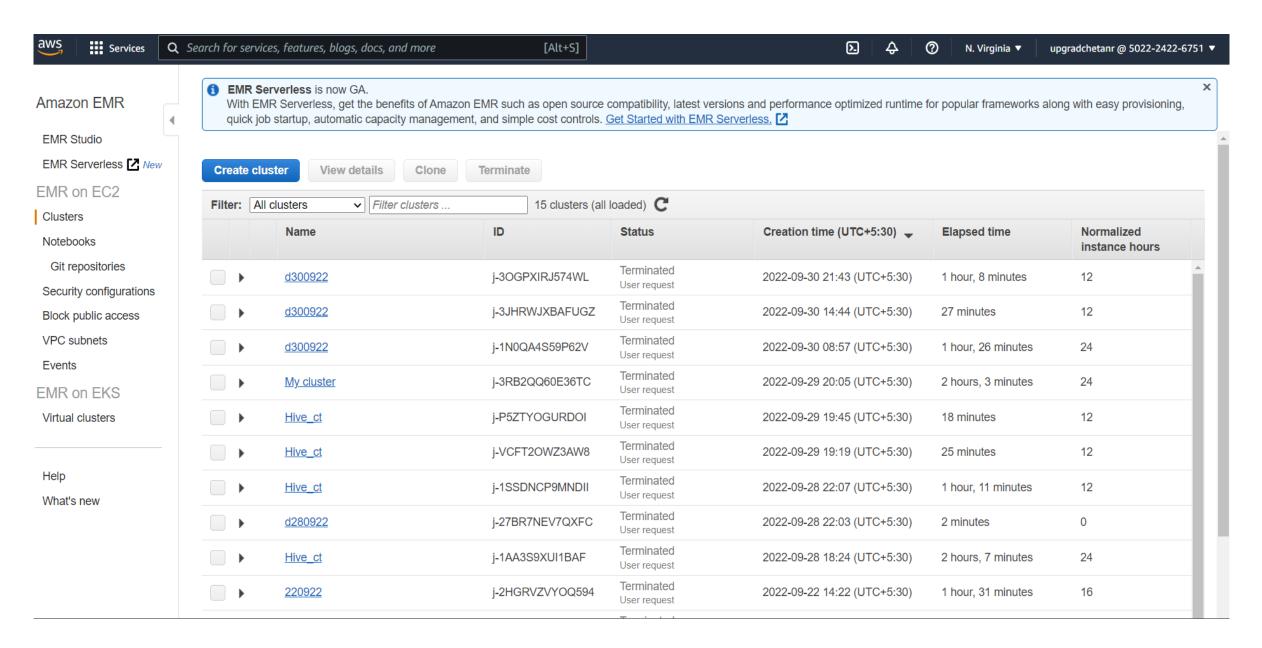
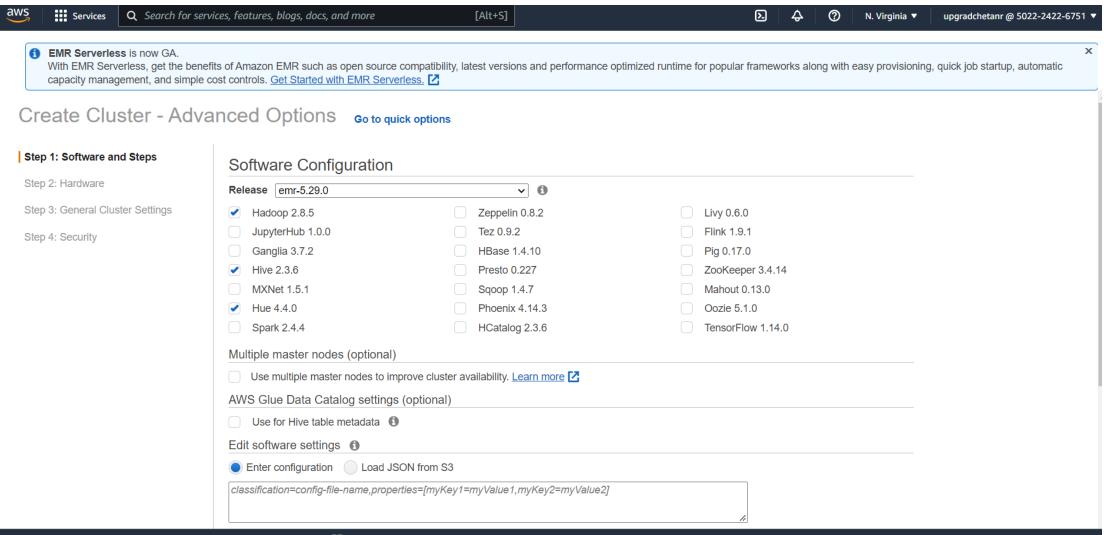
HIVE CASE STUDY

Submitted by Payal Joshi & Chetan Tippa

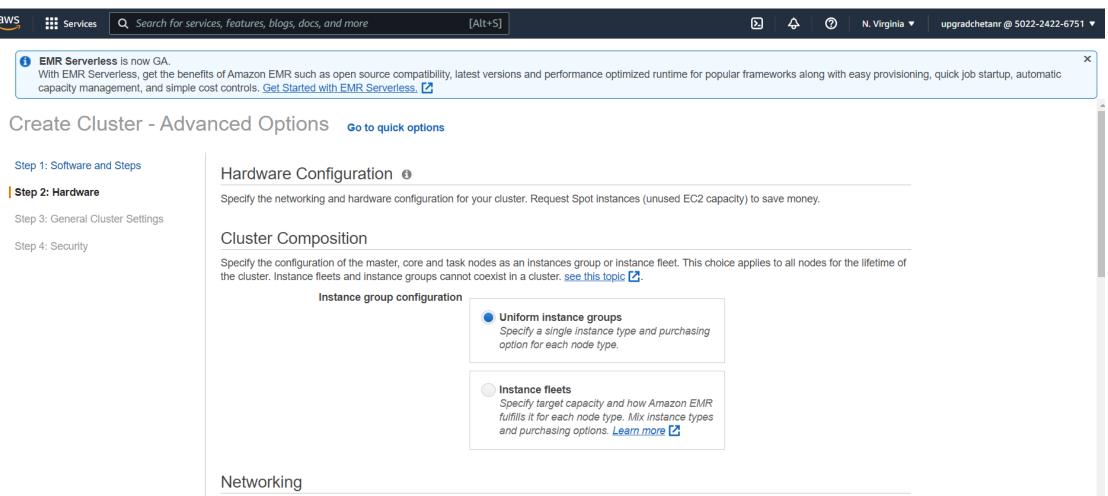
1. Creating EMR cluster



1. Creating EMR cluster – Step 1 : Software

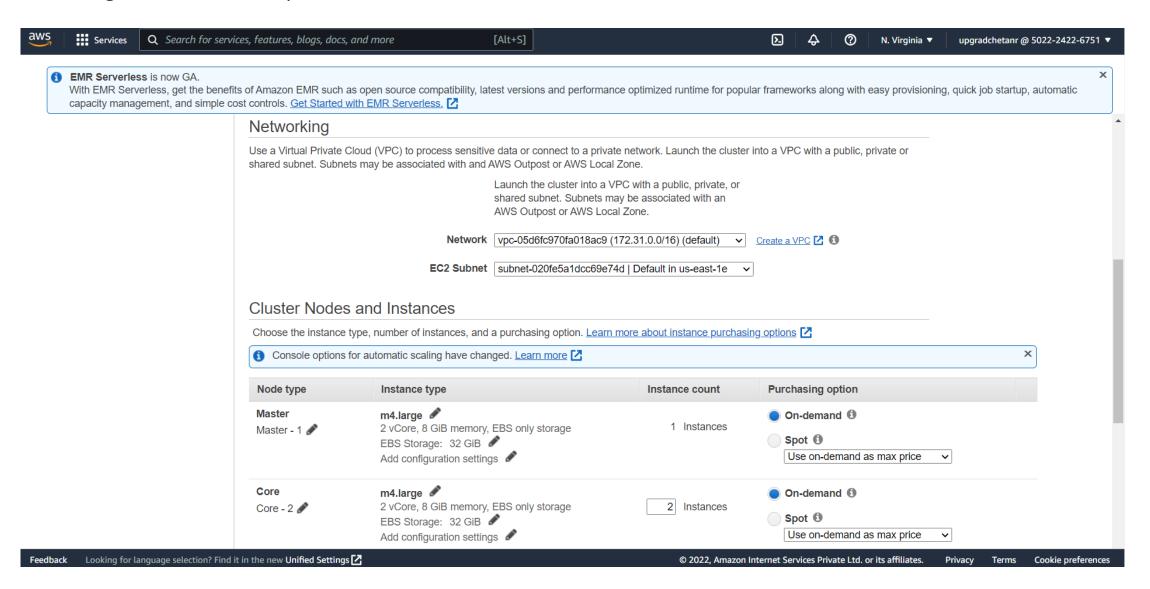


1. Creating EMR cluster – Step 2 - Hardware

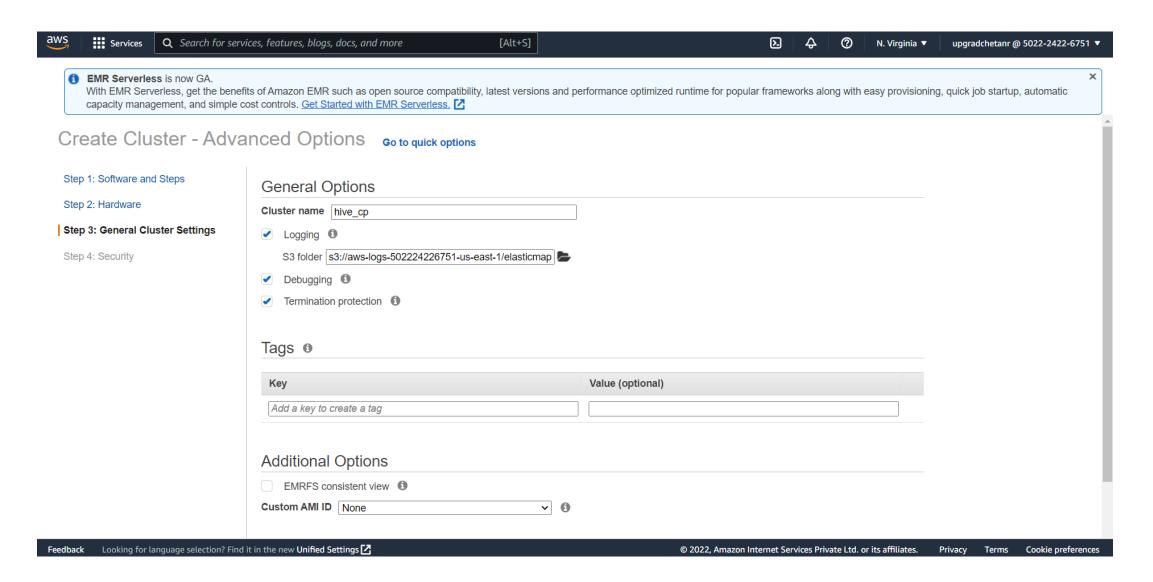


Use a Virtual Private Cloud (VPC) to process sensitive data or connect to a private network. Launch the cluster into a VPC with a public, private or shared subnet. Subnets may be associated with and AWS Outpost or AWS Local Zone.

