

# **Hive Case Study Assignment**

**[DS C32 - 2021]**

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# **Problem Statement**

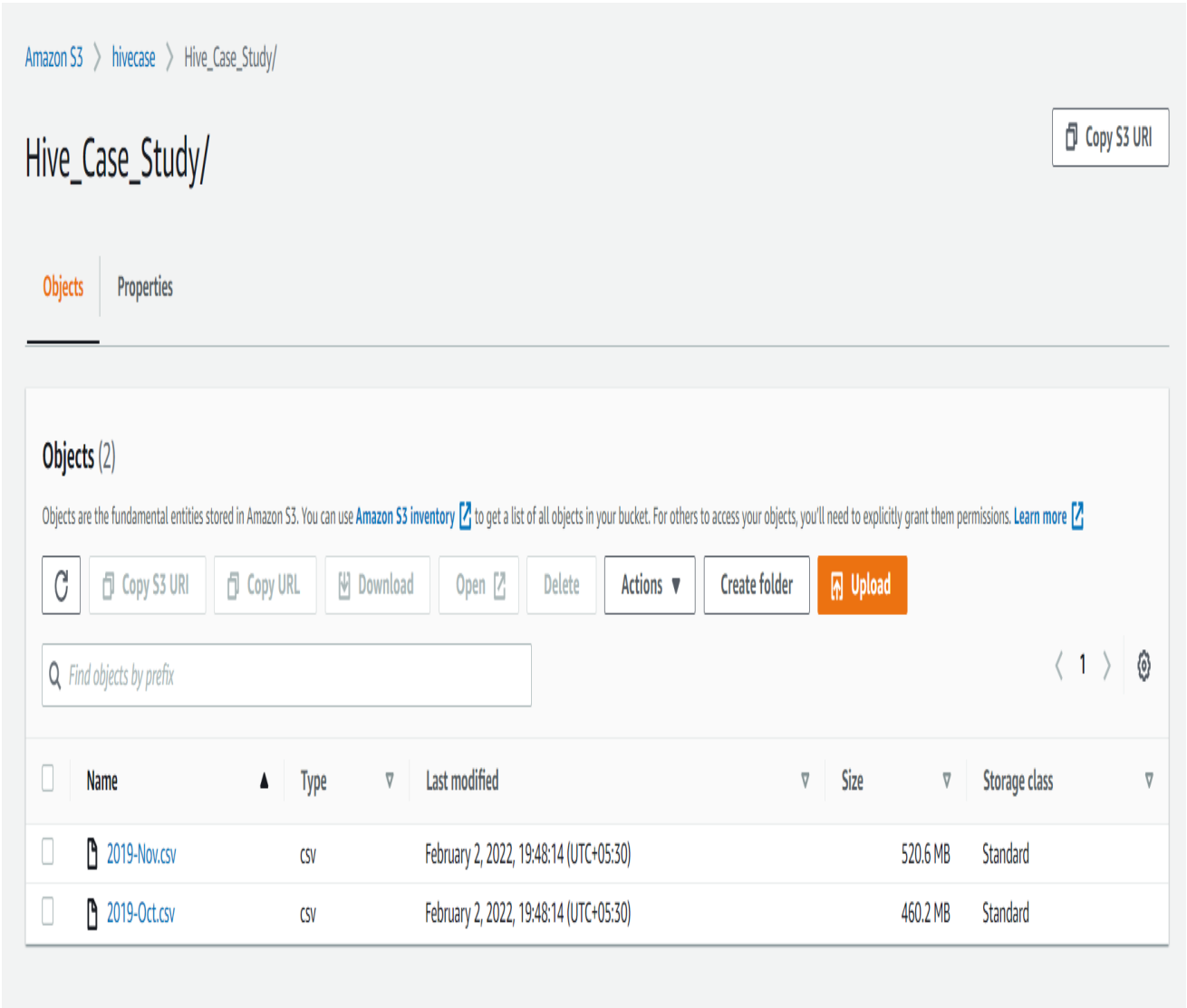
With online sales gaining popularity, tech companies are exploring ways to improve their sales by analyzing customer behavior and gaining insights about product trends. Furthermore, the websites make it easier for customers to find the products they require without much scavenging. Needless to say, the 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, and
- Move the data from the S3 bucket into the HDFS
- Creating the database and launching Hive queries on your EMR cluster:
- Create the structure of your database,
- Use optimized techniques to run your queries as efficiently as possible
- Show the improvement of the performance after using optimization on any single query.
- Run Hive queries to answer the questions given below.
- Cleaning up -:
- Drop your database, and
- Terminate your cluster

