

Campaign Data Analysis Video

As a wrap-up on the Campaign Analysis that I presented at GraphConnect, I decided to make a video showing the usage of [Mortar Data](#), [Neo4J](#) and [D3 JS](#).

Mortar Data

Mortar is Hadoop in the cloud—an on-demand, wickedly scalable platform for big data. Start your work in the browser—zero install. Or if you need more control, use Mortar from your own machine, in your own development environment.

Mortar is listed in GigaOM's [12 big data tools you need to know](#) and one of the "[10 Coolest Big Data Products Of 2012](#)"

Neo4J

Neo4j is an open-source, high-performance, NOSQL graph database, optimized for superfast graph traversals. With Neo4J, you can easily model and change the full complexity of your system.

Neo4J was listed as a "[big data vendor to watch in 2013](#)" by Infoworld.

D3.JS

[D3.js](#) is a JavaScript library for manipulating documents based on data. D3 helps you bring data to life using HTML, SVG and CSS. D3's emphasis on web standards gives you the full capabilities of modern browsers without tying yourself to a proprietary framework, combining powerful visualization components and a data-driven approach to DOM manipulation.