Hive Case Study

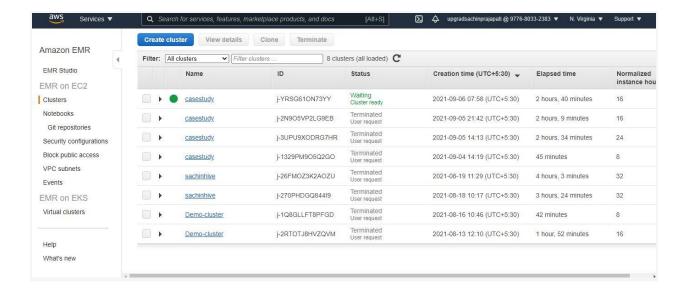
Problem Statement

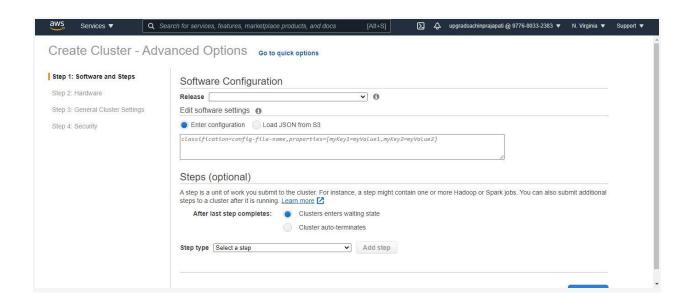
With online sales gaining popularity, tech companies are exploring ways to improve their sales by analysing customer behaviour and gaining insights about product trends. Furthermore, the websites make it easier for customers to find the products they require without much scavenging. Needless to say, the role of big data analysts is among the most sought-after job profiles of this decade. Therefore, as part of this assignment, we will be challenging you, as a big data analyst, to extract data and gather insights from a real-life data set of an e-commerce company.

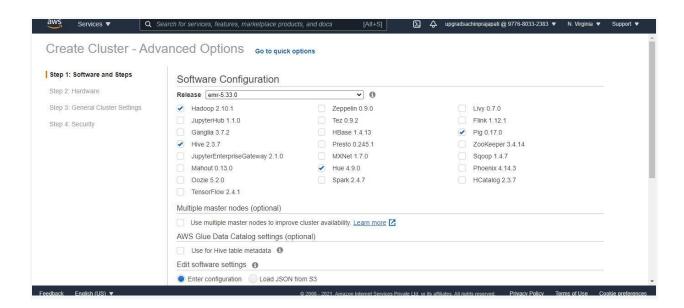
The implementation phase can be divided into the following parts:

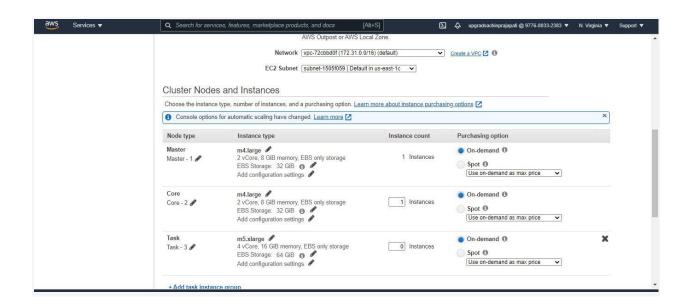
- Copying the data set into the HDFS:
 - Launch an EMR cluster that utilizes the Hive services :

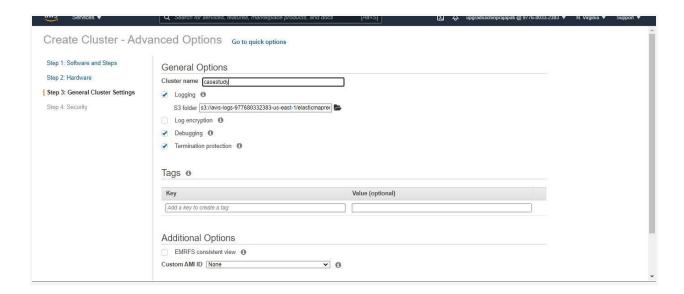
Create EMR Cluster with version as 5.29.0 and having core, master as m4.large.

