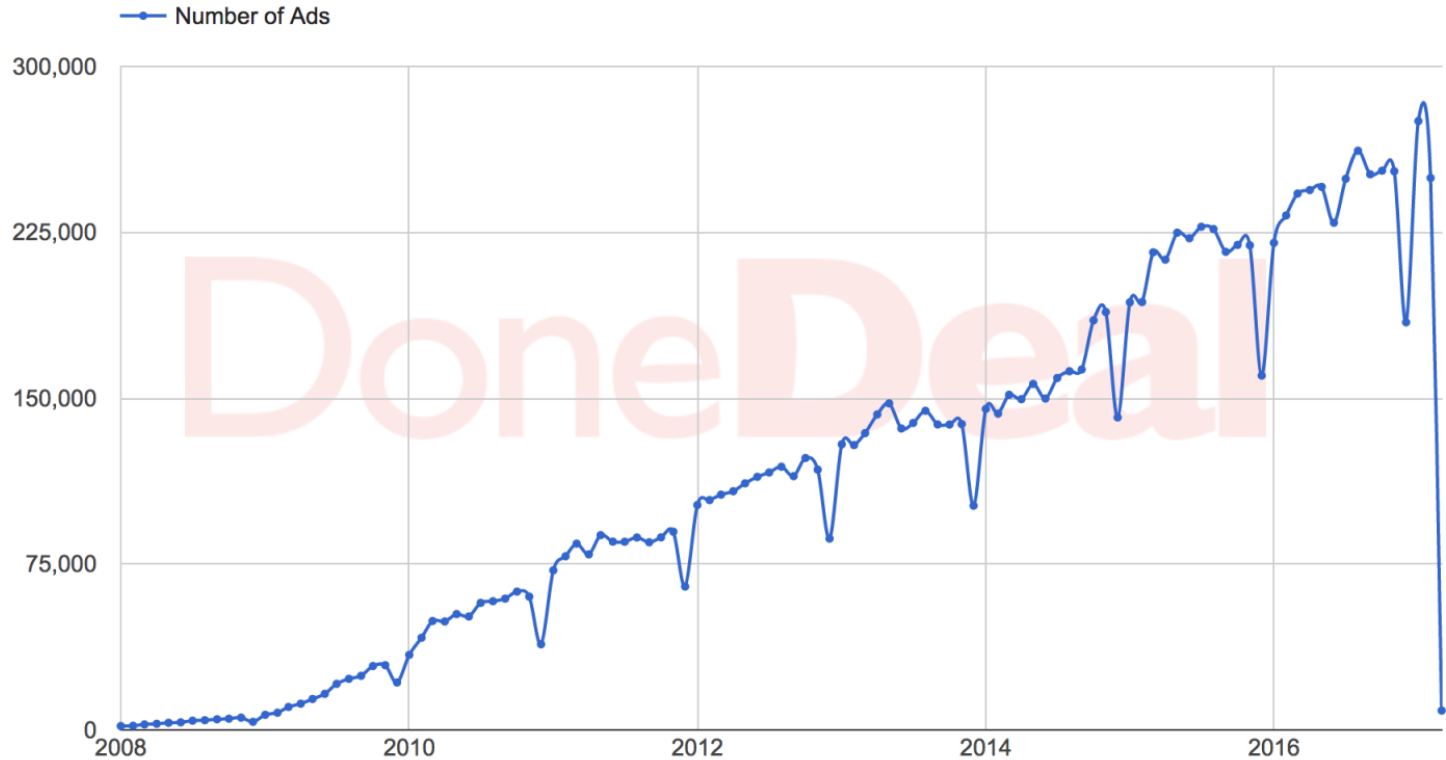
Delivering features faster

- All code deployed using docker containers
- Moved from 5:30am deploy to continuous delivery using RedHat Openshift
- Very easy to rollback failed deploys
- Really easy to start QA environments from git branches to test features quickly
- We always automate where possible

