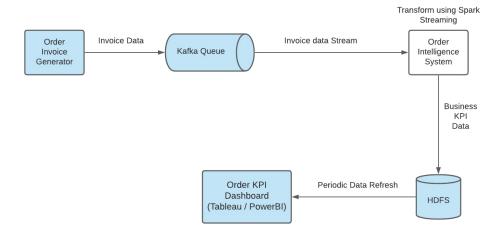
# Code Logic - Retail Data Analysis

# **Problem Statement:**

In this project a centralized Kafka Server has been given that is sending data onto a Kafka topic named "real-time-project". Our task is to build the Order intelligence system where we transform the Kafka streaming data and generate the Business KPIs and store them into HDFS in JSON format. Further, these KPI data are downloaded and are to be sent to dashboards for business stakeholders.



Following steps were followed to calculate KPIs which can be used to visualize data further to create business strategy.

- 1) Receive raw data from Kafka topic
- Define Schema to parse and validate incoming data from Kafka.
- 3) Initializing a Spark session for application named "real-time-project"
- 4) Read streaming data from the Kafka topic "real-time-project" using the given broker.
- 5) Parse the Kafka message values as JSON using the defined schema and extract individual fields.
- 6) Preprocessing the data to calculate additional derived columns.
- 7) Calculating the time-based KPIs and time-and-country-based KPIs.
- 8) Storing the KPIs for a 10-minute interval into separate JSON files.

#### Code Explanation

1. Importing all required python libraries and modules.

```
## Processing the input data streams into the JSON files
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from pyspark.sql import SparkSession
from pyspark.sql.functions import *
from pyspark.sql.types import *
from pyspark.sql.window import Window
import os

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```

2. Creating schema based on raw data received from Kafka Server.

Schema consists of:

- a. Items array Type
- b. type String type
- c. country String type
- d. invoice\_no Long Type
- e. timestamp timestamp Type

3. Initializing spark session with Kafka producer server with port , server name and topic name as follows.

a. host: 18.211.252.152

b. port: 9092

c. topic: real-time-project

```
# SparkSession
spark = SparkSession \
    .builder \
    .appName("RetailDataAnalysis") \
    .getOrCreate()
spark.sparkContext.setLogLevel('ERROR')
```

```
# Reading input data from Kafka
raw_stream = spark \
    .readStream \
     .format("kafka") \
     .option("kafka.bootstrap.servers","18.211.252.152:9092") \
     .option("subscribe","real-time-project") \
     .option("startingOffsets", "latest") \
     .load()
```

4. This code read raw data from Kafka as value and convert it from binary to string. Parsed JSON value into Schema created in previous step and flatten it into tabular format for further processing.

```
order_stream_data = raw_stream.select(from_json(col("value").cast("string"), JSON_Schema).alias("data")).select("data.*")
```

5. Implemented User-Defined Functions (UDFs)

### 1. Total Cost UDF

```
# Calculating Total Cost

def total_cost(items,type):
    if items is not None:
        total_cost =0
        item_price =0

for item in items:
        item_price = (item['quantity']*item['unit_price'])
        total_cost = total_cost+ item_price
        item_price=0

if type == 'RETURN':
        return total_cost *-1
else:
        return total_cost
```

### Code Explanation:

To determine the overall revenue generated from each invoice, I calculated the revenue from the sale of individual products. This involved multiplying the unit price of each product by the quantity purchased. By summing up these amounts for all the products within a single invoice, I obtained the total cost associated with that order. Additionally, to account for return transactions, I ensured that the total cost is represented as a negative value.

### 2. Total Items UDF

```
# Calculating Total Item

def total_item_count(items):
    if items is not None:
        item_count =0
        for item in items:
            item_count = item_count + item['quantity']
        return item_count
```

# **Code Explanation:**

To find out the total number of products in each invoice, I summed up the quantities ordered for all the individual products within that specific invoice. By doing this, I was able to determine the overall volume of products associated with each order, providing a comprehensive view of how many items were involved in that transaction.

### 3. Is Order UDF

```
#Checking New order

def is_a_order(type):

return 1 if type == 'ORDER' else 0
```

# **Code Explanation:**

To ascertain whether an invoice corresponds to an order, I employed an if-else conditional statement.

### 4. Is Return UDF

```
#Checking Return order
def is_a_return(type):
    return 1 if type == 'RETURN' else 0
```

# Code Explanation:

To establish whether an invoice is related to a return transaction, I utilized an if-else conditional structure.





6. Create user-defined functions for each derived column. These UDFs allow Spark to apply custom Python logic. Created new dataframe with derived columns.