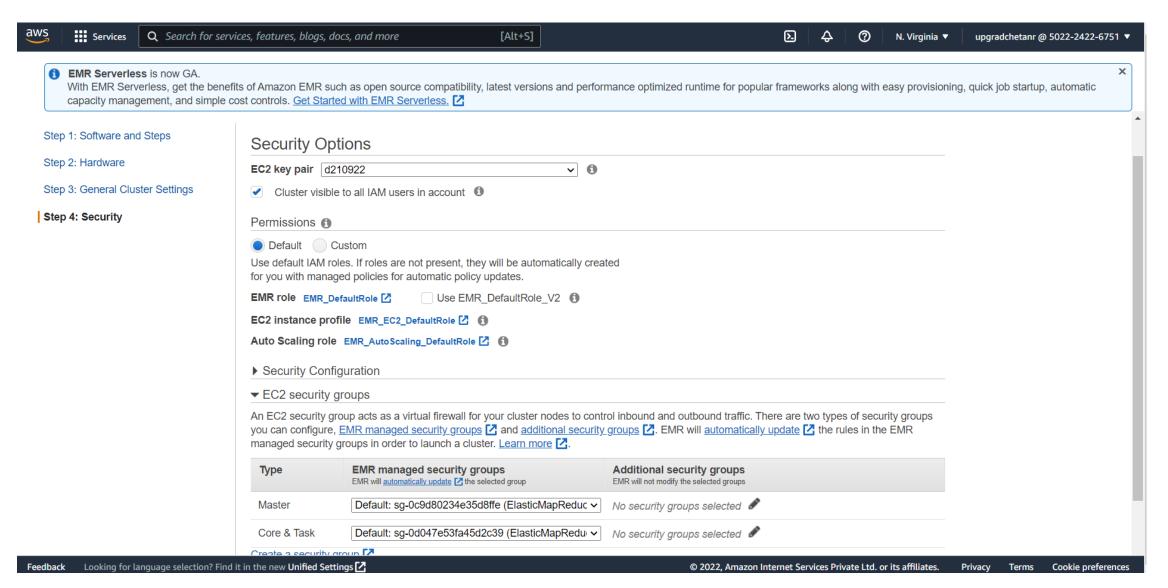
1. Creating EMR cluster – Step 2 - Hardware



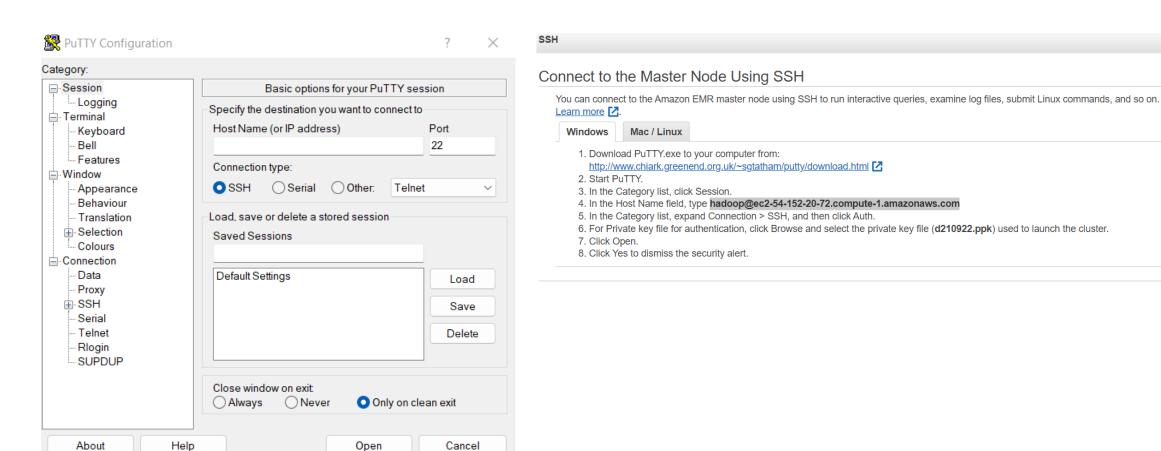
1. Creating EMR cluster – Step 3 – General cluster settings



1. Creating EMR cluster – Step 4 – Security Options



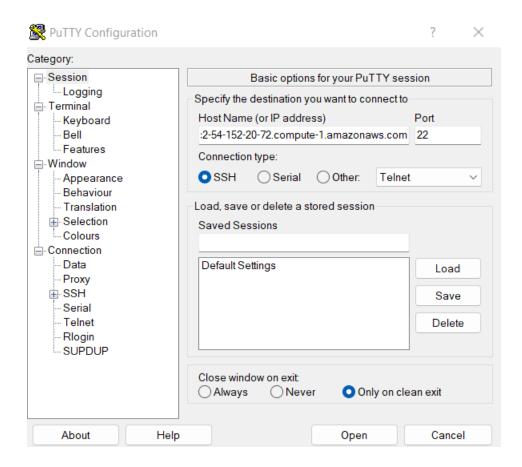
1. Creating EMR cluster – Connect to Master node using SSH

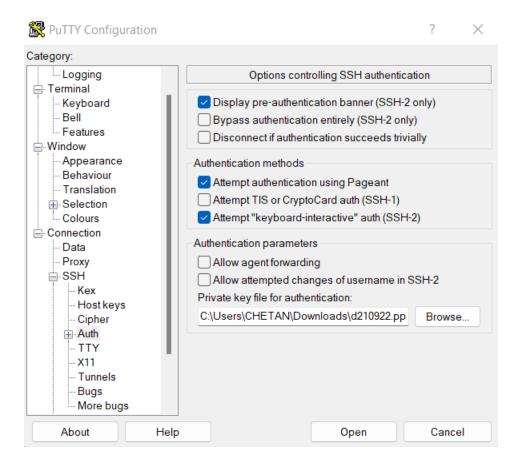


X

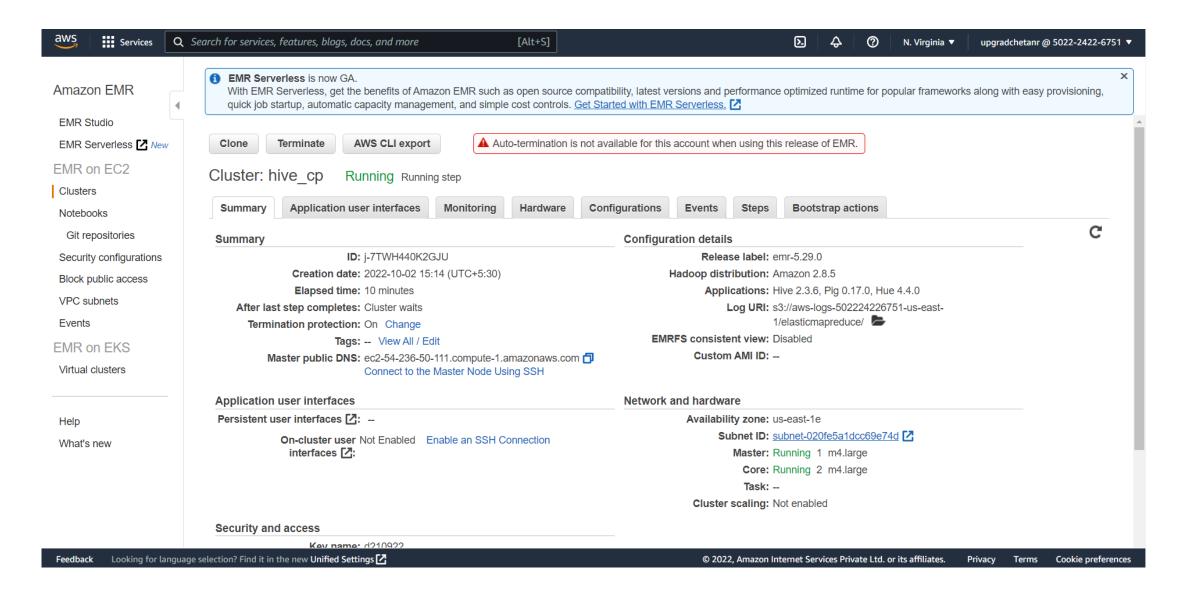
Close

1. Creating EMR cluster – Successful creation of cluster





1. Creating EMR cluster – Successful creation of cluster



1. Creating EMR cluster – Successful creation of cluster

[hadoop@ip-172-31-60-195 ~]\$

hadoop@ip-172-31-60-195:~ Using username "hadoop". Authenticating with public key "imported-openssh-key" Amazon Linux AMI https://aws.amazon.com/amazon-linux-ami/2018.03-release-notes/ 69 package(s) needed for security, out of 97 available Run "sudo yum update" to apply all updates. EEEEEEEEEEEEEEEEE MMMMMMMM EE:::::EEEEEEEEE:::E M:::::::M M::::::: M R:::::RRRRRR:::::R E::::E EEEEE M:::::::M M:::::::: M RR::::R R::::R E::::E M::::::M:::M M:::M:::::M R::::R E::::EEEEEEEEE M::::M M:::M M::::M R:::RRRRRR:::::R E::::::: M:::::M M::::M M::::M M:::::M R:::::::::RR M:::::M R:::RRRRRR::::R E::::EEEEEEEEE M:::::M M:::::M E::::E M:::::MM:::M M:::::M R:::R R::::R M:::::M R:::R R::::R E::::E EEEEE M:::::M MMM EE:::::EEEEEEEE::::E M:::::M M:::::M R:::R R::::R ::::::E M:::::M M:::::M RR::::R R::::R EEEEEEEEEEEEEEEEE MMMMMMM MMMMMM RRRRRRR RRRRRR