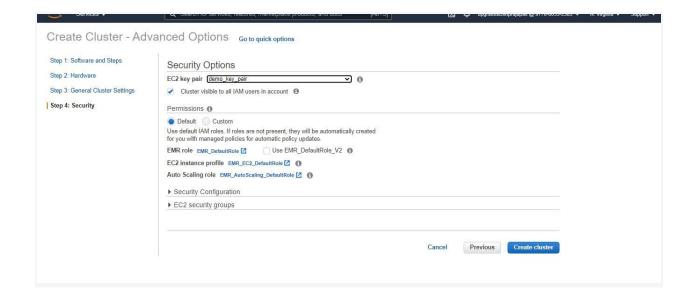


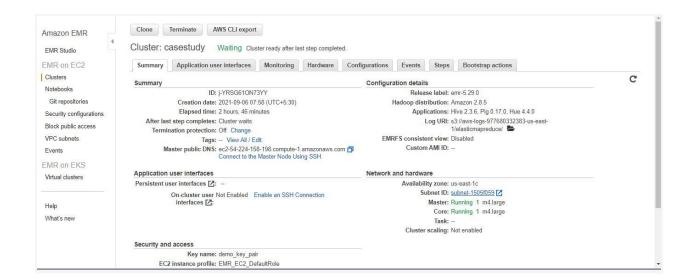




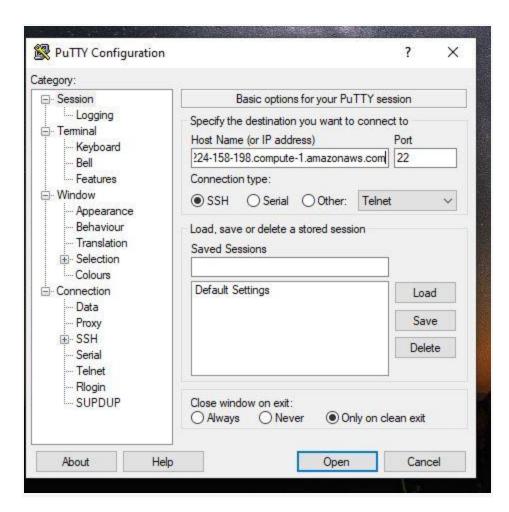


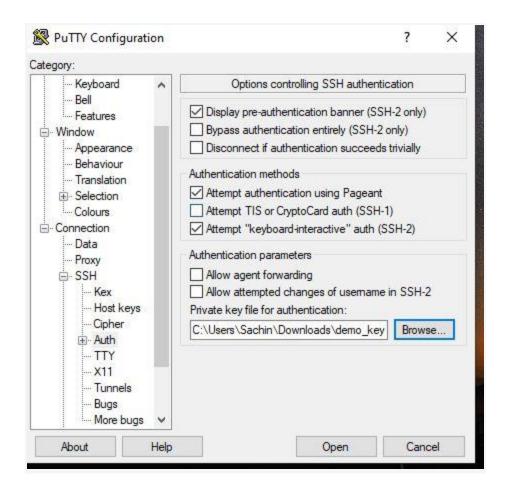






Connect the master node using Putty with the .ppk key value pair file .





```
    hadoop@ip-172-31-16-79:∼

Using username "hadoop".
Authenticating with public key "imported-openssh-key"
Last login: Mon Sep 6 05:21:00 2021
                Amazon Linux AMI
https://aws.amazon.com/amazon-linux-ami/2018.03-release-notes/
68 package(s) needed for security, out of 107 available
Run "sudo yum update" to apply all updates.
EEEEEEEEEEEEEEEEE MMMMMMM
                              M::::::M R:::::RRRRRR::::R
EE:::::EEEEEEEEE:::E M:::::::M
                           M::::::: M RR::::R R::::R
E::::E EEEEE M::::::::M
 E::::E
               E:::::EEEEEEEEE M:::::M M:::M M::::M R:::RRRRRR:::::R
 E:::::::::E M:::::M M::::M M::::::M R::::::RR
 E:::::EEEEEEEEE M:::::M M:::::M R:::RRRRRR::::R
 E::::E
                M:::::M
                                               R::::R
        EEEEE M:::::M MMM
 E::::E
                               M:::::M R:::R
EE:::::EEEEEEEE::::E M:::::M
                               M:::::M R:::R
                                               R::::R
M:::::M RR::::R
                                               R::::R
EEEEEEEEEEEEEEEEE MMMMMM
                               MMMMMM RRRRRRR
[hadoop@ip-172-31-16-79 ~]$
```

