Hive Case Study :- E-Commerce Sales

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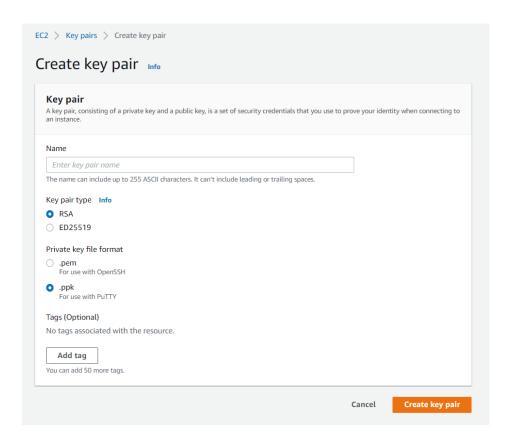
1. Problem Statement:

A tech companies is exploring ways to improve their sales. They want to start by analysing customer behaviour and gaining insights about product trends. Here, the role of big data analysts is among the most sought-after to gain the insights from abundance of data. Objective Through this assignment, as a big data analyst, we will extract data and gather insights from a real-life data set of an e-commerce company. We will analyse and gain insights about the clickstream data from a website so that we can extract insights about the customers behaviour.

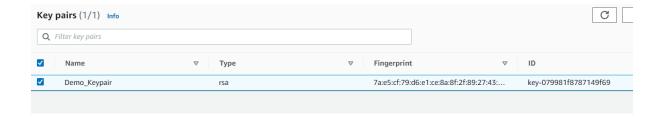
2. Steps Involved:

2.1. Create Key Pair in AWS:

Open EC2 Management Console and select Create Key Pair. Enter a name for Key Pair, keeping the type as "RSA" and file format as ". ppk" and Select Create Key Pair. The Key Pair is downloaded.



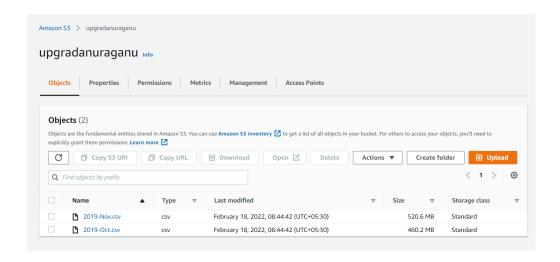
I have created a key pair with name Demo Keypair:



2.2. Create S3 Bucket and upload the Data

Go to Amazon S3 > Select Create Bucket > Enter Bucket Name "upgradanuraganu" > Unselect "Block all public access" > Select Create Bucket.

Once the bucket is created then we will upload the files which is provided for the case study. We will click on our bucket and then click on upload to upload the files.



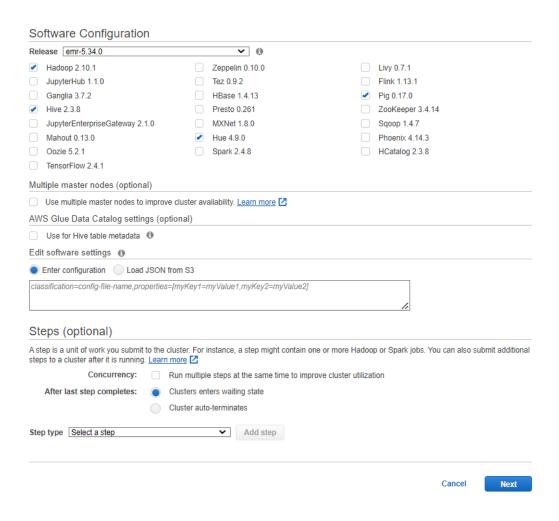
Once the file is upload, we will select one object and copy the S3 URL. Same with the same object. Below is the object URL cleated in S3.

s3://upgradanuraganu/2019-Nov.csv

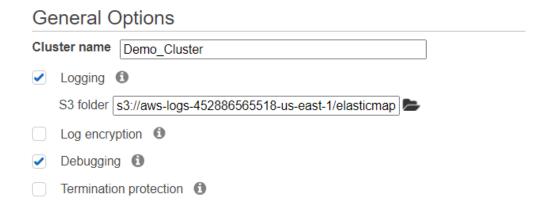
s3://upgradanuraganu/2019-Oct.csv

2.3. We will now create the EMR cluster:

Create EMR Cluster • Go to EMR > Select Create Cluster. Selected the General Configuration, Software Configuration, and Hardware Configuration as shown in below images. Click "Create Cluster



I have given the Cluster name as Demo_cluster



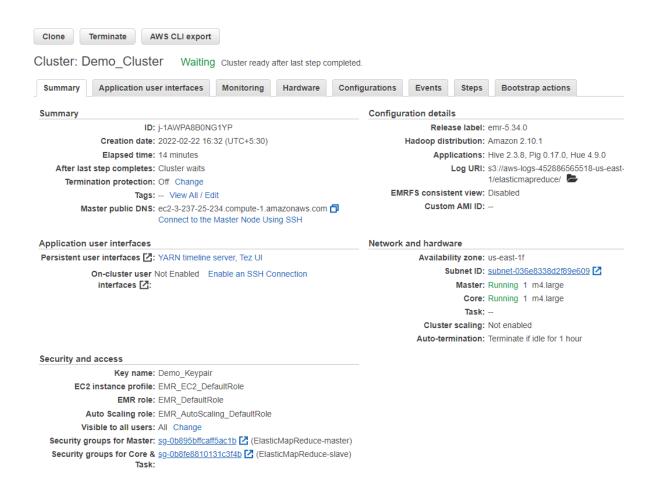
Now, in next step we will choose the EC2 key pair which we have created in first step, my key pair is Demo Keypair. Then we will click on Create Cluster.

