

# Big Data Analytics

## Map-Reduce and Spark

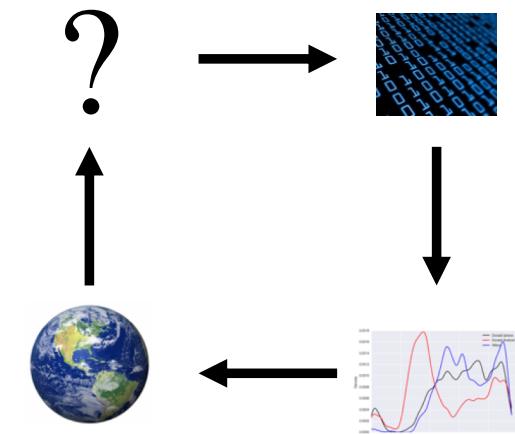
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Guest Lecturer:

**Vikram Sreekanti**



# From SQL to Big Data (with SQL)

- A few weeks ago...
  - Databases
  - (Relational) Database Management Systems
  - SQL: Structured Query Language
- Today
  - More on databases and database design
  - Enterprise data management and the data lake
  - Introduction to distributed data storage and processing
  - Spark

# Data in the Organization

A little bit of buzzword bingo!

# Inventory



How we like to think of data in the organization

The reality...



Sales  
(Asia)



Inventory



Sales  
(US)



Advertising

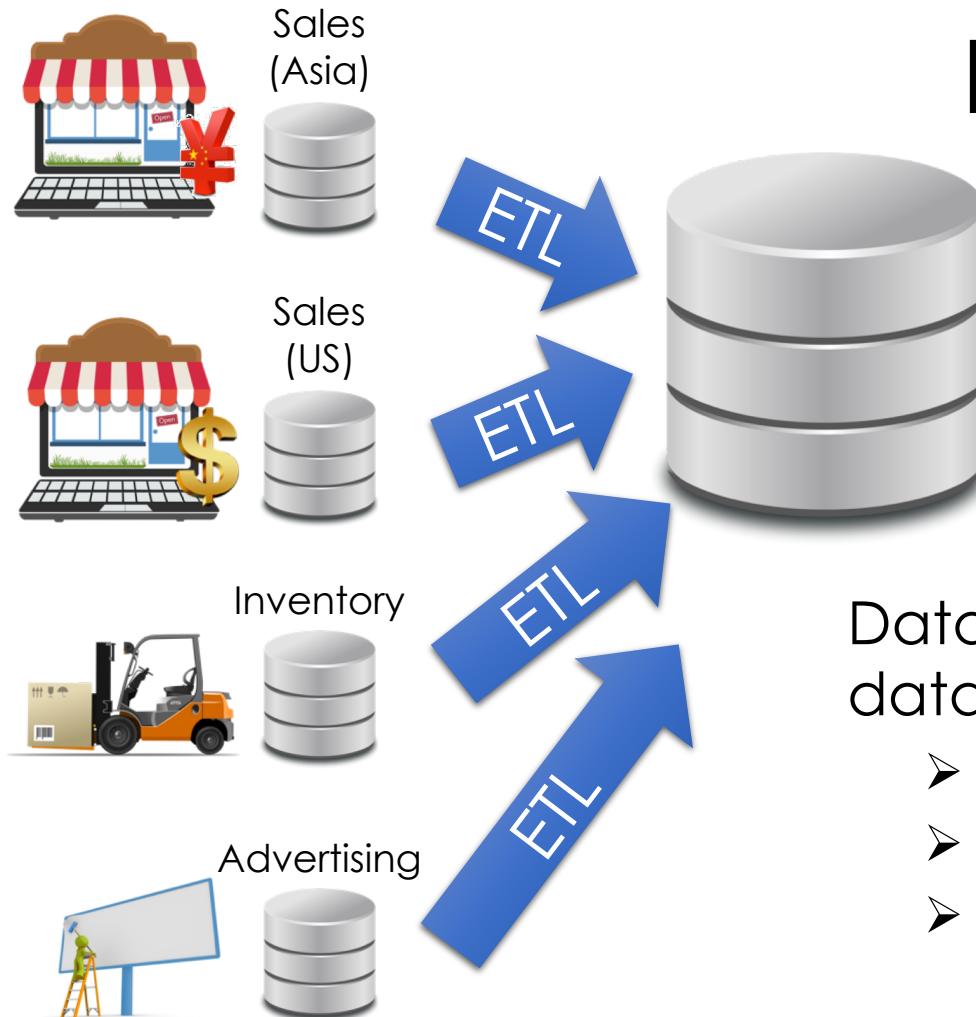




# Operational Data Stores

- Capture **the now**
- Many different databases across an organization
- Mission critical... be careful!
  - Serving live ongoing business operations
  - Managing inventory
- Different formats (e.g., currency)
  - Different schemas (acquisitions ...)
- Live systems often don't maintain history

We would like a consolidated, clean, historical snapshot of the data.



# Data Warehouse

Collects and organizes historical data from multiple sources

Data is periodically **ETL**ed into the data warehouse:

- **Extracted** from remote sources
- **Transformed** to standard schemas
- **Loaded** into the (typically) relational (SQL) data system

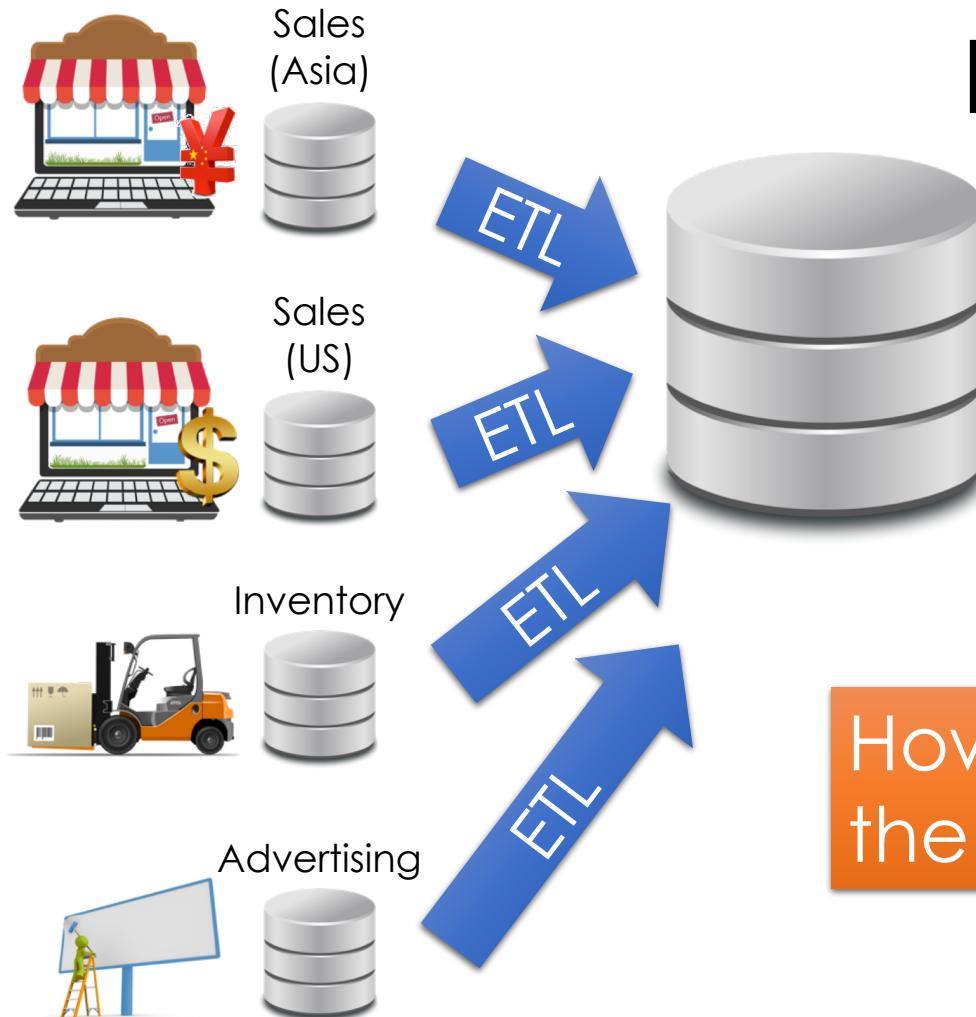
# Extract → Transform → Load (ETL)

**Extract & Load:** provides a snapshot of operational data

- Historical snapshot
- Data in a single system
- Isolates analytics queries (e.g., Deep Learning) from business critical services (e.g., processing user purchase)
- Easy!

**Transform:** clean and prepare data for analytics in a unified representation

- **Difficult** → often requires specialized code and tools
- Different schemas, encodings, granularities



# Data Warehouse

Collects and organizes historical data from multiple sources

How is data organized in the Data Warehouse?

# Example Sales Data

pname	category	price	qty	date	day	city	state	country
Corn	Food	25	25	3/30/16	Wed.	Omaha	NE	USA
Corn	Food	25	8	3/31/16	Thu.	Omaha	NE	USA
Corn	Food	25	15	4/1/16	Fri.	Omaha	NE	USA
Galaxy	Phones	18	30	1/30/16	Wed.	Omaha	NE	USA
Galaxy	Phones	18	20	2/29/16	Thu.	Omaha	NE	USA
Galaxy	Phones	18	50	3/1/16	Fri.	Omaha	NE	USA
Peanuts	Food	2	45	3/31/16	Wed.	Omaha	NE	USA
Peanuts	Food	2	45	4/1/16	Thu.	Seoul		Korea

- **Big** table: many columns and rows
  - Substantial redundancy → expensive to store and access
  - Make mistakes while updating
- Could we organize the data more efficiently?

# Multidimensional Data Model

Sales **Fact Table**

pid	timeid	locid	sales
11	1	1	25
11	2	1	8
11	3	1	15
12	1	1	30
12	2	1	20
12	3	1	50
12	1	1	8
13	2	1	10
13	3	1	10
11	1	2	35
11	2	2	22
11	3	2	10
12	1	2	26

Locations

locid	city	state	country
1	Omaha	Nebraska	USA
2	Seoul		Korea
5	Richmond	Virginia	USA

Products

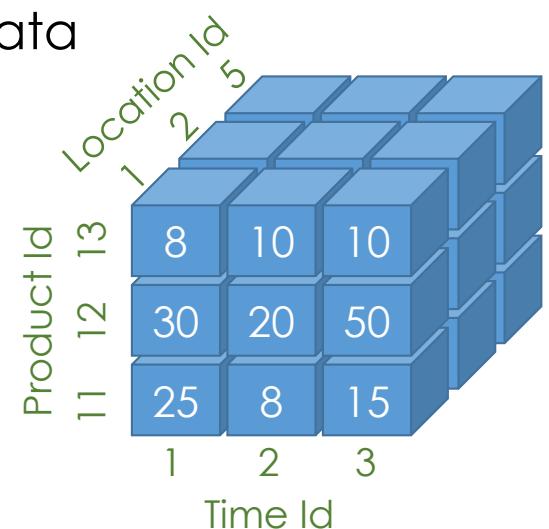
pid	pname	category	price
11	Corn	Food	25
12	Galaxy 1	Phones	18
13	Peanuts	Food	2

Time

timeid	Date	Day
1	3/30/16	Wed.
2	3/31/16	Thu.
3	4/1/16	Fri.

Dimension Tables

➤ Multidimensional “Cube” of data



# Multidimensional Data Model

Sales **Fact Table**

pid	timeid	locid	sales
11	1	1	25
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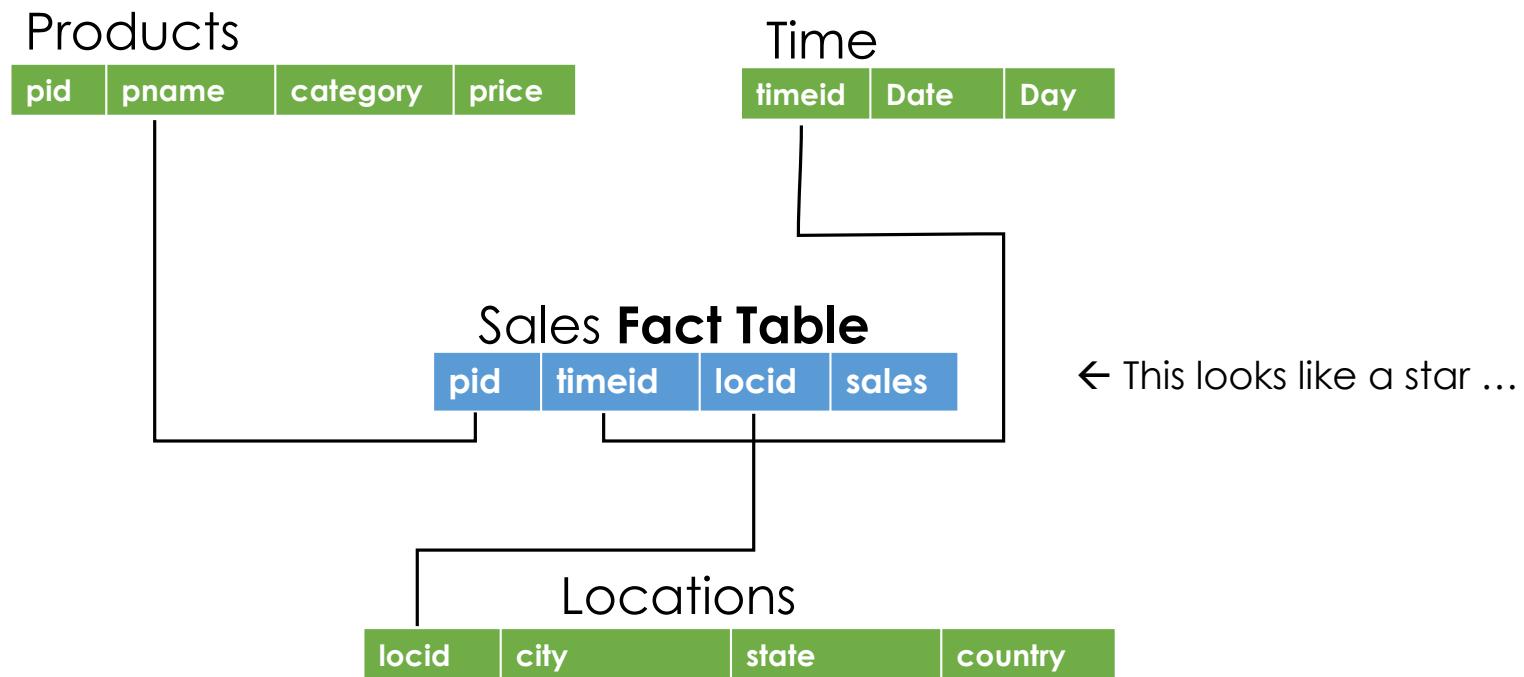
Time

timeid	Date	Day
1	3/30/16	Wed.
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3	4/1/16	Fri.

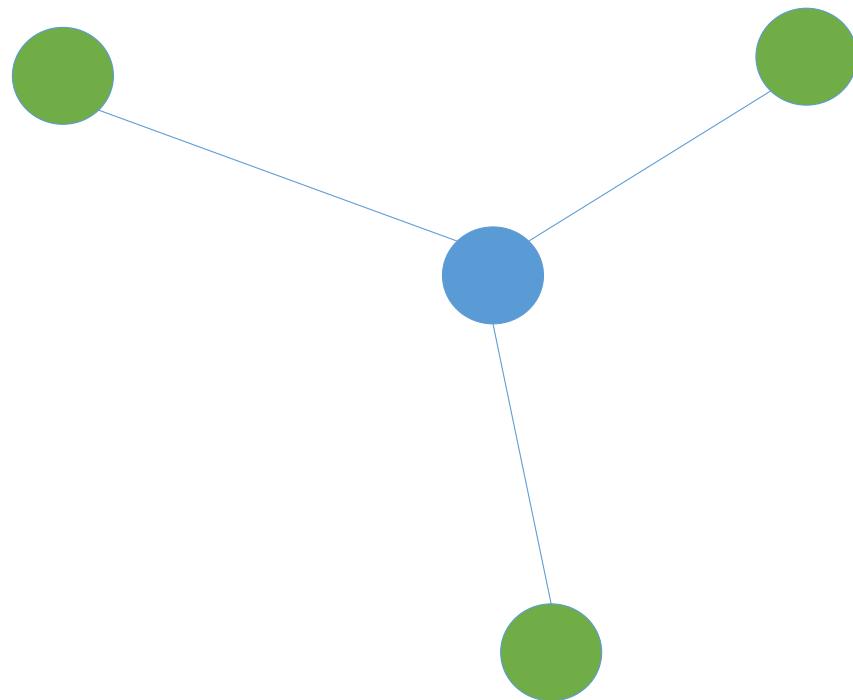
## Dimension Tables

- Fact Table
  - Minimizes redundant info
  - Reduces data errors
- Dimensions
  - Easy to manage and summarize
  - Rename: Galaxy1 → Phablet
- Normalized Representation
- How do we do analysis?
  - **Joins!**

# The Star Schema

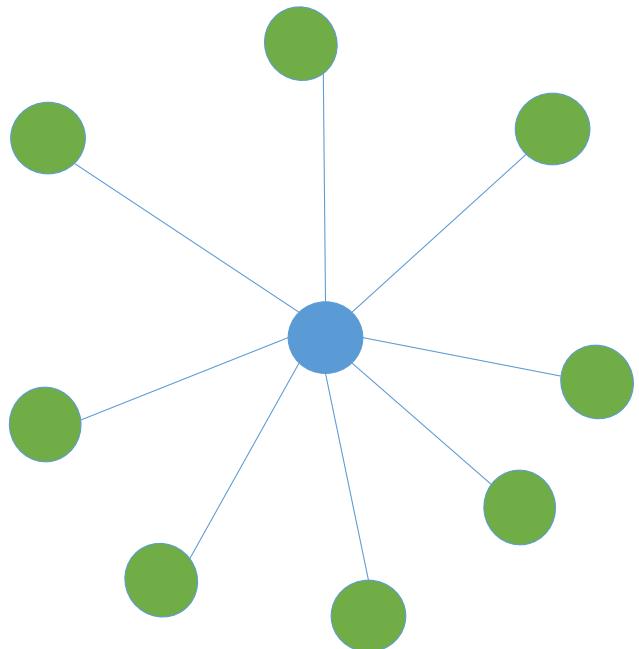


# The Star Schema



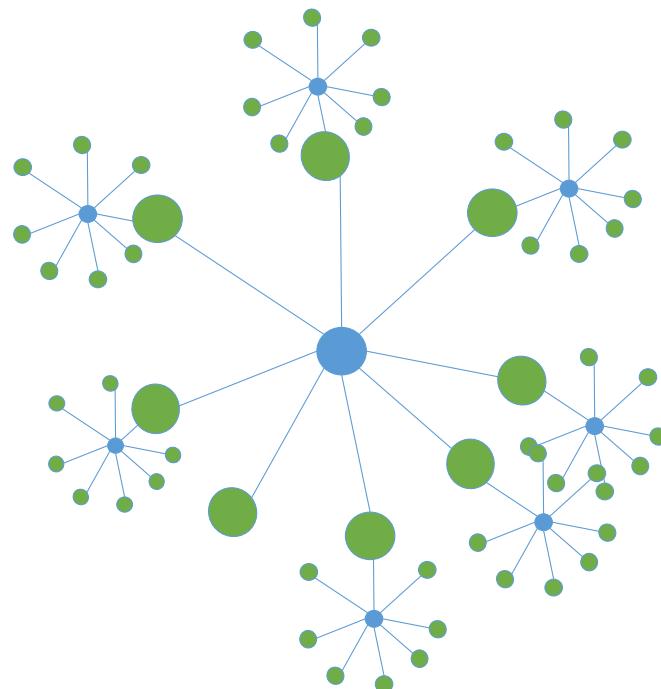
← This looks like a star ...