Some interesting stats

Ads: Number of Ads

Jan 2008 - Mar 2017





Avg Monthly Active Users

270k

Avg Crash Free Rate

99.8%



Avg Monthly Active Users

300k

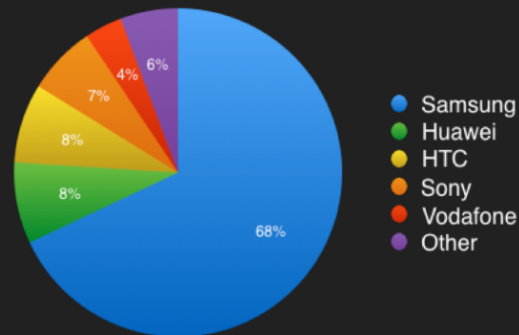
Avg Crash Free Rate

99.8%



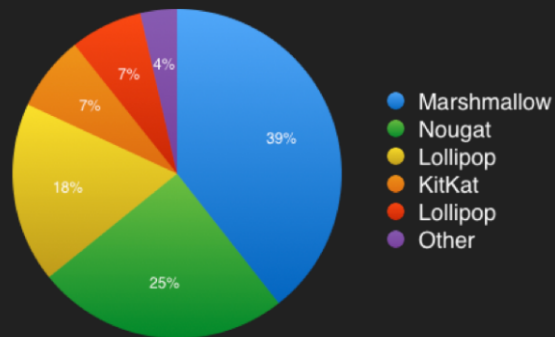
Manufactures

Samsung	68.0%
Huawei	8.0%
HTC	7.8%
Sony	6.8%
Vodafone	3.7%



OS Versions

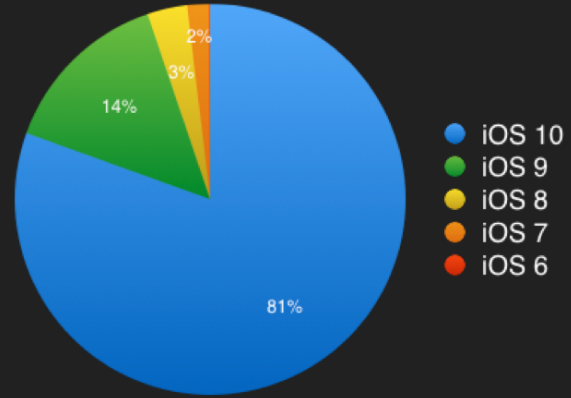
Marshmallow	23	6.0	39.4%
Nougat	24	7.0	24.8%
Lollipop	22	5.1	17.7%
KitKat	19	4.4	7.4%
Lollipop	21	5.0	7.1%





OS Versions

iOS 10	80.5%
iOS 9	14.3%
iOS 8	3.3%
iOS 7	1.8%
iOS 6	0.1%



Top 3 iOS Devices



6



5s

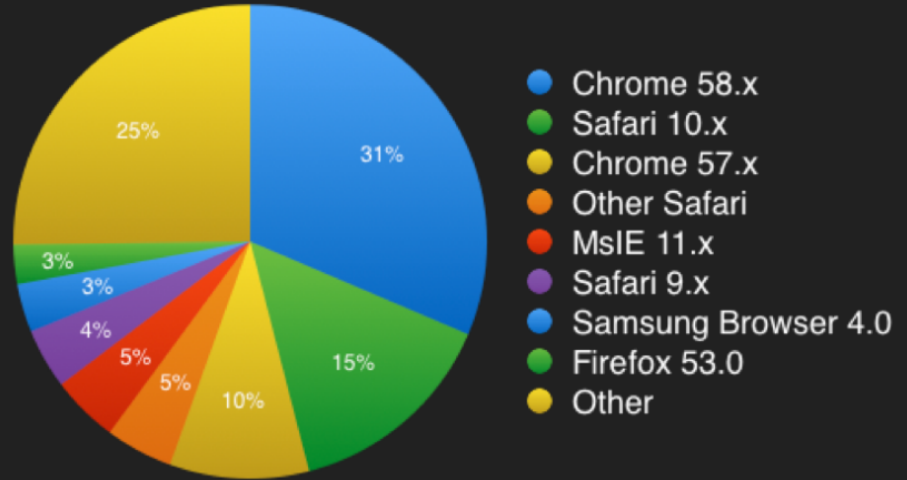


7



Top Browsers

Chrome 58.x	31.4%
Safari 10.x	14.6%
Chrome 57.x	9.5%
Other Safari	4.6%
MsIE 11.x	4.6%
Safari 9.x	4.1%
Samsung Browser 4.0	3.3%
Firefox 53.0	2.7%
Other	25.2%