Security Options EC2 key pair Demo_Keypair v 📵 Cluster visible to all IAM users in account Permissions (1) Default Custom Use default IAM roles. If roles are not present, they will be automatically created for you with managed policies for automatic policy updates. EMR role EMR_DefaultRole 🗹 Use EMR_DefaultRole_V2 0 EC2 instance profile EMR_EC2_DefaultRole [2] 1 Auto Scaling role EMR_AutoScaling_DefaultRole [2] ▶ Security Configuration ▼ EC2 security groups An EC2 security group acts as a virtual firewall for your cluster nodes to control inbound and outbound traffic. There are two types of security groups you can configure, EMR managed security groups [2] and additional security groups [2]. EMR will automatically update [2] the rules in the EMR managed security groups in order to launch a cluster. Learn more 2. EMR managed security groups Additional security groups Type EMR will $\underline{\text{automatically update}} \ \ \underline{\ Z}$ the selected group EMR will not modify the selected groups Default: sg-0b895bffcaff5ac1b (ElasticMapReduce ✓ Master No security groups selected 🖋 Core & Task Default: sg-0b8fe8810131c3f4b (ElasticMapReduc ✓ No security groups selected 🖋 Create a security group [2] Create cluster Cancel Previous

• Now, Cluster is in Starting phase which means then the cluster is going to start it is looking for the free system for provision.

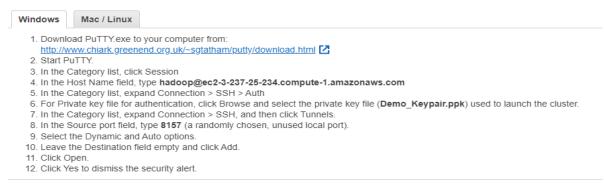
Summary	Application user interfaces	Monitoring	Hardware	Configurations	Events	Steps	Bootstrap actions
Summary				Configur	ation detail	s	
ID: j-1AWPA8B0NG1YP				Release label: emr-5.34.0			
Creation date: 2022-02-22 16:32 (UTC+5:30)				Hadoop distribution: Amazon 2.10.1			
Elapsed time: 0 seconds				Applications: Hive 2.3.8, Pig 0.17.0, Hue 4.9.0			
After last step completes: Cluster waits Termination protection: Off Change						s3://aws-logs-452886565518-us-e 1/elasticmapreduce/	
Tags: View All / Edit			EMI	EMRFS consistent view: Disabled			
Master public DNS:				Custor	n AMI ID:	-	
Application	user interfaces			Network	and hardwa	are	
Persistent user interfaces ☑:				Availabi	lity zone:	_	
On-cluster user				Subnet ID: subnet-036e8338d2f89e609 2			
	Interfaces [☑:			Master: Provisioning 1 m4.large			
						Core:	Provisioning 1 m4.large
						Task: -	-
					Cluster	r scaling:	Not enabled
					Auto-terr	mination:	Terminate if idle for 1 hour
Security and	daccess						
	Key name: Demo_Keypair						
EC2	instance profile: EMR_EC2_Def	aultRole					
	EMR role: EMR_DefaultRe	ole					
4	Auto Scaling role: EMR_AutoScal	ing_DefaultRole					
Vi	sible to all users: All Change						
Security g	roups for Master: sg-0b895bffcaff	5ac1b 🔼 (Elastic	MapReduce-ma	ister)			
Security g	groups for Core & <u>sg-0b8fe88101</u> Task:	31c3f4b 🛂 (Elast	icMapReduce-s	lave)			

 Now the cluster is in witing state which means it is running now we can perform the operation.

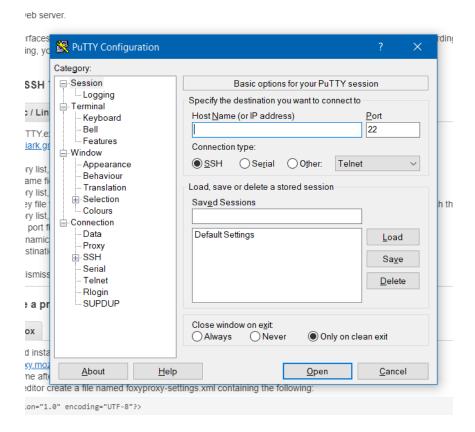


 We will open PuTTY to download PuTTY the steps to download is already provided, enable the SSH connection to open the CLI.

