



Aalto University  
School of Science

# Introduction to Big Data Platforms

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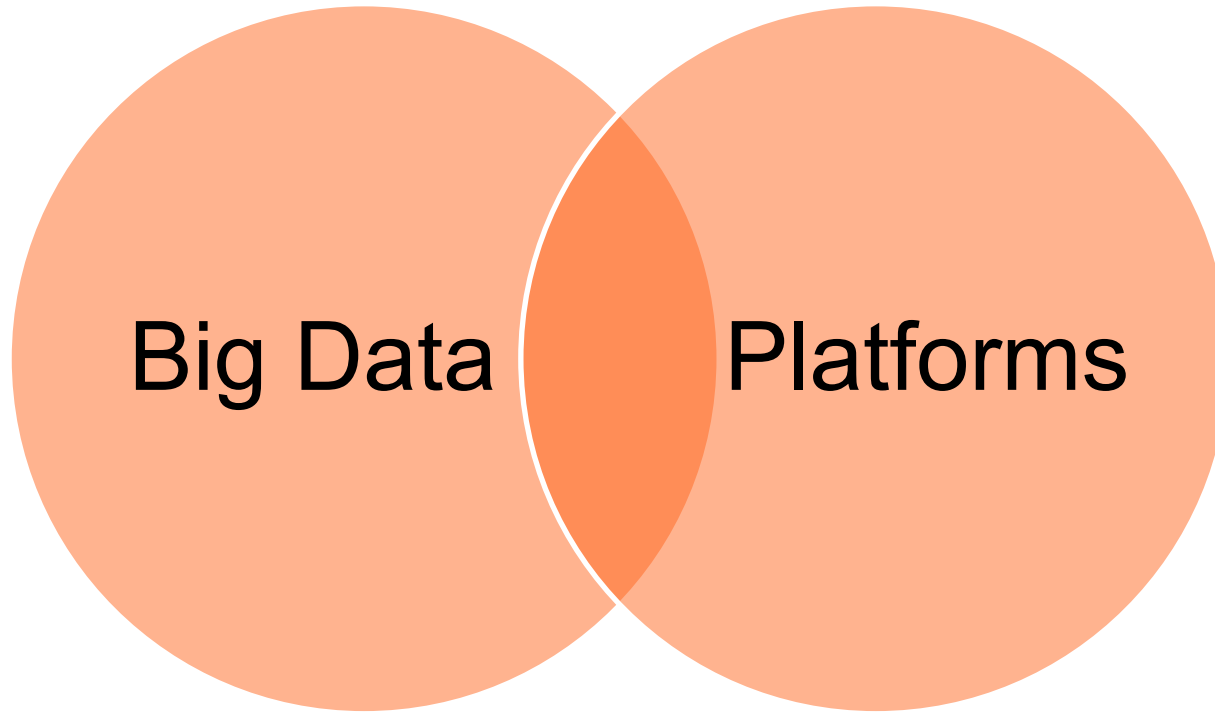
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# Learning objectives

- Understand “big data” and “platforms” in big data platforms
- Capture high-level views of big data platforms and understand the role of big data platforms
- Understand key aspects in studying big data platforms

# What are they?



# Data: facts, responses, events, measurements, etc

< amazon\_reviews\_multilingual\_US\_v1\_00.tsv (3.63 GB) ↓ 🔍

Detail Compact Column 10 of 15 columns ▼


marketplace	customer_id	review_id	product_id	product_parent	product_title	product_category
US	53096384	R63J84G1LOX6R	1563890119	763187671	The Sandman Vol. 1: Preludes and Nocturnes	Books
US	53096399	R1BAL0A11Z06MT	1559947608	381720534	The 22 Immutable Laws of Marketing	Books
US	53096332	R1LLAY5W5PZUS4	0671701800	860650224	Contact	Books
US	53096335	R3R9VTJ82FXEQ	0425132153	624269601	Good Omens	Books
US	51747709	R1PSJ3FNBWTFXY	0517122707	161411385	A Confederacy	Books

Source:

<https://www.kaggle.com/cynthiarempel/amazon-us-customer-reviews-dataset>

Row	unique_key	case_number	date	block	lucr	primary_type
1	7638368	HS442861	2010-08-03 12:10:00 UTC	007XX E 111TH ST	1305	CRIMINAL DAMAGE
2	7658504	HS461920	2010-07-26 05:00:00 UTC	061XX S MELVINA AVE	1305	CRIMINAL DAMAGE
3	7699434	HS447549	2010-08-05 06:12:00 UTC	036XX S ARCHER AVE	2210	LIQUOR LAW VIOLATION
4	7717246	HS524769	2010-09-20 02:30:00 UTC	057XX W AINSLIE ST	2851	PUBLIC PEACE VIOLATION
5	7721499	HS528767	2010-09-22 06:00:00 UTC	031XX S ASHLAND AVE	1121	DECEPTIVE PRACTICE
6	7734397	HS541125	2010-09-29 03:00:00 UTC	132XX S BALTIMORE AVE	1152	DECEPTIVE PRACTICE

Source: Chicago Crime, BigQuery



Sensor	PM2.5 µg/m³
Median 7 Sens.	23
(+) #20890	25
(+) #26221	23
(+) #31206	13
(+) #31454	28
(+) #34144	20
(+) #43411	1
(+) #59291	36

Source: <https://maps.sensor.community/#8/52.917/8.817>

# Is it big ?

## From earth observation/remote sensing

### Annual Report 2019

annual reports archive >

This report for 2019 follows directly on from the 2018 report, and analyses the uptake of Copernicus Sentinel data and the performance of the Sentinel Data Access System during the period 1 December 2018 to 30 November 2019 (referred to as Y2019).