Move the data from the S3 bucket into the HDFS

Create directory in Hadoop HDFS using hadoop fs -mkdir /casestudy

```
[hadoop@ip-172-31-27-183 ~]$ hadoop fs -mkdir /casestudy
[hadoop@ip-172-31-27-183 ~]$ hadoop fs -ls /
Found 6 items
drwxr-xr-x - hdfs hadoop 0 2021-09-05 08:50 /apps
drwxr-xr-x - hadoop hadoop 0 2021-09-05 09:44 /case
drwxr-xr-x - hadoop hadoop 0 2021-09-05 10:11 /casestudy
drwxrwxrwt - hdfs hadoop 0 2021-09-05 09:12 /tmp
drwxr-xr-x - hdfs hadoop 0 2021-09-05 08:50 /user
drwxr-xr-x - hdfs hadoop 0 2021-09-05 08:50 /var
```

Copy the data from S3 bucket to HDFS using hadoop distcp command.

```
[haddop@ip-172-3]-27-183 -]$ haddop distop s3n://e-commerce-events-m1/2019-Oct.cav /casestudy/2019-Oct.cav
21/09/05 10:14:14 INFO tools.DistCp: Input Options: DistCpOptions/atomacCommittale, syncFolder=false, deletHissing=false, ignoreFallures=false, overwrite=false, ski
CRC=false, blocking=true, numilistssatusThreads=0, maxMaps=20, mapBandvddh=100, ssiConfigurationFile=full1, oppyStrategy=funiformsize*, preserveStavatus=[] preserveStavatus=false, sticking=false, sticking=f
```

```
[hadoop@ip=172-31-27-183 ~] % hadoop distor s3n://e-commerce-events-nl/2019-Nov.csv /casestudy/2019-Nov.csv
21/09/05 10:16:43 INFO tools.DistOp: Input Options: DistOpOptions(atomicCommatt=false, syncFolder=false, deleteMissing=false, ignoreFailures=false, overwrite=false
CRC=false, blocking=true, numListstatusThreads=0, maxMaps=20, mapBandwidth=100, sslConfigurationFile='null', copyStrategy='uniformsize', preserveStatus=[], preser
attrs=false, atomicWorkFath=null, logPath=null, sourceFileListing=null, sourceFath=s[s3n://e-commerce-events-nl/2019-Nov.csv], targetPath=/casestudy/2019-Nov.csv,
tPathExists=false, filtersFile=finull')
21/09/05 10:16:44 INFO colient.RMFroxy: Connecting to ResourceManager at ip=172-31-27-183.ec2.internal/172.31.27.183:8032
21/09/05 10:16:48 INFO tools.SimpleCopyListing: Faths (files+dairs) cnt = 1; dirCnt = 0
21/09/05 10:16:48 INFO tools.SimpleCopyListing: Build file listing completed.
21/09/05 10:16:48 INFO Configuration.deprecation: io.sort.mb seprecated. Instead, use mapreduce.task.io.sort.mb
21/09/05 10:16:48 INFO tools.DistOp: Number of paths in the copy list: 1
21/09/05 10:16:48 INFO tools.DistOp: Number of paths in the copy list: 1
21/09/05 10:16:48 INFO client.RMFroxy: Connecting to ResourceManager at ip=172-31-27-183.ec2.internal/172.31.27.183:8032
21/09/05 10:16:48 INFO client.RMFroxy: Connecting to ResourceManager at ip=172-31-27-183.ec2.internal/172.31.27.183:8032
21/09/05 10:16:48 INFO mapreduce.JobSubmitter: number of splits:1
21/09/05 10:16:48 INFO mapreduce.JobSubmitter: submitting tokens for job: job: job:job:30831880620_0006
21/09/05 10:16:49 INFO mapreduce.Job: The url to track the job: http://jar/2a-31-27-183.ec2.internal:2088/proxy/application_1630831880620_0006/
21/09/05 10:16:49 INFO mapreduce.Job: The url to track the job: http://jar/2a-31-27-3183.ec2.internal:2088/proxy/application_1630831880620_0006/
21/09/05 10:16:49 INFO mapreduce.Job: The url to track the job: http://jar/2a-31-27-3183.ec2.internal:2088/proxy/application_1630831880620_0006/
21/09/05 10:16:4
```

