

Cassandra in Action

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eBay



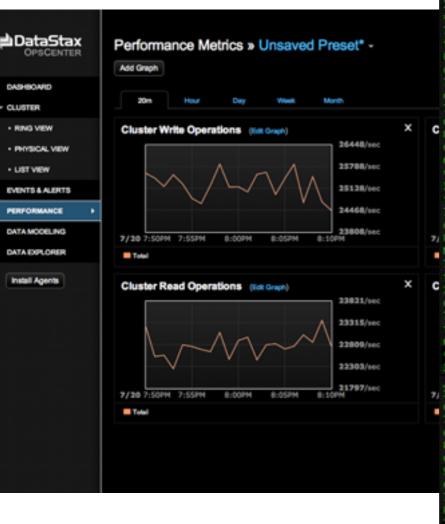
Application/Use Case

- Social Signals: like/want/own features for eBay product and item pages
- Hunch taste graph for eBay users and items
- Many time series use cases

Why Cassandra?

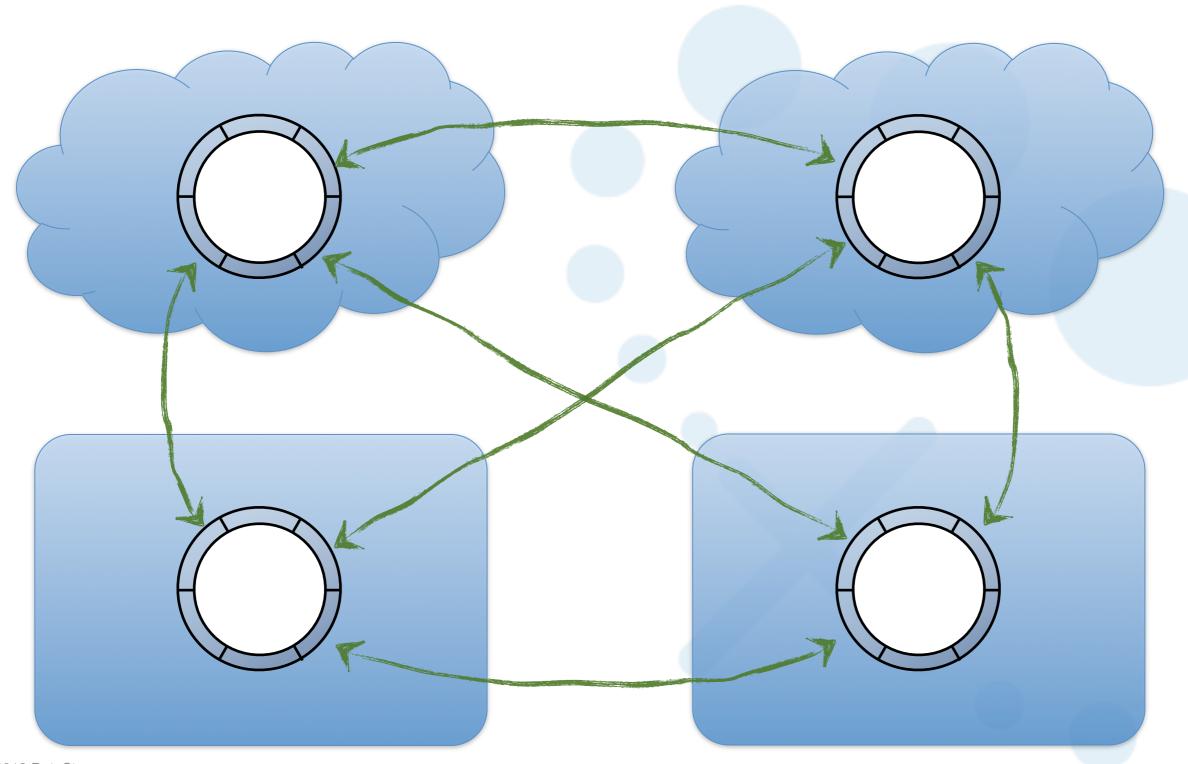
- Multi-datacenter
- Scalable
- Write performance
- Distributed counters
- Hadoop support