By the end of the reporting period, the Sentinel Data Access System was supporting over 280,000 registered users, a daily publication rate of over 30,500 products/day, and an average daily download volume of 214 TiB. A total of 254 million products had been downloaded by users since the start of data access operations, consisting of a total data volume of 158.4 PiB. Over half of these downloads - 128 million - occurred during Y2019 alone. The report provides the detailed statistics behind these numbers, as well as examining the demographics of users, the status of agreements with collaborative and international partners, the challenges and solutions found by the Data Access Operations team in publishing and disseminating such huge volumes of data and evolving the System to cope with them, and the outlook for the future.

The 2019 Copernicus Sentinel Data Access Annual Report is available [here](https://scihub.copernicus.eu/twiki/do/view/SciHubWebPortal/AnnualReport2019).



**Source:** <https://scihub.copernicus.eu/twiki/do/view/SciHubWebPortal/AnnualReport2019>

# Is it big

**“As of today we have 60 PB of query-able event data stored in an S3 based data lake and about 10 PB of raw data is being scanned every day using Presto.”**

**Source:** Aug, 2019

<https://eng.lyft.com/presto-infrastructure-at-lyft-b10adb9db01>

e.g., 112M rows (2021 check)

2018 Yellow Taxi Trip Data Transportation View Data Visualize Export API ...

The yellow and green taxi trip records include fields capturing pick-up and drop-off dates/times, pick-up and drop-off locations, trip distances, itemized fares, rate types, payment types, and driver-reported passenger counts. The data used in the attached datasets were collected and provided to the NYC Taxi and Limousine Commission (TLC) by [More](#)

Updated  
February 8, 2020

Data Provided by  
Taxi and Limousine Commission (TLC)

Mute Dataset

About this Dataset

Updated  
**February 8, 2020**

Data Last Updated  
April 5, 2019

Metadata Last Updated  
February 8, 2020

Date Created  
September 24, 2018

Views  
**41K**

Downloads  
**5,258**

Data Provided by  
Taxi and Limousine Commission (TLC)

Dataset Owner  
NYC OpenData

Update

Update Frequency	Historical Data
Automation	No
Date Made Public	10/19/2018

Dataset Information

Agency	Taxi and Limousine Commission (TLC)
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Attachments

[data\\_dictionary\\_trip\\_records\\_yellow.pdf](#)

Topics

Category	Transportation
Tags	This dataset does not have any tags

**Snapshot from:** <https://data.cityofnewyork.us/Transportation/2018-Yellow-Taxi-Trip-Data/t29m-gskq>

# Is it big?

From a network infrastructure monitoring

5M sensors/monitoring points with  
~1.4B events/day~ 72GB/day

# Big Data

- **Extremely large, complex data sets**
  - they need to be handled with new techniques
- **Individual data items can be small or big**
  - e.g., simple sensor events versus high quality satellite images
- **Often characterized by  $V^*$** 
  - e.g., Volume, Variety, Velocity, and Veracity



# Characterize big data with V\*

- **Volume:**
  - big size, large data set, massive of small data
- **Variety:**
  - complex, different formats, types of data and their links
- **Velocity:**
  - generating speed, data movement speed
- **Veracity:**
  - quality is very different (timeliness, accuracy, etc.)

# Why do we have big data now?

- **Social media data generated by human activities**
  - Meta/Facebook, TikTok, Twitter, Instagram, etc.
- **Internet of Things (IoT)/Machine-to-Machine (M2M)/Industry 4.0**
  - data generated from monitoring of equipment, infrastructures and environments
- **Advanced sciences data generated by advanced instruments**
  - Earth observation from satellites/telescopes (Sentinel, James Webb)
- **Personal and disease information (e.g., healthcare)**
- **Business-related customer data**
- **Asset management and lodging (e.g., cars, homes)**
- **Software systems (e.g., tracing, logs and test results)**

# Big “operational” and “analytical” data

- **Operational data**
  - for business/system operations, reads/writes (update), OLTP (online transaction processing)
- **Analytical data**
  - for understanding and optimization of business/subjects/systems/behaviors, historical/integrated data, write once/read many (no update) , OLAP (online analytical processing)
- **We face both types of data**
  - methods/techniques will be different

# Why do we need to care?

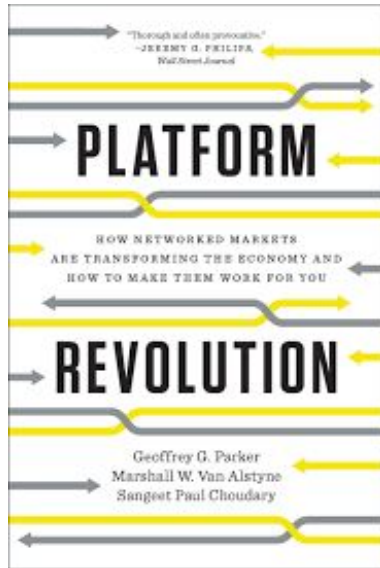
- **Because of the values of data!**
  - Current hot: Large-Language models (LLMs)/Gen-AI
- **Top-down: Data economy**
  - more data  $\Rightarrow$  more insights  $\Rightarrow$  better decision making  $\Rightarrow$  more business successes
- **Bottom-up**
  - understanding  $\Rightarrow$  optimizing  $\Rightarrow$  saving cost/creating new values
- **“The Unreasonable Effectiveness of Data” principle  $\Rightarrow$  with **more data**, the same algorithm performs much **better!****

Alon Halevy, Peter Norvig, and Fernando Pereira. 2009. The Unreasonable Effectiveness of Data. IEEE Intelligent Systems 24, 2 (March 2009).  
<http://static.googleusercontent.com/media/research.google.com/en/pubs/archive/35179.pdf>