```
# Register UDFs
is_order = udf(is_a_order, IntegerType())
is_return = udf(is_a_return, IntegerType())
add_total_item_count = udf(total_item_count, IntegerType())
add_total_cost = udf(total_cost, FloatType())
```

```
# Calculating additional columns for the stream
order_stream_output = order_stream_data \
    .withColumn("total_cost", add_total_cost(order_stream_data.items,order_stream_data.type)) \
    .withColumn("total_items", add_total_item_count(order_stream_data.items)) \
    .withColumn("is_order", is_order(order_stream_data.type)) \
    .withColumn("is_return", is_return(order_stream_data.type))
```

7. Selected specific columns from dataframe to create focused dataset. Transformed Total\_cost based on category of transaction if its Order then positive if its Return then Negative. Set up a structured streaming query that writes the selected data to the console every minute in append mode.

```
# Writing the summarised input table to the console

v order_batch = order_stream_output \
    .select("invoice_no", "country", "timestamp","total_cost","total_items","is_order","is_return") \
    .writeStream \
    .outputMode("append") \
    .format("console") \
    .option("truncate", "false") \
    .option("path", "/Console_output") \
    .option("checkpointLocation", "home/vmadmin/Console_output_checkpoints") \
    .trigger(processingTime="1 minute") \
    .start()
```





- 8. This code calculates real-time KPIs from streaming data using 1 min tumbling window. Outputs the result into both JSON files and on the console. We have added 1 min watermark to handle late data. Grouped the data into **tumbling 1-minute windows** based on the timestamp, then calculating below Time based KPIs
  - a. OPM (Orders Per Minute): number of transactions.
  - b. Total Sales Volume: net total amount from orders and returns.

```
\sum_{Order}(quantity*unitprice) - \sum_{Return}(quantity*unitprice)
```

c. Average Transaction Size: average value per invoice.

```
\frac{TotalSalesVolume}{\sum Returns + \sum Orders}
```

d. Rate of Return: ratio of return transactions to total transactions.

```
\frac{\sum Returns}{\sum Returns + \sum Orders}
```

```
# Writing the summarised input table to the console

v order_batch = order_stream_output \
    .select("invoice_no", "country", "timestamp","total_cost","total_items","is_order","is_return") \
    .writeStream \
    .outputMode("append") \
    .format("console") \
    .option("truncate", "false") \
    .option("path", "/Console_output") \
    .option("checkpointLocation", "home/vmadmin/Console_output_checkpoints") \
    .trigger(processingTime="1 minute") \
    .start()
```

Writing to Ubuntu VM path in JSON format.





```
# Writing to the Console : Time based KPI values

ByTime = agg_time.writeStream \
    .format("json") \
    .outputMode("append") \
    .option("truncate", "false") \
    .option("path", "timeKPIvalue") \
    .option("checkpointLocation", "home/vmadmin/Console_output_checkpoints/timeKPIvalue_checkpoints") \
    .trigger(processingTime="1 minutes") \
    .start()
```

- 9. This code calculates real-time KPIs from streaming data using 1 min tumbling window. Outputs the result into both JSON files and on the console. We have added 1 min watermark to handle late data. Grouped the data into **tumbling 1-minute windows** based on the timestamp and country, then calculating below Time and country based KPIs
  - a. Total Sales Volume: net total amount from orders and returns.

```
\sum_{Order}(quantity*unitprice) - \sum_{Return}(quantity*unitprice)
```

b. Average Transaction Size: average value per invoice.

```
\frac{TotalSalesVolume}{\sum Returns + \sum Orders}
```

c. Rate of Return: ratio of return transactions to total transactions.

