

# Data Engineering Platforms For Analytics

**Foundations of Data Systems**

# Modules

- Welcome
- Introduction to data
- Data Preparation
- Database Management Systems
- Types of Data bases

# Welcome

Introductions, Syllabus review

# Syllabus

- Session 1 – Foundations of data systems
- Session 2 – Relational Databases
- Session 3 – Structured Query Language ( SQL )
- Session 4 – Analytical Data Platforms
- Session 5 – Business Intelligence
- Session 6 – Cloud Data Pipelines
- Session 7 – NoSQL - Document and Graph Databases
- Session 8 – NoSQL - Columnar and Key Value Databases
- Session 9 – Introduction to Blockchain
- Session 10 – Team Project Presentations

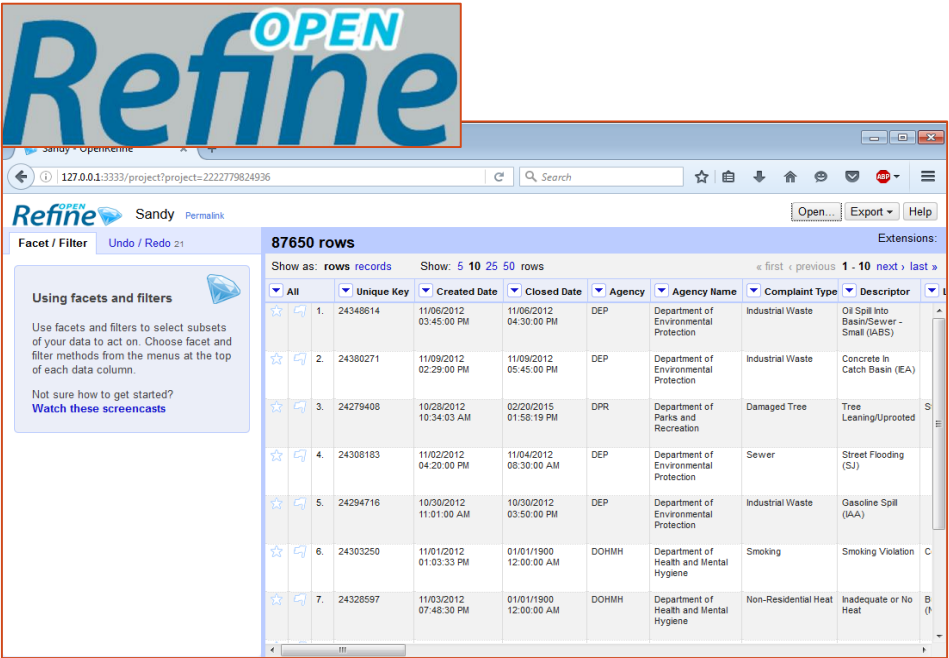
# Assignments & Final Project

- 4 Assignments ( Individual )
  - 100 points each
  - Bi-weekly submission ( Saturdays 11:59 PM CST )
- Final Project ( Max 4 students )
  - Business Use Case - 10%
  - Data Analysis & Preparation - 25%
  - Data Modelling & Design - 25 %
  - Tools / Database concepts -20%
  - Dashboards and insights - 20%

# Primary Datasets

- Classic Models ( In-Class exercises )
  - Sessions 2, 3, 4
- Sakila ( Assignments )
  - Assignments 2,3,4
- Final Project ( Sample datasets )
  - IRI Dataset
  - <https://toolbox.google.com/datasetsearch/>
  - <https://data.cityofchicago.org/>
  - <https://opendata.cityofnewyork.us/>
  - <https://data.gov.in/catalogs/>
  - <https://github.com/awesomedata/awesome-public-datasets/>
  - <https://www.springboard.com/blog/free-public-data-sets-data-science-project/>

# Software Tools



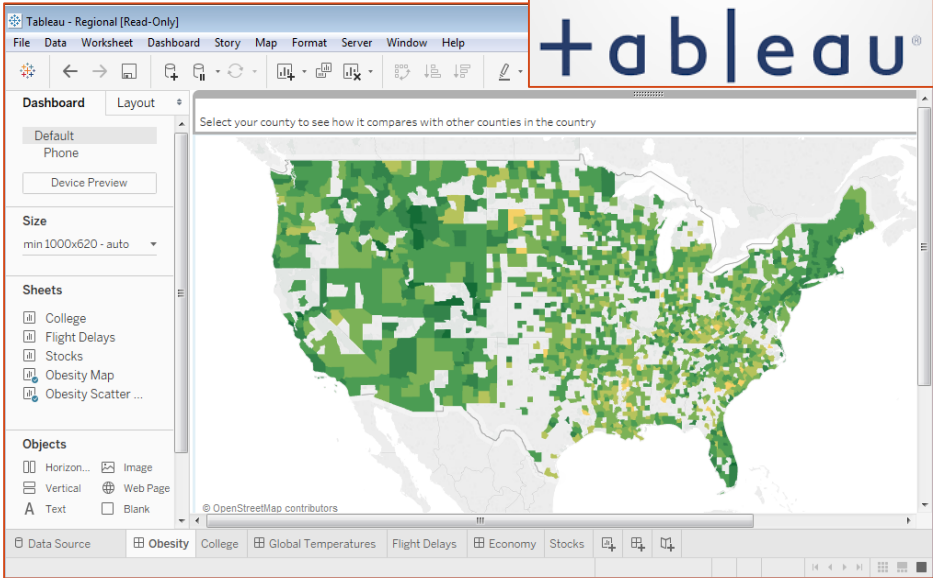
# Software Tools - Continued...