# What are platforms?

# Example of platforms

Let us see from the business viewpoint from “Platform Revolution”:



**Disruptive platforms: Airbnb, Amazon, Uber, Alibaba, Instagram, Meta/Facebook, Youtube, etc.**

<https://www.amazon.com/Platform-Revolution-Networked-Markets-Transforming/>

# The “Platform Revolution”'s definition of a platform (from a business viewpoint)

“A platform is a business based on enabling value-creating **interactions** between external producers and consumers. The platform provides **an open, participative infrastructure** for these interactions and sets **governance conditions** for them. The platform's overarching purpose: to consummate matches among users and **facilitate the exchange of** goods, services, or social currency, thereby enabling value creation for all participation”

**Source:** Geoffrey G. Parker, Van Alstyne, Marshall W. Van Alstyne , Sangeet Paul Choudary, *Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You*, March 28, 2016

# Our interpretation of platforms for big data

- Being **large-scale service platforms**, e.g.
  - On-demand computing platforms for data-centric products
  - On-demand analytics service platforms
  - On-demand data management platforms
- **Enabling interactions between big data producers and big data consumers**
  - Integration, management, analysis, optimization
- **Facilitating the exchange of big data and products centered around data**
- **Not just a database or data marketplace (even they are big!)**



# Platforms support data as “asset” and “product” perspectives

- **Known views about data**
  - “data as an asset”
  - “data as a product”
- **“Data as an asset” (see “Design data governance”)**
  - something is very valuable that must be managed and exploited for the benefit of the owner
- **“Data as a product” (see “Data mesh” )**
  - product thinking for how one should process, manage and produce data to be used and satisfied by the data user

[“Data as an asset”]: Vijay Khatri and Carol V. Brown. 2010. Designing data governance. Commun. ACM 53, 1 (January 2010), 148–152.  
<https://doi.org/10.1145/1629175.1629210>

[“Data as a product”]: Zhamak Dehghani, Data Mesh, 2022

# Big data platforms

- **Data-centric services**

- a lot of data with different types and added continuously
- complex governance and technological infrastructures

