*This report focuses on processing and analysing a Twitter dataset, to process the data technologies like Hadoop, MapReduce, MySQL, Cassandra are demonstrated also an exhaustive database performance analysis is performed using Yahoo Cloud Serving Benchmark. To analyse the dataset a neural network using time series is applied to detect and predict any sentiment change throughout the given period….*

This project is divided in two sections Big Data and Advanced Data Analytics.

For Big Data a csv file is processed using Hadoop, from there MapReduce is applied to perform four tasks. Reading data from Hadoop is achieved using Spark for streaming and Hive for badging. As a non HDFS databases MySQL and Cassandra are also explored to finalise this section a thorough analysis for MySQL, Cassandra and MongoDB is carried out using Yahoo Cloud Serving Benchmark (YCSB).

The second section Advanced Data Analytics….

According to Manwal and Gupta (2017), large organizations such as *Twitter, Facebook*, and *LinkedIn* use Hadoop to handle the vast amounts of data they generate daily. As the starting point of this project is the dataset *ProjectTweets.csv*, it would be beneficial to emulate the data processing methods used in *Twitter* analytics department.

Full implementation of this step can be seen at the annex section 6.1.1, the relevant part is that file now is into Hadoop and from there MapReduce jobs can be deployed, data can be read using Hive and data can be streamed for the analytics part using Spark.

Four different MapReduce jobs have been implemented with the aim of demonstrating how to perform these tasks. These jobs were also necessary to identify duplicates within ProjectTweets.csv, to clean the dataset before importing it into *Cassandra* and *MySQL* (as the last column contains commas and quotes, which are incompatible with those databases), and to demonstrate that Hive can achieve the same outcomes as a MapReduce job. Please note that full MapReduce jobs implementation can be found in the annex sections 6.1.2, 6.1.3, 6.1.4 and 6.1.5.

A given task could be to count all mentions and hashtags contained in this file. The mapper processes tweet text to find hashtags and mentions and then emits them as intermediate key-value pairs where the keys are the entities with a prefix, values are all 1 indicating a single occurrence for each entity:

The reducer sums above calculated occurrences to get a count of how often each hashtag and mention appears:

This MapReduce job is paired with a Hive query that will produce the same output, counting distinct values for *tweet\_id*. This mapper outputs each *tweet\_id* it encounters as a key-value pair, with the *tweet\_id* as the key and 1 as the value:

The reducer counts unique *tweet\_id* values received from the mapper:

Result to be compared with Hive query, from 1,600,000 rows, 1,598,315 are unique *tweet\_id*:

After several attempts to insert *ProjectTweets.csv* into *Cassandra* and *MySQL*, it was impossible because the text in the last column was full of commas (","). Since a comma is used as a delimiter, every attempt to import disrupted the file structure, which did not match the created table structure. Hence, this MapReduce job was necessary. The mapper reads all the lines, stripping any commas and quotes. It preserves only the first five commas to delimit six columns, ensuring the structure matches the table for a smooth load:

The reducer merely passes the cleaned data through, and saves it:

Above MapReduce output was not ordered by *ids.* MapReduce paradigm does not guarantee an ordered output.

This mapper transforms raw input into a structured key-value format, separating *ids* from the rest of the data

The reducer sorts the output by the key *ids.*

Having the data ordered is useful for MySQL, as this database inserts the data in the given order. In contrast, Cassandra, like MapReduce, does not input the data in an ordered manner due to its distributed nature. Both MapReduce and Cassandra are designed to handle large-scale data across distributed systems, which prioritize scalability and fault tolerance over maintaining data order. This distribution means that data is processed in parallel across multiple nodes, making the preservation of order less practical and often unnecessary for the intended analytical or transactional operations.

*Facebook* engineers developed this technology in 2010 to simplify the complexity of writing *MapReduc*e jobs by utilizing *SQL* syntax. *Facebook's* analysts were familiar with *SQL,* which is why this querying language was used to extract information from its vast *Hadoop* datasets. Establishing an analogy the complexity of point *2.1.2.2. Distinct tweet\_Id count* can be solved in just one line of code, *SELECT COUNT(DISTINCT tweet\_id) FROM tweets;*

Both *MapReduce* and *Hive* yield the same outcome of 1,598,315 distinct t*weet\_ids.* This is a simple and practical way of demonstrating why *Hive* was developed.