Time series data

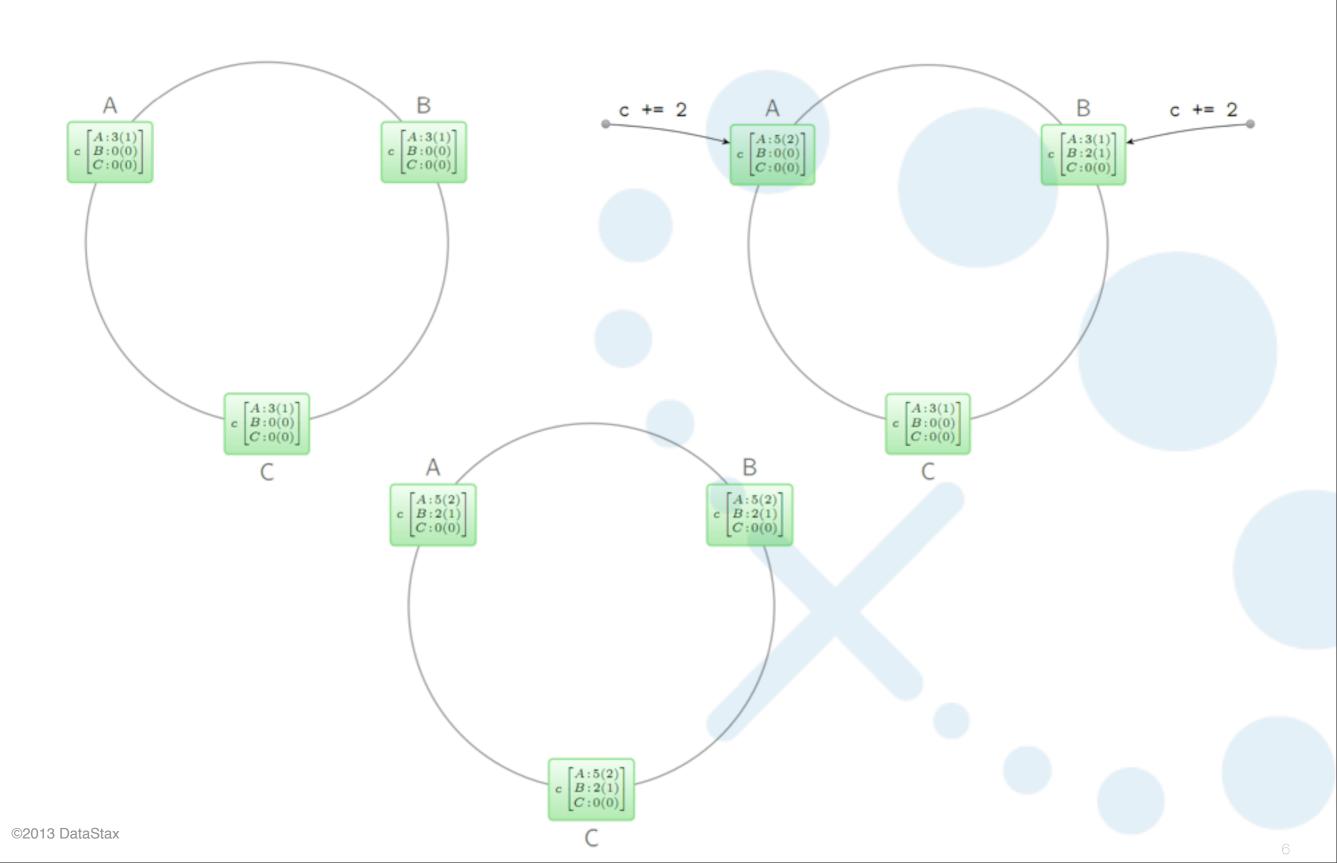




Multi-Datacenter Support



Distributed counters



Hadoop support



Disney



Application/Use Case

 Meet the data management needs of user facing applications across The Walt Disney Company with a single platform

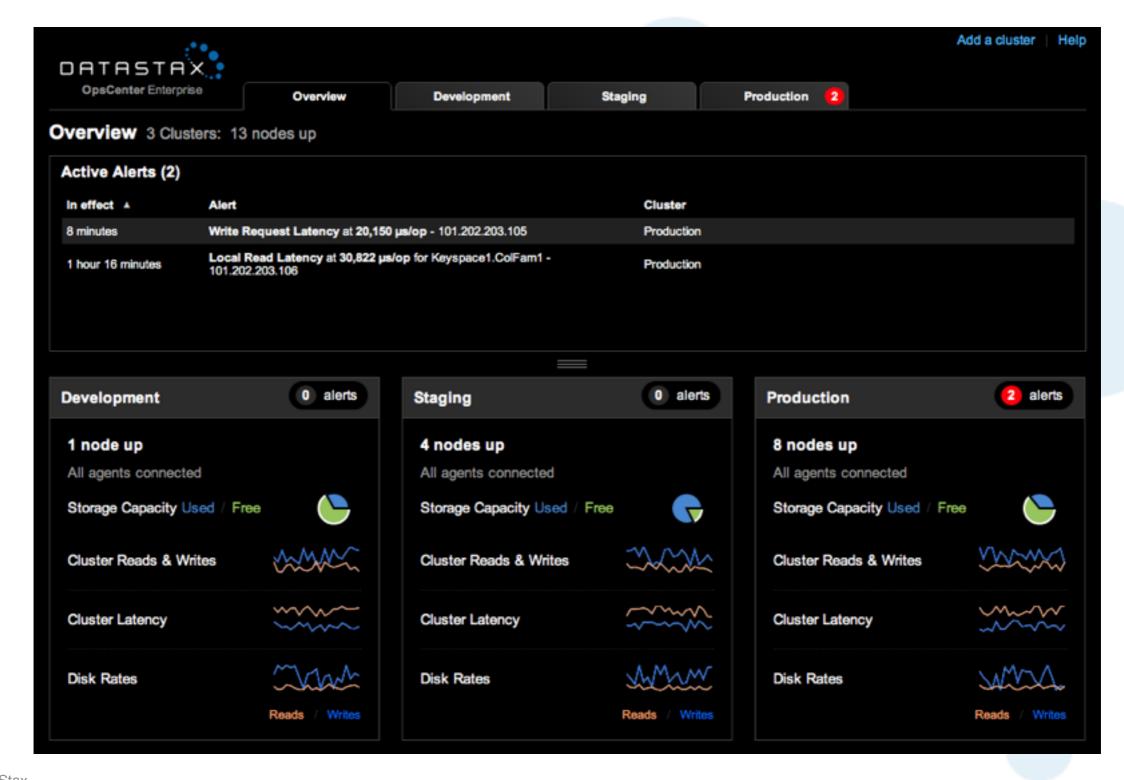
Why Cassandra?