To verify whether data is in HDFS or not, check using hadoop fs -ls /casestudy.

```
[hadoop@ip-172-31-27-183 ~]$ hadoop fs -1s /casestudy
Found 2 items
-rw-r--r- 1 hadoop hadoop 545839412 2021-09-05 10:17 /casestudy/2019-Nov.csv
-rw-r--r- 1 hadoop hadoop 482542278 2021-09-05 10:14 /casestudy/2019-Oct.csv
[hadoop@ip-172-31-27-183 ~]$
```

- Creating the database and launching Hive queries on your EMR cluster:
 - Create the structure of your database

```
hive> create database if not exists casedb;

OK

Time taken: 0.049 seconds

hive> show databases;

OK

database_name
casedb

default

Time taken: 0.021 seconds, Fetched: 2 row(s)

hive>
```

Create Table for ClickStream data, here the file is of csv type so we use csvserde and as header is the first row in the data file so to skip header we use tblproperties as skip.header.line.count =1.

hive> create table if not exists salesdata (event_time timestamp,event_type string,product_id string,category_id string,category_code string,brand string,price float,us exid bigint,user_session string | row format serde 'org.apache.hadoop.hive.serde2.OpenCSVSerde' with Serdeproperties("saparatorChar"=",")stored as textfile location > 'hdfs://casestudy/' tblproperties('skip.header.line.count'='1');
OK
Time taken: 0.2 seconds
hive>

The schema of external table is as follows:

```
hive> desc salesdata;
event_time
event_type
product_id
catgory_id
category_code
brand
                                                      from deserializer
                         string
                                                      from deserializer
                          string
                                                      from deserializer
                                                      from deserializer
                                                      from deserializer
                         string
                                                      from deserializer
                           string
price
                                                      from deserializer
                           string
user_id string user_session string
                                                      from deserializer
                                                      from deserializer
Time taken: 0.204 seconds, Fetched: 9 row(s)
```

```
hive> select * from salesdata limit 5;

OK
2019-11-01 00:00:02 UTC view 5802432 1487580009286598681 0.32 562076640 09fafd6c-6c99-46b1-834f-33527f4de241
2019-11-01 00:00:09 UTC cart 5844397 1487580006317032337 2.38 553329724 2067216c-31b5-455d-alcc-af0575a34ffb
2019-11-01 00:00:01 UTC view 5837166 1733999064103180764 pnb 2:22 565189645 57ed222e-a546-4907-9944-5a675c24724f
2019-11-01 00:00:11 UTC cart 5876812 1487580010100293687 jessnail 3.16 564506666 186c1951-8052-4b37-adcc-dd964b1d5f7
2019-11-01 00:00:24 UTC remove_from_cart 5826182 1487580007483049900 3.33 553329724 2067216c-31b5-455d-alcc-af0575a34ffb
Time taken: 2:077 seconds, Fetched: S row(s)
```

 Use optimized techniques to run your queries as efficiently as possible

To improve query time we use partitioning and bucketing.

To set the dynamic partitioning & bucketing we have to use below syntax.

```
hive> set hive.exec.dynamic.partition=true;
hive> set hive.exec.dynamic.partition.mode=nonstrict;
hive> set hive.enforce.bucketing=true;
hive>
```

Partitioning table created using event type 'column'.

The schema of partition table is as follows:

```
hive> desc part_salesdata;
event time
                                             from deserializer
product id
                                              from deserializer
                      string
categry_id
category_code
                                              from deserializer
                      string
                                             from deserializer
                      string
brand
                                             from deserializer
                      string
price
                                             from deserializer
                     string
user_id
                     string
                                             from deserializer
user session
                     string
                                             from deserializer
event type
                      string
# Partition Information
# col name data type
                                             comment
event type
                      string
Time taken: 0.36 seconds, Fetched: 14 row(s)
```

Insert values in the partition table using the external salesdata table.