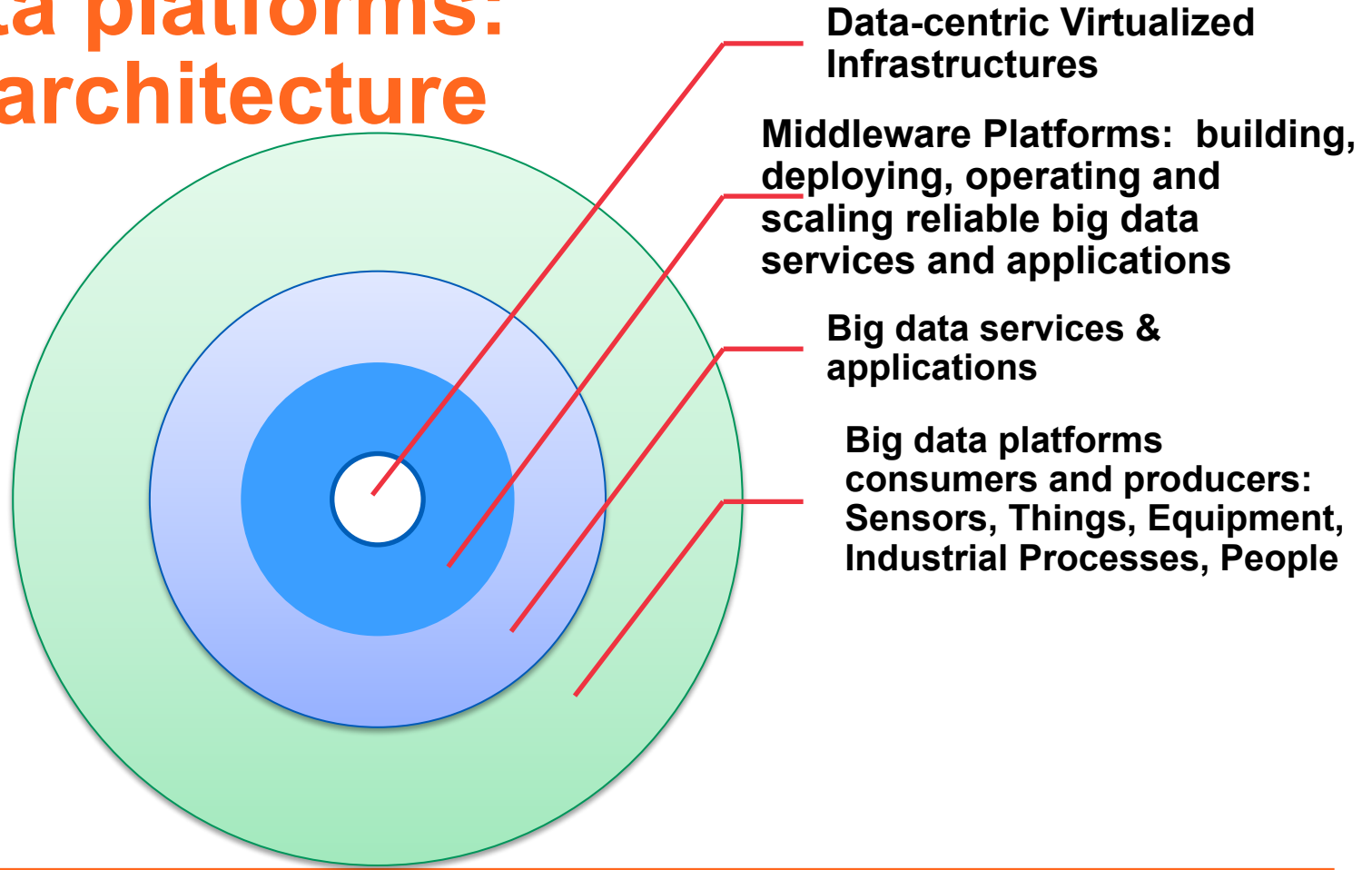
- **Extensibility**

- allowing new services, components to be added and integrated

- **With diverse types of stakeholders**

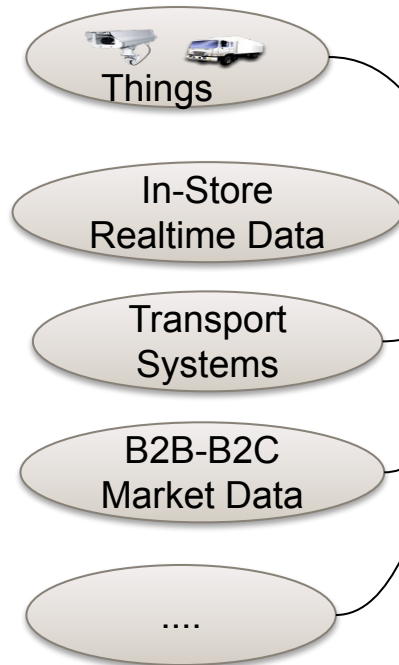
- data consumers, data providers, and data integrators
- service consumers, service providers and service integrators
- regulators/auditors, etc.