- DataStax Enterprise can tackle real-time and search functions in the same cluster
- Scalability
- 24x7 uptime

Multitenancy



Multi-tenancy



Enterprise search

Documents in Solr Core: Users

Field	Value
user	jake
state	CT
status	at work

Cassandra ColumnFamily: Users

row_key	state	status
jake	CT	at work
jason	NY	at home
jonathan	TX	in bed

Field	Value
user	jason
state	NY
status	at home

Field	Value
user	jonathan
state	TX
status	in bed

Netflix



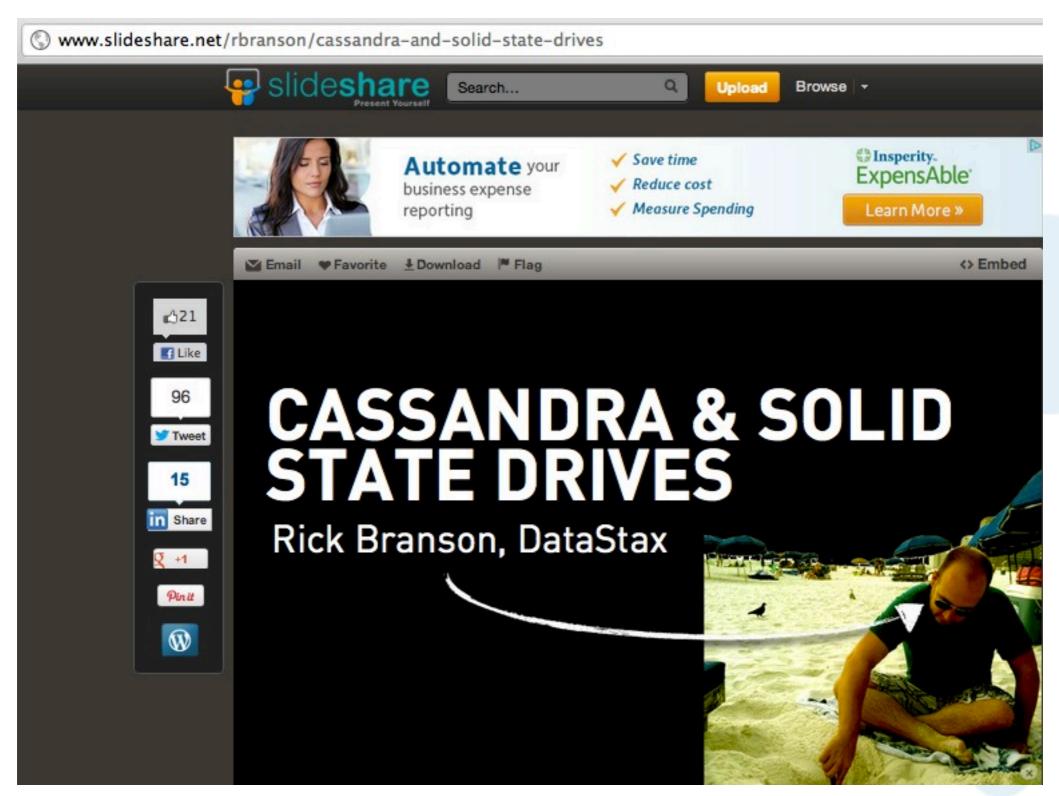
Application/Use Case

General purpose backend for large scale highly available cloud based web services supporting Netflix Streaming

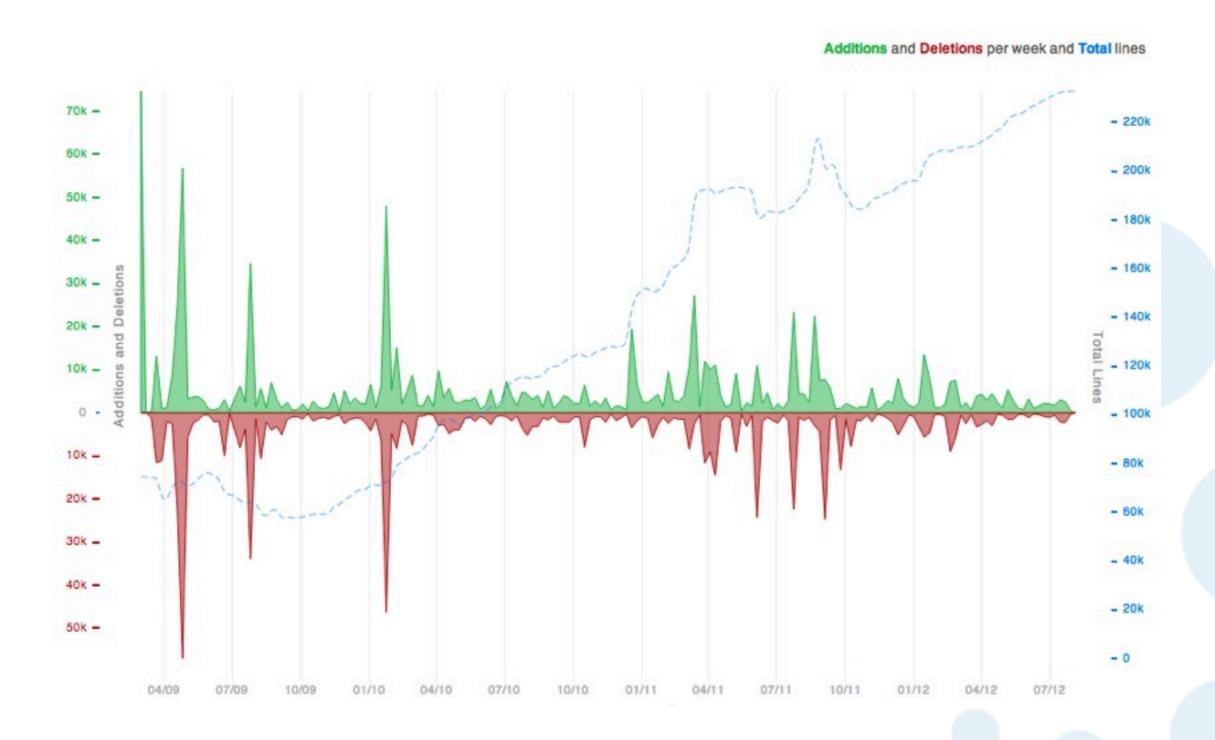
Why Cassandra?

