# Music Data Analysis Project

## **Project Description:**

A leading music-catering company is planning to analyze large amount of data received from varieties of sources, namely mobile app and website to track the behavior of users, classify users, calculate royalties associated with the song and make appropriate business strategies. The file server receives data files periodically after every 3 hours.

### **Problem Statement:**

- Determine top 10 station\_id(s) where maximum number of songs were played, which were liked by unique users. It is not only the data which is important, rather it is the insight it can be used to generate important. Once we have made the data ready for analysis, we have to perform below analysis on a daily basis.
- Determine total duration of songs played by each type of user, where type of user can be 'subscribed' or 'unsubscribed'. An unsubscribed user is the one whose record is either not present in Subscribed\_users lookup table or has *subscription\_end\_date* earlier than the *timestamp* of the song played by him.
- Determine top 10 connected artists. Connected artists are those whose songs are most listened by the unique users who follow them.
- Determine top 10 songs who have generated the maximum revenue. Royalty applies to a song only if it was *liked* or was *completed successfully* or both.
- Determine top 10 unsubscribed users who listened to the songs for the longest duration.

## **Solution:**

There are five phases in this project:

- Data generation for web and mobile sources
- Data population in the lookup tables
- Data formatting
- Data enrichment
- Data analysis

In the course of converting an existing Hadoop project into a Spark project, I have written code for data formatting, data enrichment and data analysis phases.

Here are the rules to follow for data ingestion and formatting:

- Data coming from mobile applications reside in /data/mob and has csv format.
- Data coming from web applications reside in /data/web and has xml format.
- All the timestamp fields in data coming from web application is of the format YYYY-MM-DD HH:MM:SS.
- All the timestamp fields in data coming from mobile application is a long integer interpreted as UNIX timestamps.
- Finally, all timestamps must have the format of a long integer to be interpreted as UNIX timestamps.

Let's have a glance at the source code written in Scala language:

#### DataFormatting.scala

```
// import required Spark packages
import org.apache.spark.{SparkConf, SparkContext}
import org.apache.spark.sql
object DataFormatting {
 def main(args: Array[String]): Unit = {
  val conf = new SparkConf().setAppName("Data Formatting")
  val sc = new SparkContext(conf)
                                                // create spark context using spark 'conf' object
  val sqlContext = new org.apache.spark.sql.hive.HiveContext(sc) //create a Hive context object
  val batchId = args(0)
                                                  // get batch id from command line arguments
// SQL query to create table 'formatted_input' with the given schema description
  val create_hive_table = s"""CREATE TABLE IF NOT EXISTS project.formatted_input
                 (
                 User id STRING,
                 Song_id STRING,
```

```
Timestamp STRING,
                Start_ts STRING,
                End_ts STRING,
                Geo_cd STRING,
                Station_id STRING,
                Song end type INT,
                Like INT,
                Dislike INT
                PARTITIONED BY
                (batchid INT)
                ROW FORMAT DELIMITED
                FIELDS TERMINATED BY ','
                ,,,,,,
// Hive command to load mobile data from local file system to Hive table 'formatted_input'
  val load_mob_data = s"""LOAD DATA LOCAL INPATH '/home/acadgild/project/data/mob/
file.txt' INTO TABLE project.formatted_input PARTITION (batchid='$batchId')"""
// Hive query to insert web data to Hive table 'formatted_input' converting time stamp format
  val load_web_data = s"""INSERT INTO project.formatted_input
                PARTITION(batchid='$batchId')
                SELECT user_id,
                song_id,
                artist_id,
                unix_timestamp(timestamp,'yyyy-MM-dd HH:mm:ss') AS timestamp,
                unix_timestamp(start_ts,'yyyy-MM-dd HH:mm:ss') AS start_ts,
                unix_timestamp(end_ts,'yyyy-MM-dd HH:mm:ss') AS end_ts,
                geo_cd,
                station_id,
```

Artist\_id STRING,

```
song_end_type,
                 like,
                 dislike
                 FROM web_data
  try {
// read web data stored in XML format from local file system
     val xmlData = sqlContext.read.format("com.databricks.spark.xml").option("rowTag",
"record").load("/home/acadgild/project/data/web/file.xml")
xmlData.createOrReplaceTempView("web_data")
                                                         //create a view from XML data loaded
     sqlContext.sql(create_hive_table)
                                                 // execute the HiveQL queries prepared above
     sqlContext.sql(load_mob_data)
     sqlContext.sql(load_web_data)
    }
   catch{
                                                            // print stack trace in case of errors
    case e: Exception=>e.printStackTrace()
   }
 }
```

#### Rules for data enrichment:

- If any of like or dislike is NULL or absent, consider it as 0.
- If fields like Geo\_cd and Artist\_id are NULL or absent, consult the lookup tables for fields Station\_id and Song\_id respectively to get the values of Geo\_cd and Artist\_id.
- If corresponding lookup entry is not found, consider that record to be invalid.