Step 1: Open an SSH Tunnel to the Amazon EMR Master Node - Learn more



- Now, we will copy the HOST name hadoop@ec2-3-237-25-234.compute-1.amazonaws.com and paste it in PuTTY configuration in session tab.
- Once cluster in running state we have to click on Master public DNS. Open the putty configuration and then give the host name (master node DNS) and then browse to the private key file location by clicking on Connection \rightarrow SSH \rightarrow Auth. Now we need to open PuTTY and connect to the master node by selecting the .ppk file.



Below is the security code which was enabled at the time of creation of private key pair.

EMR Opens, and below screen reflects that Connection to Hadoop is successful:

```
hadoop@ip-172-31-69-167:~
                                                             Amazon Linux 2 AMI
https://aws.amazon.com/amazon-linux-2/
22 package(s) needed for security, out of 32 available
Run "sudo yum update" to apply all updates.
EEEEEEEEEEEEEEEEE MMMMMMM
                                 M::::::: M R::::::::::::R
EE:::::EEEEEEEEE:::E M::::::::M
                               M::::::: M R:::::RRRRRR::::R
                              E::::E
            EEEEE M:::::::M
                                                    R::::R
 E::::E
                                                    R::::R
 E::::EEEEEEEEE
                 M:::::M M:::M M::::M
                                          R:::RRRRRR::::R
 E:::::::E
                                          R:::::::::RR
 E::::EEEEEEEEE
                                          R:::RRRRRR::::R
                 M:::::M
                         M:::::M
                                  M:::::M
 E::::E
                 M:::::M
                          M:::M
                                  M:::::M
                                          R:::R
                                                    R::::R
 E::::E
            EEEEE M:::::M
                           MMM
                                                    R::::R
EE:::::EEEEEEEEE::::E M:::::M
                                  M:::::M
                                          R:::R
                                                    R::::R
M:::::M RR::::R
                                                    R::::R
EEEEEEEEEEEEEEEEE MMMMMMM
                                  MMMMMMM RRRRRRR
                                                    RRRRRR
[hadoop@ip-172-31-69-167 ~]$
```

Create a file directory :

Check the existing directories, and create a directory named 'Hive_Case_Study' in Hadoop. > 'Hive_Case_Study' is now created in Hadoop:

• Command for create a directory :

Query:

hadoop fs -mkdir /Hive Case Study

```
[hadoop@ip-172-31-69-167 ~]$ hadoop fs -mkdir / Hive_Case_Study
SLF4J: Class path contains multiple SLF4J bindings.
SLF4J: Found binding in [jar:file:/usr/lib/hadoop/lib/slf4j-log4j12-1.7.25.jar!/org/slf4j/impl/StaticLogger
Binder.class]
SLF4J: Found binding in [jar:file:/usr/share/aws/emr/emrfs/lib/slf4j-log4j12-1.7.12.jar!/org/slf4j/impl/Sta
ticLoggerBinder.class]
SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.
SLF4J: Actual binding is of type [org.slf4j.impl.Log4jLoggerFactory]
```

• To view the directory:

Query:

hadoop fs -ls /

```
drwxr-xr-x - hadoop hdfsadmingroup 0 2022-02-22 11:40 Hive_Case_Study
[hadoop@ip-172-31-69-167 ~]$
```

2.4. Move the data from the s3 buckets to the HDFS using the distributed copy command.

Loading the s3 public data set to created directory "Hive Case Study" in hadoop.

Query:

Hadoop distcp 's3://upgradanuraganu/2019-Oct.csv' / Hive Case Study/2019-Oct.csv

```
[hadoop@ip-172-31-69-167 ~]$ hadoop distcp 's3://upgradanuraganu/2019-Oct.csv' /Hive_Case_Study/2019-Oct.csv

SLF4J: Class path contains multiple SLF4J bindings.

SLF4J: Found binding in [jar:file:/usr/lib/hadoop/lib/slf4j-log4j12-1.7.25.jar!/org/slf4j/impl/StaticLogger Binder.class]

SLF4J: Found binding in [jar:file:/usr/share/aws/emr/emrfs/lib/slf4j-log4j12-1.7.12.jar!/org/slf4j/impl/StaticLoggerBinder.class]

SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.

SLF4J: Actual binding is of type [org.slf4j.impl.Log4jloggerFactory]

22/02/22 11:43:46 INFO tools.OptionsParser: parseChunkSize: blocksperchunk false

22/02/22 11:43:48 INFO tools.DistCp: Input Options: DistCpOptions(atomicCommit=false, syncFolder=false, del

eteMissing=false, ignoreFailures=false, overwrite=false, append=false, useDiff=false, useRdiff=false, fromS

napshot=null, toSnapshot=null, skipCRC=false, blocking=true, numListstatusThreads=0, maxMaps=20, mapBandwid

th=100, sslConfigurationFile='null', copyStrategy='uniformsize', preserveStatus=[], preserveRawXattrs=false,
    atomicWorkPath=null, logPath=null, sourceFileListing=null, sourcePaths=[s3://upgradanuraganu/2019-Oct.csv], targetPathExists=false, filtersFile='null', blocksPerChunk=0,
    copyBufferSize=8192, verboseLog=false}

22/02/22 11:43:48 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-69-167.ec2.internal/172.3

1.69.167:8032

22/02/22 11:43:48 INFO client.AHSProxy: Connecting to Application History server at ip-172-31-69-167.ec2.internal/172.3

1.69.167:10200

22/02/22 11:43:52 INFO tools.SimpleCopyListing: Paths (files+dirs) cnt = 1; dirCnt = 0

22/02/22 11:43:52 INFO tools.SimpleCopyListing: Paths (files+dirs) cnt = 1; dirCnt = 0
```

```
DistCp Counters

Bytes Copied=482542278

Bytes Expected=482542278

Files Copied=1
[hadoop@ip-172-31-69-167 ~]$
```

```
hadoop@ip-172-31-69-167 ~]$ hadoop distcp 's3://upgradanuraganu/2019-Nov.csv'/ Hive_Case_Study/2019-Nov
SLF4J: Found binding in [jar:file:/usr/lib/hadoop/lib/slf4j-log4j12-1.7.25.jar!/org/slf4j/impl/StaticLogger
SLF4J: Found binding in [jar:file:/usr/share/aws/emr/emrfs/lib/slf4j-log4j12-1.7.12.jar!/org/slf4j/impl/Sta
cicLoggerBinder.class]
SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.
SLF4J: Actual binding is of type [org.slf4j.impl.Log4jLoggerFactory]
22/02/22 11:49:53 INFO tools.OptionsFarser. parsechankSize. Biotexperchank ratio
22/02/22 11:49:54 INFO tools.DistCp: Input Options: DistCpOptions{atomicCommit=false, syncFolder=false, del
eteMissing=false, ignoreFailures=false, overwrite=false, append=false, useDiff=false, useRdiff=false, fromS
napshot=null, toSnapshot=null, skipCRC=false, blocking=true, numListstatusThreads=0, maxMaps=20, mapBandwid
th=100, sslConfigurationFile='null', copyStrategy='uniformsize', preserveStatus=[], preserveRawXattrs=false
, atomicWorkPath=null, logPath=null, sourceFileListing=null, sourcePaths=[83://upgradanuraganu/2019-Nov.csv
, targetPath=Hive_Case_Study/2019-Nov.csv, targetPathExists=false, filtersFile='null', blocksPerChunk=0,
ppyBufferSize=8192, verboseLog=false}
22/02/22 11:49:54 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-69-167.ec2.internal/172.
1.69.167:8032
22/02/22 11:49:54 INFO client.AHSProxy: Connecting to Application History server at ip-172-31-69-167.ec2.in
cernal/172.31.69.167:10200
22/02/22 11:49:58 INFO tools.SimpleCopyListing: Paths (files+dirs) cnt = 1; dirCnt = 0
22/02/22 11:49:58 INFO tools.SimpleCopyListing: Build file listing completed.
22/02/22 11:49:58 INFO Configuration.deprecation: io.sort.mb is deprecated. Instead, use mapreduce.task.io
```

```
2/02/22 11:50:00 INFO impl.YarnClientImpl: Submitted application application_1645528278761_0003
2/02/22 11:50:00 INFO mapreduce.Job: The url to track the job: http://ip-172-31-69-167.ec2.internal:20888/
2/02/22 11:50:00 INFO tools.DistCp: DistCp job-id: job_1645528278761_0003
2/02/22 11:50:00 INFO mapreduce.Job: Running job: job_1645528278761_0003
2/02/22 11:50:09 INFO mapreduce.Job: Job job_1645528278761_0003 running in uber mode : false
2/02/22 11:50:09 INFO mapreduce.Job: map 0% reduce 0%
2/02/22 11:50:26 INFO mapreduce.Job: map 100% reduce 0%
2/02/22 11:50:30 INFO mapreduce.Job: Job job_1645528278761_0003 completed successfully
2/02/22 11:50:30 INFO mapreduce.Job: Counters: 38

File System Counters

FILE: Number of bytes read=0

FILE: Number of bytes written=224234

FILE: Number of large read operations=0

FILE: Number of write operations=0

HDFS: Number of bytes read=370

HDFS: Number of bytes written=545839412

HDFS: Number of read operations=11
```

```
Bytes Written=0

DistCp Counters

Bytes Copied=545839412

Bytes Expected=545839412

Files Copied=1

[hadoop@ip-172-31-69-167 ~]$
```

To check if both the files are copied from S3 to HDFS.

Query:

Hadoop fs -ls / Hive case study/

```
SLF4J: Class path contains multiple SLF4J bindings.
SLF4J: Found binding in [jar:file:/usr/lib/hadoop/lib/slf4j-log4j12-1.7.25.jar!/org/slf4j/impl/StaticLog
Binder.class]
SLF4J: Found binding in [jar:file:/usr/share/aws/emr/emrfs/lib/slf4j-log4j12-1.7.12.jar!/org/slf4j/impl/
ticLoggerBinder.class]
SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.
SLF4J: Actual binding is of type [org.slf4j.impl.Log4jLoggerFactory]
Found 5 items

    hadoop hdfsadmingroup

                                                   0 2022-02-22 11:44 /Hive_Case_Study
drwxr-xr-x
                        hdfsadmingroup
             - hdfs
                                                   0 2022-02-22 11:10 /apps
            - hdfs
                       hdfsadmingroup
                                                   0 2022-02-22 11:12 /tmp
drwxrwxrwt.
drwxr-xr-x
                       hdfsadmingroup
drwxr-xr-x
              - hdfs
                       hdfsadmingroup
                                                   0 2022-02-22 11:10 /var
Found 2 items
-rw-r--r-- 1 hadoop hdfsadmingroup 545839412 2022-02-22 11:50 Hive_Case_Study/2019-Nov.csv
-rw-r--r-- 1 hadoop hdfsadmingroup 482542278 2022-02-22 11:57 Hive_Case_Study/2019-Oct.csv
[hadoop@ip-172-31-69-167 \sim]$
```