- Highly available, highly robust and no schema change downtime
- Highly scalable, optimized for SSD
- Much lower cost than previous Oracle and SimpleDB implementations
- Flexible data model
- Ability to directly influence/implement OSS feature set
- Supports local and wide area distributed operations, spanning US and Europe

Optimized for SSD



Open source

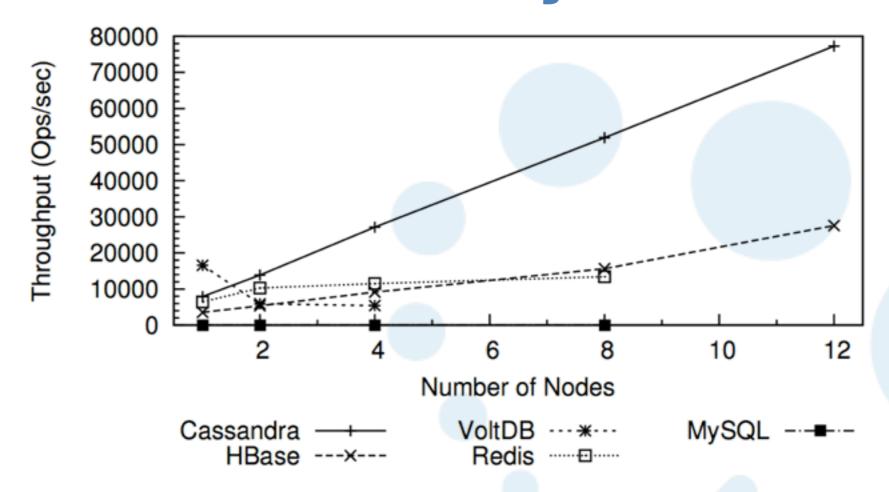


Use case patterns

- High performance
- Massively Scalable
- Reliable/Available

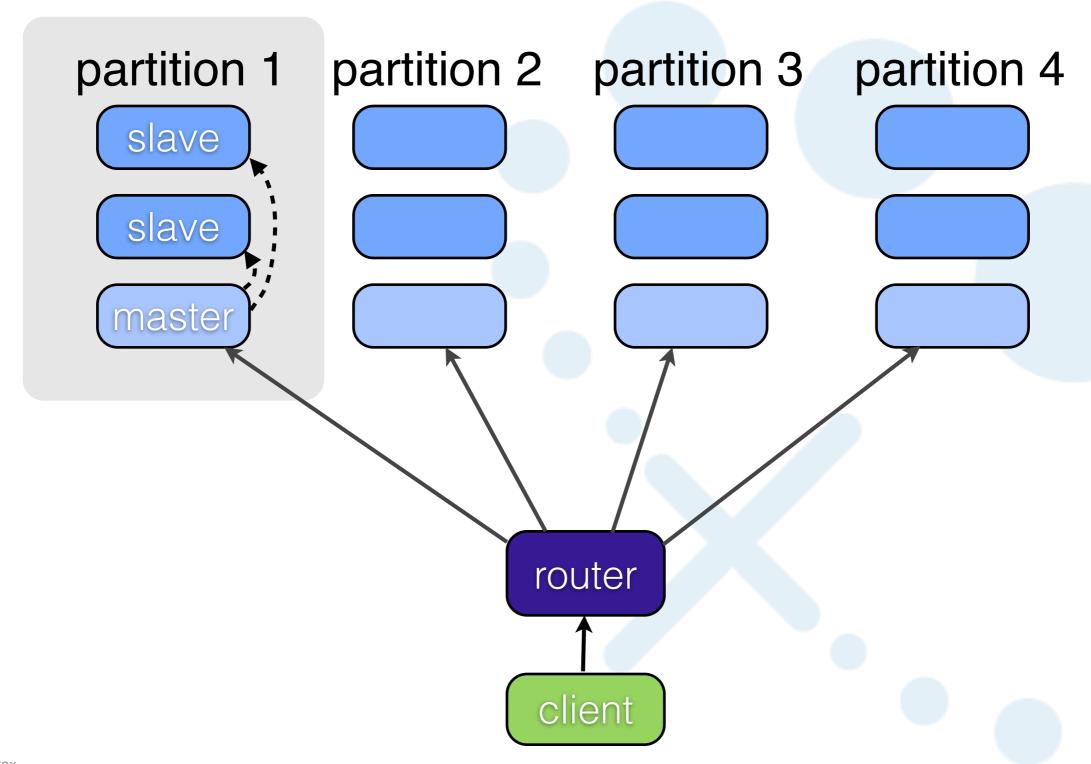


Cassandra Scalability

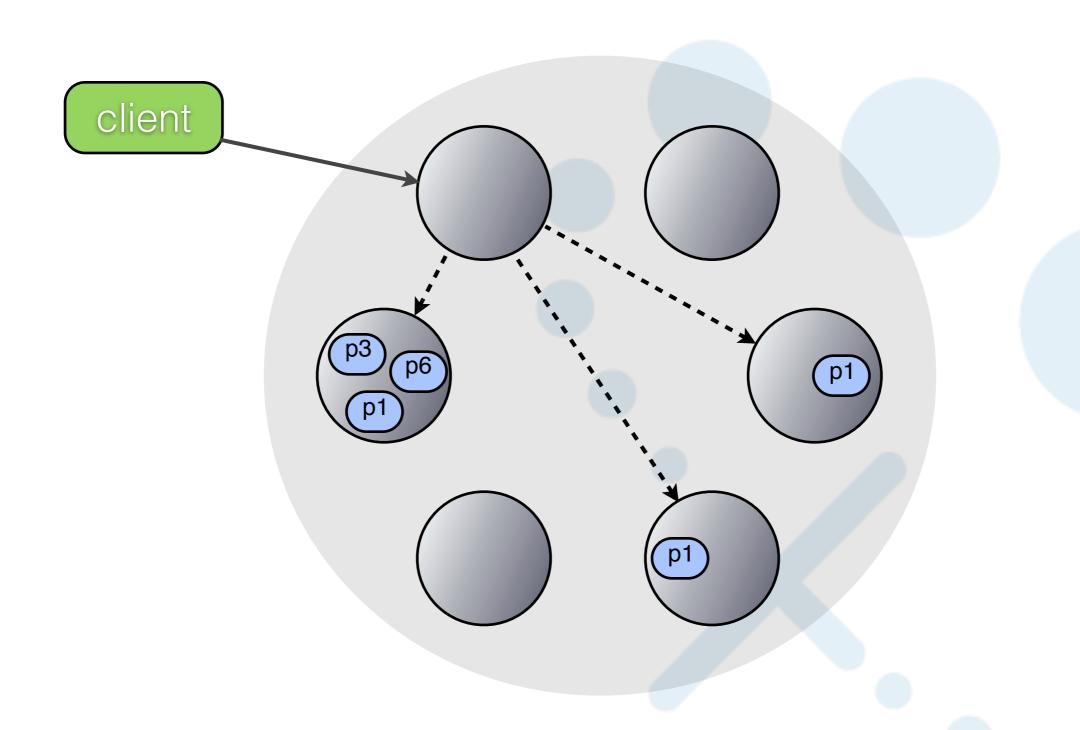


"In terms of scalability, there is a clear winner throughout our experiments. Cassandra achieves the highest throughput for the maximum number of nodes in all experiments with a linear increasing throughput from 1 to 12 nodes."

Classic partitioning with SPOF