# Data Collection and Processing

1. Uploading the data files 2019-Nov.csv & 2019-Oct.csv in AWS S3 platform.



## 2. Loading both the given datasets in the HDFS.

```
[hadoop@ip-172-31-92-129 ~]$ pwd
/home/hadoop
[hadoop@ip-172-31-92-129 ~]$ aws s3 cp s3://aws-logs-378844013906-us-east-1/Hive_Case_Study/2019-Nov.csv .
download: s3://aws-logs-378844013906-us-east-1/Hive_Case_Study/2019-Nov.csv to ./2019-Nov.csv
[hadoop@ip-172-31-92-129 ~]$ aws s3 cp s3://aws-logs-378844013906-us-east-1/Hive_Case_Study/2019-Oct.csv .
download: s3://aws-logs-378844013906-us-east-1/Hive_Case_Study/2019-Oct.csv to ./2019-Oct.csv
[hadoop@ip-172-31-92-129 ~]$ ls
2019-Nov.csv 2019-Oct.csv
[hadoop@ip-172-31-92-129 ~]$
```

## 3. Viewing both the datasets 2019-Nov.csv & 2019-Oct.csv in HDFS.

```
[hadoop@ip-172-31-92-129 ~]$ cat 2019-Nov.csv | head
event_time,event_type,product_id,category_id,category_code,brand,price,user_id,user_session
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 00:00:10 UTC,view,5837166,1783999064103190764,,pnb,22.22,556138645,57ed222e-a54a-4907-9944-5a875c2d7f4f
2019-11-01 00:00:11 UTC,cart,5876812,1487580010100293687,,jessnail,3.16,564506666,186c1951-8052-4b37-adce-dd9644b1d5f7
2019-11-01 00:00:24 UTC,remove_from_cart,5826182,1487580007483048900,,,3.33,553329724,2067216c-31b5-455d-alcc-af0575a34ffb
2019-11-01 00:00:24 UTC,remove_from_cart,5826182,1487580007483048900,,,3.33,553329724,2067216c-31b5-455d-alcc-af0575a34ffb
2019-11-01 00:00:25 UTC,view,5856189,1487580009026551821,,runail,15.71,562076640,09fafd6c-6c99-46b1-834f-33527f4de241
2019-11-01 00:00:32 UTC,view,5837835,1933472286753424063,,,3.49,514649199,432a4e95-375c-4b40-bd36-0fc039e77580
2019-11-01 00:00:34 UTC,remove_from_cart,5870838,1487580007675986893,,milv,0.79,429913900,2f0bff3c-252f-4fe6-afcd-5d8a6a92839a
[hadoop@ip-172-31-92-129 ~]$ cat 2019-Oct.csv | head
event_time,event_type,product_id,category_id,category_code,brand,price,user_id,user_session
2019-10-01 00:00:00 UTC,cart,5773203,1487580005134238553,,runail,2.62,463240011,26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:03 UTC,cart,5773353,1487580005134238553,,runail,2.62,463240011,26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:07 UTC,cart,5881589,2151191071051219817,,lovely,13.48,429681830,49e8d843-adf3-428b-a2c3-fe8bc6a307c9
2019-10-01 00:00:07 UTC,cart,5723490,1487580005134238553,,runail,2.62,463240011,26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:15 UTC,cart,5881449,1487580013522845895,,lovely,0.56,429681830,49e8d843-adf3-428b-a2c3-fe8bc6a307c9
2019-10-01 00:00:16 UTC,cart,5857269,1487580005134238553,,runail,2.62,430174032,73deale7-664e-43f4-8b30-d32b9d5af04f
2019-10-01 00:00:19 UTC,cart,5739055,1487580008246412266,,kapous,4.75,377667011,81326ac6-daa4-4f0a-b488-fd0956a78733
2019-10-01 00:00:24 UTC,cart,5825598,1487580009445982239,,,0.56,467916806,2f5b5546-b8cb-9ee7-7ecd-84276f8ef486
2019-10-01 00:00:25 UTC,cart,5698989,1487580006317032337,,,1.27,385985999,d30965e8-1101-44ab-b45d-cclbb9fae694
[hadoop@ip-172-31-92-129 ~]$
```