# The Star Schema



← This looks like a star ...

# The Snowflake Schema

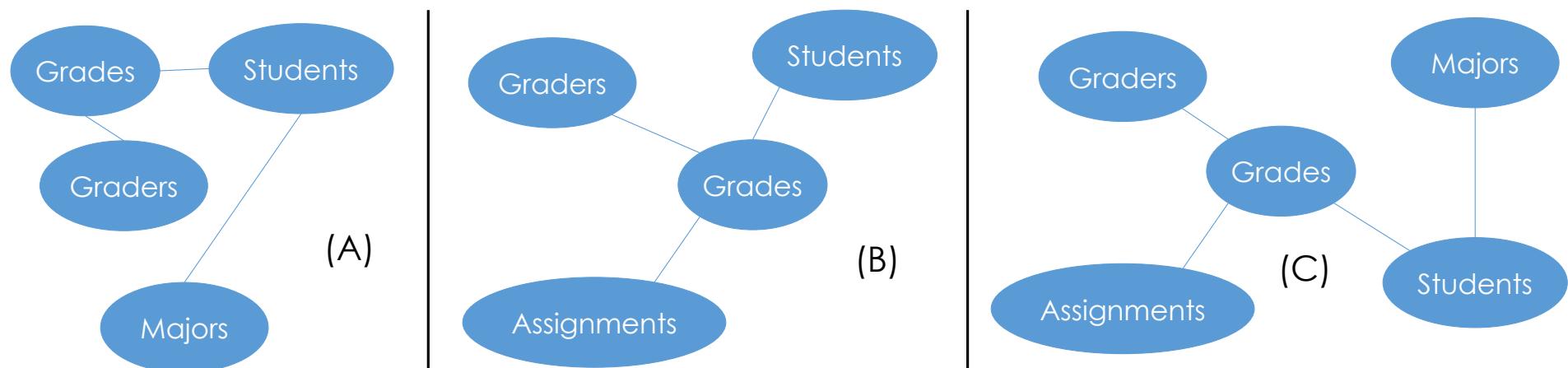


← This looks like a snowflake ...?

# Which schema illustration would best organize this data?

```
Data(calid, student_name, year,  
    major, major_grade_req,  
    asg1_name, asg1_pts, asg1_score, asg1_grader_name  
    asg2_name, asg2_pts, asg2_score, asg2_grader_name  
    avg_grade)
```

<http://bit.ly/ds100-sp18-star>

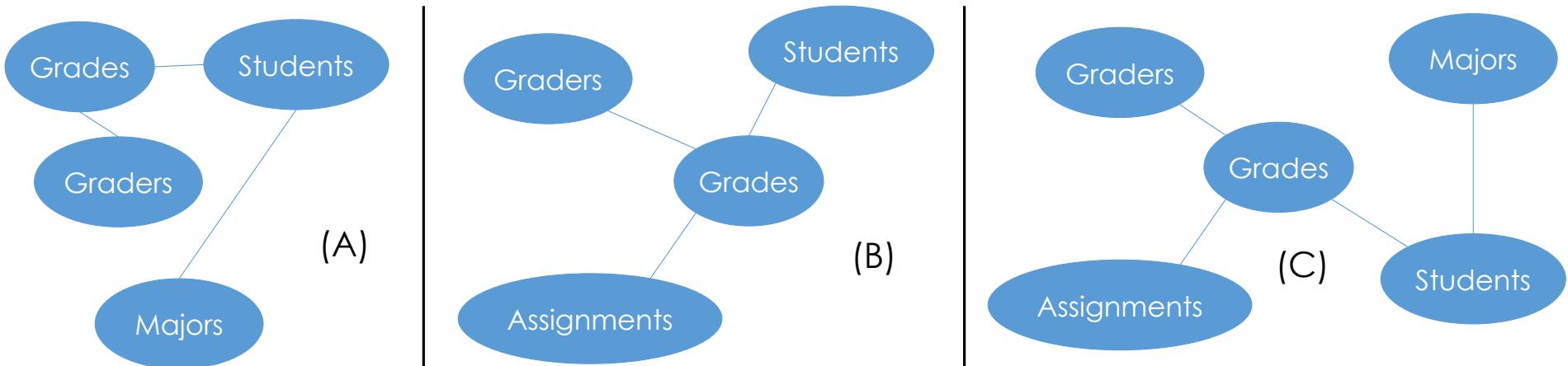


```

Data(calid, student_name, year,
    major, major_grade_req,
    asg1_name, asg1_pts, asg1_score, asg1_grader_name
    asg2_name, asg2_pts, asg2_score, asg2_grader_name
    avg_grade)

L → Grades(calid, asg_name, grader_id, score)
      Graders(grader_id, grader_name)
      Student(calid, name, year, major_name, avg_grade)
      Majors(major_name, grade_req)
      Assignments(asg_name, asg_pts)

```



# Online Analytics Processing (**OLAP**)

Users interact with multidimensional data:

- Constructing ad-hoc and often complex SQL queries
- Using graphical tools that to construct queries
- Sharing views that summarize data across important dimensions

# Cross Tabulation (Pivot Tables)



Item	Color	Quantity	Item		
			Desk	Sofa	Sum
Color	Blue	2	2	4	6
Desk	Red	3	3	5	8
Sofa	Blue	4			
Sofa	Red	5	5	9	14
Sum					

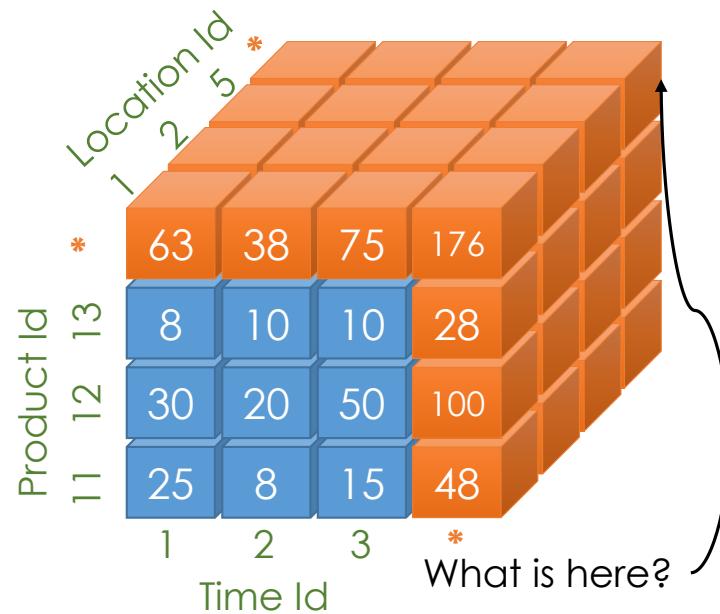
- Aggregate data across pairs of dimensions
  - **Pivot Tables:** graphical interface to select dimensions and aggregation function (e.g., SUM, MAX, MEAN)
  - **GROUP BY** queries
- Related to contingency tables and marginalization in stats.
- What about many dimensions?

# Cube Operator

- Generalizes cross-tabulation to higher dimensions.
- In SQL:  

```
SELECT Item, Color, SUM(Quantity) AS QtySum
FROM Furniture
GROUP BY CUBE (Item, Color);
```

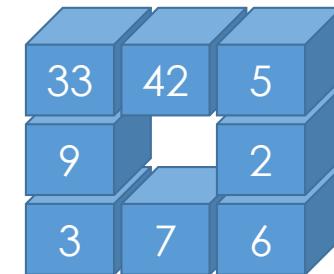
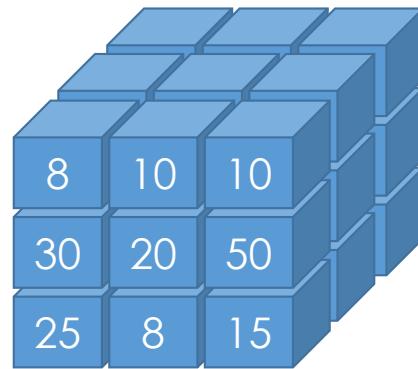
Item	Color	Quantity
Desk	Blue	2
Desk	Red	3
Sofa	Blue	4
Sofa	Red	5



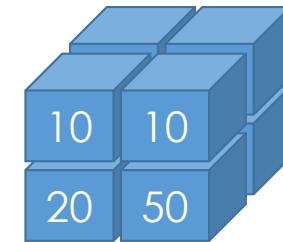
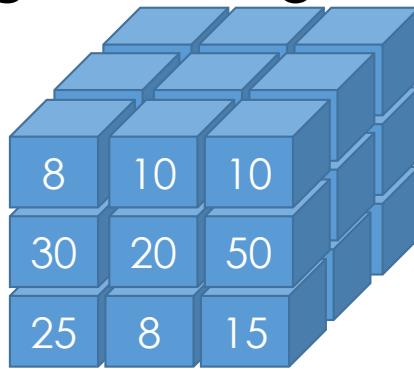
Item	Color	QtySum
Desk	Blue	2
Desk	Red	3
Desk	*	5
Sofa	Blue	4
Sofa	Red	5
Sofa	*	9
*	*	14
*	Blue	6
*	Red	8

# OLAP Queries

- **Slicing:** selecting a value for a dimension

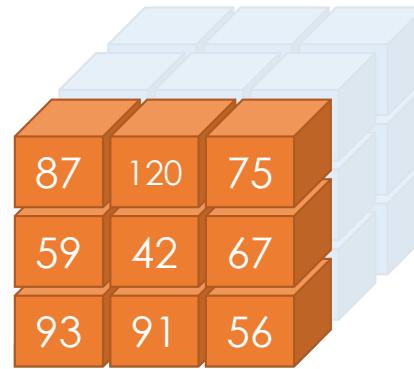
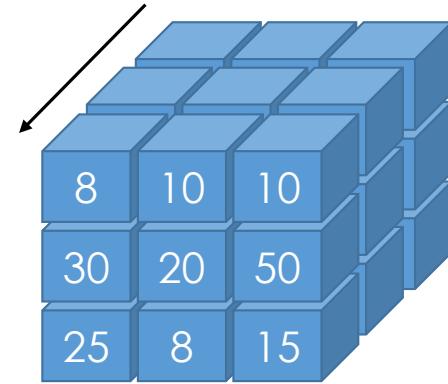


- **Dicing:** selecting a range of values in multiple dimensions

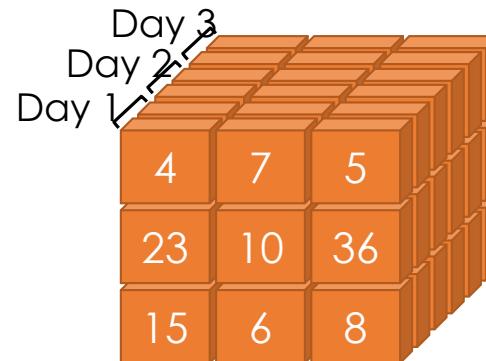
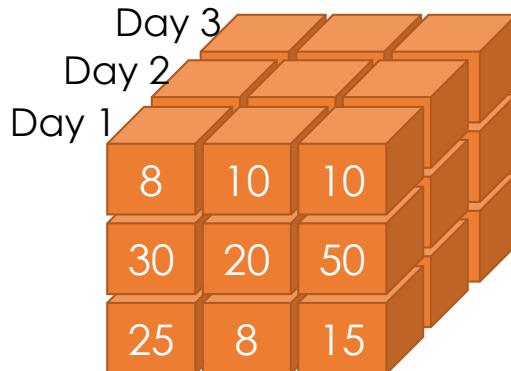


# OLAP Queries

- **Rollup:** Aggregating along a dimension

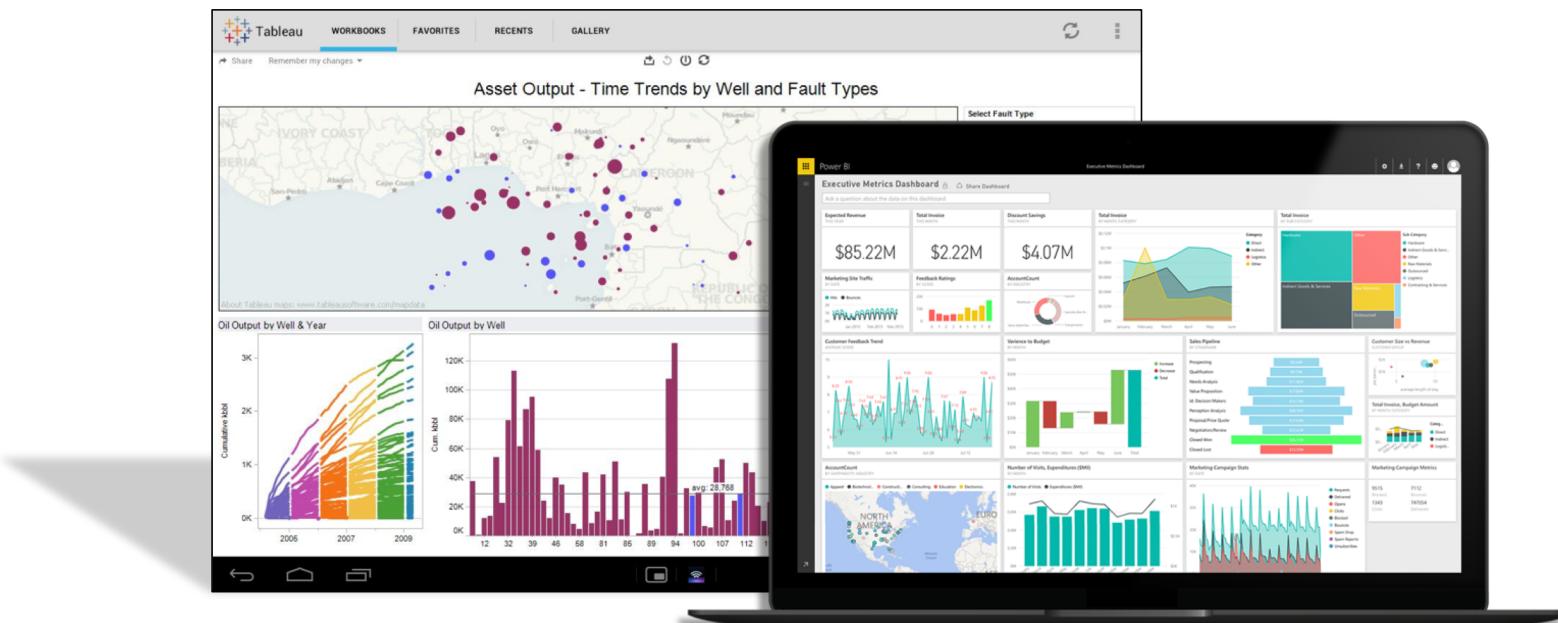


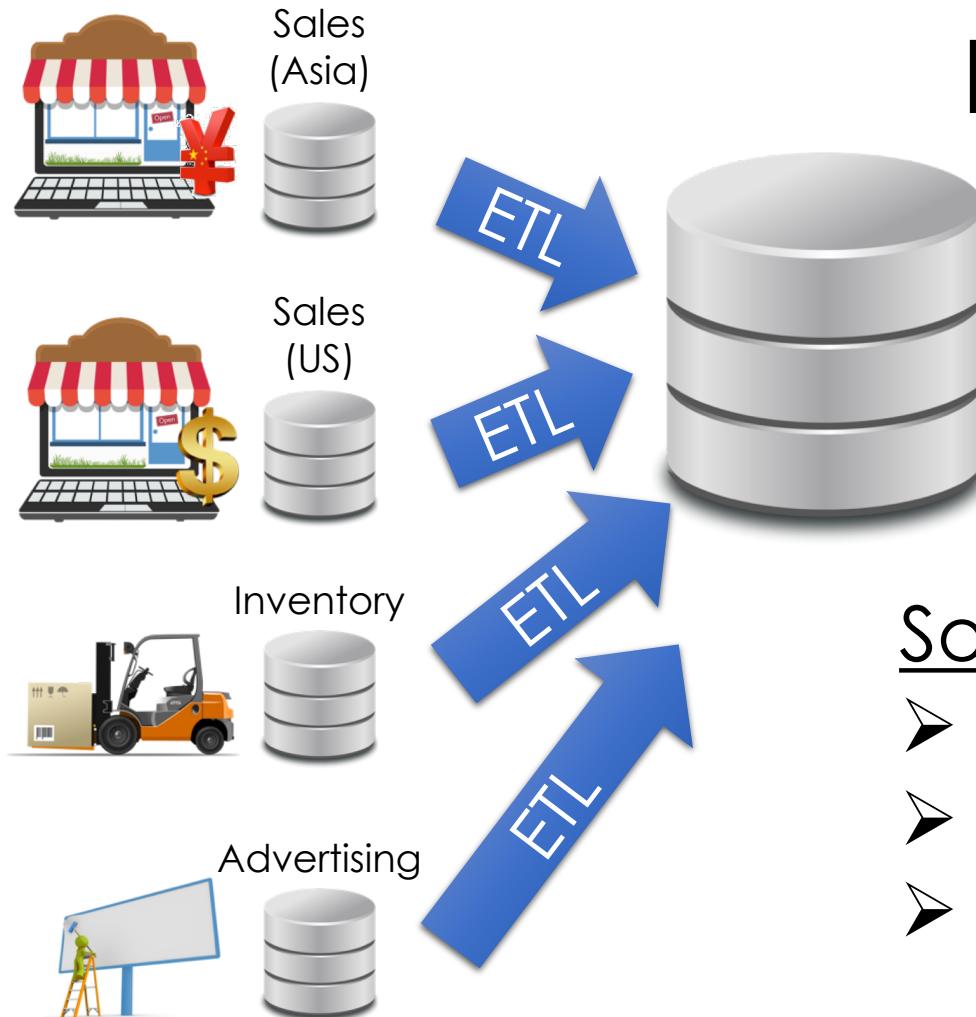
- **Drill-Down:** de-aggregating along a dimension