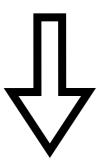


Fully distributed, no SPOF



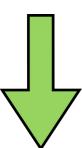
Partitioning

Primary Key as "Partition Key"

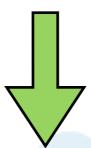


jim	age: 36	car: camaro	gender: M
carol	age: 37	car: subaru	gender: F
johnny	age:12	gender: M	
suzy	age:10	gender: F	

PK



Hashed Value



jim

carol

johnny

suzy

5e02739678...

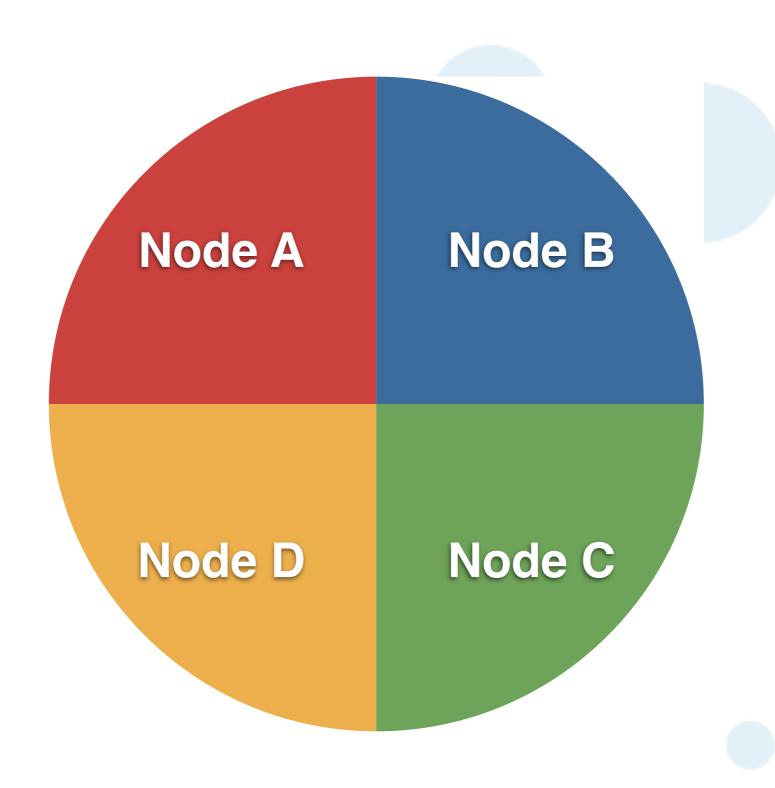
a9a0198010...

f4eb27cea7...

78b421309e...

MD5* hash operation yields a 128-bit number for keys of any size.

The "Token Ring"



	Start	End
Α	0xc000000001	0x0000000000
В	0x0000000001	0x4000000000
С	0x40000000001	0x8000000000
D	0x80000000001	0xc000000000

jim	5e02739678
carol	a9a0198010
johnny	f4eb27cea7
suzy	78b421309e

	Start	End
A	0xc000000001	0x0000000000
В	0x0000000001	0x4000000000
С	0x40000000001	0x800000000.0
D	0x80000000001	0xc000000000