### DataEnrichment.scala

```
// import required Spark packages
import org.apache.spark.{SparkConf, SparkContext}
import org.apache.spark.sql
```

```
object DataEnrichment {
 def main(args: Array[String]): Unit = {
  val conf = new SparkConf().setAppName("Data Formatting")
  val sc = new SparkContext(conf)
                                               //create spark context using spark 'conf' object
  val sqlContext = new org.apache.spark.sql.hive.HiveContext(sc) //create a Hive context object
  val batchId = args(0)
                                                // get batch id from command line arguments
// Hive query to insert web data to Hive table 'enriched_data'
  val create_hive_table = s"""CREATE TABLE IF NOT EXISTS enriched_data
                User_id STRING,
                Song_id STRING,
                Artist_id STRING,
                Timestamp STRING,
                Start_ts STRING,
                End_ts STRING,
                Geo_cd STRING,
                Station_id STRING,
                Song_end_type INT,
                Like INT,
                Dislike INT
                )
                PARTITIONED BY
                (batchid INT,
                status STRING)
                STORED AS ORC
// Hive query to insert data from 'formatted output' into the table 'enriched data'
  val load_data = s"""INSERT OVERWRITE TABLE enriched_data
             PARTITION (batchid, status)
             SELECT
```

```
i.user_id,
i.song_id,
sa.artist_id,
i.timestamp,
i.start_ts,
i.end_ts,
sg.geo_cd,
i.station_id,
IF (i.song_end_type IS NULL, 3, i.song_end_type) AS song_end_type,
IF (i.like IS NULL, 0, i.like) AS like,
IF (i.dislike IS NULL, 0, i.dislike) AS dislike,
i.batchid,
IF((i.like=1 AND i.dislike=1)
OR i.user_id IS NULL
OR i.song_id IS NULL
OR i.timestamp IS NULL
OR i.start_ts IS NULL
OR i.end_ts IS NULL
OR i.geo_cd IS NULL
OR i.user_id="
OR i.song_id="
OR i.timestamp="
OR i.start_ts="
OR i.end_ts="
OR i.geo_cd="
OR sg.geo_cd IS NULL
OR sg.geo_cd="
OR sa.artist_id IS NULL
OR sa.artist_id=", 'fail', 'pass') AS status
FROM formatted_input i
```

```
LEFT OUTER JOIN station_geo_map sg ON i.station_id = sg.station_id
            LEFT OUTER JOIN song_artist_map sa ON i.song_id = sa.song_id
            WHERE i.batchid=$batchId
            ** ** **
try {
   sqlContext.sql("SET hive.auto.convert.join=false")
                                                              // configure Hive properties
  sqlContext.sql("SET hive.exec.dynamic.partition.mode=nonstrict")
   sqlContext.sql("USE project")
                                                // switch to an existing database 'project'
                                               // execute the HiveQL queries prepared above
  sqlContext.sql(create_hive_table)
  sqlContext.sql(load_data)
 }
 catch{
 case e: Exception=>e.printStackTrace()
                                               // print stack trace in case of errors
 }
```

#### **Data Analysis:**

}

The following code contains HiveQL queries to obtain the data specified in the problem statement:

## DataAnalysis.scala

```
val sqlContext = new org.apache.spark.sql.hive.HiveContext(sc) //create a Hive context object
  val batchId = args(0)
                                               // get batch id from command line arguments
// Hive query to create a table to store top 10 station id's where maximum number of songs played
val create_top_10_stations = """CREATE TABLE IF NOT EXISTS top_10_stations
                           station_id STRING,
                           total_distinct_songs_played INT,
                           distinct user count INT
                           )
                           PARTITIONED BY (batchid INT)
                           ROW FORMAT DELIMITED
                           FIELDS TERMINATED BY ','
                           STORED AS TEXTFILE"""
// Hive query to determine top 10 station_id(s) and store results into 'top_10_stations' table
val load_top_10_stations = s"""INSERT OVERWRITE TABLE top_10_stations
                           PARTITION(batchid='$batchId')
                           SELECT station_id,
                           COUNT(DISTINCT song_id) AS total_distinct_songs_played,
                           COUNT(DISTINCT user_id) AS distinct_user_count
                           FROM enriched data
                           WHERE status='pass'
                           AND batchid='$batchId'
                           AND like=1
                           GROUP BY station_id
                           ORDER BY total_distinct_songs_played DESC
                           LIMIT 10"""
```

```
// Hive query to create a table to store the total duration of songs played by each type of user
val create_users_behaviour = """CREATE TABLE IF NOT EXISTS users_behaviour
                         (
                         user_type STRING,
                         duration INT
                         PARTITIONED BY (batchid INT)
                         ROW FORMAT DELIMITED
                         FIELDS TERMINATED BY ','
                         STORED AS TEXTFILE"""
// Hive query to determine total duration of songs played by each type of user and store results into
// 'users behaviour' table
val load users behaviour = s"""INSERT OVERWRITE TABLE users behaviour
                         PARTITION(batchid='$batchId')
                         SELECT
                         CASE WHEN (su.user_id IS NULL OR CAST(ed.timestamp AS
                         DECIMAL(20,0))
                                                     CAST(su.subscn_end_dt
                                                                                AS
                         DECIMAL(20,0))) THEN 'UNSUBSCRIBED'
                         WHEN (su.user_id IS NOT NULL AND CAST(ed.timestamp AS
                         DECIMAL(20.0))
                                                     CAST(su.subscn end dt
                                              <=
                         DECIMAL(20,0))) THEN 'SUBSCRIBED'
                         END AS user_type,
                         SUM(ABS(CAST(ed.end_ts
                                                        AS
                                                                  DECIMAL(20,0))-
                         CAST(ed.start ts AS DECIMAL(20,0))) AS duration
                         FROM enriched data ed
                         LEFT OUTER JOIN subscribed_users su
                         ON ed.user_id=su.user_id
                         WHERE ed.status='pass'
                         AND ed.batchid='$batchId'
                         GROUP BY CASE WHEN (su.user id IS NULL
                                                                               OR
                         CAST(ed.timestamp
                                                           DECIMAL(20,0))
                                                 AS
```

```
CAST(su.subscn_end_dt
                                                   AS
                                                          DECIMAL(20,0)))
                                                                               THEN
                          'UNSUBSCRIBED'
                          WHEN (su.user_id IS NOT NULL AND CAST(ed.timestamp AS
                          DECIMAL(20,0))
                                                       CAST(su.subscn_end_dt
                                               <=
                          DECIMAL(20,0))) THEN 'SUBSCRIBED' END"""
// Hive query to create a table to store data of top 10 connected artists.
val create_connected_artists = """CREATE TABLE IF NOT EXISTS connected_artists
                          artist_id STRING,
                          user_count INT
                          PARTITIONED BY (batchid INT)
                          ROW FORMAT DELIMITED
                          FIELDS TERMINATED BY ','
                          STORED AS TEXTFILE"""
// Hive query to determine top 10 connected artists and store results into 'connected artists' table
val load_connected_artists = s"""INSERT OVERWRITE TABLE connected_artists
                          PARTITION(batchid='$batchId')
                          SELECT ua.artist_id,
                          COUNT(DISTINCT ua.user_id) AS user_count
                          FROM
                          SELECT user id, artist id FROM users artists
                          LATERAL VIEW explode(artists_array) artists AS artist_id
                          ) ua
                          INNER JOIN
                          SELECT artist_id, song_id, user_id
                          FROM enriched_data
                          WHERE status='pass'
                          AND batchid='$batchId'
```

```
) ed
                          ON ua.artist_id=ed.artist_id
                          AND ua.user_id=ed.user_id
                          GROUP BY ua.artist_id
                          ORDER BY user_count DESC
                          LIMIT 10"""
// Hive query to create a table to store data of top 10 royalty songs
val create_top_10_royalty_songs = """CREATE TABLE IF NOT EXISTS top_10_royalty_songs
                          song_id STRING,
                          duration INT
                          PARTITIONED BY (batchid INT)
                          ROW FORMAT DELIMITED
                          FIELDS TERMINATED BY ','
                          STORED AS TEXTFILE"""
// Hive query to determine top 10 royalty songs and store results into top_10_royalty_songs table
val load_top_10_royalty_songs = s"""INSERT OVERWRITE TABLE top_10_royalty_songs
                          PARTITION(batchid='$batchId')
                          SELECT song_id,
                          SUM(ABS(CAST(end_ts AS DECIMAL(20,0))-CAST(start_ts AS
                          DECIMAL(20,0)))) AS duration
                          FROM enriched data
                          WHERE status='pass'
                          AND batchid='$batchId'
                          AND (like=1 OR song_end_type=0)
                          GROUP BY song_id
                          ORDER BY duration DESC
                          LIMIT 10"""
```

```
// Hive query to create a table to store data of top 10 unsubscribed users
     create_top_10_unsubscribed_users = """CREATE
                                                       TABLE IF NOT
                                                                            EXISTS
top_10_unsubscribed_users
                         (
                         user_id STRING,
                         duration INT
                         PARTITIONED BY (batchid INT)
                         ROW FORMAT DELIMITED
                         FIELDS TERMINATED BY ','
                         STORED AS TEXTFILE"""
// Hive query to determine top 10 unsubscribed users who listened to songs for the longest duration
                                             s"""INSERT
      load_top_10_unsubscribed_users
                                                            OVERWRITE
                                       =
                                                                             TABLE
top_10_unsubscribed_users
                         PARTITION(batchid='$batchId')
                         SELECT ed.user id,
                         SUM(ABS(CAST(ed.end_ts
                                                         AS
                                                                   DECIMAL(20,0))-
                         CAST(ed.start_ts AS DECIMAL(20,0)))) AS duration
                         FROM enriched_data ed
                         LEFT OUTER JOIN subscribed_users su
                         ON ed.user_id=su.user_id
                         WHERE ed.status='pass'
                         AND ed.batchid='$batchId'
                         AND (su.user id IS NULL OR (CAST(ed.timestamp
                                                                                 AS
                         DECIMAL(20,0))
                                                      CAST(su.subscn_end_dt
                                                                                 AS
                         DECIMAL(20,0))))
                         GROUP BY ed.user id
                         ORDER BY duration DESC
                         LIMIT 10"""
  try {
    sqlContext.sql("SET hive.auto.convert.join=false") // configure Hive properties
```