2.5. Starting Hive:

Query:

```
[hadoop@ip-172-31-69-167 ~]$ hive

SLF4J: class path contains multiple SLF4J bindings.

SLF4J: Found binding in [jar:file:/usr/lib/hive/lib/log4j-slf4j-impl-2.6.2.jar!/org/slf4j/impl/StaticLogger

Binder.class]

SLF4J: Found binding in [jar:file:/usr/share/aws/emr/emrfs/lib/slf4j-log4j12-1.7.12.jar!/org/slf4j/impl/StaticLoggerBinder.class]

SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.

SLF4J: Actual binding is of type [org.apache.logging.slf4j.Log4jLoggerFactory]

Logging initialized using configuration in file:/etc/hive/conf.dist/hive-log4j2.properties Async: false hive>
```

- We will create a database create a table and then load the data which was provided and execute the query to find/analyse the data which was provided.
 - 1. CREATE DATABASE IF NOT EXISTS Hive Case Study;

```
hive> CREATE DATABASE IF NOT EXISTS Hive_Case_Study;
OK
Time taken: 0.046 seconds
```

2. Show databases; command to view the data base

```
hive> show databases;
OK
default
hive_case_study
Time taken: 0.087 seconds, Fetched: 2 row(s)
```

3. To describe the database command use is

Describe database Hive_Case_Study;

```
hive> describe database Hive_Case_Study;

OK

hive_case_study hdfs://ip-172-31-69-167.ec2.internal:8020/user/hive/warehouse/hive_case_study.db h

adoop USER

Time taken: 0.063 seconds, Fetched: 1 row(s)

hive>
```

4. To use the same database:

Query:

```
hive> use hive_case_study;
OK
Time taken: 0.056 seconds
hive>
```

2.6. Now the database is created we will now Create an external table "cosmeticDB":

Query:

CREATE EXTERNAL TABLE IF NOT EXISTS cosmeticDB (event_time timestamp, event_type string, product_id string, category_id string, category_code string, brand string, price decimal(10,3), user_id bigint, user_session string) ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' WITH SERDEPROPERTIES ("separatorChar" = ",", "quoteChar" = "\"", "escapeChar" = "\\") stored as textfile;

1. To view the table command used is (describe table name)

Query:

Describe cometicDB;

```
CREATE EXTERNAL TABLE IF NOT EXISTS cosmeticDB (event_time timestamp, event_type string,
tring, category id string, category code string, brand string, price decimal(10,3), user id bigint, user se
ssion string) ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' WITH SERDEPROPERTIES ("separate
r Char" = "," , "quoteChar" = "\"", "escapeChar" = "\\") stored as textfile
Time taken: 0.682 seconds
hive> describe cosmeticDB;
                                string
                                                                  from deserializer
event_type
                                string
                                                                  from deserializer
product_id
category_id
                                                                  from deserializer
                                                                  from deserializer
category_code
                                                                  from deserializer
brand
                                                                  from deserializer
                                                                  from deserializer
                                                                  from deserializer
ser session
                                string
                                                                   from deserializer
 ime taken: 0.111 seconds,
                                     Fetched:
```

Here if we observe all the data types are in 'string' by default. This is one of the limitations in serde. We need to cast the data types into desired ones.

2. Load the input Data into "cosmeticDB" table:

Query:

LOAD DATA INPATH 's3://upgradanuraganu/2019-Oct.csv' INTO TABLE cosmeticDB;

LOAD DATA INPATH 's3://upgradanuraganu/2019-Nov.csv' INTO TABLE cosmeticDB;

```
hive> load data inpath 's3://upgradanuraganu/2019-Oct.csv' into table cosmeticDB;
Loading data to table hive_case_study.cosmeticdb
OK
Time taken: 13.986 seconds
hive> load data inpath 's3://upgradanuraganu/2019-Nov.csv' into table cosmeticDB;
Loading data to table hive_case_study.cosmeticdb
OK
Time taken: 11.751 seconds
hive> |
```

