BQML on Looker

An explanation on LookML / BQ syntax (and not on machine learning)

Lan Tran (lantrann@google.com)

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Agenda

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5 steps to create and deploy a machine learning model

Take-away and further resources

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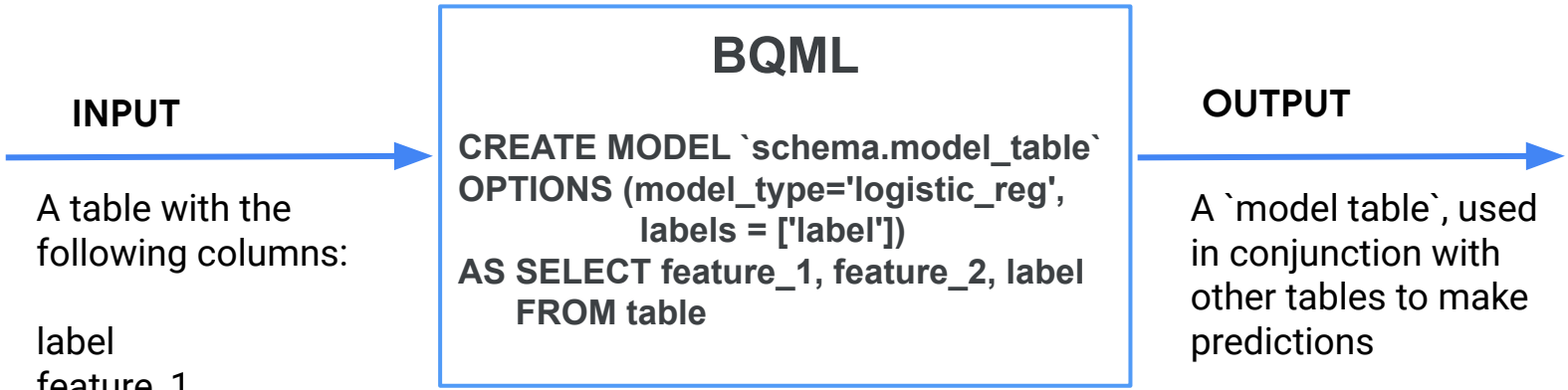
Take-away and further resources

BQML (BigQuery Machine Learning) allows users to create a machine learning model directly in BigQuery using built-in functions in form of a standard SQL query



BQML (BigQuery Machine Learning) follows a standard data science workflow (create model, evaluate, predict)

BQML Workflow:

- Step 1: Prepare the data (training, testing, evaluation, etc)
- Step 2: Make a model, using `CREATE MODEL`
- Step 3: Evaluate the model, using `ML.EVALUATE`
- Step 3: Use the model to make predictions, using `ML.PREDICT`

BQML in Looker:

- We define BQML functions inside Looker's PDT to execute ML models

Build a model that uses “bounce” and “time_on_site” to predict “will_buy_on_return_visit” (if the same user will purchase in their next visit)

- “will_buy_on_return_visit” is a ***label*** because we want to predict its value
- “bounce” and “time_on_site” are ***features*** because we use them to predict another value

How do we know which machine learning model and which features to use?
⟶ That’s the job of a data scientist: They create multiple models to find the most optimal one

Raw Data				Prediction
Full Data Time on Site	Full Data Fullvisitorid	Full Data Bounces	Full Data Did buy on returning visit	Model Prediction Predicted Will Buy on Return Visit
0	2372271282641945930	1	0	0
0	0991329655431993190	1	0	0
0	8377512401440374387	1	0	0
0	6120800577713865335	1	0	0

End goal: correct prediction

Bounce: Visitors who enter the site and then leave ("bounce") (yes = 1)
Time on Site: Total time of the session expressed in seconds.

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STEP 1: PREPARE THE DATA

We split the dataset into ***training data*** and ***testing data***. BQML will make a model from learning the training data. We then use the model to make a prediction on the testing data ("Does this model make accurate predictions?). For demo purposes, we split data on "date".