To check whether the partition table has a partition or not. We can check in the below command.

```
hive>

> 
> 
> 
> show partitions part_salesdata;

OK

event_type=cart
event_type=purchase
event_type=remove_from_cart
event_type=remove_from_cart
event_type=view

Time taken: 0.179 seconds, Fetched: 4 row(s)
hive>
```

Bucketing table created using clustered by keyword on column event time.

To check whether a bucket is created or not, we can achieve this as follows.

```
O 計 🜔 🔚 🚖 🔒 👏 🌀 🚅 💴 📲 📉 🏟 33°C ^ @ 🖦 🙉 Φ)
  re) insert into buck salesdata partition (event type) select event time, product id, catgory id, category code, brand, price, user id, user session, event type from salesdat
 STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
ading data to table casedb.buck_salesdata partition (event_type=null)
 ded : 4/4 partitions.

Time taken to load dynamic partitions: 1.061 seconds
Time taken for adding to write entity : 0.003 seconds
```

 Show the improvement of the performance after using optimization on any single query.

As we can see that using bucketing table the query time has improved a lot for a particular query.

- Run Hive queries to answer the questions given below.
- 1. Find the total revenue generated due to purchases made in October.

2. Write a query to yield the total sum of purchases per month in a single output.

3. Write a query to find the change in revenue generated due to purchases from October to November.

4. Find distinct categories of products. Categories with null category code can be ignored.

5. Find the total number of products available under each category.

6. Which brand had the maximum sales in October and November combined?

7. Which brands increased their sales from October to November?

```
| New | Select 0.brand as brand, 0.oct | sale as OctSalea, n.nov | sale as NovSalea, n.nov | sale as Salea diff from (select brand, sum(price) as oct | sale from buck | sale | salea | salea
```

```
blixz 38.95 63.3999999999999
                                      24.44999999999999
bluesky 10307.23999999991
                                 10565.529999999952
                                                          258,29000000000409
bodyton 1376.3400000000001
                                 1380.6400000000003
                                                         4.300000000000182
             11572.150000000285 14837.440000000433 3265.290000000148
bpw.style
                14331.369999999995
                                          14916.72999999999
                                                                   585.3599999999951
                                 799.3799999999999
candy 534.959999999999
                                                         264.41999999999996
carmex 145.08 243.3599999999999 98.279999999999
chi 358.9400000000005 538.61 179.6699999999996 coifin 903.0 1428.490000000002 525.4900000000002
chi
concept 11032.139999999998 13380.39999999999
                                                         2348.2599999999657
                                20.92999999999993
cosima 20.229999999999997
                                                         0.699999999999957
                                                               6214.18000000008
cosmoprofi
              8322.80999999999 14536.9900000007
427.6299999999999 584.94999999999
                                         584.9499999999998
                427.62999999999994
                                                                   157.31999999999988
cristalinas
cutrin 299.37 367.62 68.25
de.lux 1659.699999999995
                                 2775.5099999999807
                                                          1115.8099999999881
                                         329.16999999999996
deoproce
                                                                   12.329999999999927
                2707.069999999996
                                         2803.779999999997
                                                                   96.710000000000095
depilflax
dizao 819.129999999999 945.5100000000001 126.3800000000079
       10472.04999999997
                                 12009.16999999994
                                                          1537.1199999999699
domix
                41.16000000000000004 241.9500000000005 1214.300000000006 951.450000000006
ecocraft
ecolab 262.85 1214.3000000000006
            77.47 146.040000000000000
70.53 204.3 133.77
                                                 68.570000000000002
egomania
elizavecca
                                 606.04 360.1899999999999
ellips 245.850000000000002
                               307.65000000000015
                                                         56.559999999999974
elskin 251.09000000000017
                                                         95.22000000000003
                                 719.2599999999993