# Big data platforms: Onion architecture

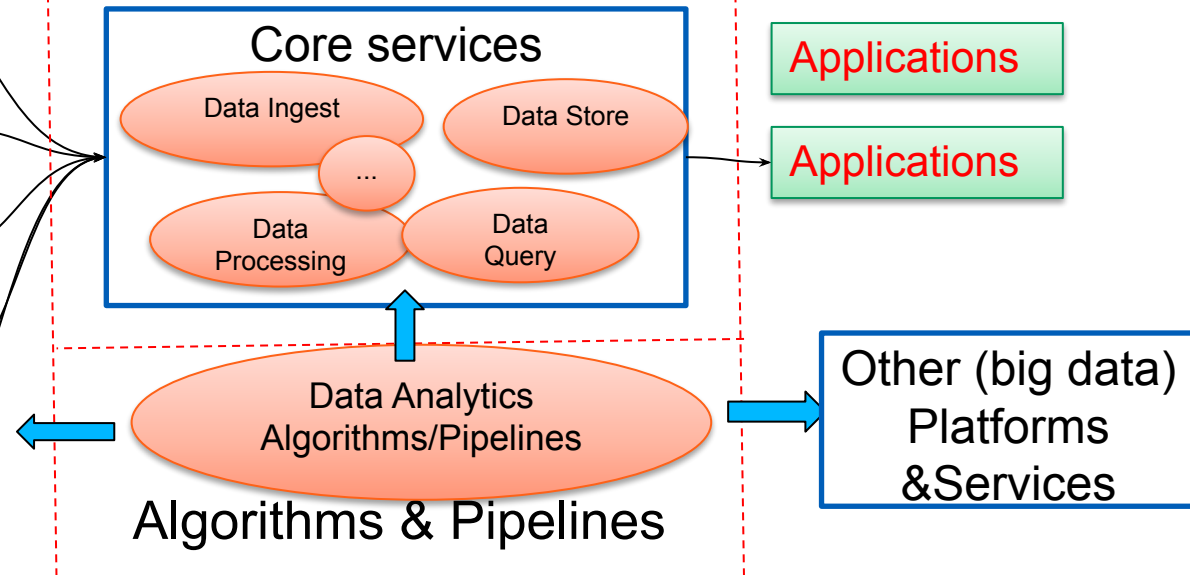


# Analytics and big data platforms

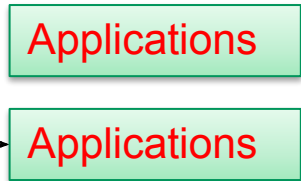
Data sources from different tenants



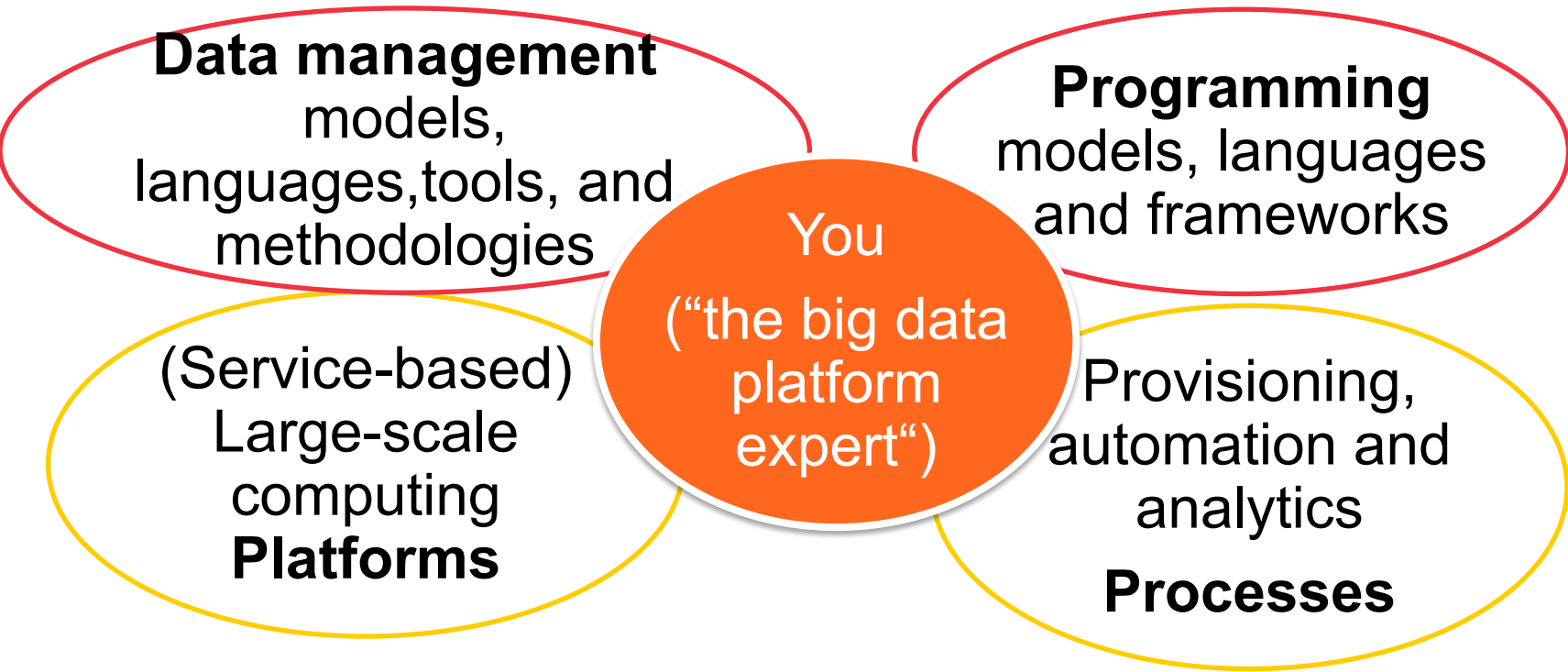
The core part of Big Data Platforms



Consuming applications



# Core principles/techniques for Big Data Platforms



# Focuses in studying big data platforms

- **Design/Development vs Operation**
- **Data-centric vs Service-centric vs Platform-centric activities**
- **High-level SQL-style analytics vs programmatic data processing models and workflows/processes**
- **Quality and governance**

# Target goals for the study

- **As a user: able to use and program atop big data platforms**
- **As a provider: able to operate big data platforms**
- **As a designer/architect: able to design new (solutions for) big data platforms**
- **As a developer: able to develop services/applications in big data platforms**

# Business models vs data platform engineering

Business Models



Engineering  
Solutions

- **Distinguish between engineering and business models**
  - Engineering: design, operation and governance
  - Business models: stakeholder management, pay-per-use, pricing, tenant models
- **We mainly focus on engineering**
  - Business aspects are reflected in requirements for the engineering