## 4. Launching Hive

```
2019-10-01 00:00:25 UTC,cart,5698989,1487580006317032337,,,1.27,385985999,d30965e8-1101-44ab-b45d-cclbb9fae694
[hadoop@ip-172-31-92-129 ~]$ hive

Logging initialized using configuration in file:/etc/hive/conf.dist/hive-log4j2.properties Async: false
hive>
```

## 5. Creating the database 'Ecommerce' and using it in Hive.

```
Logging initialized using configuration in file:/etc/hive/conf/dist/hive-log4j2.properties
hive> create database if not exists Ecommerce;
OK
Time taken: 0.826 seconds
hive> use Ecommerce;
OK
Time taken: 0.08 seconds
hive> █
```

## 6. Creating an External table 'ecommerce\_stats'.

```
hive> create external table if not exists ecommerce_stats(event_time string, event_type string, product_id string, category_id string, category_code string, brand string, price string, user_id string, user_session string) row format delimited fields terminated by ',' lines terminated by '\n' stored as textfile;
OK
Time taken: 0.827 seconds
hive> █
```

## 7. Loading and inserting the data 2019-Nov.csv & 2019-Oct.csv in the 'ecommerce\_stats' table.

```
hive> load data local inpath '/home/hadoop/2019-Nov.csv' into table ecommerce_stats;
Loading data to table ecommerce.ecommerce_stats
OK
Time taken: 10.889 seconds
hive> load data local inpath '/home/hadoop/2019-Oct.csv' into table ecommerce_stats;
Loading data to table ecommerce.ecommerce_stats
OK
Time taken: 9.205 seconds
hive> █
```

8. Viewing the table records in month – wise manner.

[Oct-2019]

```
hive> select * from ecommerce_stats order by event_time asc limit 5;
Query ID = hadoop_20211027132248_f4208b0f-cf13-44b0-9b17-ec0c89425e67
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635336051323_0002)

-----
VERTICES      MODE      STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
-----
Map 1 ..... container  SUCCEEDED      8          8          0          0          0          0
Reducer 2 ..... container  SUCCEEDED      1          1          0          0          0          0
-----
VERTICES: 02/02 [======>>>] 100% ELAPSED TIME: 29.46 s
-----
OK
2019-10-01 00:00:00 UTC cart  5773203 1487580005134238553          runail  2.62  463240011  26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:03 UTC cart  5773353 1487580005134238553          runail  2.62  463240011  26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:07 UTC cart  5881589 2151191071051219817 lovely  13.48  429681830  49e8d843-adf3-428b-a2c3-fe8bc6a307c9
2019-10-01 00:00:07 UTC cart  5723490 1487580005134238553          runail  2.62  463240011  26dd6e6e-4dac-4778-8d2c-92e149dab885
2019-10-01 00:00:15 UTC cart  5881449 1487580013522845895 lovely  0.56  429681830  49e8d843-adf3-428b-a2c3-fe8bc6a307c9
Time taken: 30.242 seconds, Fetched: 5 row(s)
hive>
```