FULL DATA

```
view: full_data {
  derived_table:{
    sql: WITH first_time_visitor as (SELECT
          fullVisitorId,
          date,
          IFNULL(totals.bounces, 0) AS bounces,
          IFNULL(totals.timeOnSite, 0) AS time_on_site
        FROM
          `data-to-insights.ecommerce.web_analytics`
        WHERE
          totals.newVisits = 1)
       SELECT * FROM first_time_visitor
       JOIN (SELECT
          fullvisitorid,
          IF(COUNTIF(totals.transactions > 0 AND totals.newVisits IS NULL) > 0, 1, 0) AS
will_buy_on_return_visit
        FROM
            `data-to-insights.ecommerce.web_analytics`
        GROUP BY fullvisitorid)
        USING (fullVisitorId);;
  }
```

TRAINING DATA

```
view: training_input {
  derived_table: {
    sql: SELECT * FROM ${full_data.SQL_TABLE_NAME}
          WHERE date BETWEEN '20160801' AND '20170430';; }
}
```

TESTING DATA

```
view: testing_input {
  derived_table: {
    sql: SELECT * FROM ${full_data.SQL_TABLE_NAME}
          WHERE date BETWEEN '20170501' AND '20170630';; }
}
```

STEP 2: CREATE OR REPLACE MODEL

Make a PDT, using datagroup_trigger or sql_trigger_value.

```
view: future_purchase_model {
  derived_table: {
    datagroup_trigger: bqml_datagroup
    sql_create:
      CREATE OR REPLACE MODEL ${SQL_TABLE_NAME}
      OPTIONS(model_type='logistic_reg'
        , labels=['will_buy_on_return_visit'])
      AS
        SELECT bounces, time_on_site,
               will_buy_on_return_visit
        FROM ${training_input.SQL_TABLE_NAME};;}}
```

Use `sql_create` so Looker doesn't check the syntax

Use the "training" view (step 1). Include **features** (columns used to make prediction: "bounces" and "time_on_site") and **labels** (columns we want to predict: "will_buy_on_return_visit")

CREATE OR REPLACE MODEL, a BQML function to make ML model

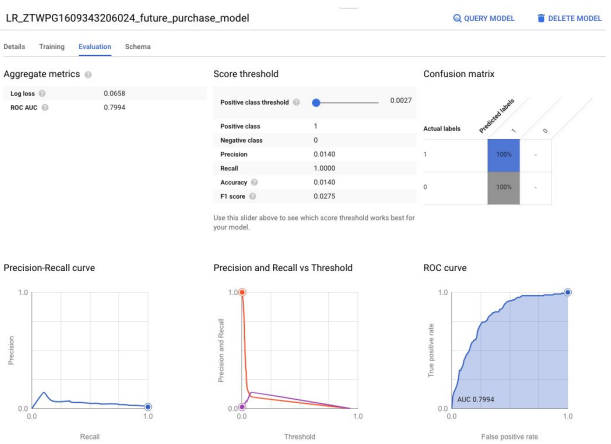
${SQL_TABLE_NAME}: LookML syntax for the current PDT

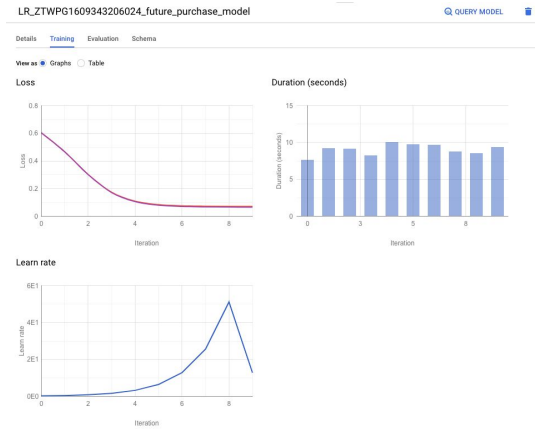
OPTIONS: The two important ones are **model_type** and **labels.**
→ How do we know which options to use? That's the job of a data scientist (not supported on chat)

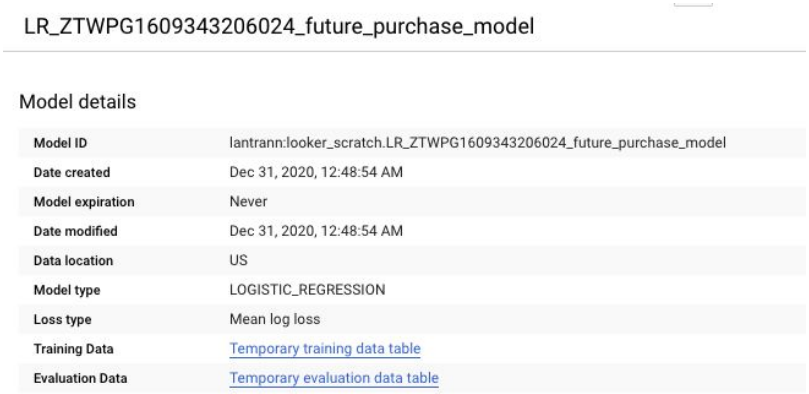
STEP 2 (cont): MODEL TABLE

The model table will be made and saved in Looker's schema for PDT (usually `looker_scratch`):