To check if the load data is correct for this, we will write a query to check the month(event_time) because the data is of 11(Nov) and 10(Oct).

```
select * from cosmeticDB where month(event_time)=10 limit 5;
2019-10-01 00:00:00 UTC cart
                                5773203 1487580005134238553
                                                                                  2.62
                                                                                          46324
                                                                         runail
2019-10-01 00:00:03 UTC cart
                                5773353 1487580005134238553
                                                                          runail
                                                                                  2.62
                                                                                          46324
                                5881589 2151191071051219817
2019-10-01 00:00:07 UTC cart
                                                                         lovely
                                                                                  13.48
                                                                                          42968
                                5723490 1487580005134238553
                                                                                          46324
                                                                                  2.62
2019-10-01 00:00:15 UTC cart
                                5881449 1487580013522845895
                                                                         lovely
                                                                                          42968
Time taken: 1.597 seconds, Fetched: 5 row(s)
hive> select * from cosmeticDB where month(event time)=11 limit 5;
OK
                                5802432 1487580009286598681
2019-11-01 00:00:09 UTC cart
                                5844397 1487580006317032337
2019-11-01 00:00:10 UTC view
                                5837166 1783999064103190764
                                                                         pnb
                                                                                  22.22
                                                                                          55613
2019-11-01 00:00:11 UTC cart
                                5876812 1487580010100293687
                                                                          jessnail
                                                                                          3.16
                                                 5826182 1487580007483048900
2019-11-01 00:00:24 UTC remove from cart
Time taken: 0.265 seconds, Fetched: 5 row(s)
```

2.7. Applying Optimization Techniques Columns Partitioning and Bucketing:

1. Start with enabling the dynamic partitioning and bucketing.

```
hive> set hive.exec.dynamic.partition.mode=nonstrict;
hive> set hive.exec.dynamic.partition=true;
hive> set hive.enforce.bucketing=true;
hive>
```

2. Create a Table "cosmeticDB_P1", PARTITIONED BY(event_type string) CLUSTERED BY (user _id) INTO 10 buckets o Create a Table "RetailDB_EC2", PARTITIONED BY(event_type string) CLUSTERED BY (user _id) INTO 10 buckets

CREATE TABLE IF NOT EXISTS cosmeticDB_P1 (event_time timestamp, product_id string, category_id string, category_code string, brand string, price float, user_id bigint, user_session string) PARTITIONED BY (event_type string) CLUSTERED BY (user_id) INTO 10 BUCKETS ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' STORED AS TEXTFILE;

```
hive> CREATE TABLE IF NOT EXISTS cosmeticDB_P1 (event_time timestamp, product_id string, cate gory_id string, category_code string, brand string, price float, user_id bigint, user_session string) PARTITIONED BY (event_type string) CLUSTERED BY (user_id) INTO 10 BUCKETS ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' STORED AS TEXTFILE;
OK
Time taken: 0.155 seconds
```

3. Load the Data into the tables:

Insert into table cosmeticDB_P1 partition (event_type) select cast (replace (event_time, 'UTC', ") as timestamp), product_id, category_id, category_code, brand, cast(price as float), cast(user id as bigint), user session, event type from cosmeticDB;

```
hive> Insert into table cosmeticDB Pl partition (event type) select cast (replace (event tim
e, 'UTC', '') as timestamp), product id, category id, category code, brand, cast(price as flo
at), cast(user id as bigint), user session, event type from cosmeticDB;
Query ID = hadoop 20220224211735 6eb829bf-92ec-4915-8268-84d3cd287ac1
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application 1645734550072 0006)
Map 1: 0/8
                Reducer 2: 0/10
Map 1: 0/8
                Reducer 2: 0/10
Map 1: 0/8
               Reducer 2: 0/10
Map 1: 0(+2)/8 Reducer 2: 0/10
Map 1: 0(+3)/8 Reducer 2: 0/10
```

```
Time taken to load dynamic partitions: 0.633 seconds

Time taken for adding to write entity: 0.003 seconds

OK
```

3. Question and Answer:

Q1. Find the total revenue generated due to purchases made in October.

Query:

SELECT sum(price) FROM cosmeticDB WHERE month(event_time)=10 and event_type='purchase';

Normal Table: (Without Partitioning)

Partition Table:

SELECT sum(price) FROM cosmeticDB_P1 where month(event_time)=10 and event time='purchase';

If we compare the query optimization of partitioned table it is almost 43 second's less than normal table.

```
hive> SELECT sum(price) FROM cosmeticDB_P1 where month(event_time) = 10 and event_type='purchase';
Query ID = hadoop_20220222135419_4a44a0a7-5ceb-4ae5-98b3-f7999dd35cd9
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1645528278761_0012)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED

Map 1 ...... container SUCCEEDED 7 7 7 0 0 0 0 0
Reducer 2 .... container SUCCEEDED 1 1 0 0 0 0 0
VERTICES: 02/02 [=========>>] 100% ELAPSED TIME: 29.06 s

OK
1211538.4300000072
Time taken: 37.148 seconds, Fetched: 1 row(s)
```

Q2. Write a guery to yield the total sum of purchases per month in a single output.

Query:

SELECT MONTH(event_time) AS Month, COUNT(event_type) AS Purchases FROM cosmeticDB P1 WHERE event type = 'purchase' GROUP BY MONTH(event time);

```
hive> SELECT MONTH(event_time) AS Month, COUNT(event_type) AS Purchases FROM cosmeticDB_P1 WHERE event_type = 'purchase' GROUP BY MONTH(event_time);
Query ID = hadoop_20220222141049_39589188-d40e-4a5a-ab69-eaa8a88cdcee
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1645528278761_0013)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED

Map 1 ....... container SUCCEEDED 7 7 7 0 0 0 0 0
Reducer 2 ..... container SUCCEEDED 2 2 2 0 0 0 0 0

VERTICES: 02/02 [============>>] 100% ELAPSED TIME: 29.84 s

OK
10 245624
11 322417
Time taken: 30.473 seconds, Fetched: 2 row(s)
hive>
```

Q3. Find the total revenue generated due to purchases made in October.