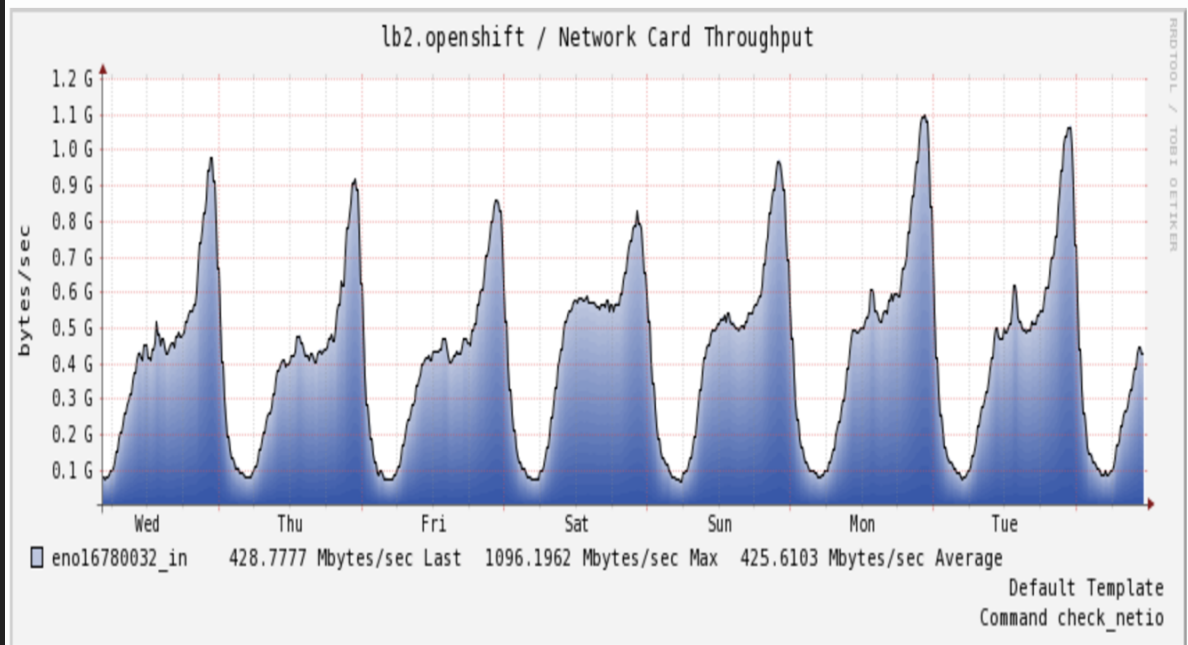
Sony Playstation	4,132	<0.1%
Windows 2000	93	<0.1%