# Reporting and Business Intelligence (BI)

- Use high-level tools to interact with their data:
  - Automatically generate SQL queries
    - Queries can get big!
- Common!





# Data Warehouse

Collects and organizes historical data from multiple sources

## So far ...

- Star Schemas
- Data cubes
- OLAP Queries



# Data Warehouse

Collects and organizes historical data from multiple sources

- How do we deal with semi-structured and unstructured data?
- Do we really want to force a schema on load?



How do we **clean** and **organize** this data?

Depends on use ...



Text/Log Data



ETL?

Photos & Videos



# Data Warehouse

Collects and organizes historical data from multiple sources

➤ How do we **load** and **process** this data in a relational system?

➤ Do we re-schema

Depends on use...  
Can be difficult...  
Requires thought...



# Data Lake\*

Store a copy of all the data

- in one place
- in its original “natural” form

Enable data consumers to choose how to transform and use data.

- Schema on Read

What could go wrong?

\*Still being defined...[Buzzword Disclaimer]

# The Dark Side of Data Lakes

- Cultural shift: *Curate → Save Everything!*
  - Noise begins to dominate signal
- Limited data governance and planning
  - **Example:** `hdfs://important/joseph_big_file3.csv_with_json`
  - **What** does it contain?
  - **When** and **who** created it?
- No cleaning and verification → lots of dirty data
- New tools are more complex and old tools no longer work



Enter the data scientist

# A Brighter Future for Data Lakes

Enter the data scientist

- Data scientists bring new skills
  - Distributed data processing and cleaning
  - Machine learning, computer vision, and statistical sampling
- Technologies are improving
  - SQL over large files
  - Self describing file formats & catalog managers
- Organizations are evolving
  - Tracking data usage and file permissions
  - New job title: data engineers



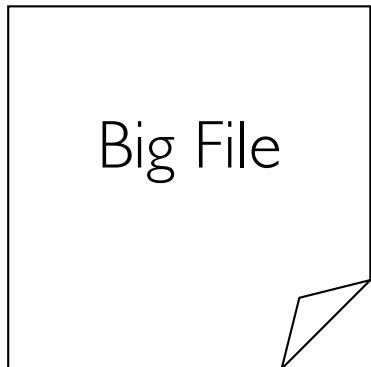
# How do we **store** and **compute** on large unstructured datasets

- Requirements:
  - Handle very **large files** spanning **multiple computers**
  - Use **cheap** commodity devices that **fail frequently**
  - **Distributed data processing** quickly and **easily**
- Solutions:
  - **Distributed file systems** → spread data over multiple machines
    - Assume machine **failure** is common → **redundancy**
  - **Distributed computing** → load and process files on multiple machines concurrently
    - Assume machine **failure** is common → **redundancy**
    - **Functional programming** computational pattern → **parallelism**

# Distributed File Systems

## Storing very large files

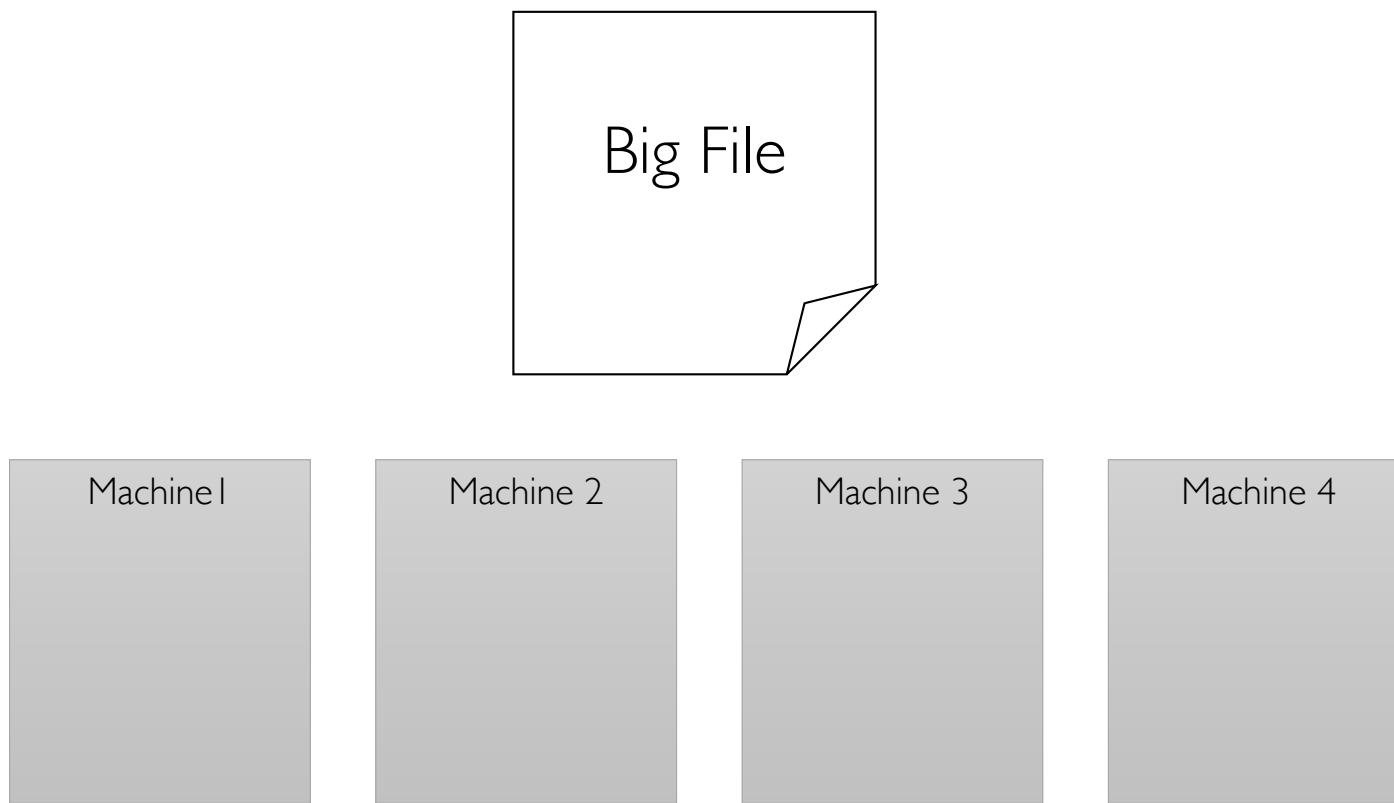
# Fault Tolerant Distributed File Systems



How do we **store** and **access** very  
**large files** across **cheap**  
commodity devices ?

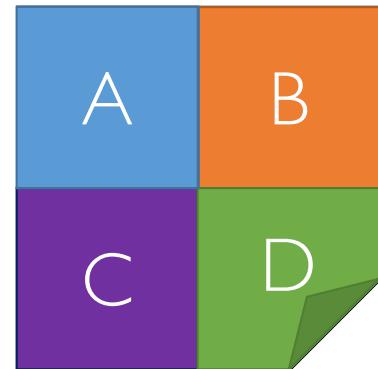
[Ghemawat et al., SOSP'03]

# Fault Tolerant Distributed File Systems



[Ghemawat et al., SOSP'03]

# Fault Tolerant Distributed File Systems

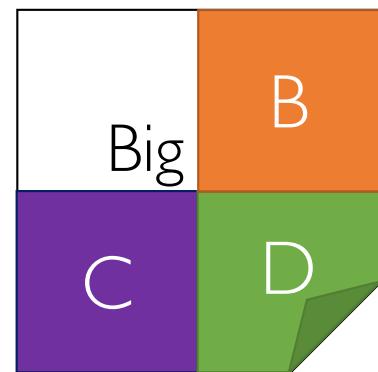


- Split the file into smaller parts.
- How?
- Ideally at record boundaries
- What if records are big?



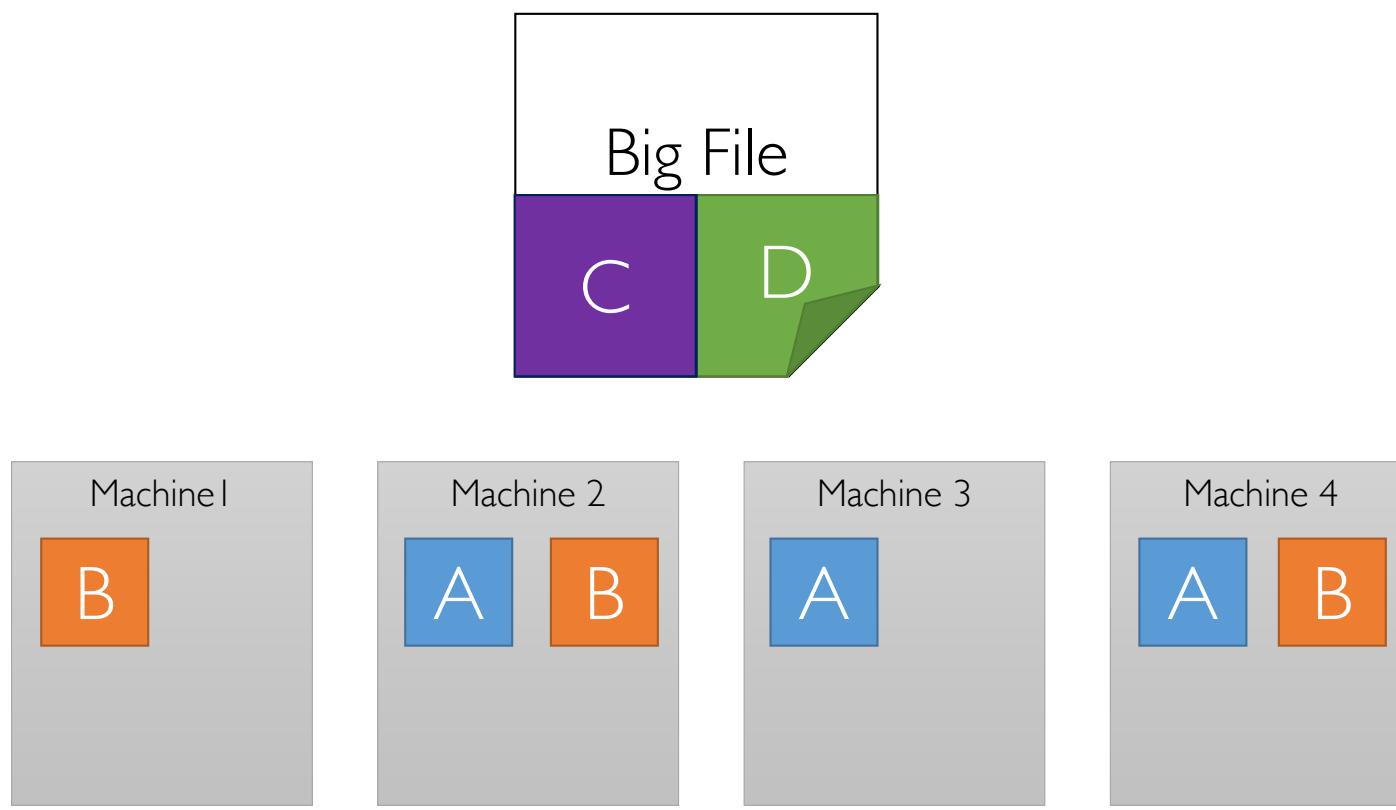
[Ghemawat et al., SOSP'03]

# Fault Tolerant Distributed File Systems



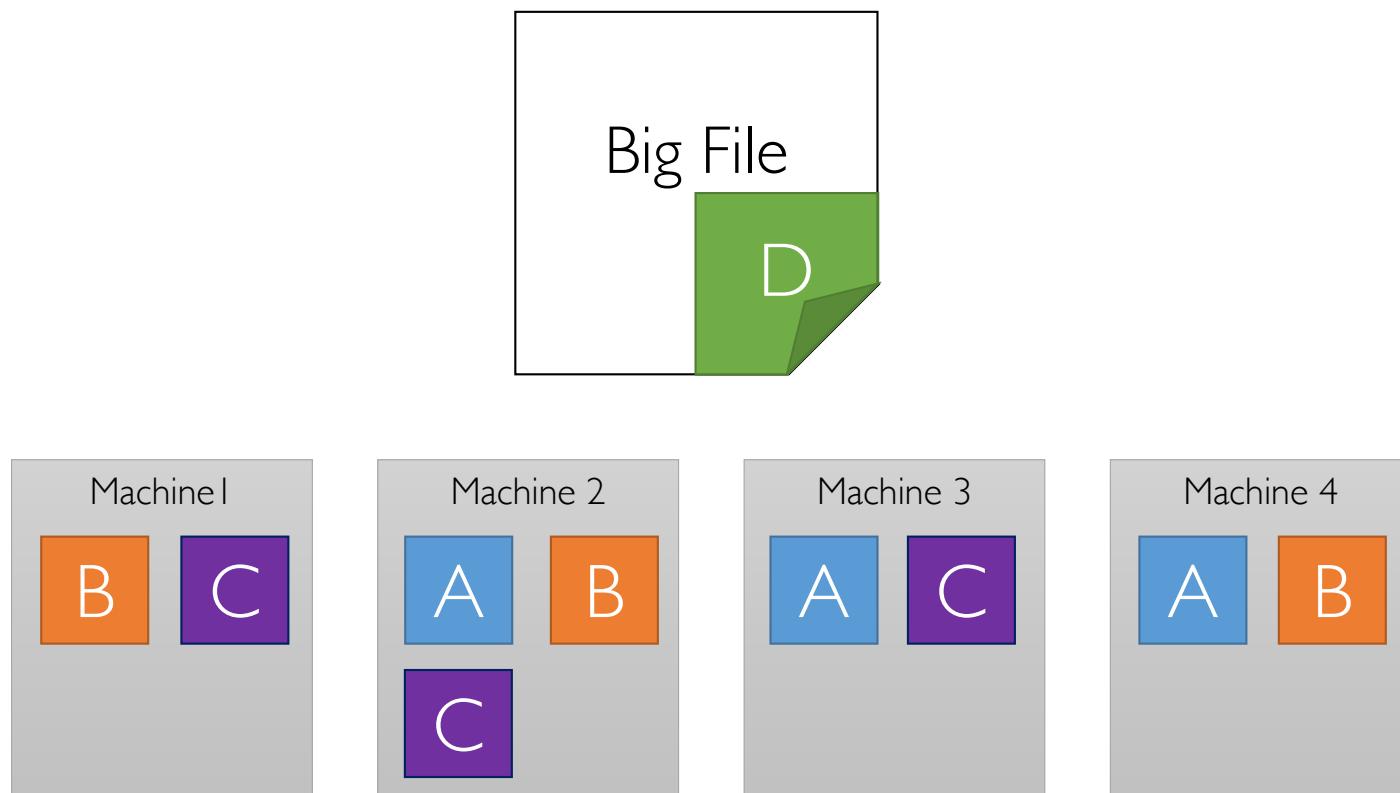
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# Fault Tolerant Distributed File Systems