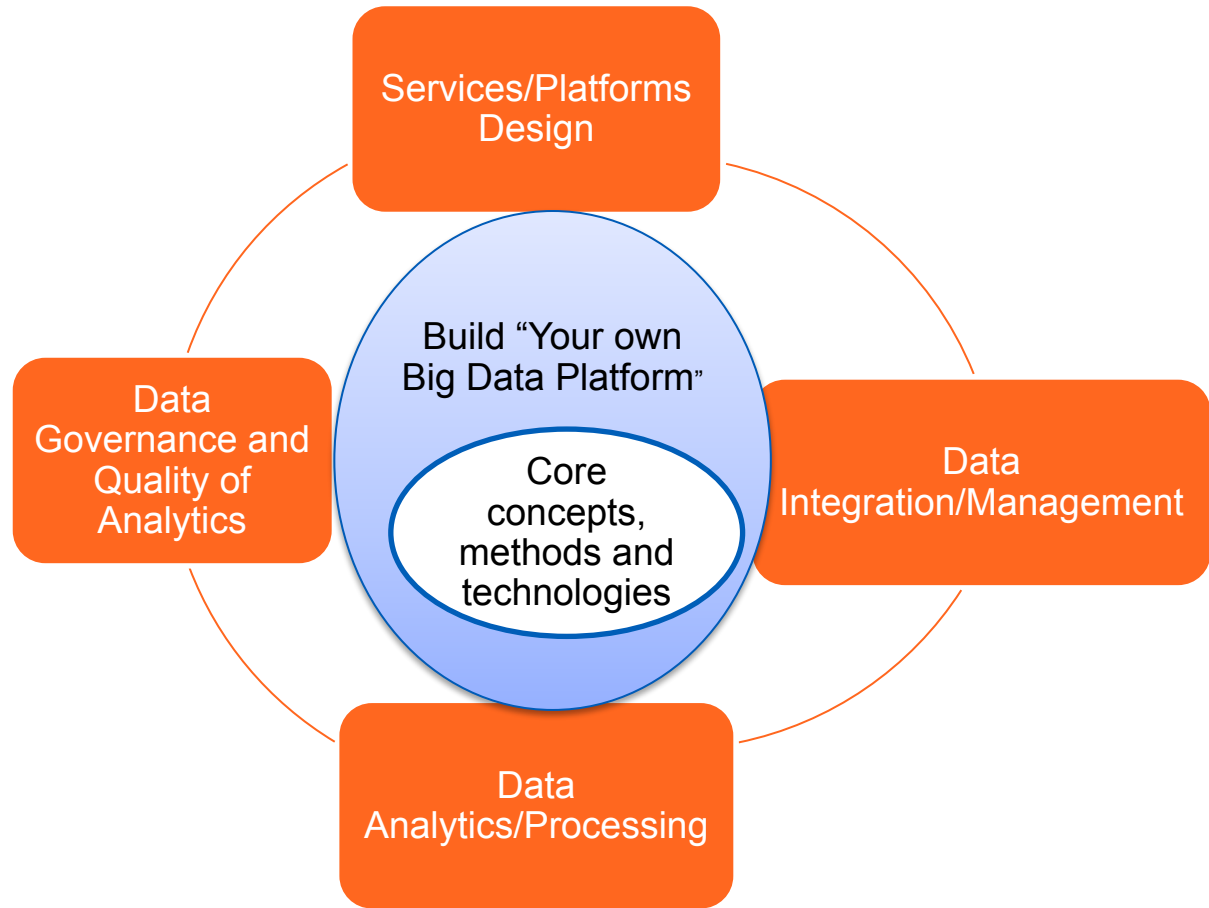


# Concepts/techniques vs Technologies

- **Concepts/Techniques versus Technologies**
  - concepts: e.g., NoSQL data models, sharding techniques, coordination for scalable datastores
  - technologies: e.g., Cassandra, Hadoop, Apache Spark, Airflow
- **We still focus mainly on concepts/techniques**
  - technologies can be very complex or “everything is behind an API”
  - but don’t forget key concepts and techniques
  - implement key concepts with state-of-the-art technology in a limited but realistic scenarios

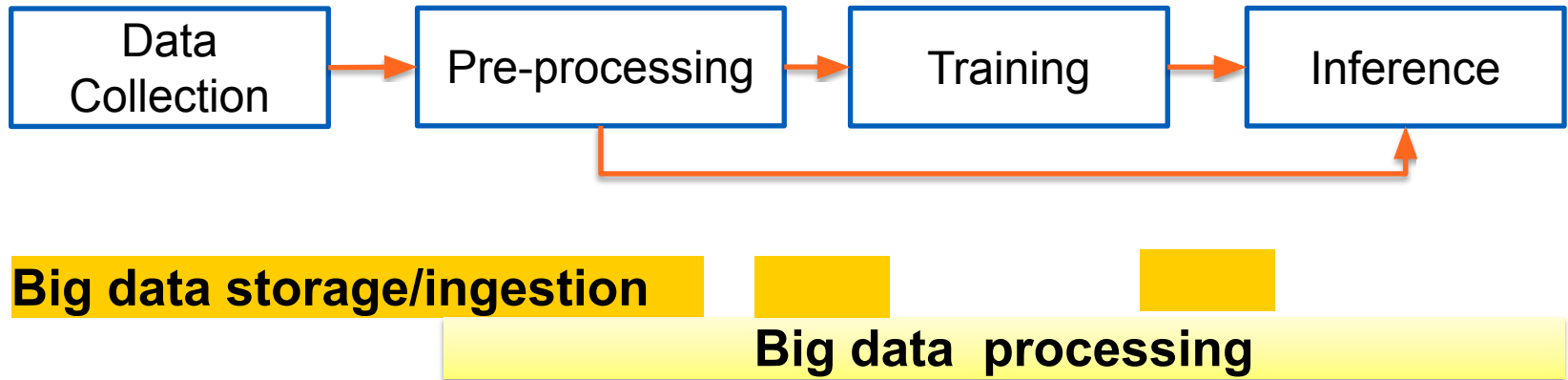
# Build your story

Focus on foundations & explore your strengths/interests

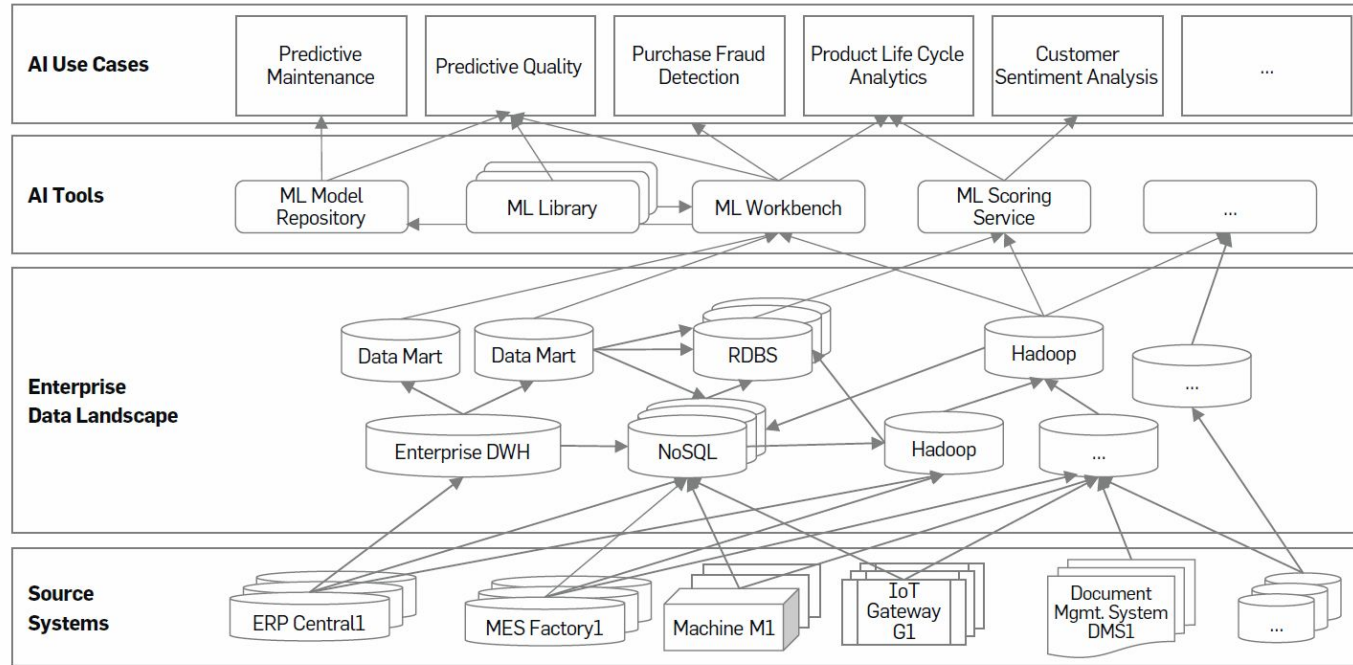


**Design and implementation mainly  
reflect activities of platform  
developers/providers in the lifecycle  
of a big data platform based on  
real-world data sets and scenarios**