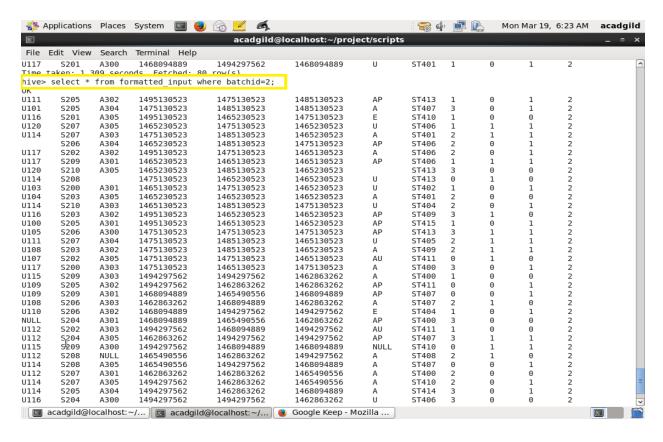
```
sqlContext.sql("USE project")
                                                  // switch to the working database 'project'
                                                 // execute all the Hive queries created above
 sqlContext.sql(create_top_10_stations)
 sqlContext.sql(load_top_10_stations)
 sqlContext.sql(create_users_behaviour)
 sqlContext.sql(load_users_behaviour)
 sqlContext.sql(create_connected_artists)
 sqlContext.sql(load_connected_artists)
 sqlContext.sql(create_top_10_royalty_songs)
 sqlContext.sql(load_top_10_royalty_songs)
 sqlContext.sql(create_top_10_unsubscribed_users)
 sqlContext.sql(load_top_10_unsubscribed_users)
}
catch{
case e: Exception=>e.printStackTrace()
                                                      // print stack trace in case of errors
}
```

## **Output:**

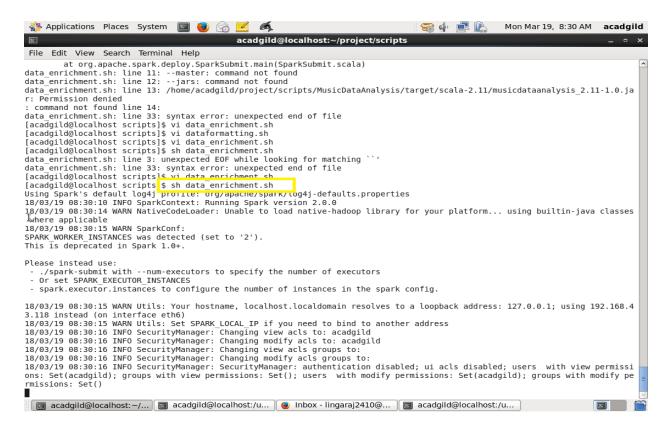
**Data Formatting** – Screenshots of execution:





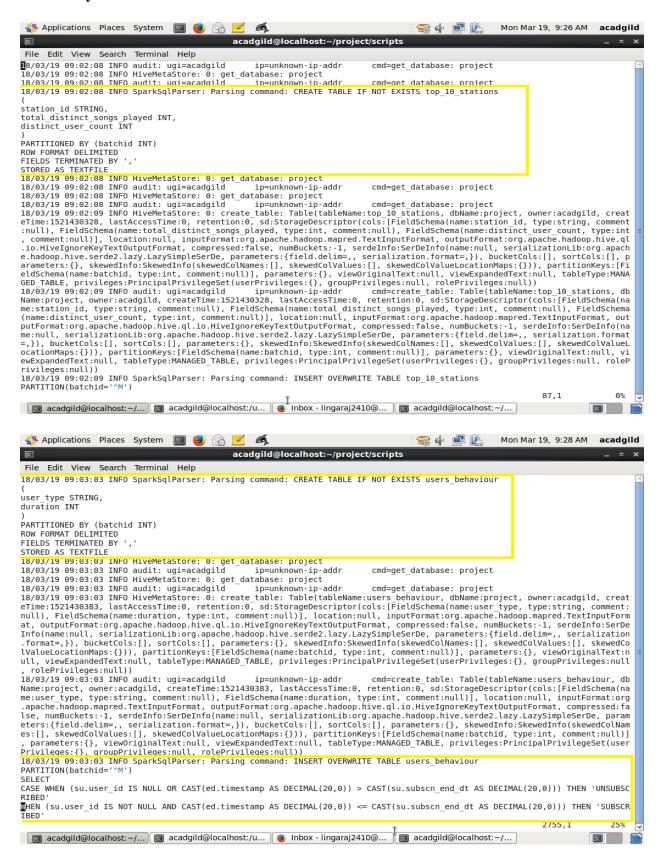


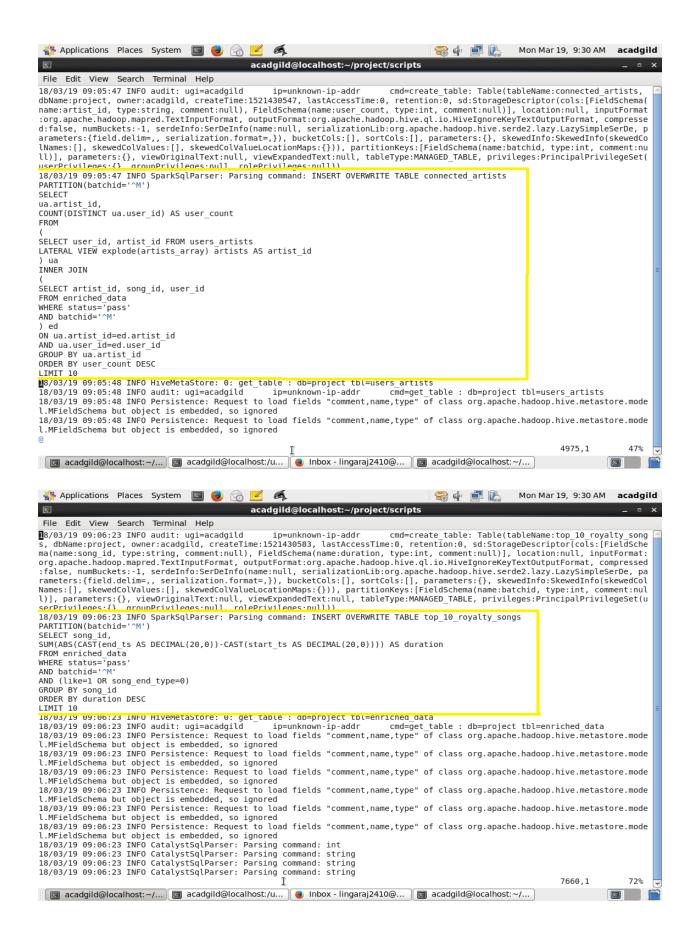
#### **Data Enrichment** – Screenshots of execution:





#### **Data analysis** – screenshots of execution:





```
18/03/19 09:06:29 INFO audit: ugi=acadgild
                                                                                                                              cmd=create table: Table(tableName:top 10 unsubscribed
                                                                                    ip=unknown-ip-addr
  users, dbName:project, owner:acadgild, createTime:1521430589, lastAccessTime:0, retention:0, sd:StorageDescriptor(cols:[Fiel
users, dbName:project, owner:acadgild, createTime:1521430589, lastAccessTime:0, retention:0, sd:StorageDescriptor(cols:[FieldSchema(name:user_id, type:string, comment:null), FieldSchema(name:duration, type:int, comment:null)], location:null, inputFo rmat:org.apache.hadoop.hive.ql.io.HiveIgnoreKeyTextOutputFormat, compressed:false, numBuckets:-1, serdeInfo:SerDeInfo(name:null, serializationLib:org.apache.hadoop.hive.serde2.lazy.LazySimpleSerDe, parameters:{field.delim=, serialization.format=,}), bucketCols:[], sortCols:[], parameters:{}, skewedInfo:SkewedInfo(skewedColNames:[], skewedColValueLocationMaps:{})), partitionKeys:[FieldSchema(name:batchid, type:int, comment:null)], parameters:{}, viewOriginalText:null, viewExpandedText:null, tableType:MANAGED_TABLE, privileges:PrincipalPrivilegeSet(userPrivileges:{}, groupPrivileges:null, rolePrivileges:null)]
18/03/19 09:06:29 INFO SparkSqlParser: Parsing command: INSERT OVERWRITE TABLE top_10_unsubscribed_users
PARTITION(batchid='^M')
SELECT
SUBJECT:
Gd.user_id,
SUM(ABS(CAST(ed.end_ts AS DECIMAL(20,0))-CAST(ed.start_ts AS DECIMAL(20,0)))) AS duration
 FROM enriched_data ed
LEFT OUTER JOIN subscribed users su
LEFT OUTER JOIN SUBSCRIDED USER'S SU

ON ed.User_id=su.user_id

WHERE ed.status='pass'

AND ed.batchid='^M'

AND (su.user_id IS NULL OR (CAST(ed.timestamp AS DECIMAL(20,0)) > CAST(su.subscn_end_dt AS DECIMAL(20,0))))

GROUP BY ed.user_id

ORDER BY duration DESC
ORDER BY GUIGLON DESC
LIMIT 10

18/03/19 09:06:29 INFO HiveMetaStore: 0: get_table : db=project tbl=enriched_data

18/03/19 09:06:29 INFO audit: ugi=acadgild ip=unknown-ip-addr cmd=get_table : db=project tbl=enriched_data

18/03/19 09:06:29 INFO Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode

1.MFieldSchema but object is embedded, so ignored
18/03/19 09:06:29 INFO Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode l.MFieldSchema but object is embedded, so ignored
18/03/19 09:06:29 INFO Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode l.MFieldSchema but object is embedded, so ignored
8/03/19 09:06:29 INFO Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode l.MFieldSchema but object is embedded, so ignored
18/03/19 09:06:29 INFÓ Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode l.MFieldSchema but object is embedded, so ignored
18/03/19 09:06:29 INFO Persistence: Request to load fields "comment,name,type" of class org.apache.hadoop.hive.metastore.mode l.MFieldSchema but object is embedded, so ignored 18/03/19 09:06:29 INFO CatalystSqlParser: Parsing command: int
nive> select * from top_10_stations where batchid=2;
ST411
ST409
ST401
 ST408
ST407
ST413
 Time taken: 0.655 seconds, Fetched: 6 row(s)
 nive> select * from users_behaviour where batchid=2;
UNSUBSCRIBED
                            173032867
 SUBSCRIBED
                             106807233
 Time taken: 0.234 seconds, Fetched: 2 row(s)
hive>
nive> select * from connected_artists where batchid=2;
A301
 A302
A304
 Time taken: 0.116 seconds, Fetched: 3 row(s)
nive> select * from top_10_royalty_songs where batchid=2;
5208
              57636973
S202
              10000000
S206
              5231627 2
 S209
              2604333 2
S207
5205
Time taken: 0.143 seconds, Fetched: 7 row(s)
hive> select * from top 10 unsubscribed users where batchid=2;
U117
               46202673
U116
              41334300
                                          2
U115
              31434300
                                          2
U112
              26202673
                                          2
U107
              10000000
                                          2
U111
              10000000
                                          2
11114
              7858921 2
U109
              0
U110
              0
Time taken: 0.155 seconds, Fetched: 9 row(s)
```

I

hive>