[Nov-2019]

```
hive> select * from ecommerce_stats order by event_time desc limit 5;
Query ID = hadoop_20211027131922_3c6fd329-d2cc-4115-b503-a805e100d7f2
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1635336051323_0002)

-----
VERTICES      MODE      STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
-----
Map 1 ..... container  SUCCEEDED      8          8          0          0          0          0
Reducer 2 ..... container  SUCCEEDED      1          1          0          0          0          0
-----
VERTICES: 02/02 [======>>>] 100% ELAPSED TIME: 38.79 s
-----
OK
event_time      event_type      product_id      category_id      category_code      brand      price      user_id      user_session
event_time      event_type      product_id      category_id      category_code      brand      price      user_id      user_session
2019-11-30 23:59:58 UTC view  5880201 2029731308699124089          rasyan  3.76  579969854          e9fa2c3e-8c9e-448c-880a-21ca57c18b3b
2019-11-30 23:59:57 UTC view  5779406 2151191071051219817          2.86  540006764          d4b5aa49-d731-40f1-92f1-277416d6e063
2019-11-30 23:59:47 UTC view  5867785 1487580007835370453          kims  31.10  572579084          d42865b7-7e04-4038-9be0-a59165625f06
Time taken: 50.434 seconds, Fetched: 5 row(s)
hive>
```

# Querying and Data Analysis

Q.1> Find the total revenue generated due to purchases made in October.

Ans> SELECT SUM(price) FROM ecommerce\_stats WHERE Month(event\_time) = 10 AND event\_type = 'purchase';

```
hive> select sum(price) from ecommerce_stats where Month(event_time)=10 and event_type = 'purchase';
Query ID = hadoop_20211027132641_8ad521d5-76fa-435a-a52f-28e4b2fdf7bb
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635336051323_0002)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8        8        0        0        0        0
Reducer 2 ..... container  SUCCEEDED    1        1        0        0        0        0
-----

VERTICES: 02/02  [=====>>>] 100%  ELAPSED TIME: 36.55 s
-----

OK
1211538.429999982
Time taken: 37.919 seconds, Fetched: 1 row(s)
hive>
```

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

Ans> SELECT Month(event\_time) AS pur\_month,  
SUM(price) AS pur\_total\_price  
FROM ecommerce\_stats  
WHERE Year(event\_time) = 2019  
AND event\_type = 'purchase'  
GROUP BY Month(event\_time);

```
hive> select Month(event_time) as pur_month, sum(price) as pur_total_price from ecommerce_stats where Year(event_time) = 2019 and event_type = 'purchase' group by Month(event_time);
Query ID = hadoop_20211027133151_af8a71dd-c4c0-41fd-b9ea-clc40ffd74af
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635336051323_0002)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8        8        0        0        0        0
Reducer 2 ..... container  SUCCEEDED    4        4        0        0        0        0
-----

VERTICES: 02/02  [=====>>>] 100%  ELAPSED TIME: 38.03 s
-----

OK
11      1531016.8999999657
10      1211538.429999982
Time taken: 38.722 seconds, Fetched: 2 row(s)
hive>
```



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

Ans> SELECT SUM (CASE  
WHEN Month(event\_time) = 10 THEN price  
ELSE -1 \* price  
END) AS revenue\_change  
FROM ecommerce\_stats  
WHERE Month(event\_time) IN (10, 11)  
AND event\_type = 'purchase';

```
hive> select sum(case
> when Month(event_time) = 10 then price
> else -1 * price
> end) as revenue_change from ecommerce_stats
> where Month(event_time) in (10, 11)
> and event_type = 'purchase';
Query ID = hadoop_20211027134214_dcfce2e5-280a-4195-8bf8-176a86c7f716
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635336051323_0003)

-----
VERTICES    MODE        STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8         8         0         0         0         0
Reducer 2 ..... container  SUCCEEDED    1         1         0         0         0         0
-----
VERTICES: 02/02  [=====>>>] 100%  ELAPSED TIME: 37.89 s
-----
OK
-319478.4699999837
Time taken: 38.482 seconds, Fetched: 1 row(s)
hive> █
```

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

Ans> SELECT DISTINCT category\_id AS product\_category FROM  
ecommerce\_stats;



hive> select distinct category\_id as product category from ecommerce\_stats;  
Query ID = hadoop\_20211028140027\_c63aa4b5-3f94-4eb0-96ac-96b6963df572  
Total jobs = 1  
Launching Job 1 out of 1  
Status: Running (Executing on YARN cluster with App id application\_1635428585567\_0002)