# Example of a typical big data machine learning pipeline (hot area!)



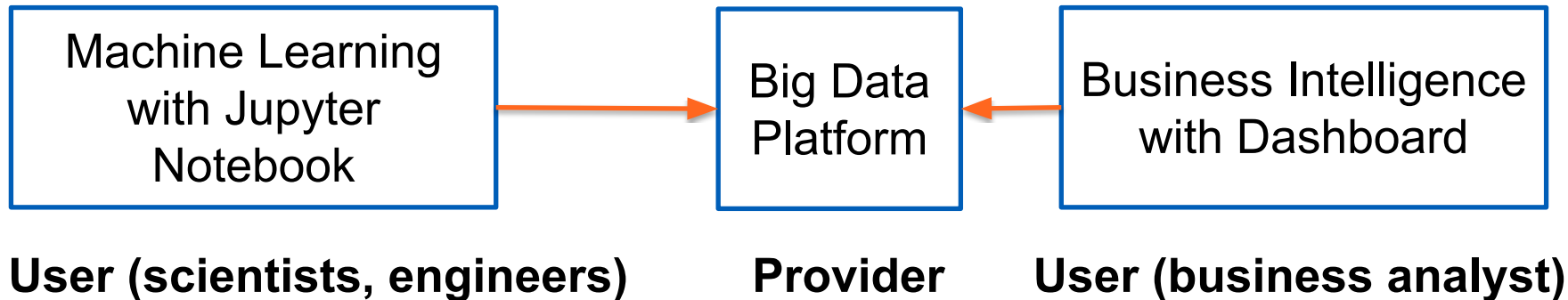
# “No AI Without Data”



DWH: Data Warehouse, ERP: Enterprise Resource Planning, MES: Manufacturing Execution System, ML: Machine Learning, RDBS: Relational Database System

**Figure source:** There Is No AI Without Data, by Christoph Gröger, Communications of the ACM, November 2021, Vol. 64 No. 11, Pages 98-108, 0.1145/3448247

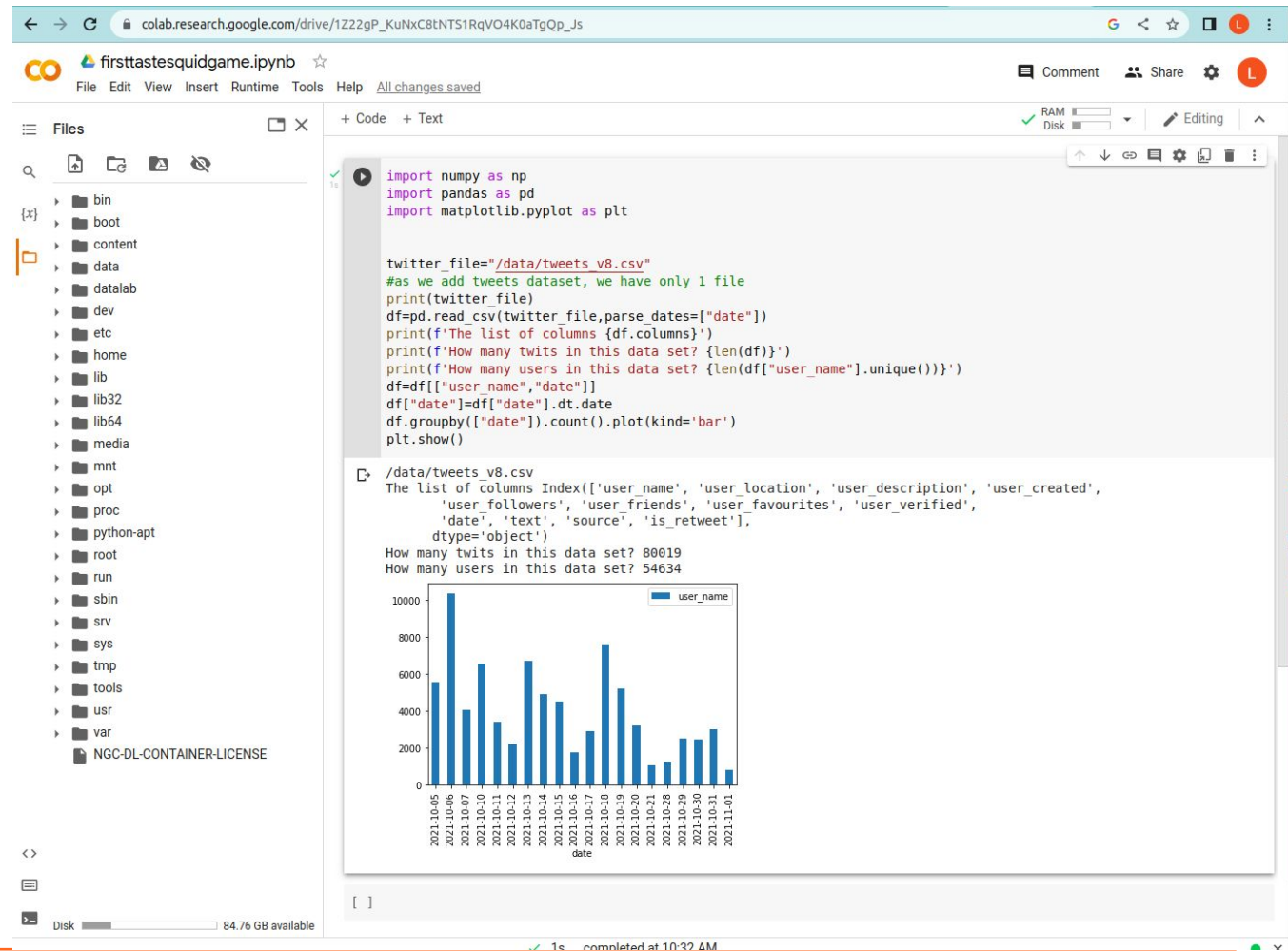
# Big data processing in our story: we are not just “data scientist” or BA