2. Writing command to check directories which are already present in HDFS

3. Creating a new directory 'case-study' to store data file in the already present directory 'user'

```
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /
Found 4 items
drwxr-xr-x

    hdfs hadoop

                                     0 2022-10-02 09:50 /apps
drwxrwxrwt - hdfs hadoop
                                    0 2022-10-02 09:50 /tmp
drwxr-xr-x - hdfs hadoop
                                     0 2022-10-02 09:50 /user
drwxr-xr-x - hdfs hadoop
                                     0 2022-10-02 09:50 /var
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -mkdir /user/case-study/
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /user/
Found 7 items
drwxr-xr-x

    hadoop hadoop

                                       0 2022-10-02 09:52 /user/case-study
             - hadoop hadoop
                                      0 2022-10-02 09:50 /user/hadoop
drwxrwxrwx

    mapred mapred

                                       0 2022-10-02 09:50 /user/history
drwxr-xr-x
             - hdfs
                                       0 2022-10-02 09:50 /user/hive
drwxrwxrwx
                      hadoop
                                       0 2022-10-02 09:50 /user/hue
             hue
                      hue
drwxrwxrwx
             - oozie
                      oozie
                                       0 2022-10-02 09:50 /user/oozie
drwxrwxrwx
                                       0 2022-10-02 09:50 /user/root
                      hadoop
drwxrwxrwx
             - root
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -mkdir /user/case-study/
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /user/
Found 7 items
drwxr-xr-x - hadoop hadoop
                          0 2022-10-02 09:52 /user/case-study
```

drwxr-xr-x - hadoop hadoop drwxr-xr-x - hadoop hadoop drwxr-xr-x - mapred mapred drwxrwxrwx - hdfs hadoop drwxrwxrwx - hue hue drwxrwxrwx - oozie oozie drwxrwxrwx - root hadoop 0 2022-10-02 09:50 /user/case-study 0 2022-10-02 09:50 /user/hadoop 0 2022-10-02 09:50 /user/history 0 2022-10-02 09:50 /user/hue 0 2022-10-02 09:50 /user/oozie 0 2022-10-02 09:50 /user/root

4. Write a command to check the creation of 'case-study' in 'user' directory.

```
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /
Found 4 items
             - hdfs hadoop
                                     0 2022-10-02 09:50 /apps
drwxr-xr-x

    hdfs hadoop

                                     0 2022-10-02 09:50 /tmp
drwxrwxrwt

    hdfs hadoop

drwxr-xr-x
                                     0 2022-10-02 09:50 /user
drwxr-xr-x

    hdfs hadoop

                                     0 2022-10-02 09:50 /var
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -mkdir /user/case-study/
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /user/
Found 7 items
                                       0 2022-10-02 09:52 /user/case-study
             - hadoop hadoop
drwxr-xr-x

    hadoop hadoop

                                       0 2022-10-02 09:50 /user/hadoop
drwxrwxrwx
drwxr-xr-x

    mapred mapred

                                       0 2022-10-02 09:50 /user/history
                                       0 2022-10-02 09:50 /user/hive
             hdfs
                      hadoop
drwxrwxrwx
                                       0 2022-10-02 09:50 /user/hue
             hue
                      hue
drwxrwxrwx
             oozie
                      oozie
                                       0 2022-10-02 09:50 /user/oozie
drwxrwxrwx
                                       0 2022-10-02 09:50 /user/root
                      hadoop
drwxrwxrwx
             root
```

```
[hadoop@ip-172-31-48-4~]$ hadoop fs -mkdir /user/case-study/
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /user/
Found 7 items
drwxr-xr-x - hadoop hadoop
                               0 2022-10-02 09:52 /user/case-study
drwxrwxrwx - hadoop hadoop
                                 0 2022-10-02 09:50 /user/hadoop
                                0 2022-10-02 09:50 /user/history
drwxr-xr-x - mapred mapred
                               0 2022-10-02 09:50 /user/hive
drwxrwxrwx - hdfs hadoop
drwxrwxrwx - hue hue
                             0 2022-10-02 09:50 /user/hue
                              0 2022-10-02 09:50 /user/oozie
drwxrwxrwx - oozie oozie
                               0 2022-10-02 09:50 /user/root
drwxrwxrwx - root hadoop
```

5. Write a command to load the 1st data file '2019-Oct.csv' from S3 storage into HDFS.

```
hadoop@ip-172-31-48-4:~
                                                                                                                                                                                                                                                                                           [hadoop@ip-172-31-48-4 ~]$ hadoop distcp s3://e-commerce-events-ml/2019-Oct.csv /user/case-study/2019-Oct.csv
22/10/02 09:52:48 INFO tools.DistCp: Input Options: DistCpOptions{atomicCommit=false, syncFolder=false, deleteMissing=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, deleteMissing=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, syncFolder=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, syncFolder=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, syncFolder=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, syncFolder=false, ignoreFailures=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, syncFolder=false, ignoreFailures=false, ignoreFailures=failures=failures=failures=failures=failures=failures=failures=failures=failures=failures=failures=failures=failures=
rue, numListstatusThreads=0, maxMaps=20, mapBandwidth=100, sslConfigurationFile='null', copyStrategy='uniformsize', preserveStatus=[], preserveRawXattrs=false, atomicWorkPath=null, logPath=
null, sourceFileListing=null, sourcePaths=[s3://e-commerce-events-ml/2019-Oct.csv], targetPath=/user/case-study/2019-Oct.csv, targetPathExists=false, filtersFile='null'}
22/10/02 09:52:48 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-48-4.ec2.internal/172.31.48.4:8032
22/10/02 09:53:00 INFO tools.SimpleCopyListing: Paths (files+dirs) cnt = 1; dirCnt = 0
22/10/02 09:53:00 INFO tools.SimpleCopyListing: Build file listing completed.
22/10/02 09:53:00 INFO Configuration.deprecation: io.sort.mb is deprecated. Instead, use mapreduce.task.io.sort.mb
22/10/02 09:53:00 INFO Configuration.deprecation: io.sort.factor is deprecated. Instead, use mapreduce.task.io.sort.factor
22/10/02 09:53:00 INFO tools.DistCp: Number of paths in the copy list: 1
22/10/02 09:53:00 INFO tools.DistCp: Number of paths in the copy list: 1
22/10/02 09:53:00 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-48-4.ec2.internal/172.31.48.4:8032
22/10/02 09:53:01 INFO mapreduce.JobSubmitter: number of splits:1
22/10/02 09:53:01 INFO mapreduce. JobSubmitter: Submitting tokens for job: job 1664704288946 0001
22/10/02 09:53:02 INFO impl.YarnClientImpl: Submitted application application 1664704288946 0001
22/10/02 09:53:03 INFO mapreduce.Job: The url to track the job: http://ip-172-31-48-4.ec2.internal:20888/proxy/application 1664704288946 0001/
22/10/02 09:53:03 INFO tools.DistCp: DistCp job-id: job 1664704288946 0001
22/10/02 09:53:03 INFO mapreduce.Job: Running job: job 1664704288946 0001
22/10/02 09:53:13 INFO mapreduce.Job: Job job 1664704288946 0001 running in uber mode: false
22/10/02 09:53:13 INFO mapreduce.Job: map 0% reduce 0%
22/10/02 09:53:31 INFO mapreduce.Job: map 100% reduce 0%
22/10/02 09:53:34 INFO mapreduce.Job: Job job 1664704288946 0001 completed successfully
22/10/02 09:53:35 INFO mapreduce.Job: Counters: 38
            File System Counters
                        FILE: Number of bytes read=0
                        FILE: Number of bytes written=172451
                        FILE: Number of read operations=0
                        FILE: Number of large read operations=0
                        FILE: Number of write operations=0
                        HDFS: Number of bytes read=359
                        HDFS: Number of bytes written=482542278
                        HDFS: Number of read operations=12
                        HDFS: Number of large read operations=0
                        HDFS: Number of write operations=4
                        S3: Number of bytes read=482542278
                        S3: Number of bytes written=0
                        S3: Number of read operations=0
                        S3: Number of large read operations=0
                        S3: Number of write operations=0
            Job Counters
                        Launched map tasks=1
                        Other local map tasks=1
                        Total time spent by all maps in occupied slots (ms)=579360
                        Total time spent by all reduces in occupied slots (ms)=0
                        Total time spent by all map tasks (ms)=18105
                        Total vcore-milliseconds taken by all map tasks=18105
                        Total megabyte-milliseconds taken by all map tasks=18539520
            Map-Reduce Framework
                        Map input records=1
```

5. Write a command to load the 1st data file '2019-Oct.csv' from S3 storage into HDFS.

```
Map-Reduce Framework
        Map input records=1
        Map output records=0
        Input split bytes=135
        Spilled Records=0
        Failed Shuffles=0
        Merged Map outputs=0
        GC time elapsed (ms) = 334
        CPU time spent (ms)=19270
        Physical memory (bytes) snapshot=570200064
        Virtual memory (bytes) snapshot=3294228480
        Total committed heap usage (bytes) = 502792192
File Input Format Counters
        Bytes Read=223
File Output Format Counters
        Bytes Written=0
DistCp Counters
        Bytes Copied=482542278
        Bytes Expected=482542278
        Files Copied=1
```