Query:

SELECT sum (case when month(event_time)=10 then price else -1*price end) as change in revenue FROM cosmeticDB P1 WHERE month(event_time) in (10,11) and

event type='purchase';

Q4. Find distinct categories of products. Categories with null category code can be ignored.

Query:

select distinct category_code as product_category from cosmeticDB_P1 where category_code <> ' '

Q5. Find the total number of products available under each category.

Query:

Select category_code as category,count(product_id) as products from cosmeticDB_P1 where category_code <> '' group by category_code;

```
hive> Select category_code as category,count(product_id) as products from cosmeticDB_P1 where category_code <> ''
roup by category_code;
guery ID = hadoop_20220224215401_2fda4fec-96ed-4668-956e-4195a3edfb88
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1645734550072_0006)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED

Map 1 ...... container SUCCEEDED 6 6 6 0 0 0 0 0
Reducer 2 .... container SUCCEEDED 1 1 0 0 0 0 0

VERTICES: 02/02 [============>>] 100% ELAPSED TIME: 63.50 s

OK
accessories.bag 11681
accessories.cosmetic_bag 1248
apparel.glove 18232
appliances.environment.air_conditioner 332
appliances.environment.vacuum 59761
appliances.personal.hair_cutter 1643
category_code 2
furniture.laving_room.cabinet 13439
furniture.laving_room.cabinet 13439
furniture.living_room.cabinet 308
sport.diving 2
stationery.cartrige 26722
Time taken: 64.11 seconds, Fetched: 12 row(s)
hive>
```

Q6. Which brand had the maximum sales in October and November combined?

Query:

Select brand, sum(price) as max_sales from cosmeticDB_P1 where brand <> '' and event type = 'purchase' group by brand order by max_sales desc limit 1;

```
ive> Select brand, sum(price) as max sales from cosmeticDB P1 where brand <> '' and event ty
pe = 'purchase' group by brand order by max_sales desc limit 1;
Query ID = hadoop_20220224215103_945668d6-dbe3-4dfd-a66b-39c9e188764a
Total jobs = 1
aunching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1645734550072 0006)
Map 1: 0/7 Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0/7 Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0(+1)/7 Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0/7
Map 1: 0(+2)/7
Map 1: 0(+3)/7
                   Reducer 2: 0/2 Reducer 3: 0/1
Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0(+3)/7 Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0(+3)/7
Map 1: 0(+3)/7
                   Reducer 2: 0/2 Reducer 3: 0/1
Reducer 2: 0/2 Reducer 3: 0/1
                   Reducer 2: 0/2 Reducer 3: 0/1
Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 0(+3)/7
ſap
Map 1: 2(+3)/7
                   Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 3(+3)/7
Map 1: 4(+3)/7
                   Reducer 2: 0/2 Reducer 3: 0/1
Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 5(+2)/7
                   Reducer 2: 0/2 Reducer 3: 0/1
Map 1: 5(+2)/7
Map 1: 6(+1)/7
                    Reducer 2: 0(+1)/2
                                                   Reducer 3: 0/1
                   Reducer 2: 0(+2)/2
                                                   Reducer 3: 0/1
Map 1: 7/7
Map 1: 7/7
                    Reducer 2: 1(+1)/2
                                                   Reducer 3: 0(+1)/1
Map 1: 7/7
                    Reducer 2: 2/2 Reducer 3: 0(+1)/1
Map 1: 7/7
                    Reducer 2: 2/2 Reducer 3: 1/1
ime taken: 26.816 seconds, Fetched: 1 row(s)
```

Q7. Which brands increased their sales from October to November?

Query:

With diff_brand as (SELECT brand, month(event_time) as Month,sum(price) as sales , dense_rank() over(partition by brand order by sum(price) desc) as rank FROM cosmeticDB_P1 where brand <> "and event_type= 'purchase' GROUP BY brand, month(event_time) ORDER BY brand,Month)

SELECT brand from diff brand where rank =1 and Month= 11

```
airnails
art-visage
artex
aura
balbcare
barbie
batiste
beauty-free
beauty-free
beautyblender
beauugreen
benovy
binacil
bioaqua
biore
blixz
bluesky
bodyton
bpw.style
browsenna
candy
carmex
chi
coifin
concept
cossima
cossmoprofi
cristalinas
cutrin
de.lux
deoproce
depilflax
```



```
happyfons
haruyama
helloganic
igrobeauty
ingarden
inm
insight
irisk
italwax
jaguar
jas
.
jessnail
joico
juno
kaaral
kamill
kapous
kares
kaypro
keen
kerasys
kims
kinetics
kiss
kocostar
koelcia
koelf
konad
kosmekka
laboratorium
lador
ladykin
latinoil
levissime
levrana
lianail
likato
limoni
lovely
lowence
mane
marathon
markell
marutaka-foot
masura
matreshka
matrix
mavala
metzger
```

```
milv
miskin
missha
moyou
nagaraku
naomi
nefertiti
neoleor
nirvel
nitrile
oniq
orly
osmo
ovale
plazan
polarus
profepil
profhenna
protokeratin
provoc
rasyan
refectocil
rosi
roubloff
runail
s.care
sanoto
severina
shary
shik
skinity
skinlite
smart
soleo
solomeya
sophin
staleks
strong
supertan
swarovski
tertio
treaclemoon
trind
uno
uskusi
veraclara
vilenta
yoko
yu-r
zeitun
Time taken: 30.541 seconds, Fetched: 160 row(s)
hive>
```

Q8. Your company wants to reward the top 10 users of its website with a Golden Customer plan. Write a query to generate a list of top 10 users who spend the most.

