

# Key Strategies for High Performance:

Handling high concurrency and low latency in backend apps requires a multi-layered approach: **horizontal scaling, intense in-memory caching (Redis), asynchronous task processing (Kafka/RabbitMQ), and database optimization**. Utilize load balancers, non-blocking I/O, database sharding, and connection pooling to ensure fast responses and system stability.

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## Key Strategies for High Performance:

**Caching Strategy:** Use **Redis or Memcached** to store frequently accessed data, reducing direct database hits.

**Asynchronous Processing:** Use message queues like Kafka or RabbitMQ to handle non-critical tasks, allowing the API to respond immediately.

**Database Optimization:** Implement database sharding, proper indexing, and **connection pooling** to reduce bottlenecks.

**Horizontal Scaling:** Use load balancers and auto-scaling to distribute traffic across multiple service instances.

**Efficient Code/Architecture:** Employ non-blocking I/O, microservices, and **WebSockets/SSE** for real-time, high-volume traffic.

**Traffic Management:** Implement API gateways for rate limiting, throttling, and circuit breakers to protect services from overload.

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## Technical Optimization Tips:

**Database:** Use indexing for faster queries.

**Code:** Use atomic operations and avoid heavy locking.

**Serverless:** Use **Provisioned Concurrency** in AWS Lambda to reduce cold starts

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