## Our learning goals: tasks in systems and applications

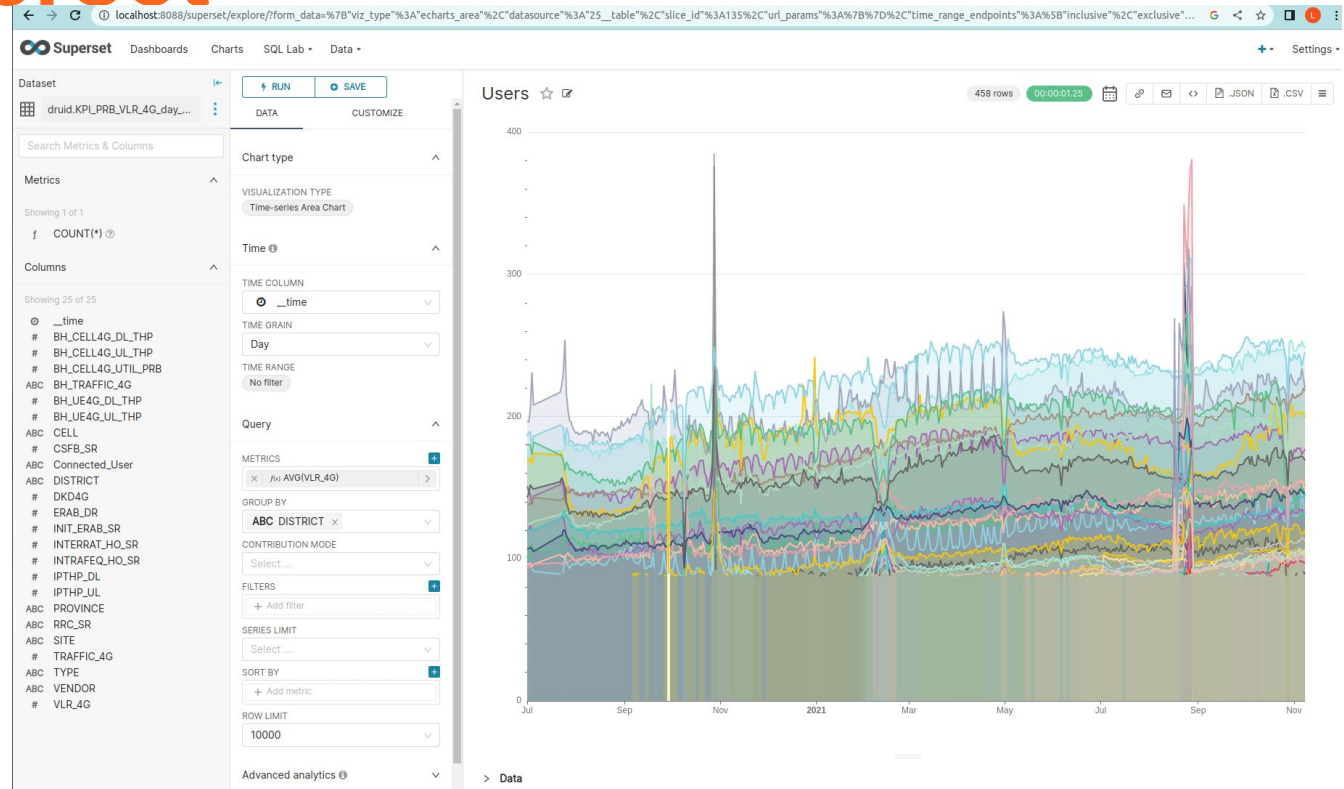
- Understand the user/developer needs
- Understand how to build platforms to support the users/developers

# Using Jupyter Notebook to do data analytics



# Business intelligence analytics style with Superset

**Data source:** network data from Mobifone, Vietnam





# Related concepts/techniques

- **Distributed systems and cloud computing**
  - Virtualized environments and cloud deployment, concurrency, consistency/availability/fault management, application protocols
- **Databases and data management**
  - Data modeling, ETL/data pipeline, data partitioning, databases
- **Algorithms and programming models**
  - Parallel/concurrent programming, workflows, streaming processing
- **Service and software engineering**
  - Service engineering & microservices



Basics of big data

# Summary: the importance of big data platforms

- **Foundations and backbones for various “hot” research/development areas**
  - LLMs/Machine Learning/AI
    - *Data management, feature storage, data preparation pipelines, ...*
  - Data Science
    - *Data and data management, computational models, statistics and algorithm*
  - Enterprise computing
    - *360-degree analytics of customers*
  - Industrial IoT/Manufacturing/Predictive maintenance
    - *Monitor machines and optimizing machines through real-time and predictions*
  - Smart cities and sustainability

# Summary: the importance of big data platforms for industries and businesses

- **Wide range application domains**
  - Business, healthcare, manufacturing, sustainability, and science
- **Examples of key industries for infrastructural and platform services for big data**
  - Amazon, Microsoft, Google, IBM, Alibaba, Huawei, Snowflake, Databricks, etc.
- **Big data and large-scale data analytics are fundamental in most companies/organizations doing digital business**

# Thanks!

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