jim	5e02739678
carol	a9a0198010
johnny	f4eb27cea7
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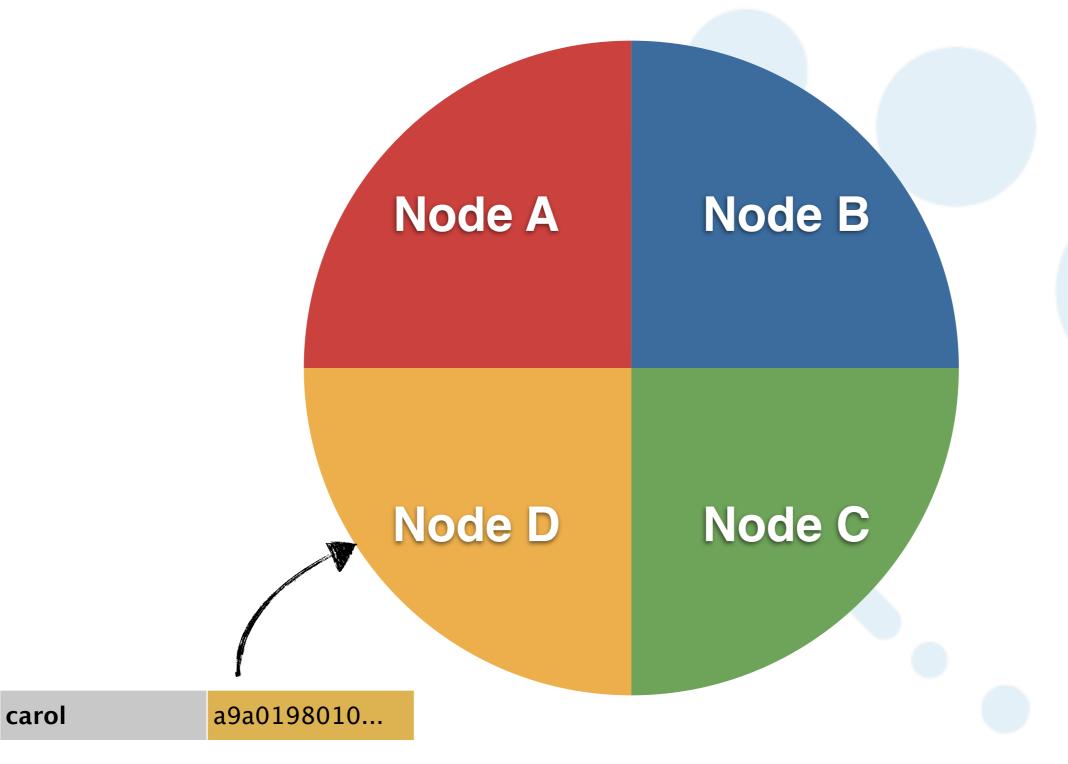
	Start	End
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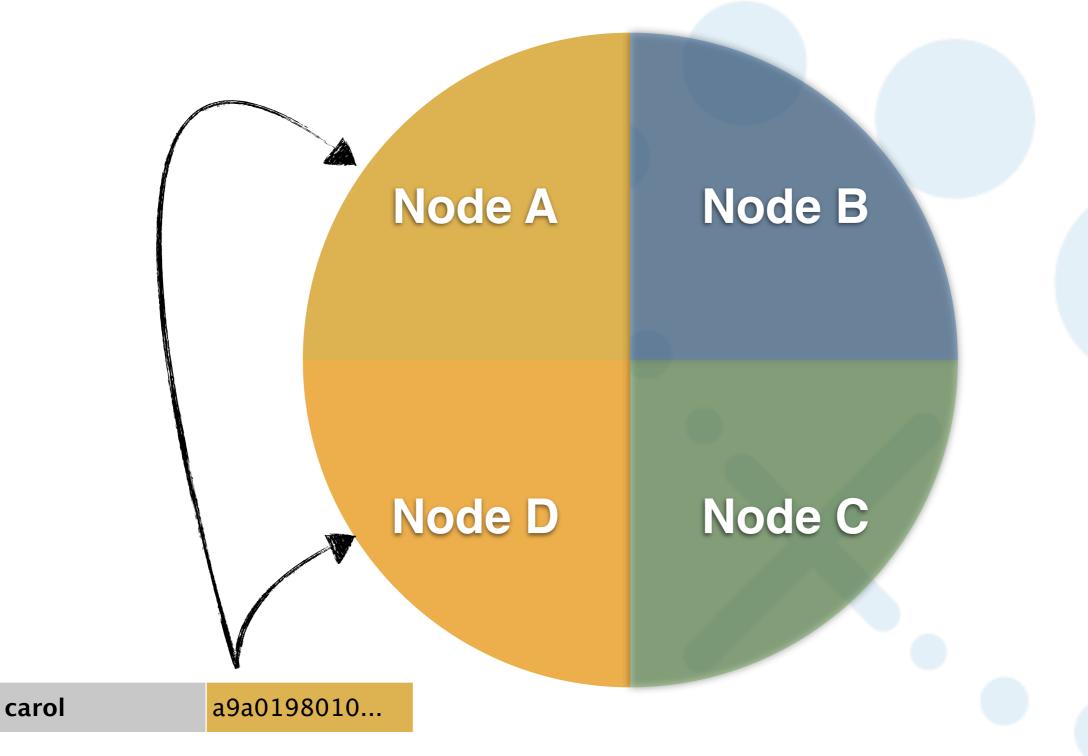
	Start	End
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В	0x0000000001	0x4000000000
С	0x40000000001	0x8000000000
D	0x80000000001	0xc000000000