6. Write a command to load the 2nd data file '2019-Nov.csv' from S3 storage into HDFS.

hadoop@ip-172-31-48-4:~

```
[hadoop@ip-172-31-48-4 ~]$ hadoop distcp s3://e-commerce-events-ml/2019-Nov.csv /user/case-study/2019-Nov.csv
22/10/02 09:54:43 INFO tools.DistCp: Input Options: DistCpOptions{atomicCommit=false, syncFolder=false, deleteMissing=false, ignoreFailures=false, overwrite=false, skipCRC=false, blocking=talse, deleteMissing=false, ignoreFailures=false, deleteMissing=false, ignoreFailures=false, deleteMissing=false, deleteMi
rue, numListstatusThreads=0, maxMaps=20, mapBandwidth=100, sslConfigurationFile='null', copyStrategy='uniformsize', preserveStatus=[], preserveRawXattrs=false, atomicWorkPath=null, logPath=
null, sourceFileListing=null, sourcePaths=[s3://e-commerce-events-ml/2019-Nov.csv], targetPath=/user/case-study/2019-Nov.csv, targetPathExists=false, filtersFile='null'}
22/10/02 09:54:44 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-48-4.ec2.internal/172.31.48.4:8032
22/10/02 09:54:52 INFO tools.SimpleCopyListing: Paths (files+dirs) cnt = 1; dirCnt = 0
22/10/02 09:54:52 INFO tools.SimpleCopyListing: Build file listing completed.
22/10/02 09:54:52 INFO Configuration.deprecation: io.sort.mb is deprecated. Instead, use mapreduce.task.io.sort.mb
22/10/02 09:54:52 INFO Configuration.deprecation: io.sort.factor is deprecated. Instead, use mapreduce.task.io.sort.factor
22/10/02 09:54:52 INFO tools.DistCp: Number of paths in the copy list: 1
22/10/02 09:54:52 INFO tools.DistCp: Number of paths in the copy list: 1
22/10/02 09:54:52 INFO client.RMProxy: Connecting to ResourceManager at ip-172-31-48-4.ec2.internal/172.31.48.4:8032
22/10/02 09:54:52 INFO mapreduce.JobSubmitter: number of splits:1
22/10/02 09:54:53 INFO mapreduce.JobSubmitter: Submitting tokens for job: job 1664704288946 0002
22/10/02 09:54:53 INFO impl.YarnClientImpl: Submitted application application 1664704288946 0002
22/10/02 09:54:53 INFO mapreduce.Job: The url to track the job: http://ip-172-31-48-4.ec2.internal:20888/proxy/application 1664704288946 0002/
22/10/02 09:54:53 INFO tools.DistCp: DistCp job-id: job 1664704288946 0002
22/10/02 09:54:53 INFO mapreduce. Job: Running job: job \overline{1}664704288946 \overline{0}002
22/10/02 09:55:02 INFO mapreduce.Job: Job job 1664704288946 0002 running in uber mode: false
22/10/02 09:55:02 INFO mapreduce.Job: map 0% reduce 0%
22/10/02 09:55:21 INFO mapreduce.Job: map 100% reduce 0%
22/10/02 09:55:26 INFO mapreduce. Job job 1664704288946 0002 completed successfully
22/10/02 09:55:27 INFO mapreduce.Job: Counters: 38
            File System Counters
                         FILE: Number of bytes read=0
                         FILE: Number of bytes written=172448
                         FILE: Number of read operations=0
                         FILE: Number of large read operations=0
                         FILE: Number of write operations=0
                         HDFS: Number of bytes read=358
                         HDFS: Number of bytes written=545839412
                         HDFS: Number of read operations=12
                         HDFS: Number of large read operations=0
                         HDFS: Number of write operations=4
                         S3: Number of bytes read=545839412
                         S3: Number of bytes written=0
                         S3: Number of read operations=0
                         S3: Number of large read operations=0
                         S3: Number of write operations=0
            Job Counters
                         Launched map tasks=1
                         Other local map tasks=1
                         Total time spent by all maps in occupied slots (ms)=666752
                         Total time spent by all reduces in occupied slots (ms)=0
                         Total time spent by all map tasks (ms)=20836
                         Total vcore-milliseconds taken by all map tasks=20836
                         Total megabyte-milliseconds taken by all map tasks=21336064
            Map-Reduce Framework
                        Map input records=1
```

6. Write a command to load the 2nd data file '2019-Nov.csv' from S3 storage into HDFS.

```
Map-Reduce Framework
        Map input records=1
        Map output records=0
        Input split bytes=137
        Spilled Records=0
        Failed Shuffles=0
        Merged Map outputs=0
        GC time elapsed (ms)=398
        CPU time spent (ms) = 20540
        Physical memory (bytes) snapshot=556814336
        Virtual memory (bytes) snapshot=3300945920
        Total committed heap usage (bytes) = 468189184
File Input Format Counters
        Bytes Read=223
File Output Format Counters
        Bytes Written=0
DistCp Counters
        Bytes Copied=545839412
        Bytes Expected=545839412
        Files Copied=1
```

7. Write a command to check the successful loading of both the data files in the created directory 'case-study'.

```
[hadoop@ip-172-31-48-4 ~]$ hadoop fs -ls /user/case-study/
Found 2 items
-rw-r--r- 1 hadoop hadoop 545839412 2022-10-02 09:55 /user/case-study/2019-Nov.csv
-rw-r--r- 1 hadoop hadoop 482542278 2022-10-02 09:53 /user/case-study/2019-Oct.csv
```

```
[hadoop@ip-172-31-48-4~]$ hadoop fs -ls /user/case-study/
Found 2 items
-rw-r--r-- 1 hadoop hadoop 545839412 2022-10-02 09:55 /user/case-study/2019-Nov.csv
-rw-r--r-- 1 hadoop hadoop 482542278 2022-10-02 09:53 /user/case-study/2019-Oct.csv
```

8. Write a command to start the Hive system

```
[hadoop@ip-172-31-60-195 *]$ hive

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

9. Create an external table named 'ret' which will hold the data for both the data files stored in directory 'case-study'.

```
hive> create external table IF NOT EXISTS ret (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) ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' NITH SERDEPROPERTIES("separatorChar"="\"", "quoteChar"="\"", "escapeChar"="\\") STORED AS TEXTFILE LOCATION '/user/case-study/' TBLPROPERTIES ("skip.header.line.count"="1");

OK
Time taken: 0.431 seconds
```

create external table IF NOT EXISTS ret (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) ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' WITH SERDEPROPERTIES("separatorChar"=",", "quoteChar"="\"", "escapeChar"="\\") STORED AS TEXTFILE LOCATION '/user/case-study/' TBLPROPERTIES ("skip.header.line.count"="1");

10. Write a command to enable headers in output.

hive> set hive.cli.print.header=true ;

11. Write a command in HQL to check successful creation of table & loading of both data files in the table.

hive> select * from ret limit 5;

```
ret.event time ret.event type ret.product id ret.category id ret.category code
                                                                         ret.brand
                                                                                       ret.price
                                                                                                    ret.user id
                                                                                                                  ret.user session
2019-11-01 00:00:02 UTC view
                          5802432 1487580009286598681
                                                                         562076640
                                                                                       09fafd6c-6c99-46b1-834f-33527f4de241
2019-11-01 00:00:09 UTC cart
                          5844397 1487580006317032337
                                                                         553329724
                                                                   2.38
                                                                                       2067216c-31b5-455d-a1cc-af0575a34ffb
2019-11-01 00:00:10 UTC view
                          5837166 1783999064103190764
                                                                   22.22
                                                                         556138645
                                                                                       57ed222e-a54a-4907-9944-5a875c2d7f4f
                                                            pnb
2019-11-01 00:00:11 UTC cart
                          5876812 1487580010100293687
                                                            iessnail
                                                                          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-a1cc-af0575a34ffb
Time taken: 5.448 seconds, Fetched: 5 row(s)
   hive> select * from ret limit 5;
   OK
   ret.event time ret.event type ret.product id ret.category id ret.category code
                                                                                          ret.brand
                                                                                                        ret.price
                                                                                                                     ret.user id
   ret.user session
   2019-11-01 00:00:02 UTC view 5802432 1487580009286598681
                                                                                         562076640
                                                                                                         09fafd6c-6c99-46b1-834f-
                                                                                  0.32
   33527f4de241
                                                                                        553329724
   2019-11-01 00:00:09 UTC cart 5844397 1487580006317032337
                                                                                                        2067216c-31b5-455d-a1cc-
   af0575a34ffb
   2019-11-01 00:00:10 UTC view 5837166 1783999064103190764
                                                                                                            57ed222e-a54a-4907-
                                                                              pnb
                                                                                    22.22 556138645
  9944-5a875c2d7f4f
   2019-11-01 00:00:11 UTC cart 5876812 1487580010100293687
                                                                                                564506666
                                                                                                               186c1951-8052-4b37-
                                                                             jessnail
                                                                                         3.16
   adce-dd9644b1d5f7
   2019-11-01 00:00:24 UTC remove from cart
                                                     5826182 1487580007483048900
                                                                                                         553329724
                                                                                                                          2067216c-
                                                                                                   3.33
   31b5-455d-a1cc-af0575a34ffb
   Time taken: 5.448 seconds, Fetched: 5 row(s)
```

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

```
hive> SELECT SUM(price) as total revenue from ret WHERE month(event time)=10 and event type = 'purchase';
Query ID = hadoop 20221003164436 d10efe9f-d0b9-4236-99cd-2034354afeff
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 1664813852545 0004)
      VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ...... container SUCCEEDED 2 2 0 0 0
Reducer 2 ..... container SUCCEEDED 1 1 0 0 0
VERTICES: 02/02 [=======
                           ========>>] 100% ELAPSED TIME: 68.14 s
OK
1211538.4299997438
Time taken: 78.941 seconds, Fetched: 1 row(s)
```

Insights: The total revenue generated due to purchases made in October is 1211538.4299997438

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

```
hive> SELECT SUM(price) as total revenue from ret WHERE month(event time) = 10 event type ='purchase';
Query ID = hadoop 2022100219 bfabbf30-f565-499b-a228-ec28178d5dd7
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664704288946 0004)
   VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
```

Map 1 container SUCCEEDED 2 2 0 0 0 0

Reducer 2 container SUCCEEDED 1 1 0 0 0 0

OK

total revenue

1211538.4299997438

Time taken: 78.941 seconds, Fetched: 1 row(s)

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

Insights:

- * The total sum of purchases per month is:
- 10 245624
- 11 322417

^{*} The month of November is more profitable as compared to October

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

