Hive and Pig Comparison on analyzing clickstream data

Create the table in Apache Hive:

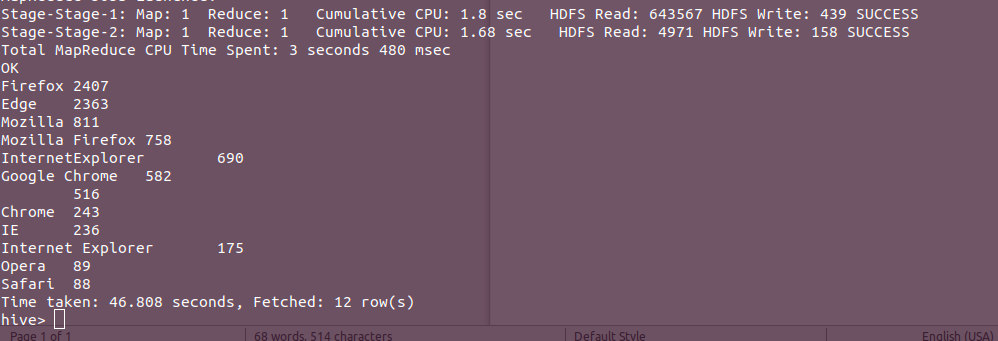
create table clickstream(id string, datetime string, siteid string, offerid string, category string, merchant string, countrycode string, browserid string, devid string) row format delimited fields terminated by ',';

load data local inpath '/home/dante/Downloads/clickdata.csv' overwrite into table clickstream;

# Aggregation of browserID

Hive:

SELECT browserid, COUNT(\*) AS freq FROM clickstream GROUP BY browserid ORDER BY freq DESC;



Pig:

-- group the data by browser

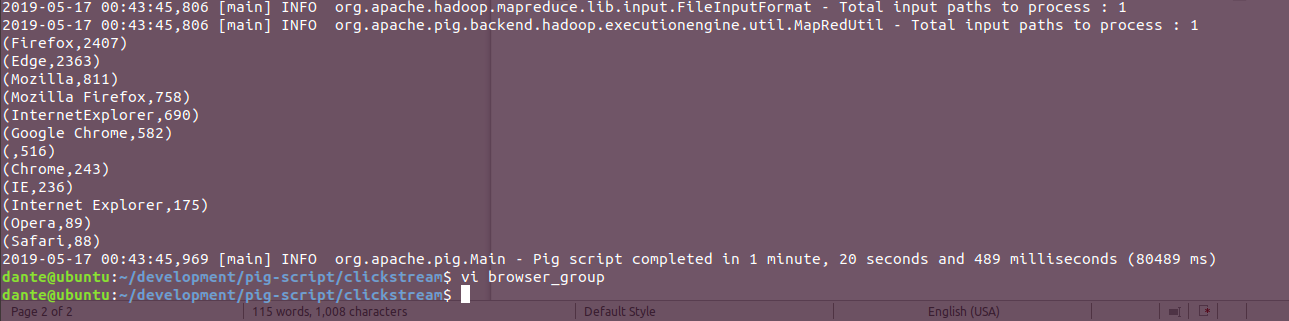
streamed\_data = LOAD '/user/dante/clickdata.csv' USING PigStorage(',') AS (id:chararray, datetime:chararray, siteid:chararray, offerid:chararray, category:chararray, merchant:chararray, countrycode:chararray, browserid:chararray, devid:chararray);

by\_browser = GROUP streamed\_data by browserid;

by\_browser\_count = FOREACH by\_browser GENERATE FLATTEN(group) as browserid, COUNT($1);

sorted\_browser\_count = ORDER by\_browser\_count BY $1 DESC;

DUMP sorted\_browser\_count;



Hive has a slight edge over pig in term of performance. Hive took 46.808 seconds to produce the aggregation and Pig took 80 seconds to produce the same result.

# Cleansing the data

## Redundancy in the data

From the aggregation result above, it is seen that there is redundancy in the dataset, same value is presented in several forms for instance, mozilla, firefox, mozilla firefox are all referring to the same browser which is Mozilla Firefox. These instances need to be standardized.