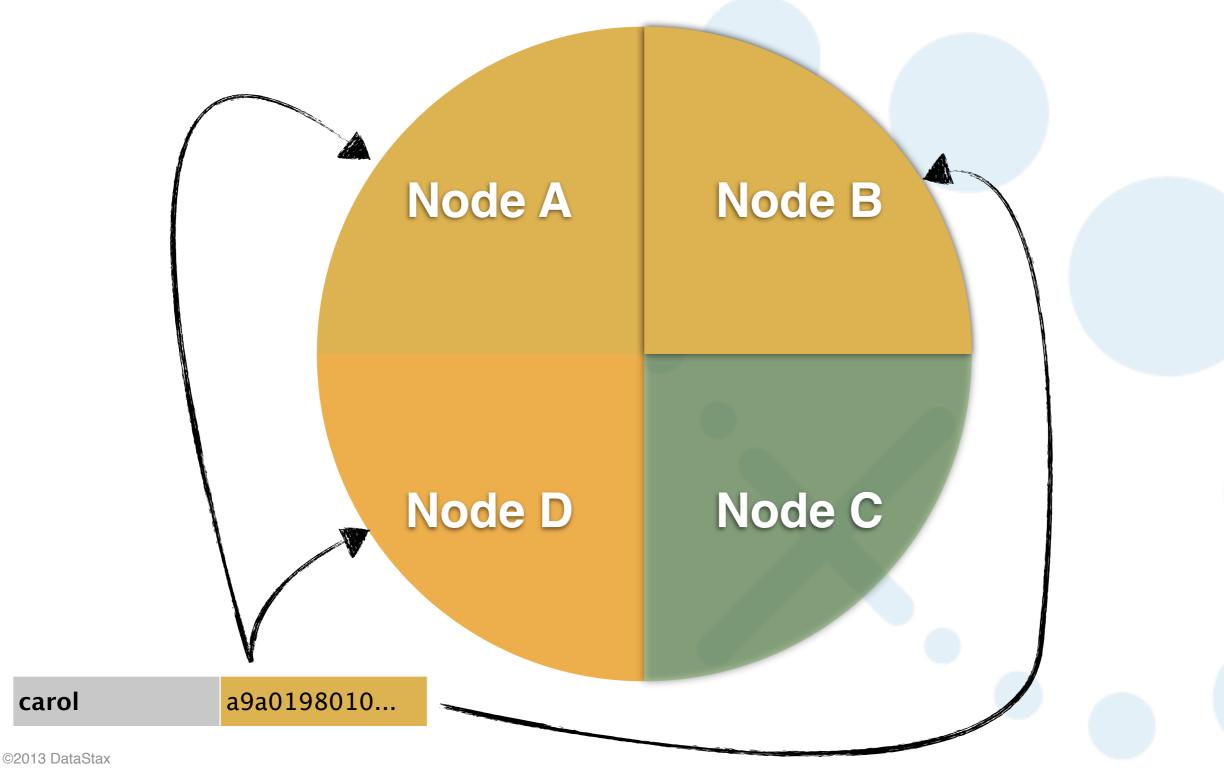
Replication



Replication Factor = 2



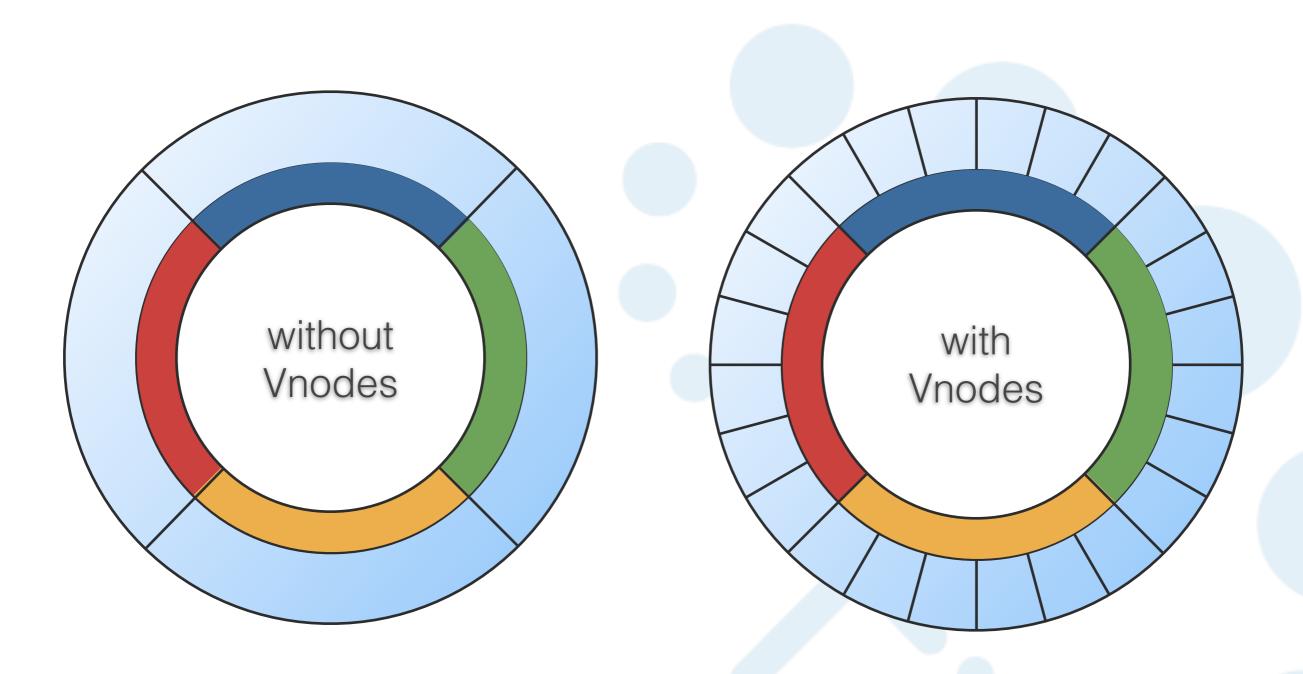
Replication Factor = 3



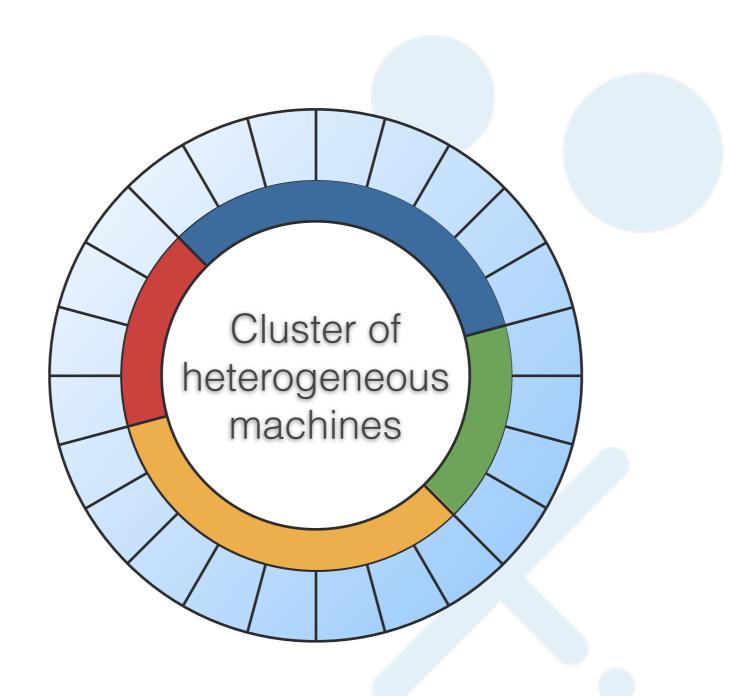
Tunable Consistency

- Consistency Level
 - READ
 - ONE, QUORUM, LOCAL_QUORUM, EACH_QUORUM, ALL
 - WRITE
 - ANY, ONE, QUORUM, LOCAL_QUORUM, EACH_QUORUM, ALL

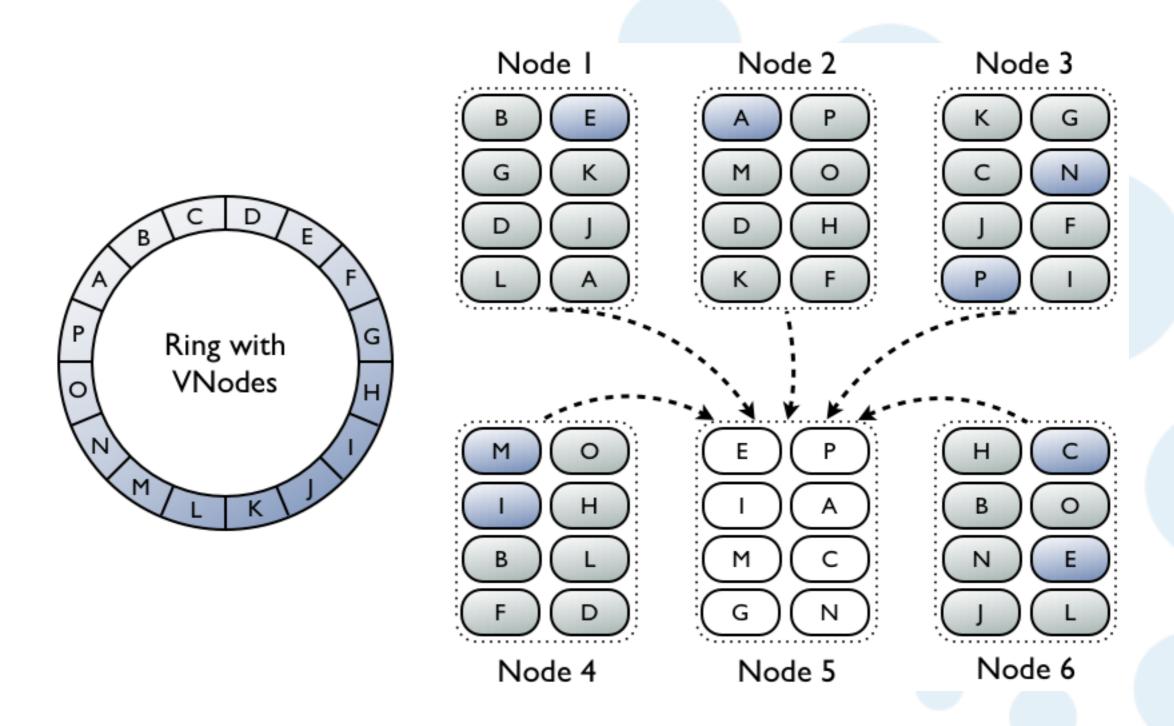
Virtual Nodes



Virtual Nodes



Virtual Nodes



CQL - Cassandra Query Language

```
CREATE TABLE users (
  id uuid PRIMARY KEY,
 name text,
  state text,
  birth_date int
);
INSERT INTO users (id, name, state, birth_date)
 VALUES ('49290170-817f-11e2-9e96-0800200c9a66',
          'john', 'Texas', 1990);
SELECT * FROM users WHERE state='Texas' AND birth_date > 1950;
```

Strictly "realtime" focused

- No joins
- No subqueries
- No aggregation functions* or GROUP BY
- ORDER BY?

Collections

```
CREATE TABLE users (
  id uuid PRIMARY KEY,
  name text,
  state text,
  birth_date int
CREATE TABLE users_addresses (
  user_id uuid REFERENCES users,
  email text
);
SELECT *
FROM users NATURAL JOIN users_addresses;
```

Collections

```
CREATE TABLE users (
  id uuid PRIMARY KEY,
  name text,
  state text,
  birth_date int
);
CREATE TA
                       esses (
             users_
               REF
                    NCES users,
  user_id
  email text
);
SELECT *
           √ATURAL
                        users_addresses;
FROM use
```

Collections

```
CREATE TABLE users (
  id uuid PRIMARY KEY,
  name text,
  state text,
  birth_date int,
  email_addresses set<text>
);

UPDATE users
SET email_addresses = email_addresses + {'jbellis@gmail.com',
  'jbellis@datastax.com'};
```

Question?

Feel free to contact me later if you have one yuki@datastax.com
yukim (IRC, twitter)