```
hive> SELECT date format(event time, 'MM') AS Month, COUNT (event type) AS Sum Purchase FROM ret WHERE event type =
'purchase' GROUP BY date format(event time, 'MM');
Query ID = hadoop_20221002102142_48956520-32df-47f9-b5ca-05d76ae7a7fb
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1664704288946_0004)
   VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container SUCCEEDED 2 2 0 0 0 0
Reducer 2 ..... container SUCCEEDED 3 3 0 0 0 0
VERTICES: 02/02 [===============>>] 100% ELAPSED TIME: 41.19 s
OK
month sum purchase
```

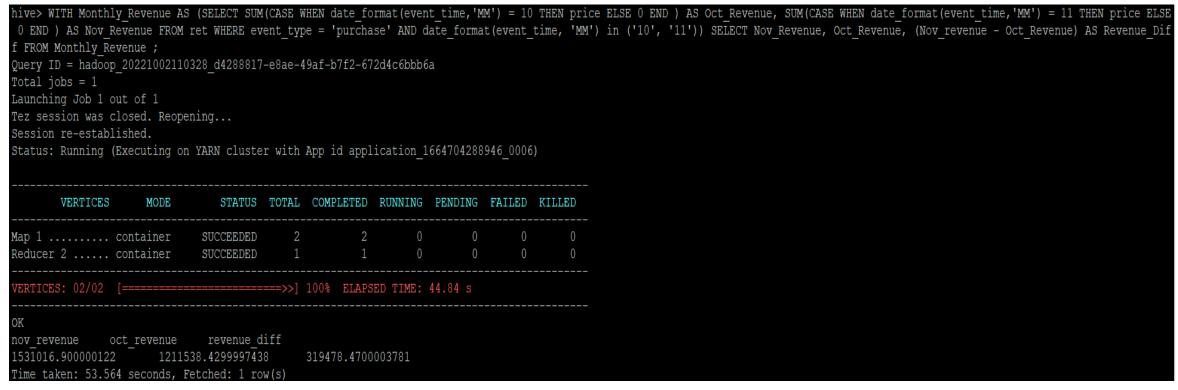
Time taken: 41.904 seconds, Fetched: 2 row(s)

10 245624

322417

11

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



Insights:

- The change in revenue generated due to purchases from October to November is 319478.4700003781
- The revenue generated for November is much better than that of October. It means November experienced better sale as compared to October.

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

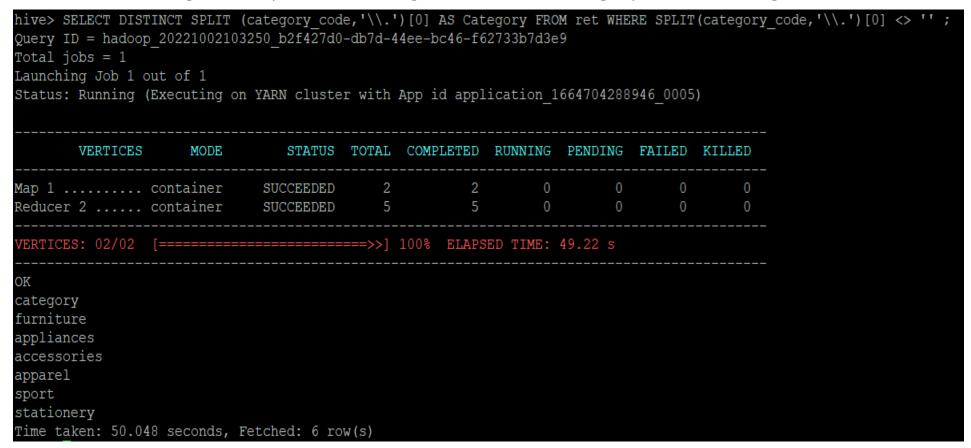
```
hive> WITH Monthly Revenue AS (SELECT SUM(CASE WHEN date format(event time, 'MM') = 10 THEN price ELSE 0 END ) AS
Oct Revenue, SUM(CASE WHEN date format(event time, 'MM') = 11 THEN price ELSE 0 END ) AS Nov Revenue FROM ret WHERE
event type = 'purchase' AND date format(event time, 'MM') in ('10', '11')) SELECT Nov Revenue, Oct Revenue, (Nov revenue -
Oct Revenue) AS Revenue Diff FROM Monthly Revenue;
Query ID = hadoop_20221002110328_d4288817-e8ae-49af-b7f2-672d4c6bbb6a
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 1664704288946 0006)
   VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container SUCCEEDED 2 2 0 0 0 0
Reducer 2 ..... container SUCCEEDED 1 1 0 0 0 0
VERTICES: 02/02 [==============>>] 100% ELAPSED TIME: 44.84 s
OK
```

Time taken: 53.564 seconds, Fetched: 1 row(s)

nov_revenue oct_revenue revenue_diff

1531016.900000122 1211538.4299997438 319478.4700003781

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



Insights:

* There are 6 distinct categories of products namely furniture, appliances, accessories, apparel, sport, stationery.

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

```
hive> SELECT DISTINCT SPLIT (category code,'\\.')[0] AS Category FROM ret WHERE SPLIT(category code,'\\.')[0] <> ";
Query ID = hadoop 20221002103250 b2f427d0-db7d-44ee-bc46-f62733b7d3e9
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664704288946 0005)
   VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container SUCCEEDED 2 2 0 0 0
Reducer 2 ..... container SUCCEEDED 5 5 0 0 0 0
VERTICES: 02/02 [=============>>] 100% ELAPSED TIME: 49.22 s
OK
category
furniture
appliances
accessories
apparel
sport
stationery
```

Time taken: 50.048 seconds, Fetched: 6 row(s)

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

```
hive> SELECT SPLIT (category code,'\\.')[0] AS Category, COUNT(product id) AS No of Products FROM ret WHERE SPLIT(category code,'\\.')[0] <> '' GROUP BY SPLIT(category code,'\\.')[0] ORDER
BY No of Products DESC ;
Query ID = hadoop 20221002103656 5c40fb4a-5c56-4c96-9283-46d56f9979ec
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664704288946 0005)
      VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ...... container SUCCEEDED 2 2 0
Reducer 2 ..... container SUCCEEDED
Reducer 3 ..... container SUCCEEDED 1
             no of products
category
appliances
             61736
stationery
             26722
furniture
             23604
apparel 18232
ccessories
Time taken: 43.012 seconds, Fetched: 6 row(s)
```

Insights:

* Appliances have the most number of products(61736) whereas sports have the least(2).

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

```
hive> SELECT SPLIT (category code,'\.')[0] AS Category, COUNT(product id) AS No of Products FROM ret WHERE SPLIT(category code,'\\.')[0] <> "
GROUP BY SPLIT(category code, '\\.')[0] ORDER BY No of Products DESC;
Query ID = hadoop 20221002103656 5c40fb4a-5c56-4c96-9283-46d56f9979ec
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664704288946 0005)
   VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container SUCCEEDED 2 2 0
Reducer 2 ..... container SUCCEEDED 5 5 0 0
Reducer 3 ..... container SUCCEEDED 1
VERTICES: 03/03 [==============>>] 100% ELAPSED TIME: 42.17 s
OK
           no of products
category
appliances
           61736
stationery
           26722
furniture
          23604
apparel
           18232
accessories 12929
sport
            2
Time taken: 43.012 seconds, Fetched: 6 row(s)
```

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

```
hive> WITH Max_Sales_Brand AS ( SELECT brand, SUM(CASE WHEN date_format(event_time, 'MM')=10 THEN price ELSE 0 END) AS Oct_Sales, SUM(CASE WHEN date_format(event_time, 'MM')=11 THEN price E
LSE 0 END) AS Nov_Sales FROM ret WHERE ( event_type='purchase' AND date_format(event_time, 'MM') in ('10','11') AND brand <> '') GROUP BY brand ) SELECT brand, Nov_Sales + Oct_Sales AS Tota
l Sales FROM Max Sales Brand ORDER BY Total Sales DESC LIMIT 1;
Query ID = hadoop 20221002111206 850d442d-4921-4ce5-a835-0ef42a1c380f
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 1664704288946 0007)
                                        STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container
                                    SUCCEEDED 2
Reducer 2 ..... container
Reducer 3 ..... container
brand total sales
runail 148297.9400000003
Time taken: 53.174 seconds, Fetched: 1 row(s)
```

Insights:

* Runail is the brand that has the maximum sales in October and November combined i.e. 148297.940000003

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

WITH Max_Sales_Brand AS (SELECT brand, SUM(CASE WHEN date_format(event_time, 'MM')=10 THEN price ELSE 0 END) AS Oct_Sales, SUM(CASE WHEN date_format(event_time, 'MM')=11 THEN price ELSE 0 END) AS Nov_Sales FROM ret WHERE (event_type='purchase' AND date_format(event_time, 'MM') in ('10','11') AND brand <> '') GROUP BY brand) SELECT brand, Nov_Sales + Oct_Sales AS Total_Sales FROM Max_Sales_Brand ORDER BY Total_Sales DESC_LIMIT 1;

Query ID = hadoop_20221002111206_850d442d-4921-4ce5-a835-0ef42a1c380f

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_1664704288946_0007)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED K	(ILLED
---	---------------

 Map 1 container
 SUCCEEDED
 2
 2
 0
 0
 0

 Reducer 2 container
 SUCCEEDED
 2
 2
 0
 0
 0
 0

 Reducer 3 container
 SUCCEEDED
 1
 1
 0
 0
 0

VERTICES: 03/03 [============>>] 100% ELAPSED TIME: 43.59 s

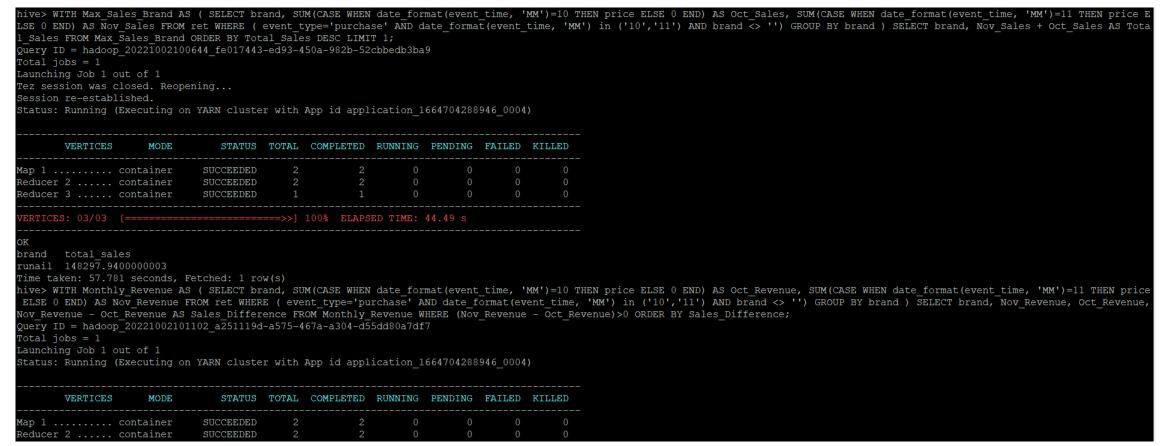
OK

brand total sales

runail 148297.9400000003

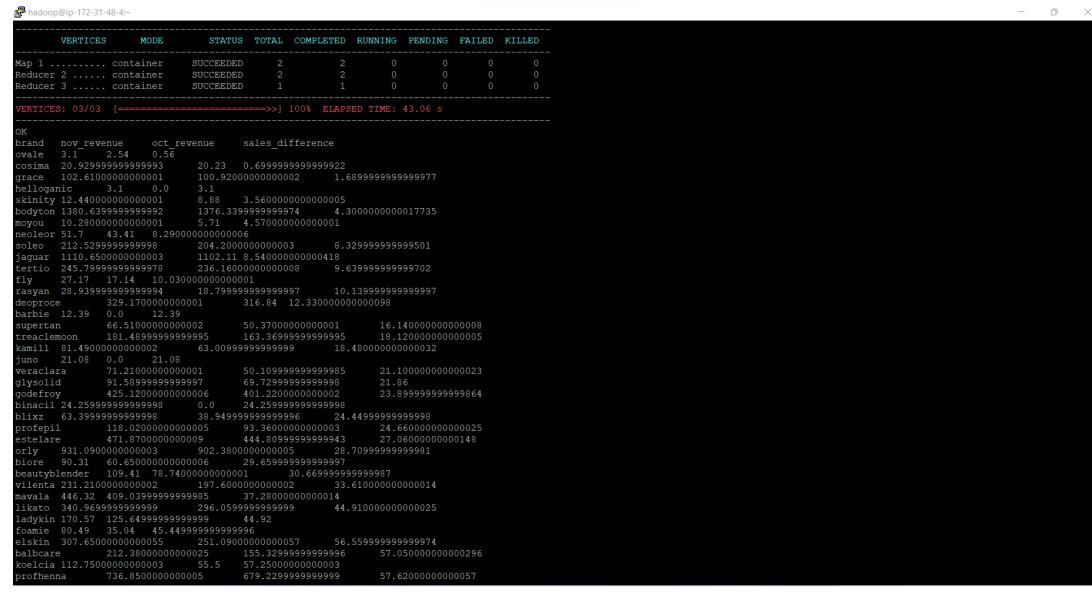
Time taken: 53.174 seconds, Fetched: 1 row(s)

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



Insights:

- Runail is the most popular brand with an increment of total 5219. 38/- from October to November.
- A total of 161 brands have an increment in sales from October to November.