	VERTICES	MODE	STATUS	TOTAL	COMPLETED	RUNNING	PENDING	FAILED	KILLED
Map 1	.....	container	SUCCEEDED	8	8	0	0	0	0
Reducer 2	.....	container	SUCCEEDED	1	1	0	0	0	0

VERTICES: 02/02 [=====>>] 100% ELAPSED TIME: 25.99 s

OK  
1487580004832248652  
1487580004857414477  
1487580004882580302  
1487580004916134735  
1487580004966466385  
1487580004983243602  
1487580005008409427  
1487580005025186644  
1487580005050352469  
1487580005067129686  
1487580005092239511  
1487580005134238553  
1487580005176181595  
1487580005268456287  
1487580005293622112  
1487580005318787937  
1487580005343953762  
1487580005369119587  
1487580005385896804  
1487580005411062629  
1487580005427839846  
1487580005461394279  
1487580005486560104  
1487580005511725929  
1487580005528503146  
1487580005563668971  
1487580005570446188  
1487580005595612013  
1487580005629166447  
1487580005654332272  
1487580005671109489  
1487580005687886706  
1487580005713052531  
1487580005754995573  
1487580005796938615

2035665444290953519  
2055161088059638328  
2055368408169447599  
2060156961931919712  
2068966806634103136  
2069171133327868014  
2069804417665728971  
2069804424703771380  
2071303198680810125  
2084144451428549153  
2089259162625114209  
2093602042093240877  
2094448780651791052  
2095736144888071137  
2106514244437541443  
2106514244487873093  
2114584564549550293  
2115334439910245200  
2121383893343929118  
2130081478220972046  
2134354342373753638  
2134354356349173879  
2140803113261466607  
2141560642253881670  
2145935122136826354  
2151191059751764547  
2151191059827262021  
2151191070908613477  
2151191070984110951  
2151191071051219817  
2151191071118328683  
2151191071378375538  
2151191075757228942  
2154396123597373922  
2155132423103316327  
2164688961165852944  
2166295400451933025  
2177933350667289121  
2187686850687140020  
2187790129827939246  
2193074740493550411  
2193074740552270669  
2193074740619379535  
2193074740686488401  
2195085255034011676  
2195085255117897760  
2195085255176618020  
2195085258272014535  
2195085258339123402  
category\_id  
Time taken: 26.81 seconds, Fetched: 501 row(s)  
hive>

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

Ans> SELECT category\_id,  
  
COUNT(category\_id)  
  
FROM ecommerce\_stats  
  
GROUP BY category\_id;

```
hive> select category_id,
> count(category_id)
> from ecommerce_stats
> group by category_id;
Query ID = hadoop_20211028140515_0bf1203a-9b20-4518-8ce1-4c0334277c40
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635428585567_0002)
```