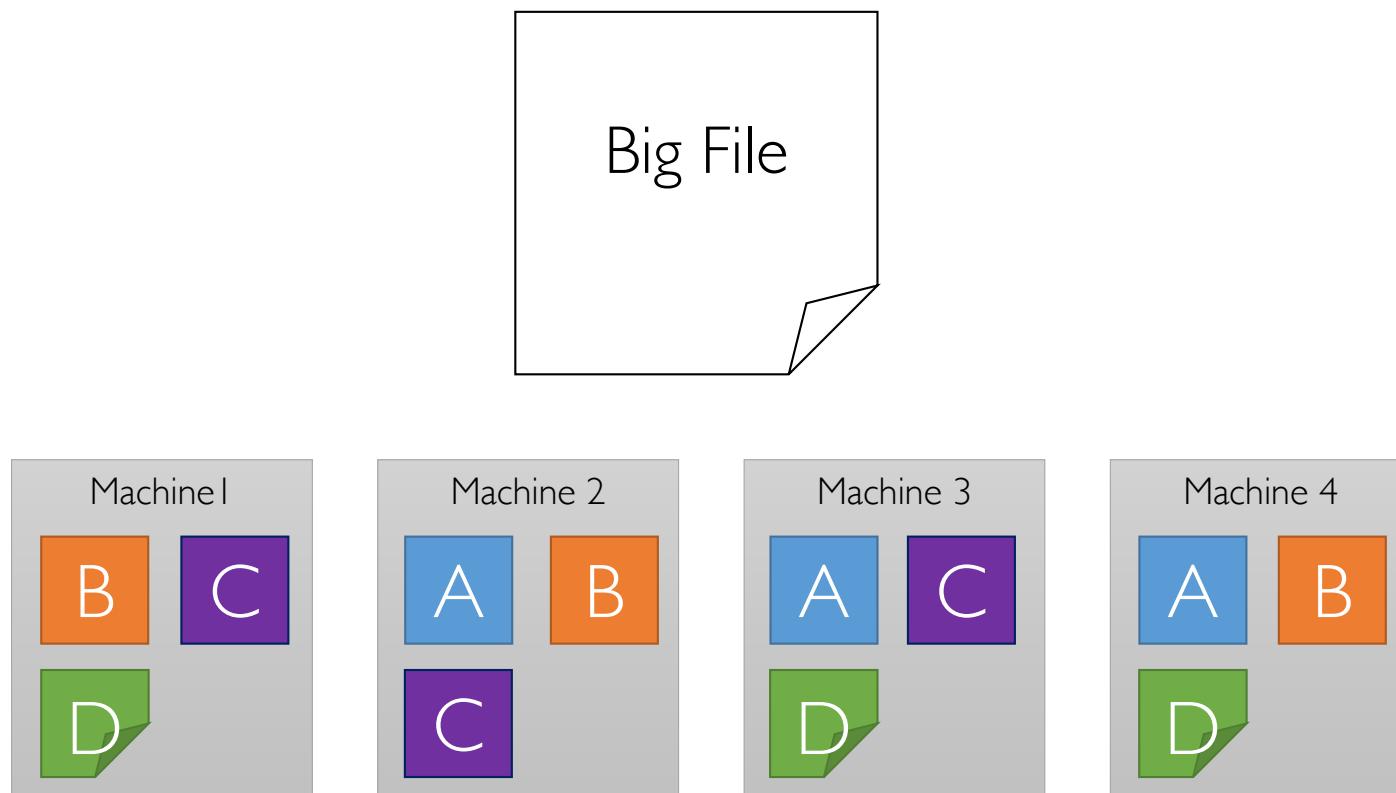
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# Fault Tolerant Distributed File Systems

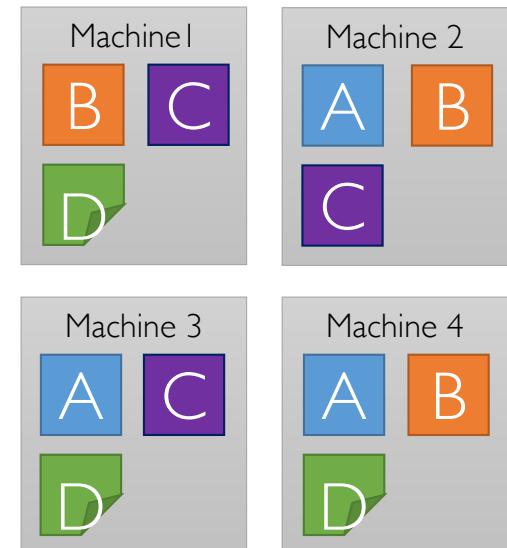


[Ghemawat et al., SOSP'03]

# Fault Tolerant Distributed File Systems

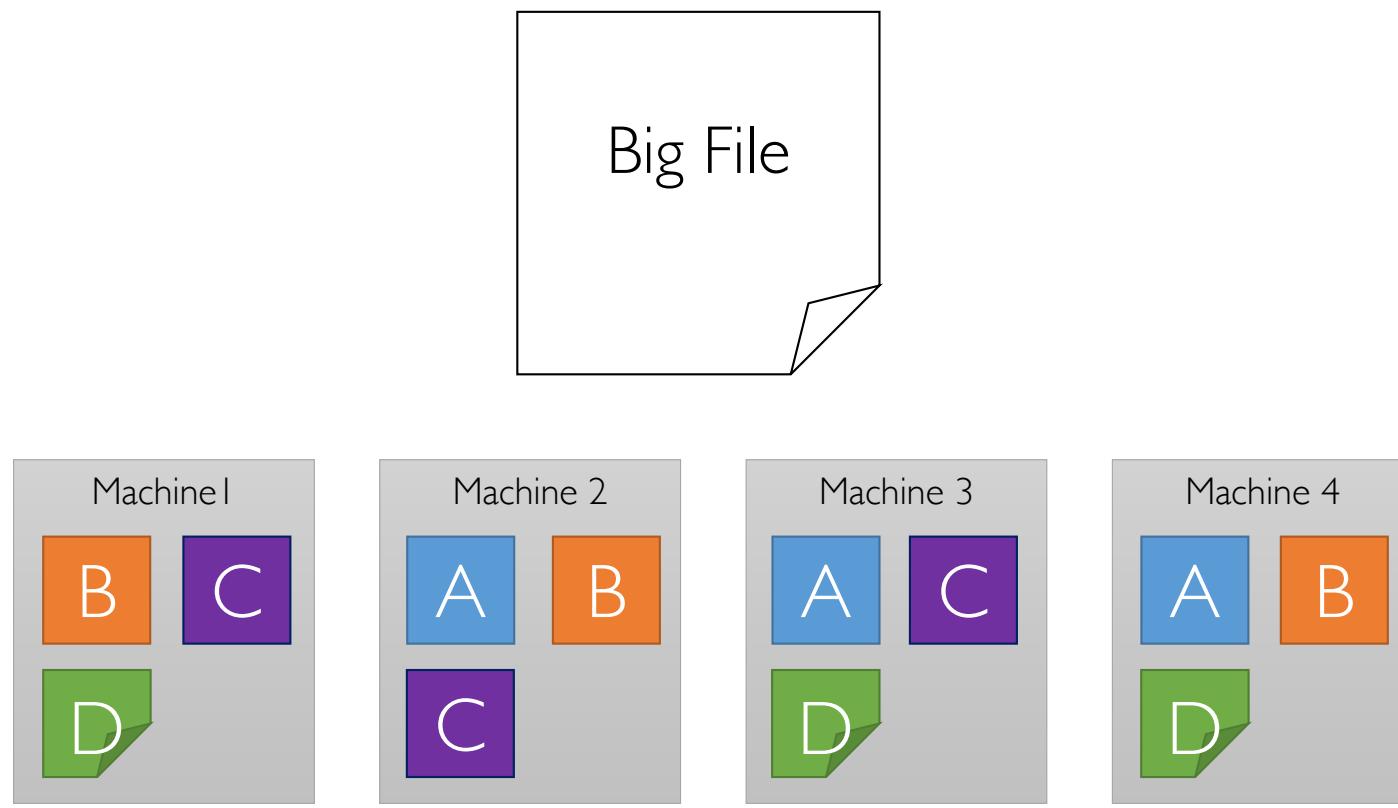
- Split large files over multiple machines
  - Easily support massive files spanning machines
- Read parts of file in parallel
  - Fast reads of large files
- Often built using cheap commodity storage devices

Cheap commodity storage devices will fail!



# Fault Tolerant Distributed File Systems

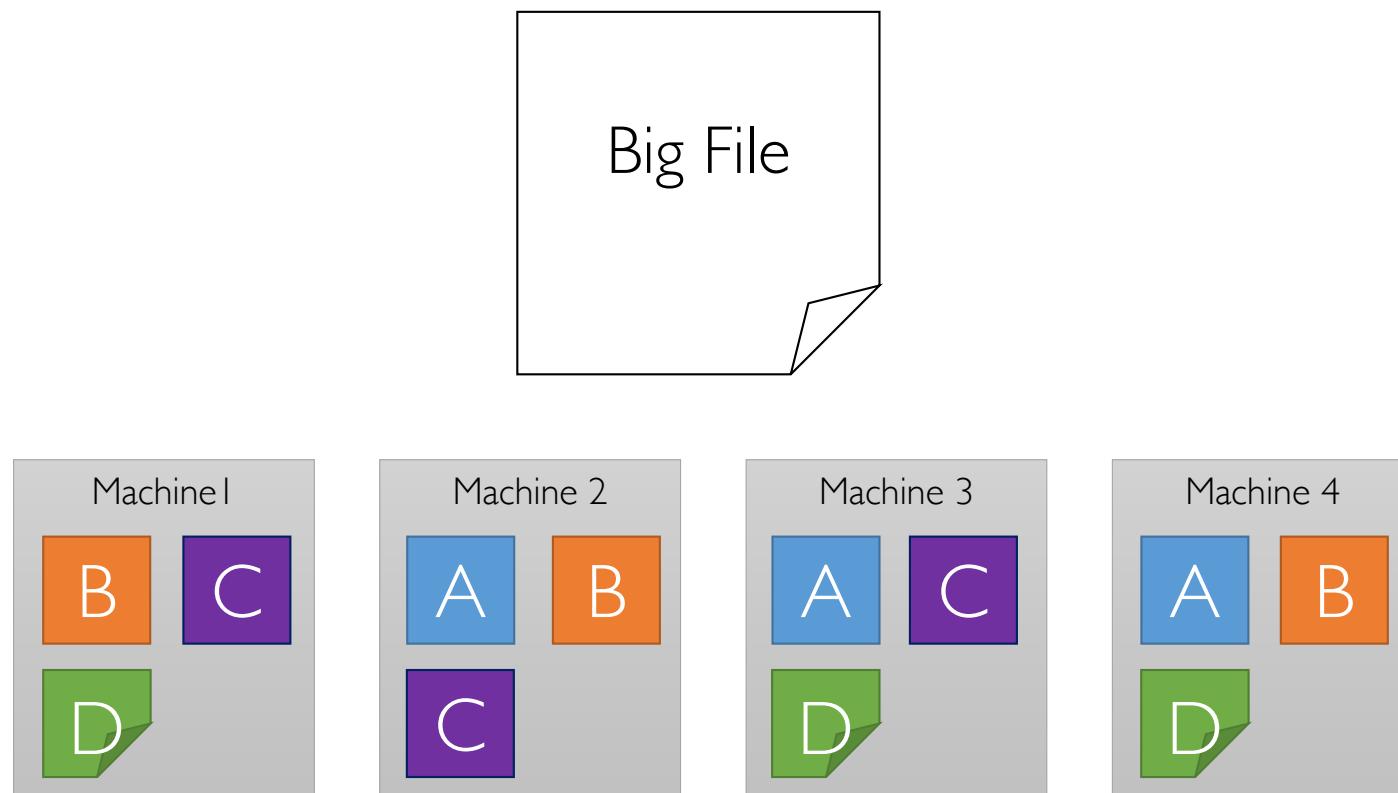
## Failure Event



[Ghemawat et al., SOSP'03]

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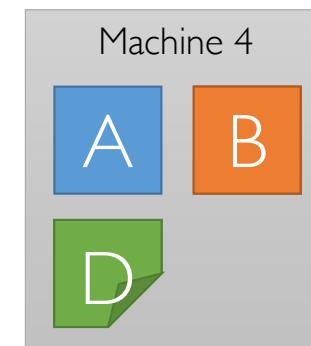
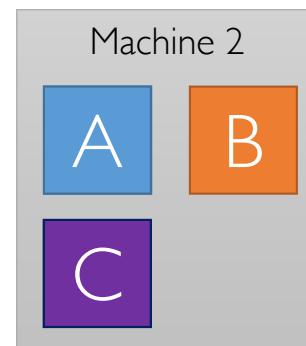
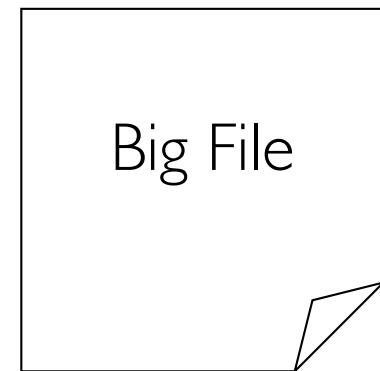
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[Ghemawat et al., SOSP'03]

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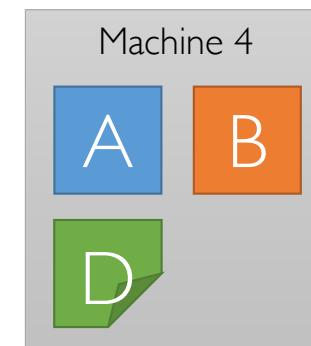
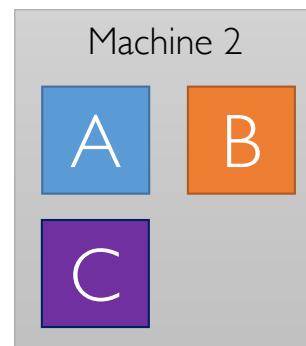
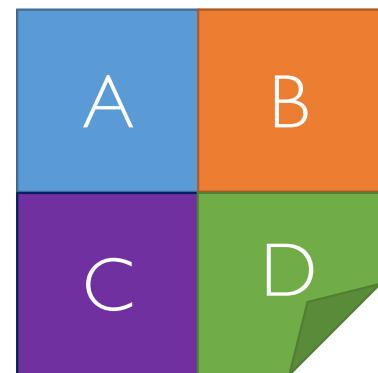
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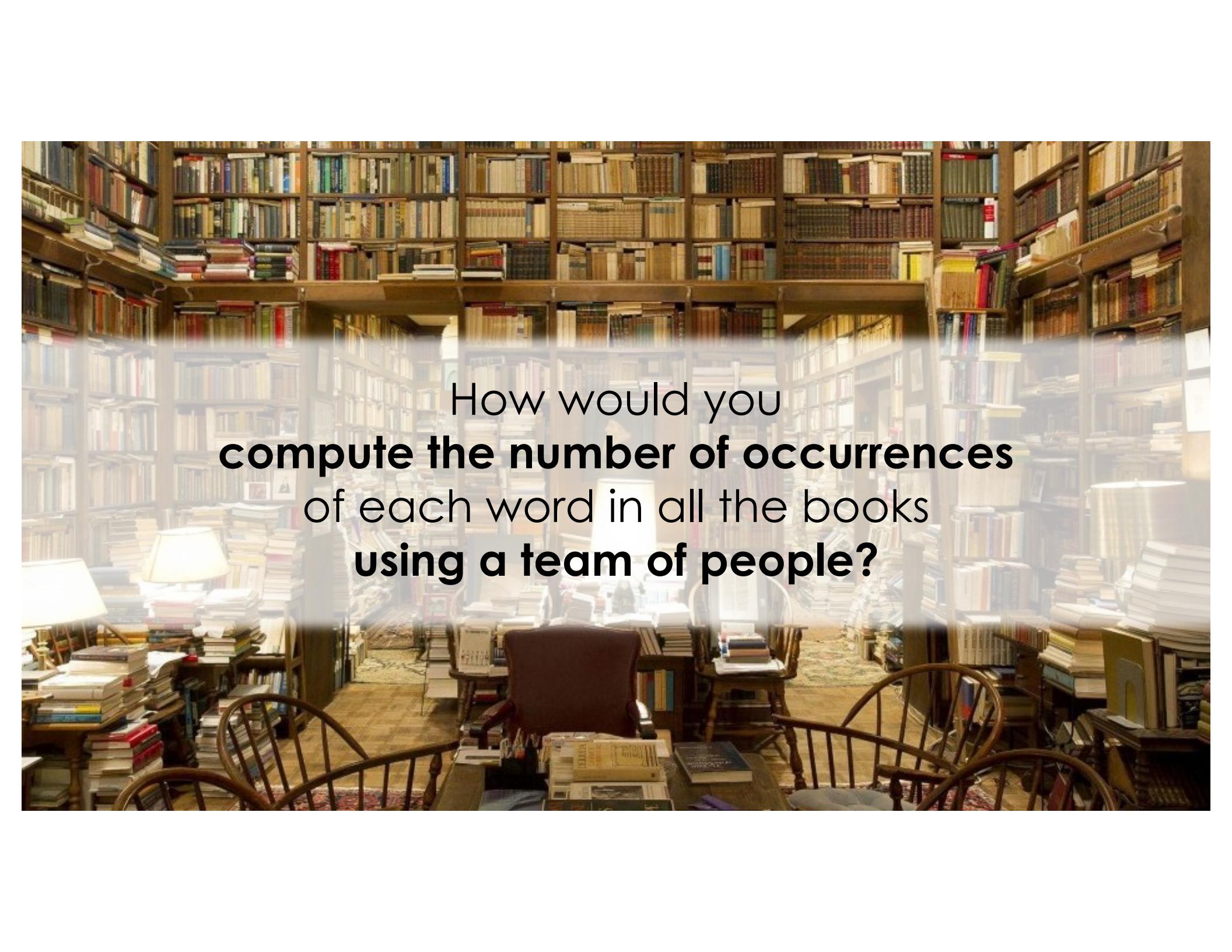
## Failure Event



[Ghemawat et al., SOSP'03]

# Map-Reduce Distributed Aggregation

Computing are very large files



How would you  
**compute the number of occurrences**  
of each word in all the books  
**using a team of people?**

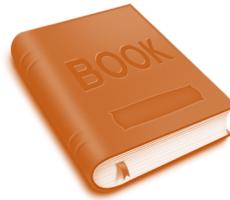
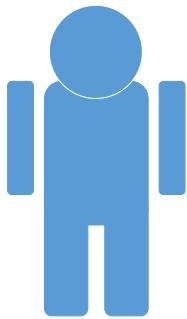
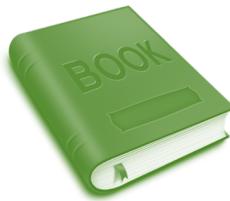
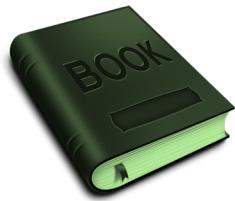
# Simple Solution



# Simple Solution



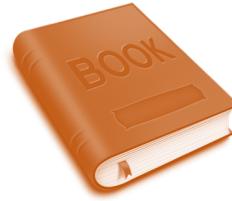
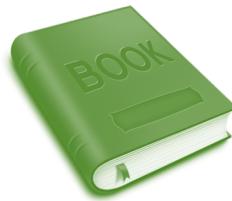
1) Divide Books Across Individuals



# Simple Solution



1) Divide Books Across Individuals



2) Compute Counts Locally

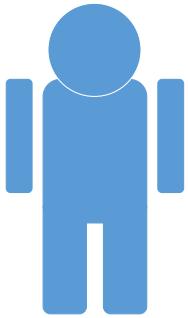
Word	Count
Apple	2
Bird	7
...	