```
hadoop@ip-172-31-48-4:~
                                                                                                                                                                                        adykin 170.57 125.64999999999999
                                        44.92
 oamie 80.49 35.04 45.44999999999996
                                                         56.559999999999974
elskin 307.650000000000055
                                251.09000000000057
balbcare
                212.38000000000025
                                        155.32999999999996
                                                                 57.050000000000296
koelcia 112.750000000000003
                                55.5
                                        57.25000000000003
                                                                 57.62000000000057
                736.8500000000005
                                        679.2299999999999
 orofhenna
kares 59.45 0.0
                       59.45
marutaka-foot 109.33 49.2199<u>999999999</u>
                                                60.110000000000001
dewal
       61.29 0.0
                        61.29
        351.2100000000001
                                288.02 63.19000000000011
 aboratorium
                312.52 246.49999999999991
                                                66.020000000000007
cutrin 367.62 299.3699999999999
                                        68.25000000000006
                146.040000000000002
                                        77.47 68.57000000000002
 egomania
       810.6700000000003
                                739.8299999999991
                                                         70.84000000000117
konad
nirvel 234.32999999999984
                                163.03999999999996
                                                         71.28999999999988
       507.29000000000002
                                422.72999999999985
                                                        84.56000000000034
 coelf
plazan 194.010000000000002
                                101.37 92.64000000000001
       177.51 83.95 93.5599999999999
kerasys 525.2000000000000
                                                         94.2900000000003
                                430.9099999999985
       136.570000000000002
                                41.349999999999994
                                                         95.22000000000003
 depilflax
                2803.7799999999975
                                        2707.069999999994
                                                                 96.71000000000367
        152.61 54.33999999999999
                                        98.27000000000001
carmex 243.36 145.08 98.28
oatiste 874.1699999999994
                                772.3999999999999
                                                         101.76999999999953
       762.31000000000002
                                645.58 116.730000000000013
       945.5099999999998
                                819.1300000000012
 dizao
                                                         126.37999999999852
 grobeauty
                645.0699999999999
                                        513.66000000000009
                                                                 131.40999999999906
finish 230.38000000000008
                                98.38
                                        132.000000000000000
                366.64 233.520000000000007
 efertiti
                                                133.11999999999999
elizavecca
                204.3 70.53
                                133.77
miskin 293.07000000000005
                                158.04 135.03000000000006
latinoil
                384.59 249.52 135.0699999999999
farmona 1843.43000000000007
                                1692.4599999999996
                                                         150.97000000000116
cristalinas
                584.949999999999
                                        427.6299999999999
                                                                 157.31999999999914
        538.6100000000002
                                358.94000000000002
                                                         179.670000000000002
natreshka
                182.670000000000002
                                                182.670000000000002
freshbubble
                502.34000000000015
                                        318.7000000000001
                                                                 183.640000000000004
nane
       260.26 66.78999999999999
                                        193.47
        435.62 236.35000000000005
                                        199.2699999999995
keen
 ecocraft
                241.95 41.1600000000000004
                                                200.79
       263.81000000000006
                                        211.430000000000006
                                52.38
provoc 1063.8200000000006
                                827.99000000000009
                                                         235.8299999999997
skinlite
                890.4499999999979
                                        651.94000000000002
                                                                 238.50999999999772
                                                         239.5499999999978
entity 719.2599999999993
                                479.7100000000015
                                298.07000000000005
                                                         244.8900000000001
trind
       542.96000000000002
                456.790000000000013
                                        201.250000000000003
                                                                 255.5400000000001
orotokeratin
                768.35 511.5099999999999
                                                256.84000000000015
bluesky 10565.529999999713
                                10307.239999999858
                                                         258.28999999985535
       799.3799999999993
                                534.9599999999999
                                                         264.41999999999994
```

```
hadoop@ip-172-31-48-4:~
                                                                                                                                                                                          799.3799999999993
                                534.9599999999999
                                                         264.41999999999994
 nsight 1721.96000000000003
                                1443.70000000000012
                                                         278.2599999999991
                594.9300000000003
                                        310.8500000000001
                                                                 284.08000000000002
cocostar
nappyfons
                1091.5900000000001
                                        801.9200000000006
                                                                 289.6699999999995
        632.0400000000001
                                330.0399999999996
                                                         302.0000000000001
                                                         304.5299999999995
       1176.4899999999989
                                871.9599999999994
                                847.279999999999
itrile 1162.679999999999
                                                         315.4
lowence 567.7499999999997
                                242.84 324.909999999999
        3657.4300000000026
                                3318.959999999995
                                                         338.47000000000753
ellips 606.0399999999996
                                245.8499999999999
                                                         360.1899999999997
       2471.530000000007
                                2083.610000000004
                                                         387.9200000000028
Lador
naomi
       389.0 0.0
        817.3299999999994
                                421.54999999999944
                                                         395.7799999999999
u-r
        673.7099999999998
                                271.41 402.2999999999998
 ophin
       1515.5200000000011
                                1067.86000000000001
                                                         447.660000000001
                1291.9700000000003
                                        837.3699999999984
                                                                 454.60000000000184
 armavita
 ioaqua 1398.1199999999997
                                942.8899999999996
                                                         455.23
 reymy 489.49 29.21 460.28000000000003
       1557.6799999999982
                                1089.07 468.6099999999983
       3726.74000000000007
                                3243.249999999999
                                                         483.4900000000016
 imoni
       1796.5999999999997
                                1308.9000000000003
                                                         487,69999999999936
       913.0699999999999
                                412.68 500.3899999999999
 care
                                903.0000000000001
       1428.489999999999
                                                         525.4899999999997
                                5142.270000000017
ıskusi
       5690.310000000005
                                                         548.0399999999881
irnails
                5691.519999999996
                                        5118.899999999939
                                                                 572.6200000000572
                14916.729999999976
                                                                 585.360000000026
 rowxenna
                                        14331.36999999995
 inetics
                6945.260000000017
                                        6334.2499999999945
                                                                 611.010000000022
                1813.37 1181.44000000000003
                                                631.9299999999996
 osmekka
 aaral 5086.069999999999
                                4412.4299999999985
                                                         673.639999999994
refectocil
               3475.580000000007
                                        2716.180000000005
                                                                 759.4000000000024
        3841.560000000013
                                                         764.5200000000204
                                3077.0399999999927
olomeya
                2685.799999999991
                                        1899.69999999999
                                                                 786.099999999999
 issha 2150.2799999999984
                                1293.8299999999995
                                                         856.4499999999989
                3085.3099999999977
                                        2227.5000000000064
                                                                 857.8099999999913
.evissime
                2997.800000000011
                                        2092.71000000001
                                                                 905.090000000001
art-visage
 colab 1214.2999999999988
                                262.8500000000001
                                                         951.4499999999987
 agaraku
                5327.680000000063
                                        4369.740000000054
                                                                 957.9400000000087
 anoto 1209.6799999999998
                                157.14 1052.54
markell 2834.43000000000007
                                1768.7499999999989
                                                         1065.6800000000019
 etzger 6457.159999999988
                                5373.450000000006
                                                         1083.7099999999818
 e.lux 2775.509999999968
                                1659.699999999967
                                                         1115.81000000000009
                3043.1600000000003
                                                                 1155.2300000000157
 warovski
                                        1887.9299999999873
               1782.8600000000163
                                        554.17000000000006
                                                                 1228.6900000000155
 eauty-free
 eitun 2009.63 708.6600000000004
                                        1300.969999999998
       2015.10000000000015
                                705.52 1309.5800000000015
 oico
                6120.4800000000023
                                        4775.88 1344.600000000023
 everina
risk
       46946.040000002184
                                45591.96000000588
                                                         1354.0799999963056
        9841.650000000018
                                8425.41000000003
                                                         1416.239999999987
 evrana 3664.0999999999998
                                2243.5600000000002
                                                         1420.5399999999999
```