	VERTICES	MODE	STATUS	TOTAL	COMPLETED	RUNNING	PENDING	FAILED	KILLED
Map 1 .....	container		SUCCEEDED	8	8	0	0	0	0
Reducer 2 .....	container		SUCCEEDED	1	1	0	0	0	0

```
VERTICES: 02/02 [=====>>] 100% ELAPSED TIME: 28.03 s
```

```
OK
1487580004832248652      25536
1487580004857414477      47064
1487580004882580302      25569
1487580004916134735      103859
1487580004966466385       16
1487580004983243602       556
1487580005008409427      33512
1487580005025186644       1596
1487580005050352469      83278
1487580005067129686      14721
1487580005092295511      321824
1487580005134238553      163722
1487580005176181595       127
1487580005268456287      194193
1487580005293622112       582
1487580005318787937       211
1487580005343953762      2953
1487580005369119587        3
1487580005385896804       9169
1487580005411062629      55670
1487580005427839846      102994
1487580005461394279       61348
1487580005486560104       2140
1487580005511725929      110421
1487580005528503146       16249
1487580005553668971      63219
1487580005570446188        24
1487580005595612013      322269
1487580005629166447       2030
1487580005654332272        3
1487580005671109489      300570
1487580005687886706       14
```

```
2035665444290953519      7792
2055161088059638328      14940
2055368408169447599      1668
2060156961931919712      112
2068966806634103136      538
2069171133327868014      2028
2069804417665728971      9383
2069804424703771380      215
2071303198680810125      802
2084144451428549153      85721
2089259162625114209      7438
2093602042093240877      3188
2094448780651791052      825
2095736144888071137      2092
2106514244437541443      1422
2106514244487873093      1472
2114584564549550293      16995
2115334439910245200      38697
2121383893343929118      870
2130081478220972046      1464
2134354342373753638      9148
2134354356349173879      257
2140803113261466607      18058
2141560642253881670      12861
2145935122136826354      305
2151191059751764547      2140
2151191059827262021      332
2151191070908613477      7448
2151191070984110951      9168
2151191071051219817      37008
2151191071118328683      13351
2151191071378375538      36371
2151191075757228942      1088
2154396123597373922      503
2155132423103316327      248
2164688961165852944      229
2166295400451933025      11
2177933350667289121      5597
2187686850687140020      673
2187790129827939246      86
2193074740493550411      1749
2193074740552270669      13772
2193074740619379535      13439
2193074740686488401      3712
2195085255034011676      23587
2195085255117897760      2085
2195085255176618020      4009
2195085258272014535      3880
2195085258339123402      25
category_id      2
Time taken: 29.001 seconds, Fetched: 501 row(s)
hive>
```

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

Ans> SELECT brand,  
  
SUM (price) AS brand\_sales  
  
FROM ecommerce\_stats  
  
WHERE brand != "  
  
AND event\_type = 'purchase'  
  
GROUP BY brand  
  
ORDER BY brand\_sales DESC  
  
LIMIT 1;

```
hive> select brand,
> sum(price) as brand_sales
> from ecommerce_stats
> where brand != ''
> and event_type = 'purchase'
> group by brand
> order by brand_sales desc
> limit 1;
Query ID = hadoop_20211028141315_6cc8c45f-660b-44de-bf81-c51bac39d291
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1635428585567_0003)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8         8         0         0         0         0
Reducer 2 ..... container  SUCCEEDED    6         6         0         0         0         0
Reducer 3 ..... container  SUCCEEDED    1         1         0         0         0         0
-----
VERTICES: 03/03  [=====>>] 100%  ELAPSED TIME: 29.14 s
-----
OK
runail 148297.93999999977
Time taken: 37.992 seconds, Fetched: 1 row(s)
hive>
```

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

Ans> SELECT Oct.Brand FROM

(SELECT brand, SUM(price) AS brand\_sales FROM ecommerce\_stats  
WHERE brand != '' AND Month(event\_time) = 10 AND event\_type =  
'purchase' GROUP BY brand) AS Oct

INNER JOIN

(SELECT brand, SUM(price) AS brand\_Sales FROM ecommerce\_stats  
WHERE brand != '' AND Month(event\_time) = 11 AND event\_type =  
'purchase' GROUP BY brand) AS Nov

ON Oct.Brand = Nov.Brand

WHERE Nov.brand\_sales - Oct.brand\_sales > 0;

```
hive> select Oct.Brand from
> (select brand, sum(price) as brand_sales from ecommerce_stats
> where brand != '' and Month(event_time) = 10 and event_type = 'purchase'
> group by brand) as Oct
> inner join
> (select brand, sum(price) as brand_sales from ecommerce_stats
> where brand != '' and Month(event_time) = 11 and event_type = 'purchase'
> group by brand) as Nov
> on Oct.Brand = Nov.Brand
> Where Nov.brand_sales - Oct.brand_sales > 0;
Query ID = hadoop_20211028142253_834151e8-6952-4bfa-a3e4-5fbb9f7f2eb
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1635428585567_0004)
```

	VERTICES	MODE	STATUS	TOTAL	COMPLETED	RUNNING	PENDING	FAILED	KILLED
Map 1 .....	container	SUCCEEDED	8	8	0	0	0	0	0
Map 3 .....	container	SUCCEEDED	8	8	0	0	0	0	0
Reducer 2 .....	container	SUCCEEDED	4	4	0	0	0	0	0
Reducer 4 .....	container	SUCCEEDED	4	4	0	0	0	0	0