                                                          239.5499999999978
eos 54.3399999999999 152.609999999999 estel 21756.750000000007 24142.670000000056
                                                         98.26999999999998
estelare
                444.810000000003 471.870000000006 27.0599999999775
f.o.x 6624.22999999986 8577.27999999986 1953.0500000000002
farmavita
             837.3700000000001 1291.96999999999 454.59999999999
farmona 1692.4600000000000 1843.4300000000007 150.97000000000025

        fedua
        52.38
        263.8100000000006
        211.43000000000006

        finish
        98.38
        230.38000000000002
        132.0000000000003

        fly
        17.14
        27.16999999999999
        10.029999999999999

foamie 35.04 80.49 45.44999999999996
                3421.7799999999943 7671.79999999999
318.70000000000005 502.33999999999
freedecor
                                                                   4250.019999999955
                                                                 183.63999999999987
freshbubble
gehwol 1089.0700000000000 1557.67999999999 468.609999999992
glysolid 69.729999999999 91.589999999999 21.86000000000028
                401.21999999999997
                                          425.11999999999995
                                                                   23.89999999999977
godefroy
grace 100.9199999999996 102.61 1.6900000000000404
grattol 35445.540000000154
                                 71472.71000000395
                                                         36027.170000003796
```

```
grattol 35445.540000000154
                               71472.71000000395
                                                       36027.170000003796
greymy 29.21 489.49 460.28000000000003
happyfons
            801.9200000000005
                                     1091.5900000000008
                                                              289.67000000000003
               9390.689999999913
                                      12352.910000000073
                                                              2962.2200000001594
haruyama
                513.66000000000002
                                       645.07000000000002
                                                               131.40999999999997
igrobeauty
                                       33566.21000000018
                                                               10404.820000000134
               23161.390000000047
ingarden
                                      63.18999999999884
inm 288.02 351.20999999999987
insight 1443.7000000000007
                            1721.96000000000005
                                                       278.2599999999976
                                                     1354.080000000169
                               46946.04000000015
irisk 45591.9599999998
                              24799.36999999995 28
1110.65 8.53999999999964
italwax 21940.239999999892
                                                       2859.130000000059
jaguar 1102.1100000000001
                             3657.430000000003 338.47000000000025
jas 3318.9600000000028
jessnail
             26287.840000000193
                                      33345.23000000012
                                                               7057.389999999927
joico 705.52 2015.1000000000001
                                      1309.58000000000002
kaaral 4412.430000000002 5086.0699999999 673.639999999958
kamill 63.00999999999 81.489999999999 18.4799999999999
kapous 11927.15999999999 14093.08000000000 210
kaypro 881.33999999999 3268.7 2387.359999999999
                                                      2165.9200000000013
kims
        330.039999999999 632.04 302.0
kinetics 6334.250000000031
                                       6945.2600000000026
                                                               611.0099999999948
kiss 421.55 817.329999999999
                                      395.7799999999996
          310.85 594.9300000000001 284.08000000000004
kocostar

    koelcia
    55.4999999999999
    112.75
    57.25000000000001

    koelf
    422.729999999999
    507.289999999999
    84.56

    konad
    739.8300000000002
    810.6699999999996
    70.839

                                                       70.8399999999946
            1181.439999999998 1813.369999999999 631.92999999998
kosmekka
laboratorium 246.5 312.52 66.0199999999998
lador 2083.6100000000024 2471.5300000000025
                                                      387.92000000000001
ladykin 125.65 170.57 44.9199999999999
               249.5199999999998
                                                               135.070000000000005
latinoil
                                      384.59000000000000
                                      3085.310000000013
                                                               857.81000000000045
levissime
               2227.50000000000086