Word	Count
Apple	0
Bird	1
...	

# Simple Solution



1) Divide Books  
Across Individuals



2) Compute Counts Locally

Word	Count
Apple	2
Bird	7
...	

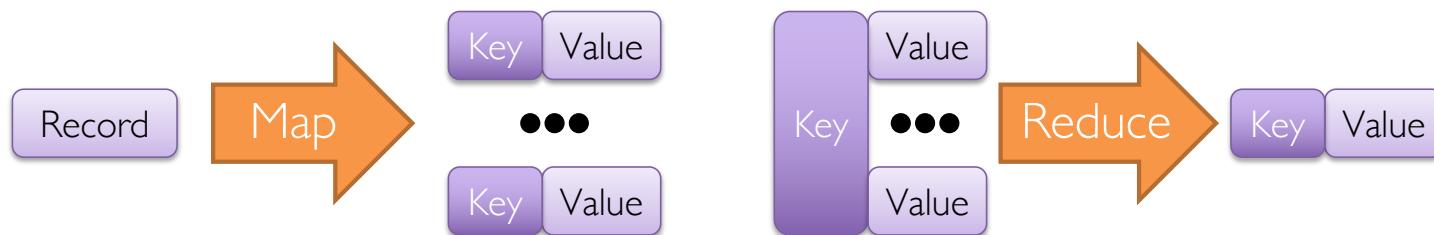
3) Aggregate Tables



Word	Count
Apple	2
Bird	8
...	

Word	Count
Apple	0
Bird	1
...	

# The Map Reduce Abstraction



Example: *Word-Count*

```
Map(docRecord) {  
    for (word in docRecord) {  
        emit (word, 1)  
    }      Key Value  
}
```

```
Reduce(word, counts) {  
    emit (word, SUM(counts))  
}
```

Map: Deterministic

Reduce: Commutative and Associative

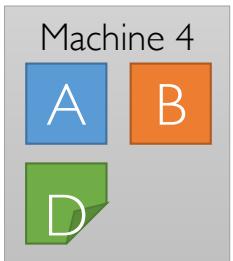
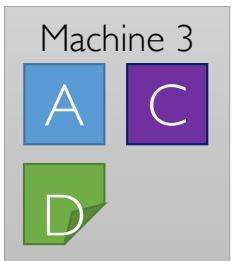
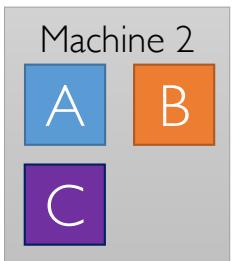
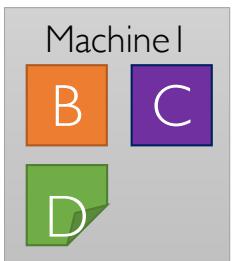
[Dean & Ghemawat, OSDI'04]

# Key properties of Map And Reduce

- **Deterministic Map:** allows for re-execution on failure
  - If some computation is lost we can always re-compute
  - Issues with samples?
- **Commutative Reduce:** allows for re-order of operations
  - $\text{Reduce}(A,B) = \text{Reduce}(B,A)$
  - Example (addition):  $A + B = B + A$
  - Is floating point math commutative?
- **Associative Reduce:** allows for regrouping of operations
  - $\text{Reduce}(\text{Reduce}(A,B), C) = \text{Reduce}(A, \text{Reduce}(B,C))$
  - Example (max):  $\text{max}(\text{max}(A,B), C) = \text{max}(A, \text{max}(B,C))$

# Executing Map Reduce

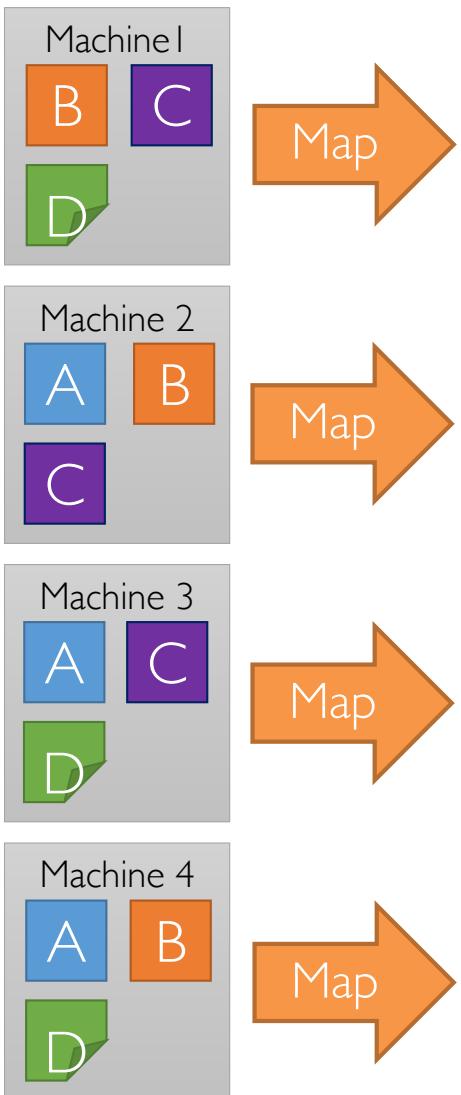




# Executing Map Reduce



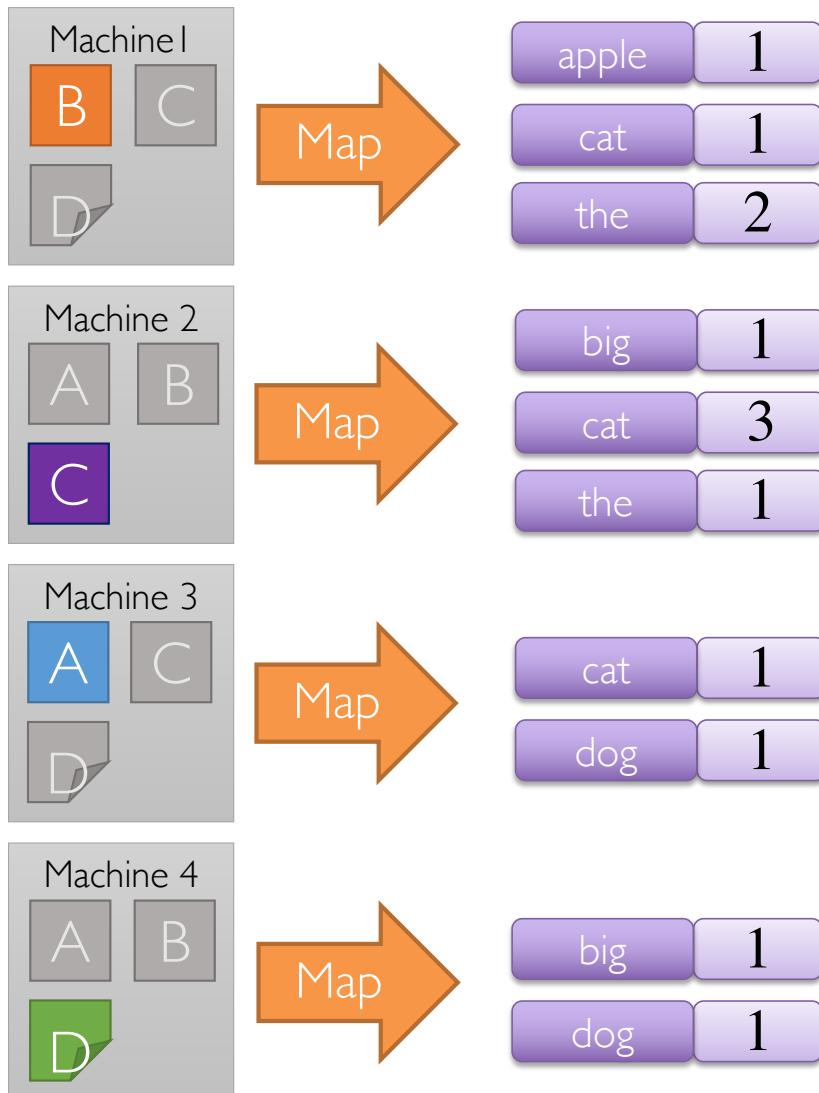
Distributing the Map Function



# Executing Map Reduce

Distributing the Map Function

# Executing Map Reduce

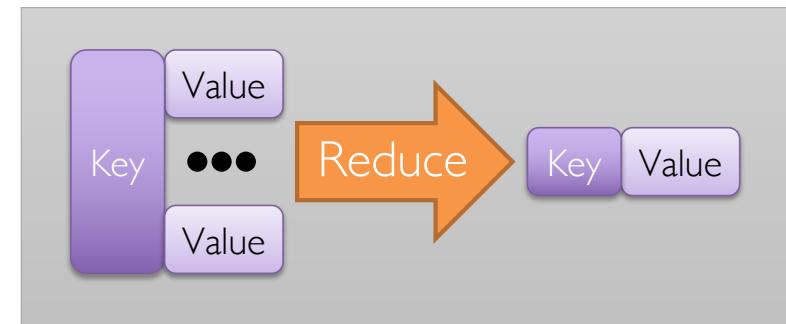
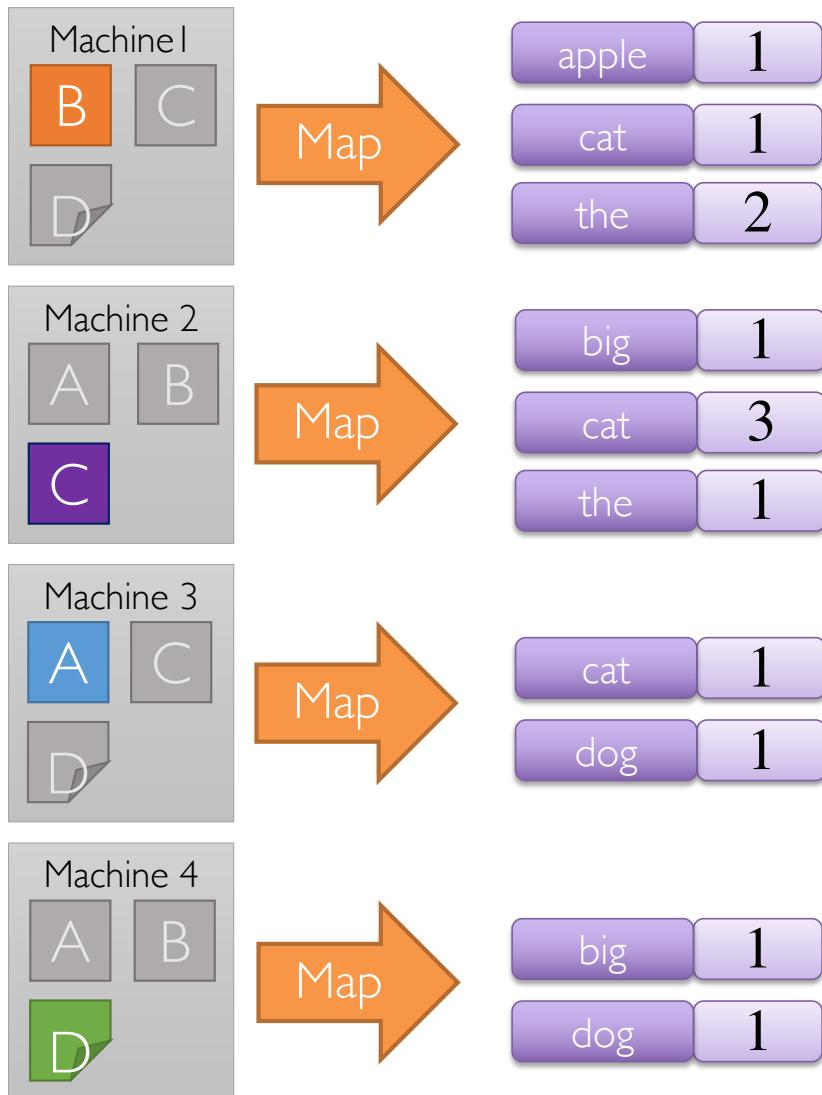


The map function applied to a local part of the big file.