VERTICES: 04/04 [=====>>] 100% ELAPSED TIME: 52.44 s

OK  
artex  
batiste  
beautix  
beautyblender  
biore  
blixz  
browxenna  
concept  
cutrin  
deoproce  
domix  
entity  
eos  
f.o.x  
farmavita  
fedua  
freshbubble  
glysolid  
greymy  
happyfons  
haruyama  
jaguar

likato  
limoni  
lovely  
marathon  
mavala  
milv  
nirvel  
osmo  
ovale  
plazan  
profhenna  
protokeratin  
runail  
sophin  
trind  
aura  
beauty-free  
bluesky  
bodyton  
bpw.style  
candy  
chi  
coifin  
cosima  
cosmoprofi  
depilflax  
dizao  
elizavecca  
estel  
finish  
foamie  
igrobeauty  
jessnail  
kerasys  
kinetics  
koelcia  
koelf  
kosmekka  
lador  
latinoil  
levrana  
lowence  
matrix  
polarus  
s.care  
sanoto  
swarovski  
treaclemoon  
veraclara  
zeitun  
Time taken: 61.601 seconds, Fetched: 152 row(s)  
hive>

Q.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.

```
Ans> SELECT user_id,
SUM(price) AS User_expense
FROM ecommerce_stats
WHERE event_type = 'purchase'
GROUP BY user_id
ORDER BY User_expense DESC
LIMIT 10;
```

```
hive> select user_id,
> sum(price) as User_expense
> from ecommerce_stats
> where event_type = 'purchase'
> group by user_id
> order by User_expense desc
> limit 10;
Query ID = hadoop_20211028143206_7b031ad2-afc0-4b49-b200-bd87098018bd
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1635428585567_0005)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container    SUCCEEDED    8         8         0         0         0         0
Reducer 2 ..... container    SUCCEEDED    6         6         0         0         0         0
Reducer 3 ..... container    SUCCEEDED    1         1         0         0         0         0
-----
VERTICES: 03/03  [=====>>] 100%  ELAPSED TIME: 30.30 s
-----
OK
557790271      2715.8699999999935
150318419      1645.9699999999998
562167663      1352.8500000000004
531900924      1329.45
557850743      1295.4800000000002
522130011      1185.3899999999996
561592095      1109.6999999999996
431950134      1097.59
566576008      1056.3600000000017
521347209      1040.9099999999999
Time taken: 38.911 seconds, Fetched: 10 row(s)
hive> █
```

# Query Optimization and its Efficiency

1. SET hive.vectorised.execution.enabled;  
SET hive.exec.dynamic.partition = true;  
SET hive.exec.dynamic.partition.mode=nonstrict;

```
hive> set hive.vectorized.execution.enabled;  
hive.vectorized.execution.enabled=false  
hive> █
```

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

2. Creating an optimized table 'ecommerce\_table\_optimized' with partitioning and dividing it into 4 buckets.

```
hive> create table if not exists ecommerce_table_optimized(event_time timestamp, event_type string, product_id string, category_id string, category_code string,  
> brand string, price float, user_id bigint, user_session string)  
> partitioned by(year int, month int)  
> clustered by(category_id) into 4 buckets;  
OK  
Time taken: 0.109 seconds  
hive> █
```