```
46946.040000002184
                                45591.96000000588
                                                         1354.0799999963056
        9841.650000000018
oniq
                                8425.41000000003
                                                         1416.239999999987
levrana 3664.099999999998
                                2243.5600000000002
                                                         1420.5399999999999
roubloff
                                         3491.360000000003
                4913.7699999999991
                                                                 1422.4099999999885
mart
       5902.140000000017
                                4457.2600000000004
                                                         1444.8800000000128
shik
        4839.720000000007
                                3341.2 1498.5200000000068
domix
       12009.170000000022
                                10472.04999999999
                                                         1537.1200000000827
        4327.250000000017
                                2730.639999999998
                                                         1596.6100000000192
artex
beautix 12222.9499999999913
                                10493.949999999966
                                                         1728.999999999472
milv
        5642.01000000008
                                3904.9399999999964
                                                         1737.0700000000838
       33058.46999999708
                                                         1792.3899999988753
                                31266.07999999821
asura
       8577.280000000004
                                6624.229999999982
                                                         1953.050000000022
 .o.x
                                11927.159999999898
kapous 14093.080000000158
                                                         2165.92000000026
 oncept 13380.39999999993
                                11032.139999999925
                                                         2348.2600000000057
        24142.67000000022
                                21756.750000000342
                                                         2385.919999999878
estel
kaypro 3268.699999999995
                                881.3399999999998
                                                         2387.359999999995
enovy 3259.970000000001
                                409.62000000000002
                                                         2850.350000000001
                                21940.239999999732
                                                         2859.130000000161
talwax 24799.369999999893
yoko
        11707.879999999996
                                8756.909999999949
                                                         2950.9700000000466
                12352.91000000013
                                         9390.689999999991
                                                                 2962.2200000001394
haruyama
                10273.1 7280.74999999999
                                                 2992.350000000003
marathon
lovely 11939.060000000045
                                8704.379999999952
                                                         3234.680000000093
bpw.style
                14837.440000000812
                                         11572.150000001699
                                                                 3265.289999999113
staleks 11875.61000000008
                                8519.730000000003
                                                         3355.8800000000774
freedecor
                7671.800000000175
                                         3421.779999999971
                                                                 4250.020000000204
runail 76758.66000000098
                                71539.27999999933
                                                         5219.380000001649
polarus 11371.930000000018
                                6013.720000000003
                                                         5358.2100000000155
cosmoprofi
                14536.99000000016
                                         8322.81000000007
                                                                 6214.180000000089
 essnail
                33345.22999999999
                                         26287.839999999916
                                                                 7057.390000000007
strong 38671.269999999924
                                29196.62999999994
                                                         9474.639999999985
                                                                 10404.819999999999
ingarden
                33566.21000000000
                                         23161.390000000138
lianail 16394.240000000245
                                5892.839999999975
                                                         10501.40000000027
                                35302.02999999977
        51039.749999998035
                                                         15737.719999998262
uno
grattol 71472.71000000068
                                35445.5400000011
                                                         36027.169999999576
Fime taken: 44.169 seconds, Fetched: 160 row(s)
```

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

hive> WITH Monthly_Revenue AS (SELECT brand, SUM(CASE WHEN date_format(event_time, 'MM')=10 THEN price ELSE 0 END) AS Oct_Revenue, SUM(CASE WHEN date_format(event_time, 'MM')=11 THEN price ELSE 0 END) AS Nov_Revenue FROM ret WHERE (event_type='purchase' AND date_format(event_time, 'MM') in ('10','11') AND brand <> '') GROUP BY brand) SELECT brand, Nov_Revenue, Oct_Revenue,Nov_Revenue - Oct_Revenue AS Sales_Difference FROM Monthly_Revenue WHERE (Nov_Revenue - Oct_Revenue)>0 ORDER BY Sales_Difference; Query ID = hadoop_20221002101102_a251119d-a575-467a-a304-d55dd80a7df7 Total jobs = 1

Launching Job 1 out of 1

Status: Running (Executing on YARN cluster with App id application_1664704288946_0004)

OK

```
brand nov_revenue oct_revenue sales difference
ovale 3.1 2.54 0.56
grace 102.6100000000001 100.9200000000000 1.689999999999977
helloganic 3.1 0.0 3.1
skinity 12.44000000000001 8.88 3.560000000000005
bodyton 1380.63999999999 1376.33999999999 4.300000000017735
moyou 10.28000000000001 5.71 4.57000000000001
neoleor 51.7 43.41 8.290000000000006
soleo 212.52999999999 204.20000000000 8.329999999999501
jaguar 1110.650000000000 1102.11 8.540000000000418
tertio 245.7999999999978 236.160000000000 9.63999999999702
fly 27.17 17.14 10.030000000000001
rasyan 28.939999999999 18.79999999999 10.1399999999999
deoproce 329.170000000001 316.84 12.33000000000098
barbie 12.39 0.0 12.39
supertan 66.5100000000002 50.3700000000001 16.14000000000008
treaclemoon 181.48999999999995
                             163.3699999999999
                                                18.120000000000005
kamill 81.490000000000 63.009999999999 18.48000000000032
iuno 21.08 0.0 21.08
veraclara 71.2100000000000 50.10999999999985
                                            21.1000000000000023
glysolid
        91.589999999999999999999999999999
                                            21.86
godefroy
         425.1200000000000 401.220000000000
                                            23.89999999999864
binacil 24.25999999999998
                       0.0 24.25999999999998
blixz 63.399999999998
                      38.94999999999999 24.4499999999998
```

```
profepil
        118.02000000000005
                          93.36000000000003
24.660000000000025
estelare
      471.8700000000009
                          444.80999999999943
27.0600000000148
orly 931.090000000003
                     902.3800000000005
                                       28.7099999999981
beautyblender 109.41 78.7400000000001
                                  30.66999999999987
vilenta 231.2100000000002
                      197.6000000000000
                                        33.61000000000014
mavala 446.32 409.0399999999999 37.2800000000014
likato 340.9699999999999
                      296.0599999999999
                                       44.910000000000025
foamie 80.49 35.04 45.44999999999996
elskin 307.65000000000055
                      251.0900000000057 56.5599999999999
balbcare
         212.38000000000025 155.3299999999999
57.050000000000296
koelcia 112.7500000000000 55.5 57.2500000000000
profhenna 736.850000000005
                           679.2299999999999
```

```
kares 59.45 0.0 59.45
marutaka-foot 109.33 49.219999999999 60.11000000000001
dewal 61.29 0.0 61.29
inm 351.2100000000001
                      288.02 63.19000000000011
laboratorium 312.52 246.4999999999999
                                    66.02000000000007
cutrin 367.62 299.369999999999 68.2500000000006
        146.0400000000000 77.47 68.57000000000000
egomania
konad 810.670000000000 739.829999999991
                                          70.84000000000117
nirvel 234.3299999999999 163.0399999999999
                                         71.2899999999988
koelf 507.290000000000 422.7299999999985
                                         84.56000000000034
plazan 194.0100000000000 101.37 92.6400000000001
aura 177.51 83.95 93.55999999999999
kerasys 525.200000000000 430.909999999999 94.2900000000003
95.22000000000003
depilflax 2803.779999999975
                           2707.069999999994
96.71000000000367
eos 152.61 54.3399999999999 98.27000000000001
carmex 243.36 145.08 98.28
batiste 874.169999999999 772.399999999999
                                          101.76999999999953
osmo 762.310000000000 645.58 116.7300000000013
dizao 945.509999999999 819.130000000012
                                         126.37999999999852
igrobeauty 645.069999999999
                             513.6600000000000
131.40999999999906
```

```
finish 230.3800000000000 98.38 132.0000000000000
nefertiti
         366.64 233.5200000000000 133.1199999999999
elizavecca 204.3 70.53 133.77
miskin 293.07000000000005
                         158.04 135.030000000000006
        384.59 249.52 135.0699999999999
latinoil
farmona 1843.430000000000 1692.45999999999 150.9700000000116
cristalinas 584.949999999999
                            427.6299999999999
                                                157.31999999999914
chi 538.610000000002 358.940000000002 179.6700000000002
matreshka
          182.6700000000000 0.0 182.6700000000000
freshbubble 502.3400000000015 318.700000000001
                                                  183.640000000000004
mane 260.26 66.789999999999 193.47
keen 435.62 236.3500000000005 199.269999999999
ecocraft
         241.95 41.1600000000000004
                                   200.79
fedua 263.8100000000006 52.38 211.4300000000006
provoc 1063.820000000000 827.990000000000
                                             235.8299999999997
skinlite
        890.4499999999979
                            651.9400000000002
                                               238.5099999999772
entity 719.259999999999 479.710000000015
                                            239.5499999999978
trind 542.9600000000002
                        298.07000000000005
                                            244.8900000000001
protokeratin 456.7900000000013 201.2500000000003
                                                   255.5400000000001
beauugreen 768.35 511.50999999999 256.8400000000015
bluesky 10565.529999999713 10307.239999999858
                                              258.28999999985535
candy 799.37999999999
                         534.959999999999
                                            264.4199999999994
insight 1721.960000000000 1443.7000000000012 278.25999999999991
```

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

kocostar 594.9300000000003 310.8500000000001 284.08000000000002 happyfons 1091.5900000000001 801.9200000000006 289.669999999999 kims 632.0400000000001 330.03999999999996 302.0000000000001 shary 1176.489999999999 871.95999999999 304.529999999999 nitrile 1162.679999999999 847.279999999999 315.4 3657.4300000000026 3318.95999999999 338.47000000000753 ellips 606.03999999999 245.8499999999999 360.1899999999997 lador 2471.530000000007 2083.610000000004 387.9200000000028 naomi 389.0 0.0 389.0 kiss 817.329999999994 421.5499999999944 395.779999999999 yu-r 673.709999999998 271.41 402.2999999999998 sophin 1515.5200000000011 1067.8600000000001 447.660000000001 farmavita 1291.9700000000003 837.3699999999984 454.60000000000184 bioaqua 1398.119999999997 942.889999999999 455.23 greymy 489.49 29.21 460.28000000000003 gehwol 1557.679999999999 1089.07 468.6099999999983 matrix 3726.7400000000007 3243.249999999999 483.4900000000016 limoni 1796.599999999997 1308.9000000000003 487.6999999999936 s.care 913.0699999999999 412.68 500.3899999999999 coifin 1428.489999999998 903.0000000000001 525.4899999999997 uskusi 5690.310000000005 5142.270000000017 548.039999999881 airnails 5691.51999999999 5118.899999999939 572.6200000000572

```
browxenna
            14916.729999999976
                                  14331.36999999995
                                                       585.360000000026
kinetics
          6945.260000000017
                               6334.2499999999945
                                                    611.010000000022
kosmekka
            1813.37 1181.44000000000003
                                        631.9299999999996
kaaral 5086.06999999999
                          4412.4299999999985
                                                673.639999999994
          3475.580000000007
                               2716.180000000005
refectocil
                                                    759.4000000000024
rosi 3841.560000000013
                          3077.039999999927
                                               764.5200000000204
           2685.799999999991
                                1899.69999999999
                                                     786.09999999999
solomeya
missha 2150.279999999984
                            1293.829999999995
                                                 856.4499999999989
levissime
           3085.3099999999977
                                2227.50000000000064
                                                     857.8099999999913
art-visage 2997.80000000011
                                2092.71000000001
                                                    905.09000000001
ecolab 1214.299999999988
                           262.8500000000001
                                                951.4499999999987
           5327.680000000063
                                4369.740000000054
                                                     957.9400000000087
nagaraku
sanoto 1209.679999999998
                           157.14 1052.54
markell 2834.4300000000007
                           1768.7499999999989
                                                 1065.6800000000019
metzger 6457.15999999988
                            5373.450000000006
                                                 1083.7099999999818
de.lux 2775.509999999968
                          1659.699999999967
                                               1115.81000000000009
swarovski
           3043.160000000003
                                1887.9299999999873
                                                     1155.2300000000157
beauty-free 1782.860000000163
                                 554.1700000000006
                                                      1228.6900000000155
zeitun 2009.63 708.6600000000004
                                  1300.969999999998
ioico 2015.1000000000015
                          705.52 1309.5800000000015
           6120.480000000023
                               4775.88 1344.600000000023
severina
irisk 46946.040000002184
                          45591.96000000588
                                              1354.0799999963056
     9841.650000000018
                          8425.41000000003
                                              1416.239999999987
levrana 3664.09999999998
                           2243.5600000000002
                                                1420.5399999999999
roubloff
          4913.769999999991
                               3491.360000000003
                                                    1422.4099999999885
```