Query:

select user_id,sum(price) as purchase, dense_rank() over(order by sum(price) desc) as rank from cosmeticDB P1 where event type= 'purchase' group by user id limit 10;

```
hive> select user_id,sum(price) as purchase, dense_rank() over( order by sum(price)
> desc) as rank from cosmeticDB_P1 group by user_id limit 10;
Query ID = hadoop_20220224223644_a0b96bb1-e054-4df1-9ce0-9f3abec39c04
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Status: Running (Executing on YARN cluster with App id application_1645734550072_0008)
        VERTICES
                         MODE
                                       STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container Reducer 2 ..... container
                                   SUCCEEDED
                                   SUCCEEDED
Reducer 3 ..... container
                                   SUCCEEDED
                  63266.96999999997
                  46264.28000000264
352394658
550353491
479928991
554848397
526213023
                  22983.280000000024
```

Observations:

- 1. For less query time we should always partition the table and also make bucket.
- 2. In our data set also we observed that performance rate increased when we used the partitioned table.
- 3. In event_type table compared to all the other event types purchase is less than other two event types.
- 4. Highest number of products available under appliances. environment.vaccume category.
- 5. The total revenue is high in November month than October month.
- 6. Runail brand has highest sales compared with other brands.
- 7. The user_id: 557616099 spent most compared to others and selected for reward and recognition program.

4. <u>Dropping the Database and Terminating the Cluster</u>

For dropping the database :

Query:

Show database;

Drop database hive_case_study cascade; (we use cascade to delete the table which is created in database. Without that it will give an error.)

```
hive> show databases;

OK

default

hive_case_study

Time taken: 0.022 seconds, Fetched: 2 row(s)

hive> drop database hive_case_study;

FAILED: Execution Error, return code 1 from org.apache.hadoop.hive.ql.exec.DDLTask. InvalidOperationException(message:Database hive_case_study is not empthive> drop database hive_case_study cascade;

OK

Time taken: 0.703 seconds

hive> show databases;

OK

default

Time taken: 0.028 seconds, Fetched: 1 row(s)

hive>
```

Quitting Hive from PuTTY:

```
OK

default

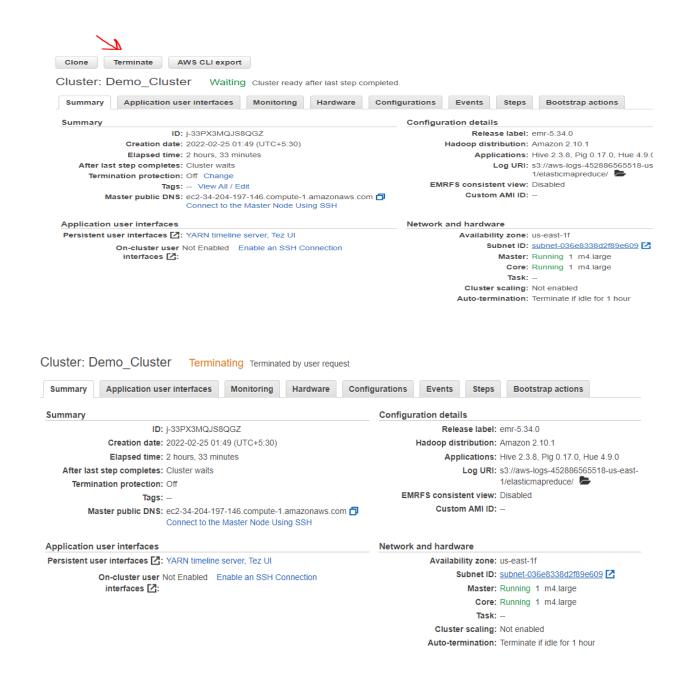
Time taken: 0.028 seconds, Fetched: 1 row(s)

hive> quit;

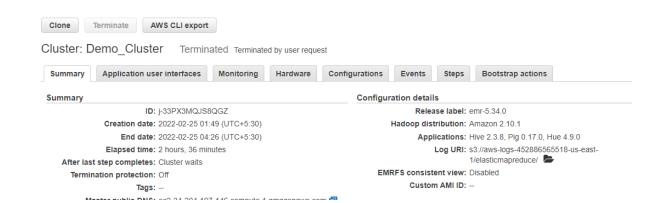
[hadoop@ip-172-31-71-86 ~]$
```

Terminate EMR Cluster

• Select Terminate > Select Terminate in the pop-up window > Status changes to Terminating.



Cluster is successfully terminated:



Made By:

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