

WHAT IS CLAIMED IS:

1. A device, comprising:
 - one or more memory devices; and
 - one or more processors, communicatively connected to the one or more memory devices, to:
 - receive network data from a network data source;
 - identify attributes included in the received data;
 - provide, to a user device, a user interface,
 - the user interface providing user interface elements that enable, by
 - interaction with one or more of the user interface elements, selection and/or
 - modification of at least one attribute, of the attributes, to create an updated data
 - module;
 - receive, from the user device, information identifying the updated data module, the
 - updated data module:
 - being configured to process the at least one attribute, and
 - defining a function to be performed by a data processing pipeline;
 - store the updated data module in a queue;
 - periodically search the queue for updated data modules;
 - responsive to an updated data module being stored in the queue, activate the updated data
- module for use by the data processing pipeline implemented by the device; and
- perform an action on incoming data using the data processing pipeline and the updated
- data module.

2. The device of claim 1, wherein the received data includes at least one string of text.

3. The device of claim 1, wherein:
the data source is a source of streaming data, and
the received data is streamed to the device.

4. The device of claim 1, wherein:
the data source is a source of batch data, and
the received data is received as a batch of data,
the batch of data including a plurality of data records.

5. The device of claim 1, wherein the one or more processors, when identifying the attributes included in the received data, are to:
identify the attributes included in the received data based on information previously provided to the device by the data source.

6. The device of claim 1, wherein the one or more processors, when identifying the attributes included in the received data, are to:
identify the attributes included in the received data based on metadata included in the received data.

7. The device of claim 1, wherein the one or more processors, when identifying the attributes included in the received data, are to:
identify the attributes included in the received data based on results of analytics performed on the received data.

8. The device of claim 1, where the one or more processors are further to:
map one of the attributes to the updated data module based on the updated data module being configured to process the one of the attributes.

9. A non-transitory computer-readable medium storing instructions, the instructions comprising:

one or more instructions that, when executed by one or more processors, cause the one or more processors to:

receive network data from a network data source;

identify attributes included in the received data;

provide, to a user device, a user interface,

the user interface providing user interface elements that enable, by

interaction with one or more of the user interface elements, selection and/or

modification of at least one attribute, of the attributes, to create an updated data module;

receive, from the user device, information identifying the updated data module, the updated data module:

being configured to process the at least one attribute, and

defining one or more functions to be performed by a data processing pipeline;

store the updated data module in a queue;

periodically search the queue for updated data modules;

responsive to an updated data module being stored in the queue, activate the updated data module for use by the data processing pipeline implemented by the device; and

perform an action on incoming data using the data processing pipeline and the updated data module.

10. The non-transitory computer-readable medium of claim 9, wherein at least one of the user interface elements further enables selection of at least one of:

the one or more functions to be performed by the data processing pipeline,
one or more conditions associated with at least one attribute,
one or more time windows associated with performance of the one or more functions,
one or more groupings associated with at least one attribute, or
one or more segments associated with at least one attribute.

11. The non-transitory computer-readable medium of claim 9, wherein the updated data module further defines for a specific function one or more of:

the one or more conditions associated with the specific function,
the one or more time windows associated with the specific function,
the one or more groupings associated with the specific function, or
the one or more segments associated with the specific function.

12. The non-transitory computer-readable medium of claim 9, wherein the one or more instructions, that cause the one or more processors to perform the action, cause the one or more processors to:

identify one or more key performance indicators.

13. The non-transitory computer-readable medium of claim 12, wherein the one or more instructions further cause the one or more processors to:

provide a visual representation of the one or more key performance indicators.

14. The non-transitory computer-readable medium of claim 9, wherein the one or more instructions, when executed by the one or more processors, further cause the one or more processors to:

evaluate syntax of the updated data module to determine whether the updated data module is valid; and

provide the user device with a notification indicating whether the updated data module is valid.

15. A method, comprising:

providing, by a device and to a user device, a user interface;

receiving network data from a network data source;

identifying attributes included in the received data;

providing user interface elements that enable, by interaction with one or more of the user interface elements, selection and/or modification of at least one attribute, of the attributes, to create an updated data module;

receiving, from the user device, information identifying the updated data module, the updated data module:

being configured to process the at least one attribute, and

defining a function to be performed by a data processing pipeline;

storing the updated data module in a queue;periodically searching the queue for updated data modules;

responsive to an updated data module being stored in the queue, activating the updated data module for use by the data processing pipeline implemented by the device; and

performing an action on incoming data using the data processing pipeline and the updated data module.

16. The method of claim 15, wherein performing the action comprises:
mapping, based on the updated data module, data received by the device,
the data including at least one attribute.

17. The method of claim 15, wherein performing the action comprises:
executing the updated data module on data received by the device.

18. The method of claim 17, wherein executing the updated data module comprises:
performing the function included in the updated data module on the data received by the device.

19. The method of claim 15, wherein performing the action comprises:
providing, to a separate device, output data that is:
based on execution of the updated data module, and
specified by the updated data module,
wherein the separate device is specified by the updated data module.

20. The method of claim 15, further comprising:
deactivating the updated data module based on input received from the user interface.