```
\frac{\sum Returns}{\sum Returns + \sum Orders}
```

```
# Calculating Time and country based KPIs
 agg_time_country = order_stream_output \
     .withWatermark("timestamp", "1 minutes") \
     .groupBy(window("timestamp", "1 minutes"), "country") \
     .agg(sum("total_cost").alias("total_volume_of_sales"),
         count("invoice_no").alias("OPM"),
         avg("is_Return").alias("rate_of_return")) \
     .select("window.start","window.end","country", "OPM","total_volume_of_sales","rate_of_return")
ByTime_country = agg_time_country.writeStream \
    .format("json") \
    .outputMode("append") \
    .option("truncate", "false") \
   .option("path", "time_countryKPIvalue") \
   .option("checkpointLocation", "home/vmadmin/Console_output_checkpoints/time_countryKPIvalue_checkpoints") \
    .trigger(processingTime="1 minutes") \
    .start()
```





10. Here the dataframes will be written. As per problem statement, console\_df will write in console and timebased\_df and countrybased\_df will print the JSON format. We are displaying both country based and time based data on console for data testing. Await termination wait for the stream to finish.

```
order_batch.awaitTermination()
ByTime.awaitTermination()
ByTime_country.awaitTermination()
```

#### **Output:**

1. Execution of spark code.

Note: I don't have any AWS academy credits left so I creates a VM and created spark cluster with all required essentials softwares like Java, python3, spark etc





-----

Batch: 20

+	+	+			+	+	+
invoice_no	country	  timestamp		total_cost	total_items	is_order	is_return
154132565420208	United Kingdom	2025-07-28	06:58:10	273.37	171	1	0
154132565420209	United Kingdom	2025-07-28	06:58:12	35.62	5	1	10
154132565420210	United Kingdom	2025-07-28	06:58:13	136.79999	40	1	0
154132565420211	United Kingdom	2025-07-28	06:58:16	98.310005	124	1	0
154132565420212	United Kingdom	2025-07-28	06:58:22	16.95	15	1	0
154132565420213	Singapore	2025-07-28	06:58:27	11.700001	16	1	0
154132565420214	United Kingdom	2025-07-28	06:58:29	1.25	1	1	0
154132565420215	United Kingdom	2025-07-28	06:58:31	59.3	40	1	0
154132565420216	United Kingdom	2025-07-28	06:58:35	19.650002	19	1	0
154132565420217	United Kingdom	2025-07-28	06:58:35	104.72	120	1	0
154132565420218	United Kingdom	2025-07-28	06:58:45	37.57	120	1	0
154132565420219	United Kingdom	2025-07-28	06:58:49	2.31	1	1	0
154132565420220	United Kingdom	2025-07-28	06:58:49	48.36	74	1	0
154132565420221	United Kingdom	2025-07-28	06:58:50	103.34	75	1	0
154132565420222	United Kingdom	2025-07-28	06:58:52	98.49	46	1	0
+	+	+			+	+	+

\_\_\_\_\_

Batch: 21

only showing top 20 rows





# 2. JSON based KPI dirs. on Ubuntu file system

You can see two folder – timeKPTvalue , Time\_countryKPIvalue vmadmin@ubuntu-vm:~\$ ls

#### 3. Time-Based KPI files

```
vmadmin@ubuntu-vm:~$ cd timeKPIvalue
vmadmin@ubuntu-vm:~/timeKPIvalue$ ls
part-00000-0253b279-700d-4949-83d3-72c39bfb6042-c000.json
part-00000-03c3d45d-ef9a-4075-96e6-0630ff582aab-c000.json
part-00000-076bc179-dac8-4ded-b174-672822674f38-c000.json
part-00000-0a5c33f6-b284-4e62-a96f-5fe39b3bf7bb-c000.json
part-00000-1e17283d-8722-4692-ac70-13a03666c287-c000.json
part-00000-201546df-ef17-42cf-a10f-8652f8de1ff9-c000.json
part-00000-2492c182-8417-4749-a849-b08c308bef14-c000.json
part-00000-33ae7cdb-e5fe-4ffb-971a-fd277a50f1ef-c000.json
part-00000-3f8d3dcc-692a-41ca-9a37-82a1ced19f18-c000.json
part-00000-467e5eb5-b6b5-4e61-a399-64e04a99cd35-c000.json
part-00000-58dc2110-41da-40f7-9f6b-89cd699e6dd6-c000.json
part-00000-5db3233f-ecb0-4c28-a7da-84a4e5246306-c000.json
part-00000-61e11cf4-0594-4468-b243-3b91e82ad909-c000.json
part-00000-73140031-ff03-4705-8c2f-5dec5d263b13-c000.json
part-00000-788a18a3-cba1-4d1f-b919-a02b2a3e64ce-c000.json
part-00000-7f06549f-dd18-4d19-bd77-23f4bbe176c0-c000.json
part-00000-8a30697d-2b9d-42b4-807a-6fe1781a73cb-c000.json
part-00000-8ad4e0cb-5ed7-4cac-bb6a-535fccc11039-c000.json
nart-88888-92b17515-59ed-4324-b238-6c28f1761452-c888.ison
```

### 4. Time & Country Based KPI files