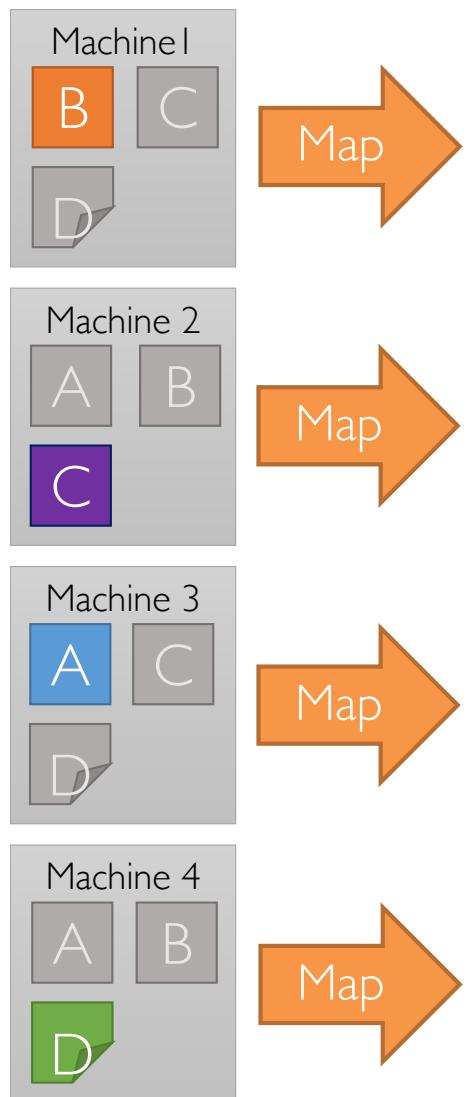
**Run in Parallel.**

Output is cached for fast recovery on node failure

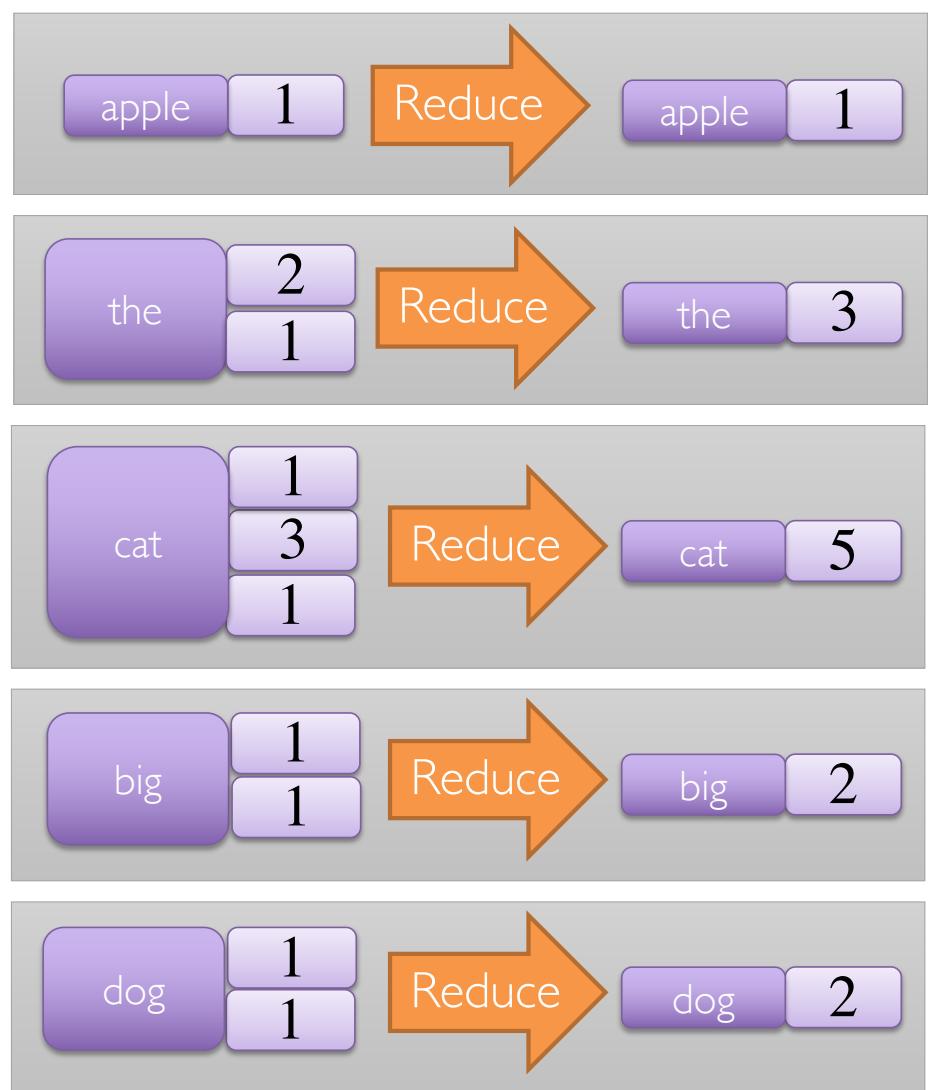
# Executing Map Reduce

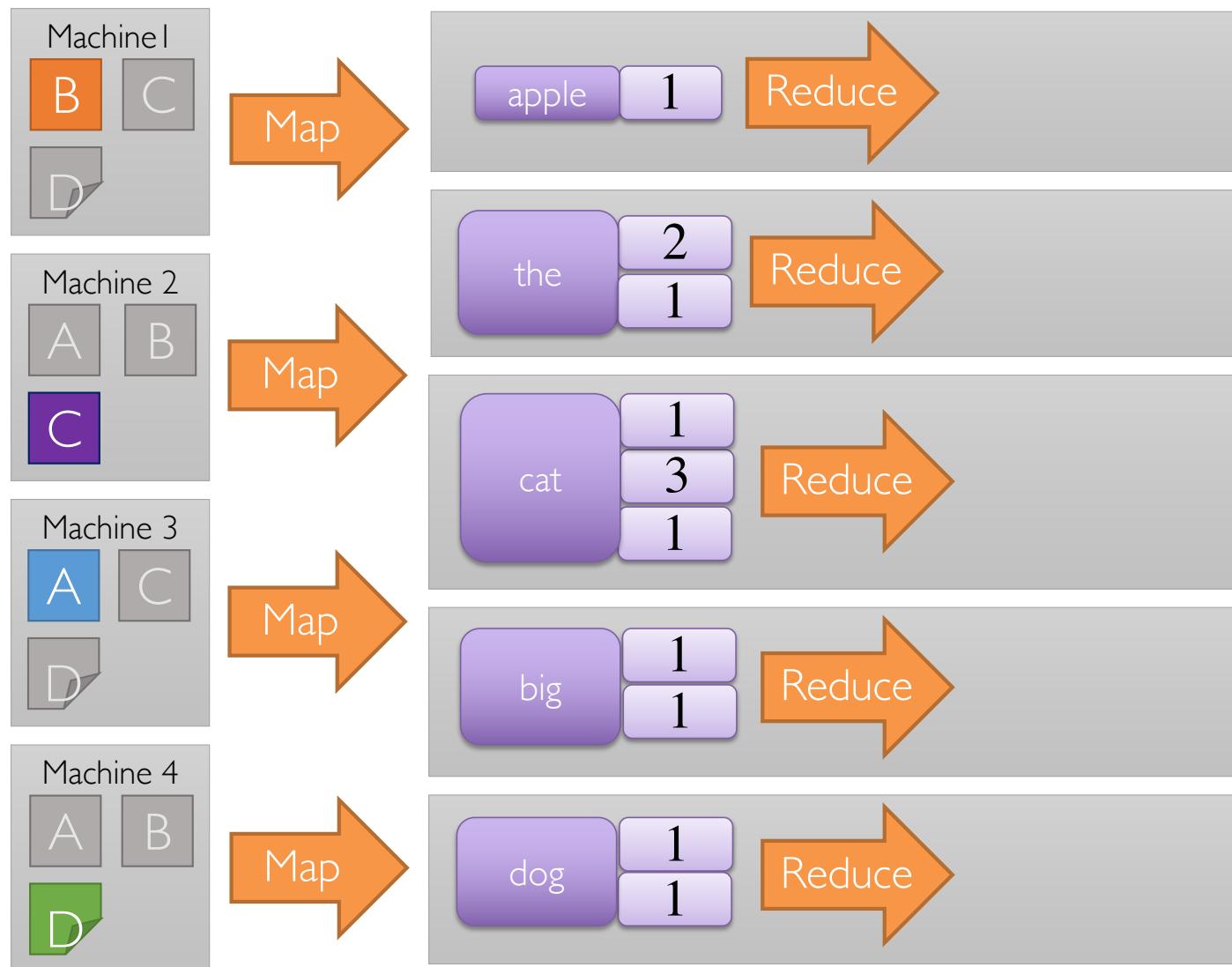


Reduce function can be run on many machines ...



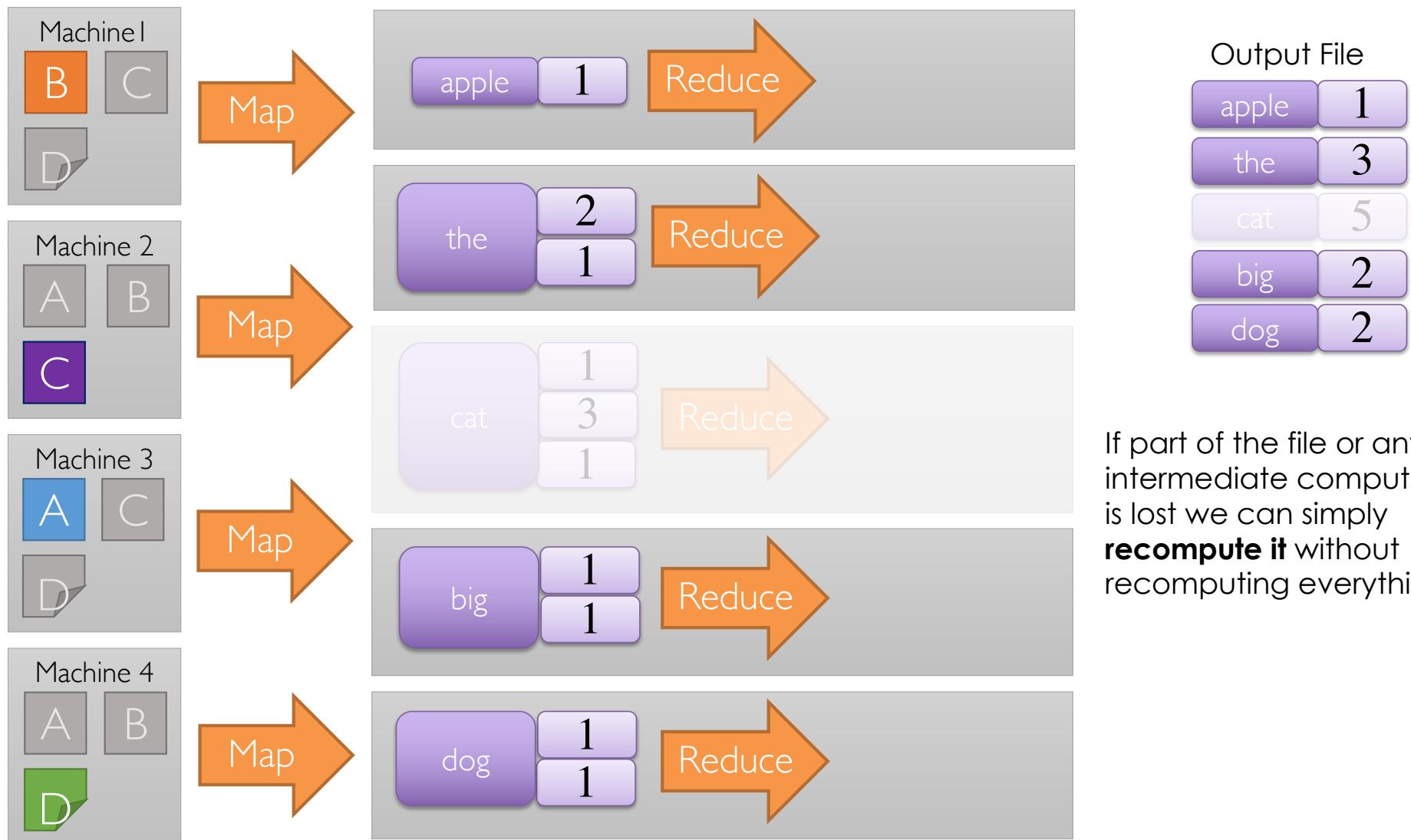
Run in Parallel





Output File

apple	1
the	3
cat	5
big	2
dog	2



If part of the file or any intermediate computation is lost we can simply **recompute it** without recomputing everything.

# Interacting with Data @ Scale

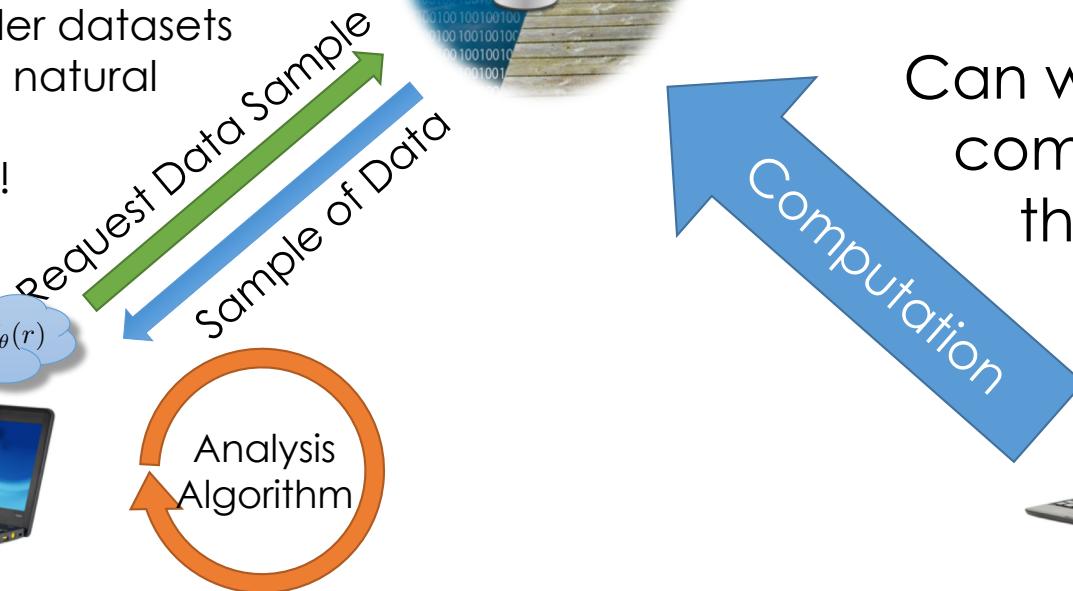
Map-Reduce

# Interacting With the Data

- Good for smaller datasets
- Faster more natural interaction
- Lots of tools!

$$\Sigma = \bigoplus_{r \in \text{Data}} f_\theta(r)$$

# Compute Locally



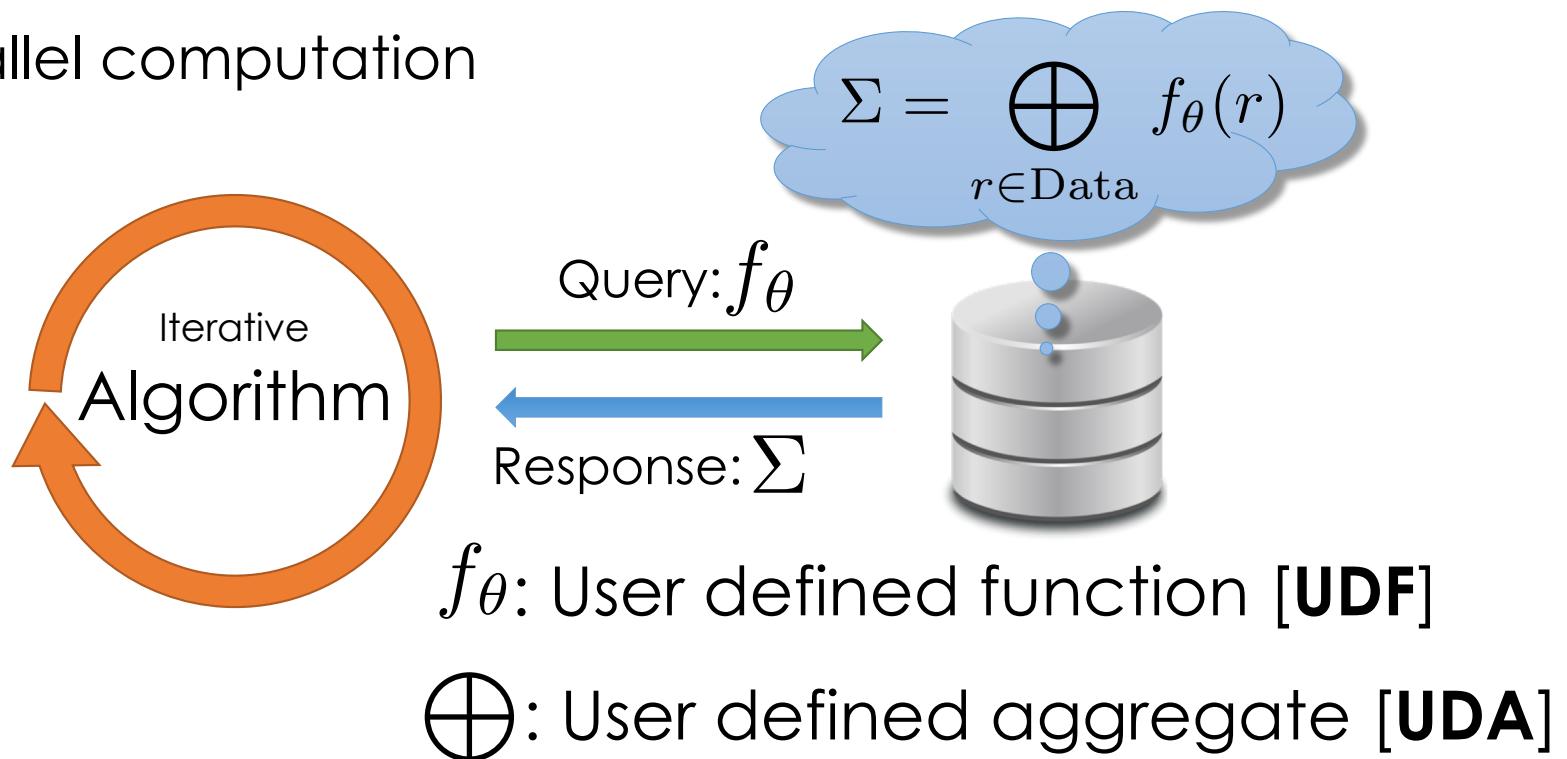
Can we send the computation to the data?

