WHAT IS CLAIMED IS:

1. A method performed by a data processing system for processing data, the method including:

detecting a ~~particular~~ data record in received data records, ~~where~~ wherein the detected ~~particular~~ data record is keyed to~~includes~~ a ~~particular~~ unique identifier;

searching data records for a historical aggregation of data keyed ~~associated with the particular~~ to the unique identifier, with the historical aggregation being a pre-computed data aggregation from a ~~prior~~ time ~~period~~ that is prior to a time of detecting the data record;

computing combined data that is keyed to the unique identifier, based on the ~~particular~~ data record keyed to the unique identifier and on the historical aggregation keyed to the unique identifier; and

modifying the ~~particular~~ data record keyed to the unique identifier by inserting the combined data keyed to the unique identifier into a field of the ~~particular~~ data record.

~~2. The method of claim 1, wherein the prior time period is a time prior to performance of the detecting.~~

2~~3~~. The method of claim 1, further including:

attaching, to the ~~particular~~ data record, customer profile data for a customer associated with a particular event included in the ~~particular~~ data record; and

attaching to the ~~particular~~ data record an appendable lookup file (ALF) with a historical aggregation for the particular event.

3~~4~~. The method of claim 1, wherein computing the combined data includes:

adding incremental data to the historical aggregation, with the incremental data including data from a time at which the historical aggregation was computed to a near present time that is within a minute of the present time; and

producing, based on the adding of the incremental data, a near real-time aggregation of the data.

4~~5~~. The method of claim 1, wherein the data record includes an event.

56. The method of claim 1, wherein searching includes searching in a data repository or searching in-memory.

67. A data processing system for processing data including:

one or more processors; and

one or more machine-readable hardware storage devices storing instructions that are executable to cause the one or more processors to perform the steps of any one of claims 1 to 56.

78. One or more machine-readable hardware storage devices storing instructions that are executable to cause the one or more processors to perform the steps of any one of claims 1 to 56.