```
vmadmin@ubuntu-vm:~/time_countryKPIvalue$ ls
part-00000-182693bd-c6fe-4418-a0ac-6354663740cf-c000.json
part-00000-1af10502-510e-4aa6-a674-c8e14a63d556-c000.json
part-00000-1edb520c-2109-4222-b946-0c5e7afa2e76-c000.json
part-00000-23480575-01ba-4561-ad28-0b5ad9aa075c-c000.json
part-00000-2863f5e0-9a50-4a57-ac8c-cef23e69d80c-c000.json
part-00000-342594e9-c684-460f-b13c-a0c4f1e66a92-c000.json
part-00000-36317013-01ec-4007-b3e1-4e9d46aa0dcb-c000.json
part-00000-468bffb2-94e1-4701-a056-1143053d9d0d-c000.json
part-00000-58f91ffa-8b9c-469e-ae1d-e3dcc9bab9cb-c000.json
part-00000-5f539a20-4bb3-4d20-a600-254acb328dd5-c000.json
part-00000-60d56b98-adbd-4d3c-bb03-07b11245cb5b-c000.json
part-00000-6de6143a-bd5e-425d-b39a-621e12d14233-c000.json
part-00000-702dde6a-144e-44f3-b372-9481903e0d54-c000.json
part-00000-828ba89a-8562-4619-8942-8e0ea1dab8e9-c000.json
part-00000-86509cd7-e109-49e3-ba9c-a746b7d802f1-c000.json
part-00000-89aeca91-d04e-4b27-bea3-de292c6e32bb-c000.json
part-00000-8d48b227-a98c-4ca0-ba7a-fa20f9af4b9f-c000.json
part-00000-952518a8-4c87-4c64-be9f-5f8c5811d29a-c000.ison
```

#### JSON file content

```
vmadmin@ubuntu-vm:=/time_countryKPIvalue$ cat part-00199-347a6ae6-248d-4971-814e-8e17f706dd8b-c0
00.json
{"start":"2025-07-28T10:06:00.000Z","end":"2025-07-28T10:07:00.000Z","country":"Germany","OPM":1
,"total_volume_of_sales":14.399999618530Z73,"rate_of_return":0.0}
{"start":"2025-07-28T07:33:00.000Z","end":"2025-07-28T07:34:00.000Z","country":"United Kingdom",
"OPM":14,"total_volume_of_sales":1118.959971189499,"rate_of_return":0.0}
{"start":"2025-07-28T08:22:00.000Z","end":"2025-07-28T08:23:00.000Z","country":"Channel Islands"
,"OPM":1,"total_volume_of_sales":16.349998474121094,"rate_of_return":0.0}
{"start":"2025-07-28T08:01:00.000Z","end":"2025-07-28T08:02:00.000Z","country":"EIRE","OPM":1,"total_volume_of_sales":17.700000762939453,"rate_of_return":0.0}
```

vmadmin@ubuntu-vm:~/timeKPIvalue\$ cat part-00199-bfc38d14-ef93-4009-9675-d3550a830712-c000.json
{"start":"2025-07-28T08:26:00.000Z","end":"2025-07-28T08:27:00.000Z","OPM":15,"total\_volume\_of\_s
ales":445.8899848461151,"average\_transaction\_size":29.725998989741008,"rate\_of\_return":0.0666666
666666667}
vmadmin@ubuntu-vm:~/timeKPIvalue\$