# Abstract

# Introduction

With the advent of cell phones and social media nearly all our actions are tracked and monitored. And with the growing field of “internet of things” technology, even more of our day-to-day actions will be tracked. All these devices produce data, and all this data can be used to better tailor our digital experiences. An issue that occurs when storing all this data is the ability to curate it and if it into an existing structure that is a data warehouse. The solution to that is to use data lakes. Data lakes allow for the data to be stored in raw format and then translated to whatever schema is needed on read. This ability to pull only the needed data out, is particularly useful when applying it to machine learning. Add in automatically updating and additional fitting of learning models, we can create an application that is taking in data from various sources on the fly and updating a learned model as it goes.

The goal of this project is to explore this pipelining and machine learning capabilities on the AWS platform. Specifically, using Amazon Redshift, Amazon S3, Amazon SageMaker, AWS Glue, and AWS Data Lake Formation.

# Amazon Redshift Overview

Amazon Redshift is Amazon’s cloud-based data warehousing platform. Like many data warehousing platforms, it consists of clusters which are used to service the data queries of the user. Each cluster is made up of compute nodes. Clusters which have more than one compute node, have a leader node which is defined. The leader node coordinates the compute nodes and acts as the main interface to the client. The data itself is stored in a separate storage tier known as Redshift Managed Storage. This separation allows for scaling of storage space without interrupting the service. Data is stored in as columnar which drastically reduces the over disk I/O and reduces the amount of data you need to load from the disk. Because each column holds the same type of data, compression can be used to further decrease disk I/O. The standard block size used by Redshift is 1 MB.

It is important to note that the Redshift databases are structured and optimized to analyze relational data. The use we will be discussing in this paper will be an interface between a data lake stored on Amazon S3 and running a ML operation on Redshift.

# Amazon S3 Overview

Amazon Simple Storage Service (Amazon S3) is a cloud object storage service. This provides the base storage location for building a data lake. It integrates into AWS Glue, Redshift and SageMaker and uses common policies for access.

# AWS Data Lake Formation

A data lake is a modern data management strategy and they have become popular due to their ability to store large amounts of data at a low cost. They allow data to be stored in its original raw form without minimal preprocessing or modifications. This means both unstructured and structured data can be stored with no predefine schema. As compared to a data warehouse which requires all its data the be highly and its schema defined on implementation. However, with a data lake, as is with any data collection, it is important to have good data-quality and good data-governance otherwise it will become unmanageable.

AWS Data Lake Formation has the ability to clean, deduplicate and reformat data as it is input to the data lake. It also can encrypt and apply access controls to the data.

Upon data being added to a data lake, it needs to be cataloged and labeled using metadata. AWS Glue uses “Crawlers” to catalog the data and that allows users to discover what datasets are available and speeds any queries run directly on the data.

# AWS Glue

AWS Glue acts as the go between for the Redshift and the data lake that is stored in Amazon S3. It has the ability to trigger and automatically transfer data between services. Upon the transfer of data between services it can apply filters and reformatting rules to the data to allow to fit into a given database table. This works in reverse as well, if data is no longer useful in a Redshift database it can be moved and stored into the data lake. This saves space will allow for overhead in the redshift database.

# Amazon Redshift ML with Amazon SageMaker

Amazon Redshift has built in the ability to create SQL objects that are machine learning (ML) models. Once the appropriate policies have been set in place on the database and the other services, it is possible to pull in the data and load it to a table in the redshift database and then train a ML model on that table.

The example I will discuss in this paper is based on the churn tutorial in the redshift developers guide. This example does not use the other aspects of the pipeline discussed above but is meant to show the ML capabilities of Redshift itself.

The first step is to build a table which will be used to represent the incoming data and then copy the incoming data to it. This will turn any non-structured data into a structured dataset.

/\*Copy CSV file into table dist table\*/

COPY customer\_activity

FROM 's3://redshift-downloads/redshift-ml/customer\_activity/'

REGION 'us-east-1' IAM\_ROLE default

FORMAT AS CSV IGNOREHEADER 1;

/\*Create dist table\*/

DROP TABLE IF EXISTS customer\_activity;

CREATE TABLE customer\_activity (

state varchar(2),

account\_length int,

area\_code int,

phone varchar(8),

intl\_plan varchar(3),

vMail\_plan varchar(3),

vMail\_message int,

day\_mins float,

day\_calls int,

day\_charge float,

total\_charge float,

eve\_mins float,

eve\_calls int,

eve\_charge float,

night\_mins float,

night\_calls int,

night\_charge float,

intl\_mins float,

intl\_calls int,

intl\_charge float,

cust\_serv\_calls int,

churn varchar(6),

record\_date date

);

Next, we must create the model to be trained. This involves selecting the data from the base table and using it to define the feature set of the model. Notice how some of the features here are derived from the original data and not saved directly into the table. This model will create features ‘average\_daily\_spend’ from ‘total\_charge / account\_length’ and ‘average\_daily\_cases’ from ‘cust\_serv\_calls / account\_length’. The target of this model will be the “churn” value in the table, which is a 1 if churned and 0 is not churned. It will use the defined ‘ml\_fn\_customer\_churn\_auto’ function which is defined in Amazon SageMaker to build the model. Once the model is created, we will have a SQL object which can be referenced to apply and make predictions. The SQL model will be stored in the S3 bucket we created for this, called ‘ml-output-buc’. We will be able to reference the model using the name we created, ‘customer\_churn\_auto\_model’.

CREATE MODEL customer\_churn\_auto\_model

FROM

    (

      SELECT state,

             account\_length,

             area\_code,

             total\_charge/account\_length AS average\_daily\_spend,

             cust\_serv\_calls/account\_length AS average\_daily\_cases,

             churn

      FROM customer\_activity

      WHERE  record\_date < '2020-01-01'

     )

TARGET churn FUNCTION ml\_fn\_customer\_churn\_auto

IAM\_ROLE default SETTINGS (

  S3\_BUCKET 'ml-output-buc'

);

The model building process can be a lengthy process. This model took a little over an hour to be created, and cost about $10 at the current rate AWS charges for the use of SageMaker services. We can check on the model by simply querying the model status via the ‘SHOW MODEL customer\_churn\_auto\_model;’ query. This will return a table which give you details about the model.