```
smart 5902.14000000017
                          4457.260000000004
                                              1444.8800000000128
shik 4839.72000000007
                         3341.2 1498.5200000000068
domix 12009.17000000022
                           10472.04999999994
                                               1537.1200000000827
artex 4327.25000000017
                         2730.63999999998
                                              1596.6100000000192
beautix 12222.949999999913
                           10493.949999999966
                                                1728.999999999472
mily 5642.01000000008
                         3904.939999999964
                                            1737.0700000000838
masura 33058.46999999708
                           31266.07999999821
                                               1792.3899999988753
f.o.x 8577.280000000004
                         6624.229999999982
                                             1953.050000000022
kapous 14093.080000000158 11927.159999999898
                                               2165.92000000026
concept 13380.3999999999
                           11032.139999999925
                                               2348.2600000000057
estel 24142.67000000022
                         21756.750000000342
                                              2385.919999999878
kaypro 3268.69999999999
                        881.3399999999998
                                              2387.359999999995
benovy 3259.970000000001 409.6200000000002
                                               2850.350000000001
italwax 24799.369999999993 21940.239999999732
                                               2859.130000000161
yoko 11707.87999999996
                          8756.909999999949
                                              2950.9700000000466
haruyama
           12352.91000000013
                                9390.689999999991
                                                    2962.2200000001394
marathon
           10273.1 7280.749999999997
                                       2992.350000000003
lovely 11939.060000000045
                          8704.379999999952
                                              3234.680000000093
          14837.440000000812
                               11572.150000001699
bpw.style
                                                    3265.289999999113
staleks 11875.61000000008
                          8519.730000000003
                                              3355.8800000000774
freedecor 7671.80000000175
                               3421.779999999971
                                                   4250.020000000204
```

```
runail 76758.66000000098
                         71539.27999999933
                                              5219.380000001649
polarus 11371.930000000018 6013.720000000003
                                               5358.2100000000155
cosmoprofi 14536.99000000016
                               8322.81000000007
6214.180000000089
jessnail
         33345.22999999999
                             26287.839999999916
7057.390000000007
strong 38671.269999999924 29196.62999999999 9474.639999999985
ingarden
          33566.21000000009
                              23161.39000000138
10404.819999999949
lianail 16394.24000000245
                          5892.839999999975
                                              10501.40000000027
uno 51039.749999998035
                          35302.02999999977
                                              15737.719999998262
grattol 71472.71000000068
                          35445.5400000011
                                             36027.169999999576
```

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.

```
hive> SELECT user id, SUM(price) AS Total Expenditure from ret WHERE event type = 'purchase' GROUP BY user id ORDER BY Total Expenditure DESC LIMIT 10;
Query ID = hadoop 20221002104018 fd318a6d-97a2-44b6-9dbe-b373343bdbd9
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664704288946 0005)
       VERTICES
                                 STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container
                              SUCCEEDED
Reducer 2 ..... container
                              SUCCEEDED
Reducer 3 ..... container
                             ========>>] 100% ELAPSED TIME: 35.77 s
user id total expenditure
557790271
               2715.869999999991
150318419
               1645.97
562167663
               1352.8500000000004
531900924
               1329.45000000000003
557850743
               1295.48000000000002
522130011
               1185.3899999999994
561592095
               1109.699999999996
431950134
               1097.5899999999995
566576008
               1056.36000000000017
521347209
               1040.9099999999999
Time taken: 36.451 seconds, Fetched: 10 row(s)
```

Insights: The above mentioned top 10 users should be rewarded with a Golden Customer Plan as they spend the most and this way more people will be attracted.

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.

```
hive> SELECT user id, SUM(price) AS Total Expenditure from ret WHERE event type = 'purchase' GROUP BY user id ORDER BY Total Expenditure DESC LIMIT 10;
Query ID = hadoop 20221002104018 fd318a6d-97a2-44b6-9dbe-b373343bdbd9
Total jobs = 1
Launching Job 1 out of 1
```

Status: Running (Executing on YARN cluster with App id application 1664704288946 0005)

VERTICES MODE	STATUS TOT	AL (COMPLE	TED	RUNN	ING	 PENDING	FAILED	KILLED
Map 1 container Reducer 2 container Reducer 3 container	SUCCEEDED	3	3	0	0	0	0		
VERTICES: 03/03 [================>>] 100% ELAPSED TIME: 35.77 s									

OK

user id total expenditure 557790271 2715.869999999991 150318419 1645.97 562167663 1352.8500000000004 531900924 1329.45000000000003 557850743 1295.48000000000002 522130011 1185.3899999999994 561592095 1109.699999999999 431950134 1097.589999999999 566576008 1056.3600000000017 521347209 1040.909999999999

Time taken: 36.451 seconds, Fetched: 10 row(s)

1. To create table with partitioning & bucketing the below mentioned commands needs to be executed.

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

Create table dyn_part_buck_ret with partition on (event_type) attribute and bucket on (price) attribute. 

create external table IF NOT EXISTS dyn_part_buck_ret (event_time timestamp, product_id string,category_id string,category_code string, brand string,price float, user_id bigint, user_session string) partitioned by (event_type string) clustered by (price) into 7 buckets ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' WITH SERDEPROPERTIES("separatorChar"=",", "quoteChar"="\"", "escapeChar"="\\") STORED AS TEXTFILE LOCATION '/user/case-study/' TBLPROPERTIES ("skip.header.line.count"="1"); OK
Time taken: 0.069 seconds
```

hive> create external table IF NOT EXISTS dyn_part_buck_ret (event_time timestamp, product_id string, category_id string, category_code string, brand string, price float, user_id bigint, user_session string) partitioned by (event_type string) clustered by (price) into 7 buckets ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' WITH SERDEPROPERTIES("separatorChar"=", "quoteChar"="\"", "escapeChar"="\\") STORED AS TEXTFILE LOCATION '/user/case-study/' TBLPROPERTIES ("skip.header.line.count"="1");

OK
Time taken: 0.069 seconds

2. Add data into the table 'dyn_part_buck_ret' from ret.

```
hive> insert into table dyn part buck ret partition(event type) select event time, product id, category id, category code, brand, price, user id, user session, event type from ret;
Query ID = hadoop 20221004063837 2c51dc9a-8e6d-4e1e-8862-c735c4b3c7aa
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application 1664864134262 0005)
       VERTICES MODE
                              STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container
                            SUCCEEDED 2 2 0
Reducer 2 ..... container
                           SUCCEEDED 5
 ERTICES: 02/02 [============>>] 100% ELAPSED TIME: 111.64 s
Loading data to table default.dyn part buck ret partition (event_type=null)
Loaded: 4/4 partitions.
        Time taken to load dynamic partitions: 0.904 seconds
        Time taken for adding to write entity: 0.008 seconds
 ime taken: 119.477 seconds
```

2. Add data into the table 'dyn_part_buck_ret' from ret.

hive> insert into table dyn_part_buck_ret partition(event_type) select event_time, product_id, category_id, category_code, brand, price, user_id, user_session, event_type from ret;

Query ID = hadoop_20221004063837_2c51dc9a-8e6d-4e1e-8862-c735c4b3c7aa

Total jobs = 1

Launching Job 1 out of 1

Status: Running (Executing on YARN cluster with App id application 1664864134262 0005)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED

Map 1 container SUCCEEDED 2 2 0 0 0 0

Reducer 2 container SUCCEEDED 5 5 0 0 0 0

VERTICES: 02/02 [===============>>] 100% ELAPSED TIME: 111.64 s

Loading data to table default.dyn part buck ret partition (event type=null)

Loaded: 4/4 partitions.

Time taken to load dynamic partitions: 0.904 seconds Time taken for adding to write entity: 0.008 seconds

OK

Time taken: 119.477 seconds

3. Running the optimized Hive query – Q8. 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.

```
hive> SELECT user id, SUM(price) AS Total Expenditure from dyn part buck ret WHERE event type = 'purchase' GROUP BY user id ORDER BY Total Expenditure DESC LIMIT 10;
Query ID = hadoop 20221004071045 9a529626-b646-45b1-82d0-609b1ab8acb9
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 1664864134262 0007)
                           STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
       VERTICES
Map 1 ..... container
                            SUCCEEDED
                           SUCCEEDED 1 1 0 0
Reducer 2 ..... container
Reducer 3 ..... container
                           SUCCEEDED 1
 ERTICES: 03/03 [==============>>] 100% ELAPSED TIME: 17.16 s
user id total expenditure
557790271
              2715.87
150318419
              1645.97
562167663
              1352.85000000000001
531900924
              1329.45000000000003
557850743
              1295.48000000000002
522130011
              1185.39000000000008
561592095
              1109.70000000000003
431950134
              1097.5899999999997
566576008
              1056.36000000000004
521347209
              1040.9099999999996
Time taken: 26.944 seconds, Fetched: 10 row(s)
```

3. Running the optimized Hive query – Q8. 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.

hive> SELECT user_id, SUM(price) AS Total_Expenditure from dyn_part_buck_ret WHERE event_type = 'purchase' GROUP BY user_id ORDER BY Total_Expenditure DESC LIMIT 10; Query ID = hadoop_20221004071045_9a529626-b646-45b1-82d0-609b1ab8acb9

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 1664864134262 0007)

VERTICES MODE	STATUS TO	TAL	COMPL	ETED.	RUNI	NING	PENDING	FAILED	KILLED
Map 1 container Reducer 2 container									
Reducer 3 container									

VERTICES: 03/03 [============>>] 100% ELAPSED TIME: 17.16 s

OK

user_id total_expenditure

557790271 2715.87 150318419 1645.97

562167663 1352.8500000000001

531900924 1329.4500000000003

557850743 1295.4800000000002

522130011 1185.3900000000008

561592095 1109.7000000000003

431950134 1097.589999999999

566576008 1056.3600000000004

521347209 1040.909999999996

Time taken: 26.944 seconds, Fetched: 10 row(s)

Insights from the Optimized Hive Query

- 1. After creating an optimized table by partition on 'event_type' attribute and bucketing on 'price', we created the same query for Question 8 on this table. We found that the result is same as that was for the non-optimized table.
- 2. We also found that there is a significant drop in the execution time of the same query, previously it was 36.451 seconds and after it went down to 26.944 seconds with a difference of 9.507 seconds.
- 3. So we can conclude that with proper partitioning ad bucketing we can reduce the execution time of the query.

Terminating the EMR cluster