3. Loading and inserting data into optimized table 'ecommerce\_table\_optimized'



```
hive> insert overwrite table ecommerce_table_optimized partition(year, month)
> select
> cast(replace(event_time, 'UTC', '') as timestamp),
> event_type, product_id, category_id, category_code, brand,
> cast(price as float),
> cast(user_id as bigint),
> user_session,
> year(cast(replace(event_time, 'UTC', '') as timestamp)),
> month(cast(replace(event_time, 'UTC', '') as timestamp))
> from ecommerce_stats where
> year(cast(replace(event_time, 'UTC', '') as timestamp)) = 2019
> and month(cast(replace(event_time, 'UTC', '') as timestamp)) in (10, 11);
Query ID = hadoop_20211028150349_76eb8648-8323-4cba-9b9f-b5130b2c0550
Total jobs = 1
Launching Job 1 out of 1
Tez session was closed. Reopening...
Session re-established.
Status: Running (Executing on YARN cluster with App id application_1635428585567_0006)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container    SUCCEEDED      8          8          0          0          0          0
Reducer 2 ..... container  SUCCEEDED      4          4          0          0          0          0
-----
VERTICES: 02/02 [=====>>] 100%  ELAPSED TIME: 206.90 s
-----
Loading data to table ecommerce.ecommerce_table_optimized partition (year=null, month=null)

Loaded : 2/2 partitions.
    Time taken to load dynamic partitions: 0.31 seconds
    Time taken for adding to write entity : 0.002 seconds
OK
Time taken: 216.031 seconds
hive> █
```

4. After optimizing the table running query from Q.1

Before Optimization – Time taken 37.919 seconds

After Optimization – Time taken 36.148 seconds

```
hive> select sum(price) from ecommerce_table_optimized where Month(event_time) = 10 and event_type = 'purchase';
Query ID = hadoop_20211028151114_0eb2792f-c5f3-4cee-9bb3-lef2b6c74947
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635428585567_0006)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container    SUCCEEDED      8          8          0          0          0          0
Reducer 2 ..... container  SUCCEEDED      1          1          0          0          0          0
-----
VERTICES: 02/02 [=====>>] 100%  ELAPSED TIME: 35.38 s
-----
OK
1211538.4295325726
Time taken: 36.148 seconds, Fetched: 1 row(s)
hive> █
```

5. After optimizing the table running query from Q.3

Before Optimization – Time taken 38.482 seconds

After Optimization – Time taken 36.828 seconds

```
hive> select sum(case
> when Month(event_time) = 10 then price
> else -1 * price
> end) as revenue_change from ecommerce_table_optimized
> where Month(event_time) in (10, 11)
> and event_type = 'purchase';
Query ID = hadoop_20211028152123_9fa152af-7742-492c-944f-963a102935c3
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635428585567_0007)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8         8         0         0         0         0
Reducer 2 ..... container  SUCCEEDED    1         1         0         0         0         0
-----
VERTICES: 02/02  [=====>>] 100%  ELAPSED TIME: 36.07 s
-----
OK
-319478.469592195
Time taken: 36.828 seconds, Fetched: 1 row(s)
```

6. After optimizing the table running query from Q.8

Before Optimization – Time taken 38.911 seconds

After Optimization – Time taken 32.046 seconds

```
hive> select user_id,
> sum(price) as user_expense
> from ecommerce_table_optimized
> where event_type = 'purchase'
> group by user_id
> order by user_expense DESC
> limit 10;
Query ID = hadoop_20211028153550_1a2bb720-b866-45e4-bcdc-1330831e4283
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1635428585567_0008)

-----
VERTICES      MODE      STATUS  TOTAL  COMPLETED  RUNNING  PENDING  FAILED  KILLED
-----
Map 1 ..... container  SUCCEEDED    8         8         0         0         0         0
Reducer 2 ..... container  SUCCEEDED    6         6         0         0         0         0
Reducer 3 ..... container  SUCCEEDED    1         1         0         0         0         0
-----
VERTICES: 03/03  [=====>>] 100%  ELAPSED TIME: 31.34 s
-----
OK
557790271      2715.8699957430363
150318419      1645.970008611679
562167663      1352.8499938696623
531900924      1329.4499949514866
557850743      1295.4800310581923
522130011      1185.3899966478348
561592095      1109.700007289648
431950134      1097.5900000333786
566576008      1056.3600097894669
521347209      1040.9099964797497
Time taken: 32.046 seconds, Fetched: 10 row(s)
hive>
```

# Clean – Up Process

1. Dropping the previously created database 'Ecommerce'.

```
hive> drop database Ecommerce cascade;  
OK  
Time taken: 0.39 seconds  
hive> █
```