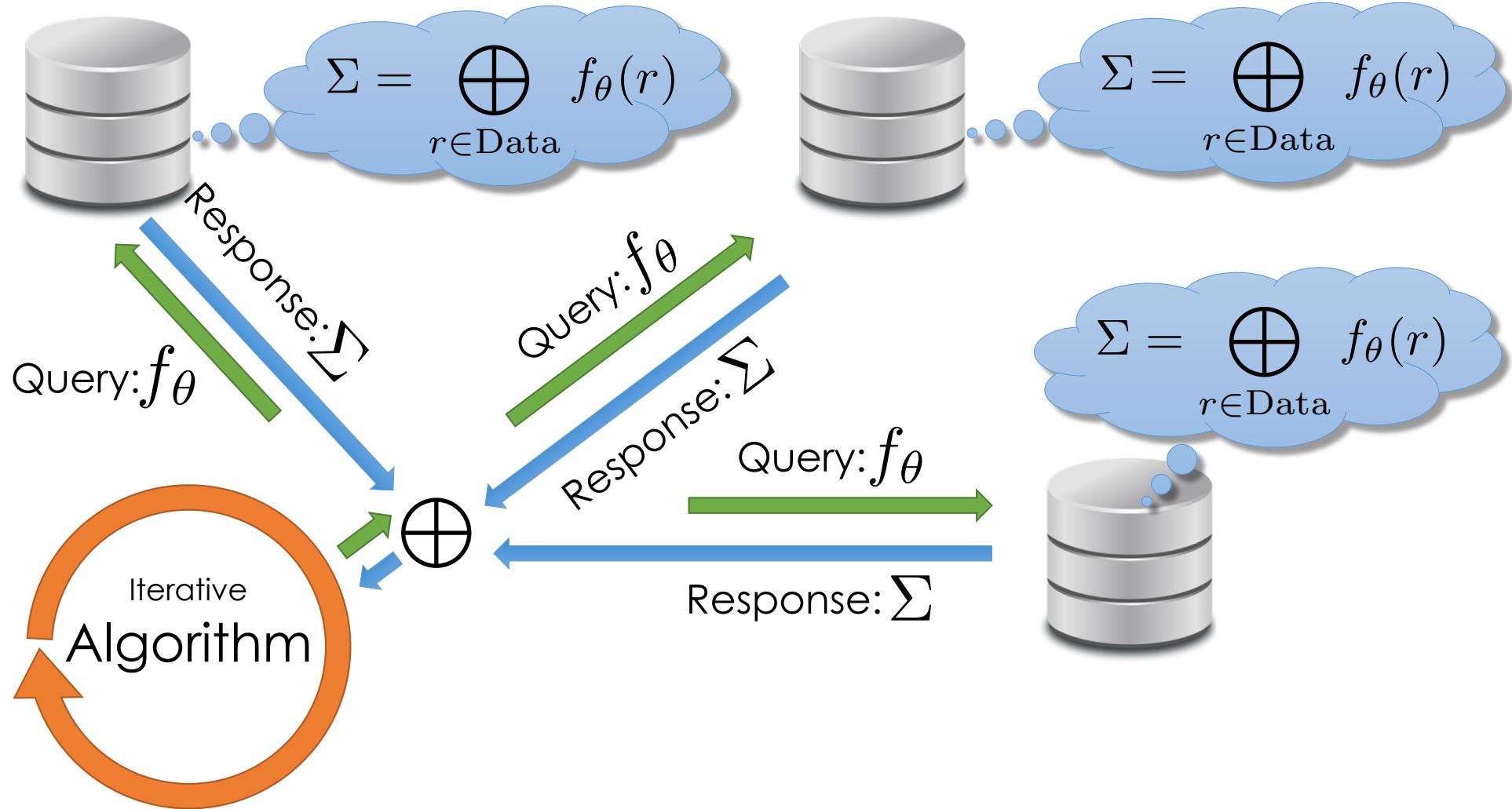
**Yes!**

# Statistical Query Pattern

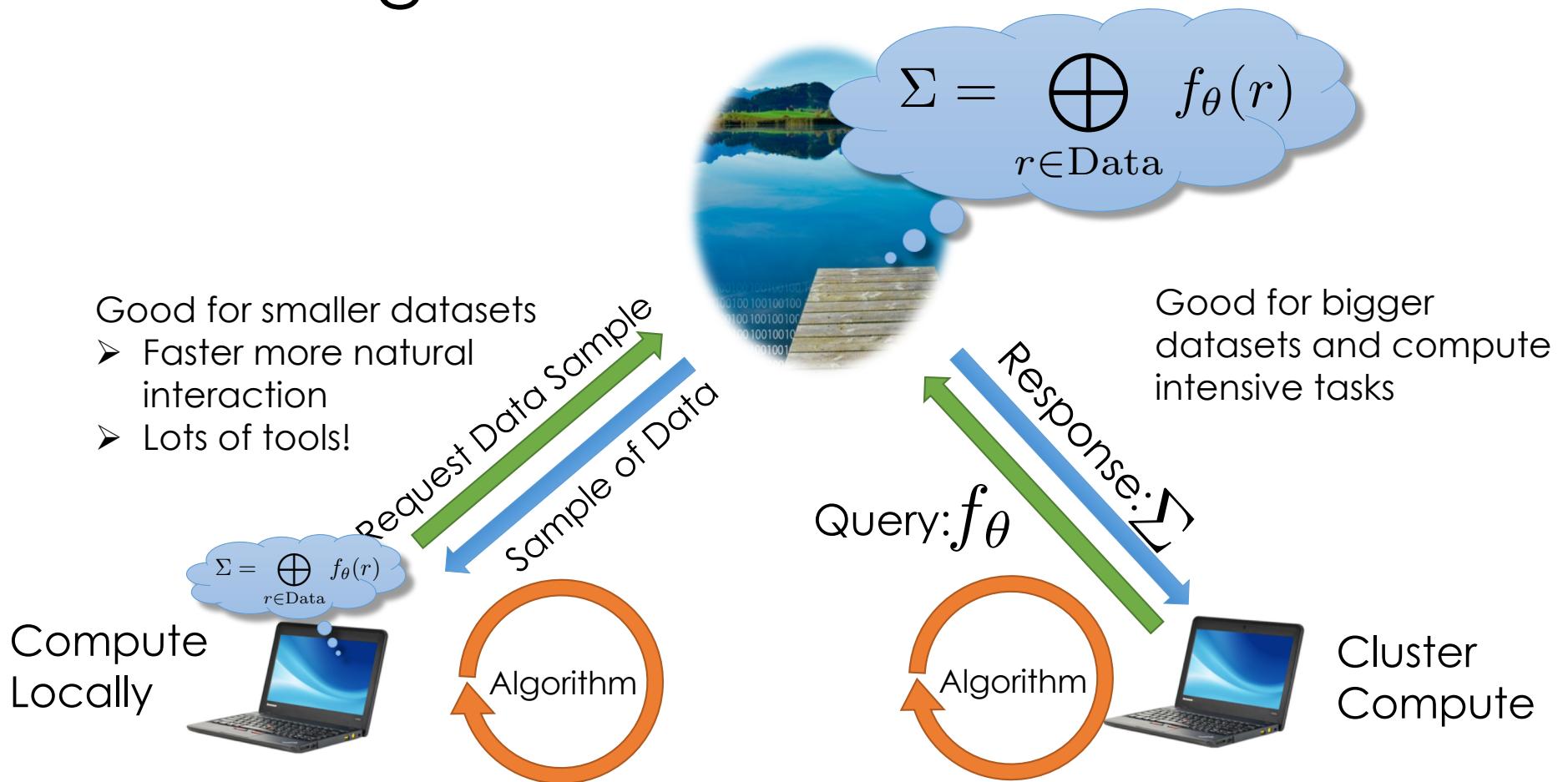
## Common Machine Learning Pattern

- Computing aggregates of user defined functions
- Data-Parallel computation





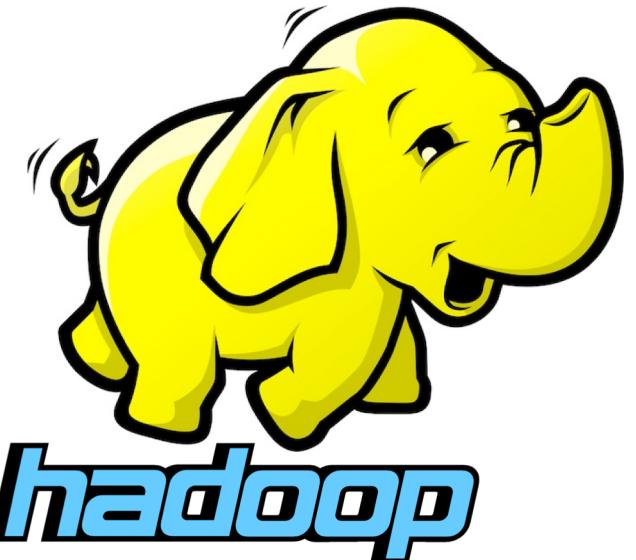
# Interacting With the Data



# Map Reduce Technologies

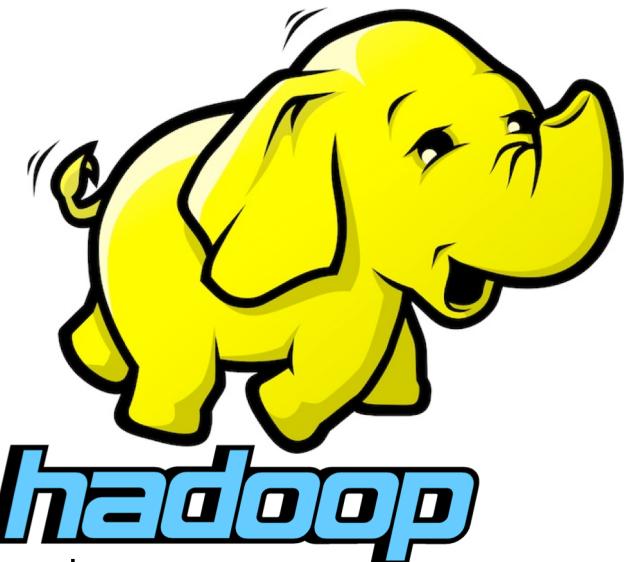
# Hadoop

- First open-source map-reduce software
  - Managed by Apache foundation
- Based on Google's
  - Google File System
  - MapReduce
- Companies formed around Hadoop:
  - Cloudera
  - Hortonworks
  - MapR



# Hadoop

- Very active open source ecosystem
- Several key technologies
  - **HDFS**: Hadoop File System
  - **MapReduce**: map-reduce compute framework
  - **YARN**: Yet another resource negotiator
  - **Hive**: SQL queries over MapReduce
  - ...





# In-Memory Dataflow System

## Developed at the UC Berkeley AMP Lab

M. Zaharia, M. Chowdhury, M. J. Franklin, S. Shenker, and I. Stoica. *Spark: cluster computing with working sets*. HotCloud'10

M. Zaharia, M. Chowdhury, T. Das, A. Dave, J. Ma, M. McCauley, M.J. Franklin, S. Shenker, I. Stoica. *Resilient Distributed Datasets: A Fault-Tolerant Abstraction for In-Memory Cluster Computing*, NSDI 2012

# What Is Spark

- Parallel execution engine for big data processing
- **General**: efficient support for multiple workloads
- **Easy** to use: 2-5x less code than Hadoop MR
  - High level API's in Python, Java, and Scala
- **Fast**: up to 100x faster than Hadoop MR
  - Can exploit in-memory when available
  - Low overhead scheduling, optimized engine

# Spark Programming Abstraction

- Write programs in terms of transformations on distributed datasets
- Resilient Distributed Datasets (RDDs)
  - Distributed collections of objects that can stored in memory or on disk
  - Built via parallel transformations (map, filter, ...)
  - Automatically rebuilt on failure

# RDD: Resilient Distributed Datasets

- Collections of objects partitioned & distributed across a cluster
  - Stored in RAM or on Disk
  - Resilient to failures
- Operations
  - Transformations
  - Actions

# Operations on RDDs

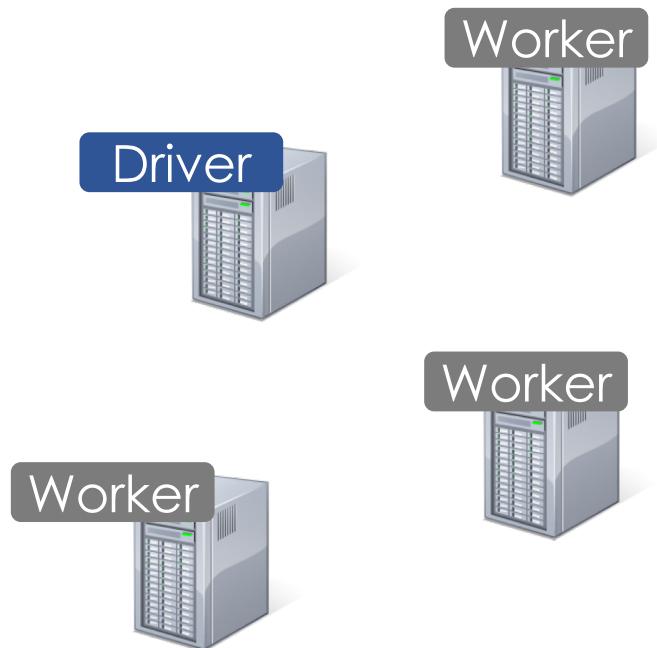
- Transformations  $f(\text{RDD}) \Rightarrow \text{RDD}$ 
  - Lazy (not computed immediately)
  - E.g., “map”, “filter”, “groupBy”
- Actions:
  - Triggers computation
  - E.g. “count”, “collect”, “saveAsTextFile”

# Example: Log Mining

Load error messages from a log into memory,  
then interactively search for various patterns

# Example: Log Mining

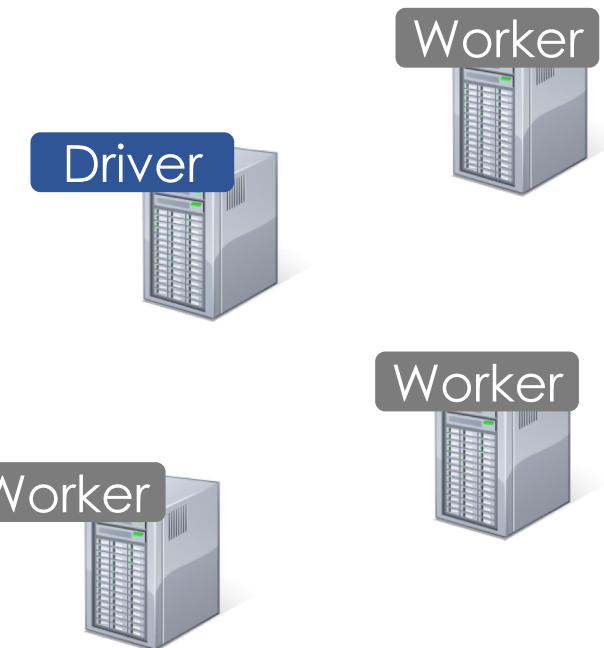
Load error messages from a log into memory,  
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# Example: Log Mining

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```
lines = spark.textFile("hdfs://file.txt")
```



# Example: Log Mining

Load error messages from a log into memory,  
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Base RDD

```
lines = spark.textFile("hdfs://file.txt")
```

Driver

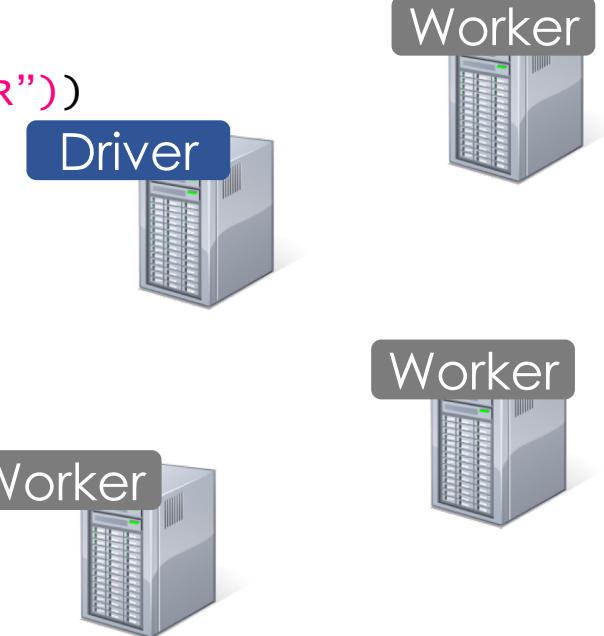
Worker



# Example: Log Mining

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```
lines = spark.textFile("hdfs://file.txt")
errors = lines.filter(lambda s: s.startswith("ERROR"))
```



# Example: Log Mining

Load error messages from a log into memory,  
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Transformed RDD

```
lines = spark.textFile("hdfs://file.txt")
errors = lines.filter(lambda s: s.startswith("ERROR"))
```

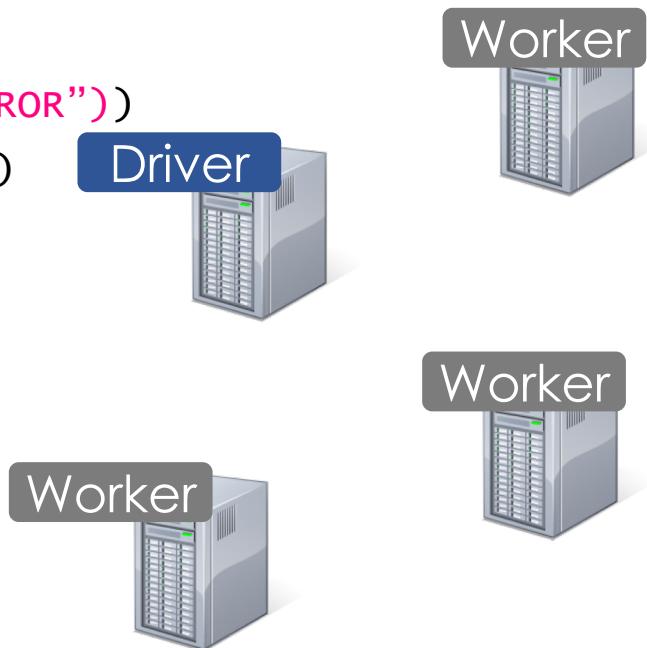


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messages.cache()

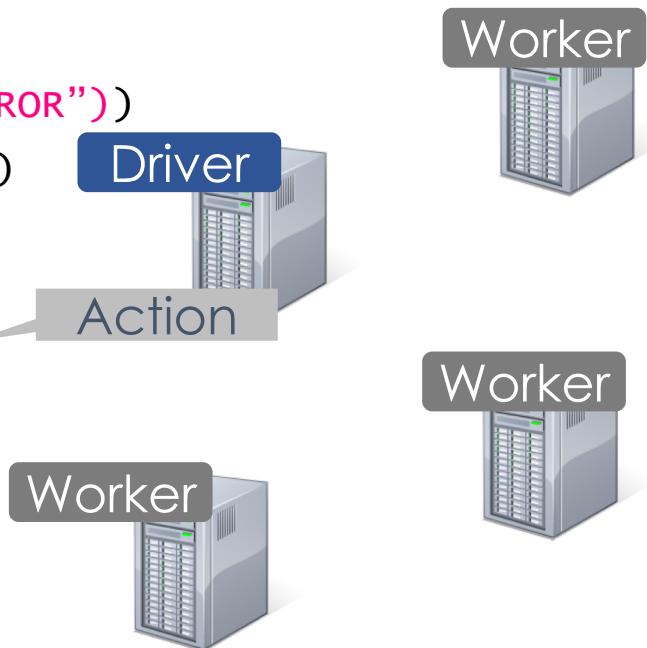
messages.filter(lambda s: "mysql" in s).count()
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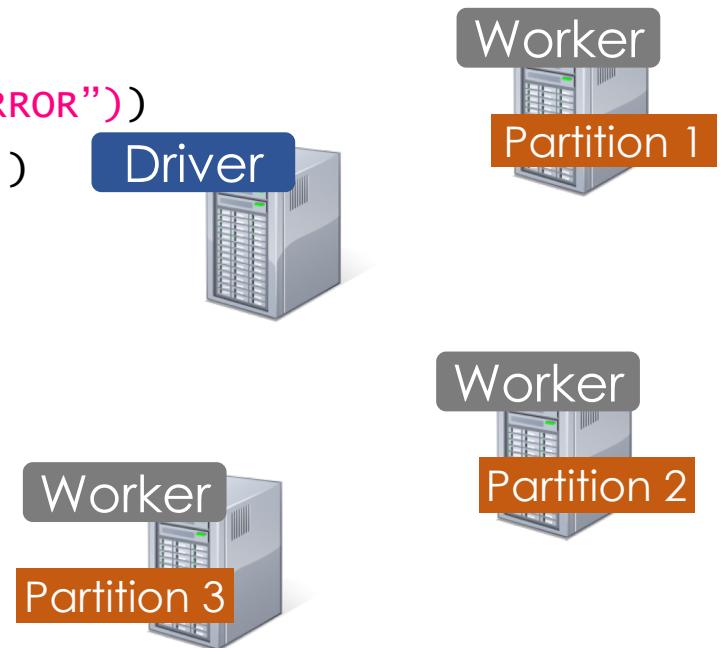