- **The model table can not be queried in a Looker explore thread** (*"Model XXX cannot be scanned as a table."* or *"invalidQuery: Name xxx not found inside model*) ⟶ Use `datagroup_trigger` or `sql_trigger_value` so Looker uses the generator to build the model table
- Information about the "model" is available inside BQ
- We use this model table to evaluate the performance of the model and to make predictions on other tables







STEP 3: EVALUATE THE MODEL - ML.EVALUATE

Make a LookML view, and an explore to run the query. The table doesn't have to be a PDT because we run it on to fly.

```
view: model_evaluation {
  derived_table: {
    sql: SELECT *
        FROM ML.EVALUATE(MODEL
${future_purchase_model.SQL_TABLE_NAME},
(SELECT * FROM ${testing_input.SQL_TABLE_NAME})) ;;
  }
```

Calling ***ML.EVALUATE*** will generate a table consisting of the following columns, used to evaluate the performance of the model

```
dimension: roc_auc {}
dimension: log_loss {}
dimension: accuracy {}
dimension: recall {}
dimension: f1_score {}
dimension: precision {}
}
```

ML.EVALUATE is a BQML function

ML.EVALUATE(MODEL <model_table>, <testing_data>)

Model table: *${future_purchase_model.SQL_TABLE_NAME}* -- made in step 2

Testing data: *(SELECT * FROM ${testing_input.SQL_TABLE_NAME}* Use the `testing table` in step 1

STEP 4: USE THE MODEL TO PREDICT - ML.PREDICT

Make a LookML view to run the query.

Calling ***ML.PREDICT*** will make a table with predicted values for the label.

Define the primary key to join this view to the main explore (next step)

```
view: model_prediction {
  derived_table: {
    sql: SELECT * FROM ML.PREDICT(
    MODEL ${future_purchase_model.SQL_TABLE_NAME},
    (SELECT * FROM ${full_data.SQL_TABLE_NAME}));;
  }

dimension: predicted_will_buy_on_return_visit {type:number}

dimension: fullVisitorId {hidden:yes}

}
```

ML.PREDICT is a BQML function

ML.EVALUATE(MODEL <model_table>, <data_to_predict>)

Model table: *${future_purchase_model.SQL_TABLE_NAME}* -- made in step 2

Data to predict: *(SELECT * FROM ${full_data.SQL_TABLE_NAME}* (For demonstration purposes, we use the `full_data` table).

STEP 5: JOIN BACK TO THE MAIN EXPLORE

`full_data` is the data table

`model_prediction` includes a column for prediction.

```
explore: full_data {
  label: "Data and Prediction"
  join: model_prediction {
    relationship: one_to_one
    type: inner
    sql_on: ${model_prediction.fullVisitorId} = ${full_data.fullvisitorid} ;;
  }
}
```

Raw Data ("the truth")				Prediction
Full Data Time on Site	Full Data Fullvisitorid	Full Data Bounces	Full Data Did buy on returning visit	Model Prediction Predicted Will Buy on Return Visit
0	2372271282641945930	1	0	0
0	09913296554319931 90	1	0	0
0	8377512401440374387	1	0	0
0	6120800577713865335	1	0	0
0	5894793618587931654	1	0	0
0	71855348095931116 26	1	0	0
0	507292329615946817	1	0	0
0	5234928751515881765	1	0	0
0	2736973786139335 44	1	0	0
0	00392232941593254 90	1	0	0
0	1055273565025619769	1	0	0

Why do we join back?

JOIN that prediction into existing Explores, Looks and dashboards within Looker - this way business users can easily access them within the environments they are used to using. It operationalizes the data science workflow.

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PERSONAL TAKE

1 Doing machine learning in Looker

- Doing machine learning needs iteration (changing models, changing parameters). Each time we change these params, Looker will create a new “model table” as a PDT inside `looker_scratch` ⟶ There is a possibility of clogging the data warehouse.
- Suggested use case for BQML in Looker: a production model. Data scientists create and test models using other tools that allows quick iteration, decide on a finalized models/params, and then define the production model to be used in for end-users in Looker.

2 Other resources:

- Looker’s block: Google Analytics with BQML (same dataset with this presentation)
- Coursera: BigQuery for Machine Learning