## Date format

The date format in the file is in the form of “22/1/2017 9:55” which has an issue when importing into Hive. This is because the format doesn’t conform with Hive’s timestamp format which is in the form of YYYY-MM-DD HH:MM:SS.fffffffff. My current table structure import the date time as string.

### Pig

-- Cleansing the clickstream data with Pig

streamed\_data = LOAD '/user/dante/clickdata.csv' USING PigStorage(',') AS (id:chararray, datetime:chararray, siteid:chararray, offerid:chararray, category:chararray, merchant:chararray, countrycode:chararray, browserid:chararray, devid:chararray);

-- Convert the datetime from string to datetime format

datetime\_col = FOREACH streamed\_data GENERATE id, ToDate($1, 'dd/MM/yyyy HH:mm');

-- Cleansing the redundancy in browserid column

cleansed\_firefox = FOREACH streamed\_data GENERATE id, REPLACE(browserid, '^Firefox$', 'Mozilla Firefox') AS browserid;

cleansed\_mozilla = FOREACH cleansed\_firefox GENERATE id, REPLACE(browserid, '^Mozilla$', 'Mozilla Firefox') AS browserid;

cleansed\_inte = FOREACH cleansed\_mozilla GENERATE id, REPLACE(browserid, '^InternetExplorer$', 'Internet Explorer') AS browserid;

cleansed\_ie = FOREACH cleansed\_inte GENERATE id, REPLACE(browserid, '^IE$', 'Internet Explorer') AS browserid;

cleansed\_chrome = FOREACH cleansed\_ie GENERATE id, REPLACE(browserid, '^Chrome$', 'Google Chrome') AS browserid;

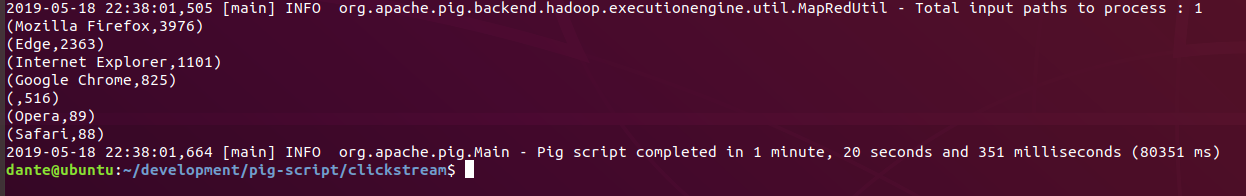
-- Join the columns back together

join\_data = JOIN streamed\_data by id, datetime\_col by id, cleansed\_chrome by id;

cleansed\_data = FOREACH join\_data GENERATE $0 AS id, $10 AS datetime, $2 AS siteid, $3 AS offerid, $4 AS category, $5 AS merchant, $6 AS countrycode, $12 AS browserid, $8 AS devid;

STORE cleansed\_data INTO '/user/dante/cleansed\_clickstream' USING PigStorage(',');

Aggregation result after cleansing



### Hive

Hive database is a data warehouse so it won’t support updating or editing on the value of the columns. However there is a work around to cleanse the data in the column.

The command below cleansed the browser column and aggregate the browser count.

SELECT cleansed.n\_browserid, COUNT(\*) AS freq FROM (SELECT \*, CASE WHEN click.browserid = 'Mozilla' THEN "Mozilla Firefox"

WHEN click.browserid = 'Firefox' THEN 'Mozilla Firefox'

WHEN click.browserid = 'Mozilla Firefox' THEN 'Mozilla Firefox'

WHEN click.browserid = 'InternetExplorer' THEN 'Internet Explorer'

WHEN click.browserid = 'IE' THEN 'Internet Explorer'

WHEN click.browserid = 'Internet Explorer' THEN 'Internet Explorer'

WHEN click.browserid = 'Chrome' THEN 'Google Chrome'

WHEN click.browserid = 'Google Chrome' THEN 'Google Chrome'

WHEN click.browserid = 'Edge' THEN 'Edge'

WHEN click.browserid = 'Opera' THEN 'Opera'

WHEN click.browserid = 'Safari' THEN 'Safari'

ELSE ''

END AS n\_browserid FROM clickstream click) cleansed GROUP BY cleansed.n\_browserid ORDER BY freq DESC;