Internal Load Balancer Traffic

Host: lb2.openshift Service: Network Card Throughput

One Week 24.05.17 4:21 - 31.05.17 11:21

Datasource: eno16780032_in



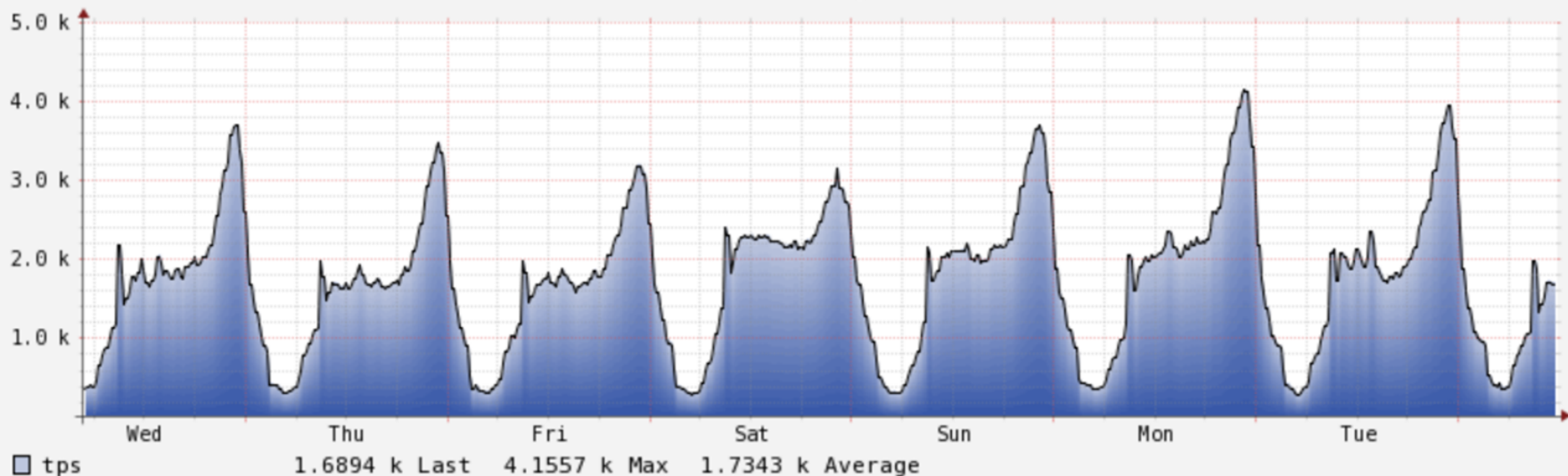
We have 2 internal HAProxy load balancers. This is the graph of data through a single lb for a week

Database TX/s

Datasource: tps



dbmaster / Postgres TPS



RRDTOOL / TOBI OETIKER

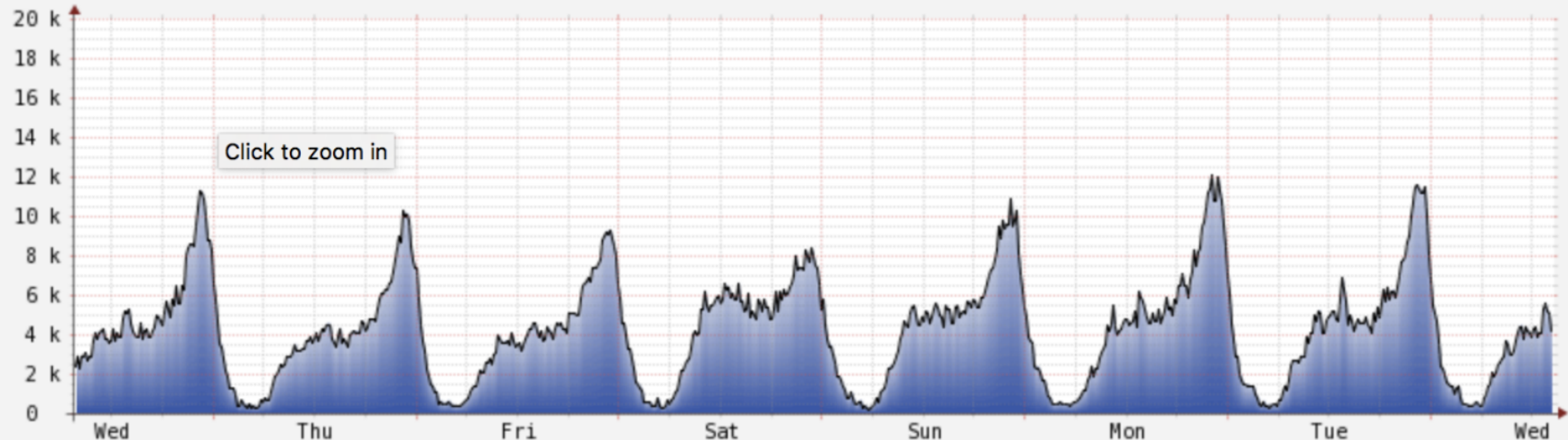
Default Template
Command check_nrpe

Redis Ops/s

Datasource: ops_per_sec



red4 / Redis operations per second



ops_per_sec 4.1663 k Last 12.0929 k Max 4.2776 k Average

Default Template
Command check_nrpe

RRDTOOL / TOBI OETIKER

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Where next?

DoneDeal

 daft.ie

ADVERTS.ie

More Users +
More Content =
Bigger Challenges :D

Questions?

We are hiring!
#shamelessplug