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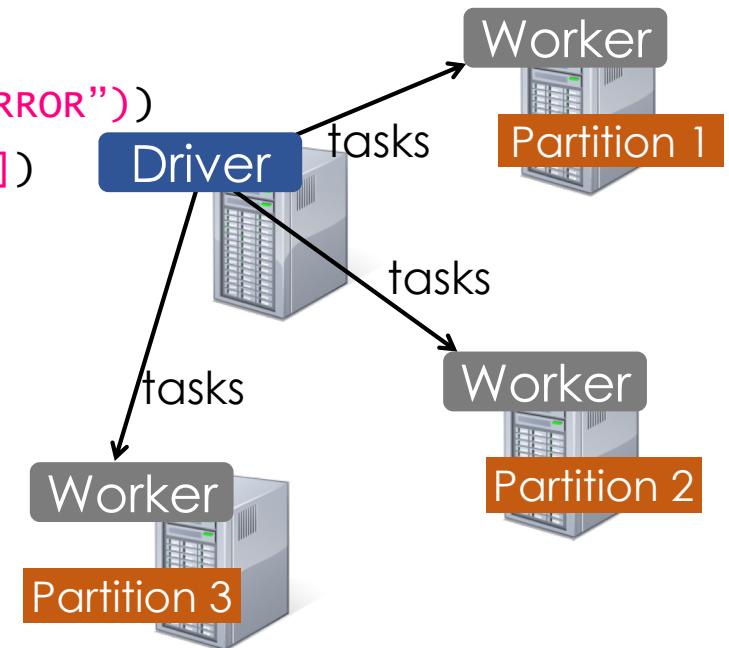


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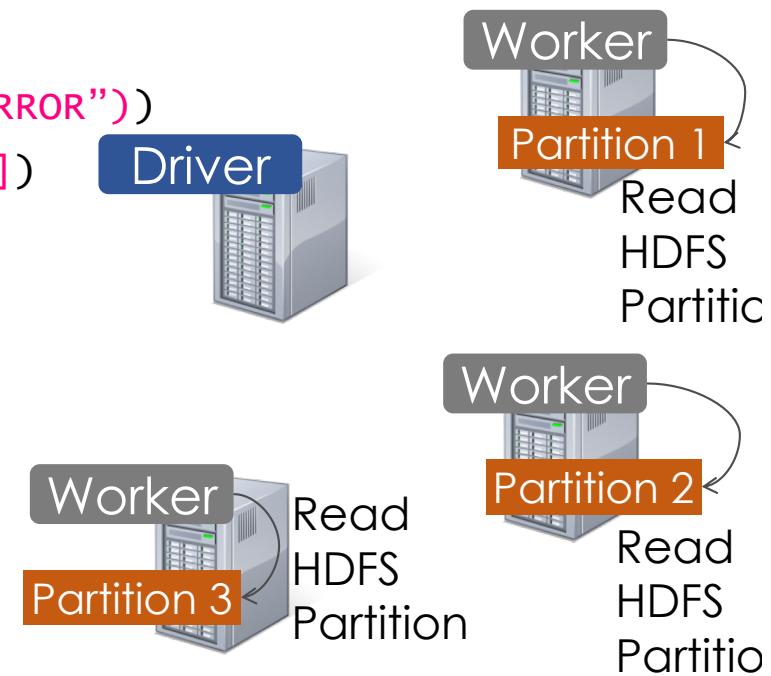
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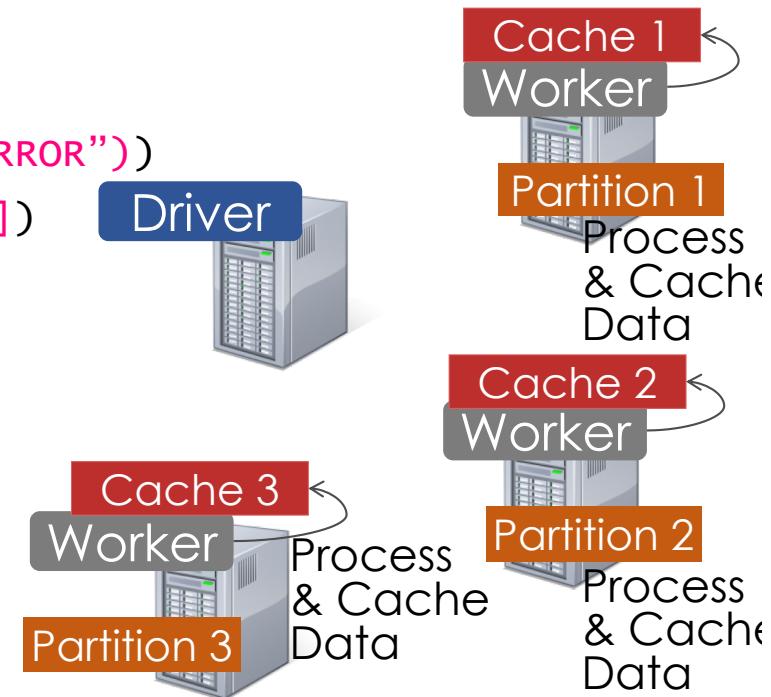
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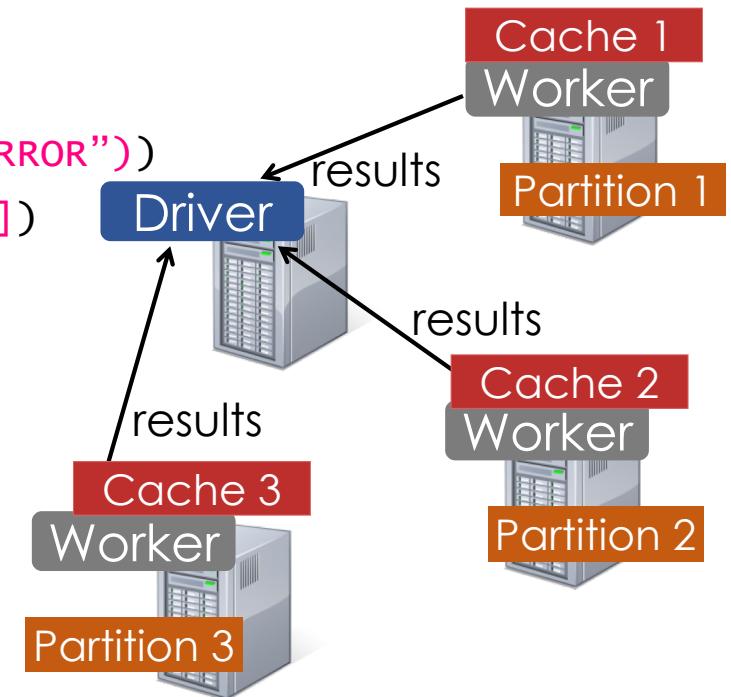


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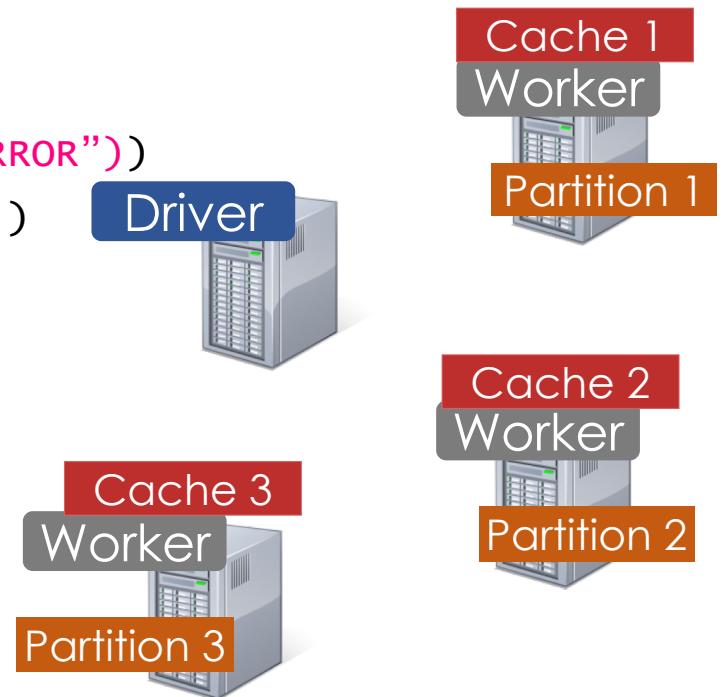


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```

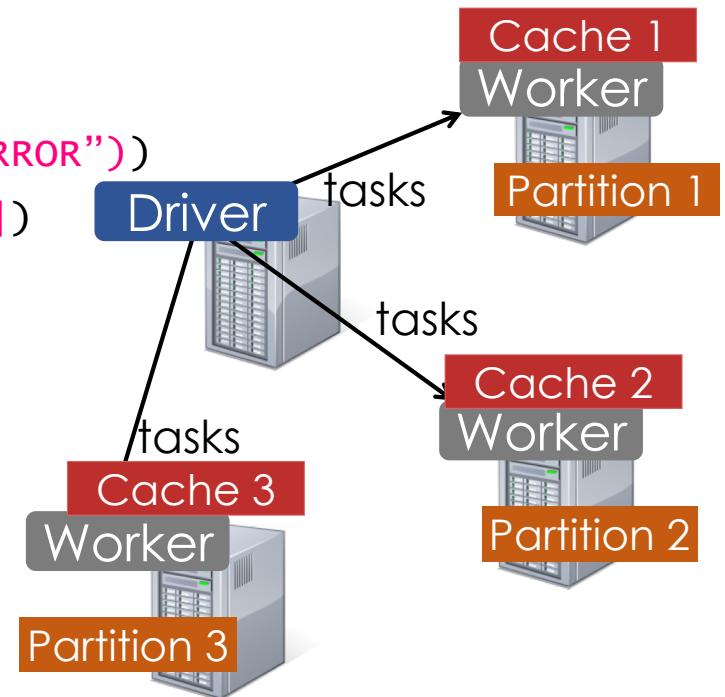


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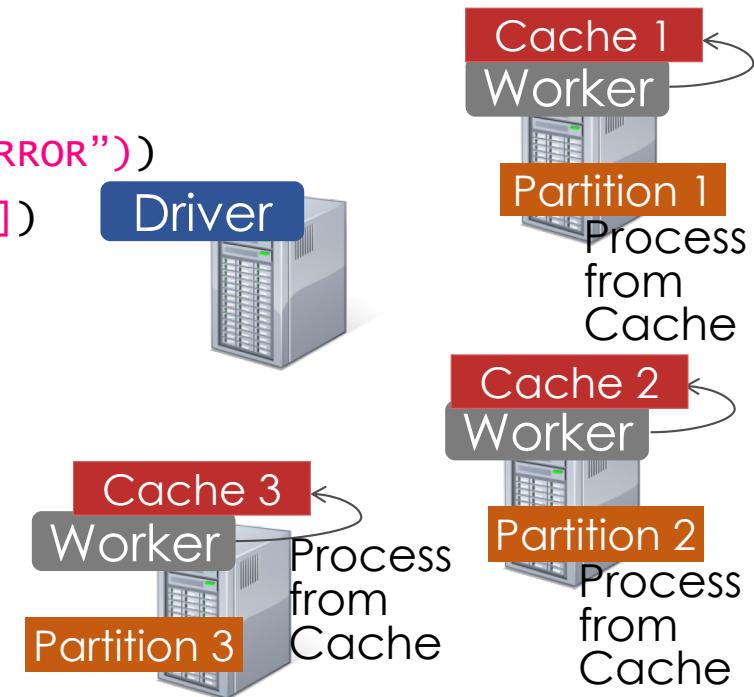
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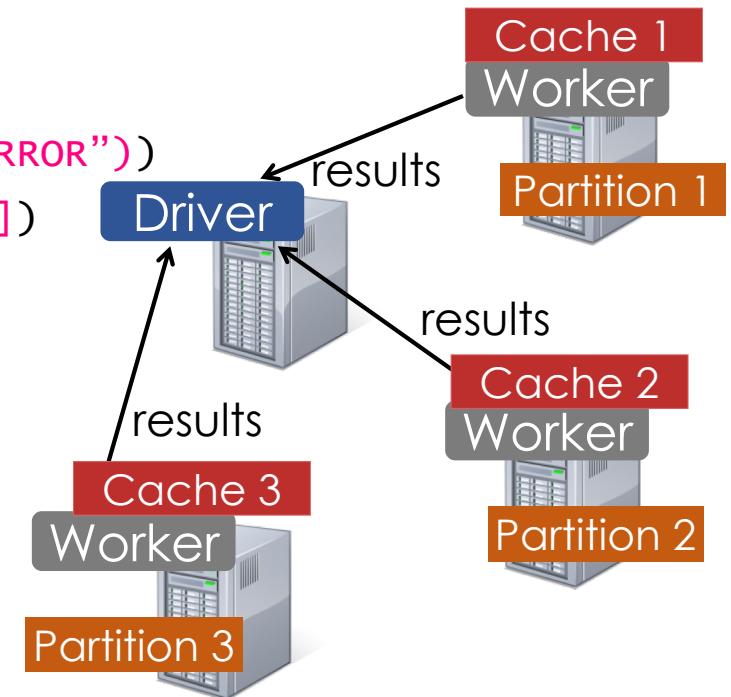


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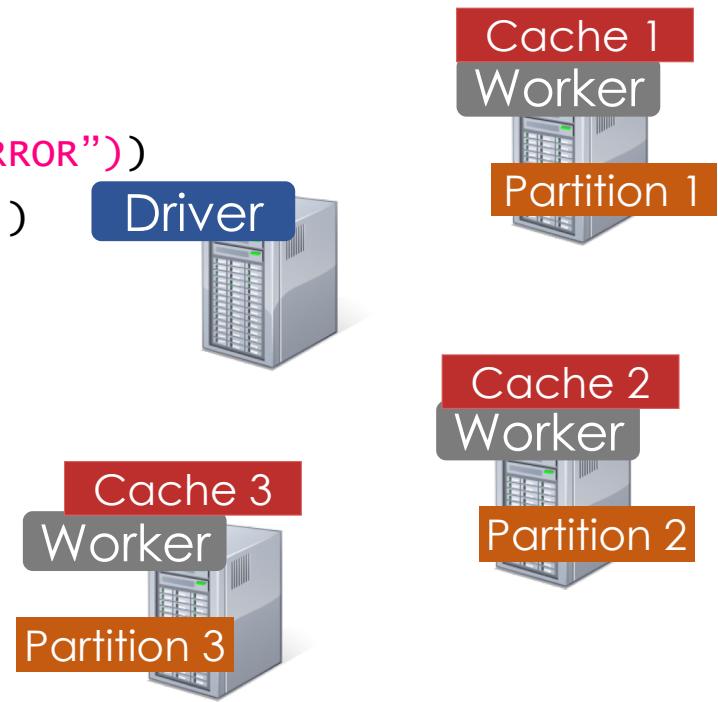
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```
messages.filter(lambda s: "mysql" in s).count()
messages.filter(lambda s: "php" in s).count()
```

**Cache your data → Faster Results**

**Full-text search of Wikipedia**

- 60GB on 20 EC2 machines
- 0.5 sec from mem vs. 20s for on-disk



# Abstraction: *Dataflow Operators*

map

filter

groupBy

sort

union

join

leftOuterJoin

rightOuterJoin

**reduce**

count

fold

reduceByKey

groupByKey

cogroup

cross

zip

sample

take

first

partitionBy

mapWith

pipe

save

...

# Abstraction: Dataflow Operators

map	reduce	sample
filter	count	take
groupBy	fold	first
sort	reduceByKey	partitionBy
union	groupByKey	mapwith
join	cogroup	pipe
leftouterJoin	cross	save
rightouterJoin	zip	...

# Language Support

## Python

```
lines = sc.textFile(...)  
lines.filter(lambda s: "ERROR" in s).count()
```

## Scala

```
val lines = sc.textFile(...)  
lines.filter(x => x.contains("ERROR")).count()
```

## Java

```
JavaRDD<String> lines = sc.textFile(...);  
lines.filter(new Function<String, Boolean>() {  
    Boolean call(String s) {  
        return s.contains("error");  
    }  
}).count();
```

## Standalone Programs

Python, Scala, & Java

## Interactive Shells

Python & Scala

## Performance

Java & Scala are faster  
due to static typing