levrana 2243.5599999999995
                             3664.100000000001 1420.5400000000013
lianail 5892.839999999982
                              16394.23999999999
                                                       10501.4000000000009
likato 296.0599999999995
limoni 1308.899999999999
                               340.97 44.910000000000008
                               1796.6000000000001 487.700000000003
lovely 8704.38 11939.059999999976 3234.6799999999766
lowence 242.8399999999999 567.75 324.91
mane 66.7899999999999
                7280.750000000004
                                      10273.1000000000004
marathon
                                                               2992.35000000000004
markell 1768.749999999999 2834.43 1065.6800000000005
marutaka-foot 49.22 109.33 60.11
masura 31266.07999999923 33058.4699999997 1792.3900000007416
```

```
nirvel 163.040000000000002
                                  234.32999999999998
                                                            71.28999999999996
                               1162.6799999999999
9841.650000000001
nitrile 847.2799999999996
                                                          315.39999999999975
       8425.409999999994
                                                           1416.2400000000162
       902.3800000000001
                                 931.0899999999997
                                                          28.70999999999988
       645.5799999999999
                                 762.3100000000001
                                                           116.730000000000013
ovale 2.54 3.1 0.56
                               194.01 92.6400000000001
11371.93000000004 5358.21000000005
plazan 101.3699999999998
polarus 6013.719999999999
               93.36 118.0200000000000 24.6600000000001
            57.620000000000005
protokeratin 201.25 456.789999999999 255.539999999999
provoc 827.98999999999 1063.81999999999 235.8300000000015 rasyan 18.79999999999 28.93999999999 10.14
refectocil 2716.1800000000044 3475.58000000005
                                                                    759.4000000000005
rosi 3077.04 3841.560000000018 764.520000000018 roubloff 3491.360000000001 4913.770000000002
                                         4913.770000000002
                                                                   1422.41000000000012
runail 71539.27999999962 76758.65999999939 5219.379999999772
s.care 412.68 913.0700000000002 500.3900000000016
sanoto 157.14 1209.679999999998 1052.54
severina 4775.87999999985 6120.4799999999805
                                                                   1344.5999999999988

    shary
    871.959999999991
    1176.4899999999986
    304.5299999999995

    shik
    3341.2000000000016
    4839.720000000002
    1498.52000000000000

                                                           1498.5200000000004
skinity 8.88 12.44000000000000 3.56000000000005
                                         890.45 238.5099999999954
skinlite
               651.9400000000005

    smart
    4457.259999999993
    5902.13999999999
    1444.8799999999974

    soleo
    204.199999999996
    212.52999999999963
    8.330000000000001

                                                                 786.0999999999976
           1899.699999999999 2685.79999999996
solomeya
sophin 1067.8600000000006 1515.5200000000011 447.6600000000054
staleks 8519.730000000018 11875.610000000017 strong 29196.63000000001 38671.2700000000004
                                                          3355.879999999999
                                                          9474.639999999996

        supertan
        50.37
        66.51
        16.140000000000008

        swarovski
        1887.929999999928
        3043.159999999999

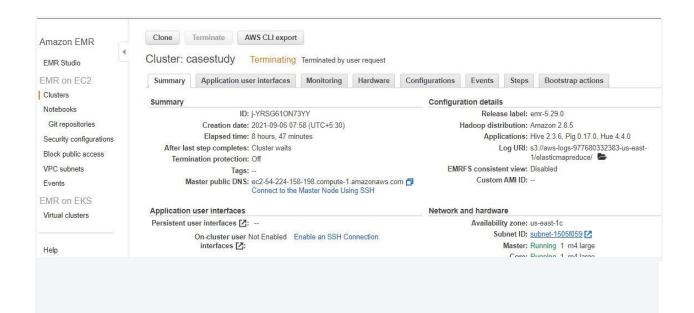
                                                                    1155.2299999999984
treaclemoon 163.37 181.49 18.120000000000005
trind 298.0700000000005 542.96 244.89 uno 35302.0300000009 51039.74999999998
                                                           15737.719999999885
uskusi 5142.27 5690.310000000007 548.0400000000063
veraclara 50.11 71.21 21.0999999999999
vilenta 197.5999999999999 231.209999999999
                                                           33.60999999999996
                                 11707.87999999998
                                                            2950.9699999999757
yoko 8756.910000000003
yu-r
zeitun 708.659999999999
                                 2009.6299999999999
                                                           1300.97
Time taken: 32.093 seconds, Fetched: 152 row(s)
hive>
```

8. Your company wants to reward the top 10 users of its website with a Golden Customer plan. Write a query to generate a list of top 10 users who spend the most.

• Cleaning up

Drop your database

o Terminate your cluster



Case Study by:

Raj Patel & Sachin Prajapati .