Inventory list1 - Excel

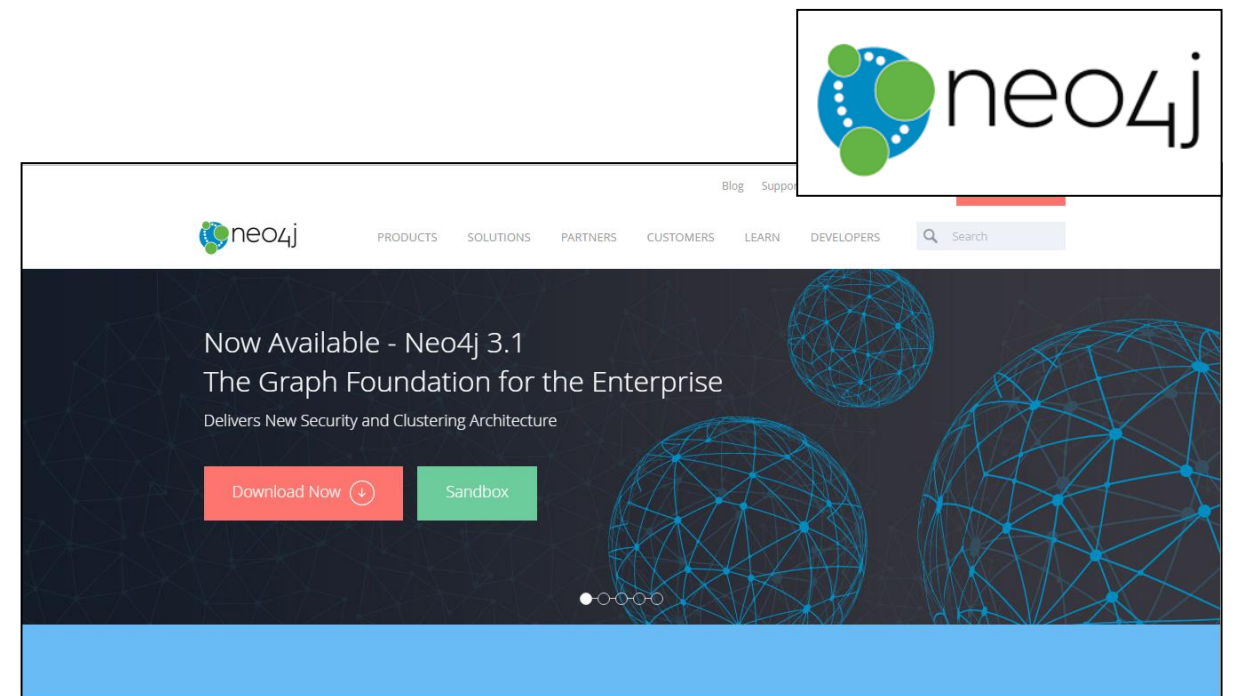
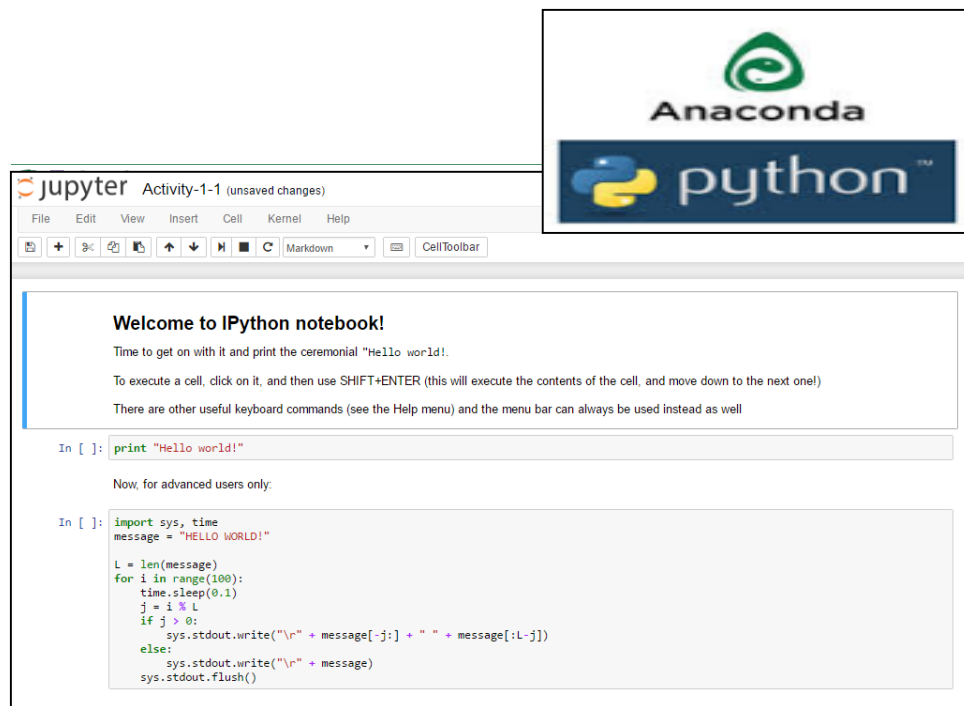
Inventory List

Inventory ID	Name	Description	Unit Price	Quantity in Stock	Inventory Value	Reorder Level	Reorder in Days
IN0001	Item 1	Desc 1	\$51.00	25	\$1,275.00	29	
IN0002	Item 2	Desc 2	\$93.00	132	\$12,276.00	231	
IN0003	Item 3	Desc 3	\$57.00	151	\$8,607.00	114	
IN0004	Item 4	Desc 4	\$19.00	186	\$3,534.00	158	
IN0005	Item 5	Desc 5	\$75.00	62	\$4,650.00	39	
IN0006	Item 6	Desc 6	\$11.00	5	\$55.00	9	

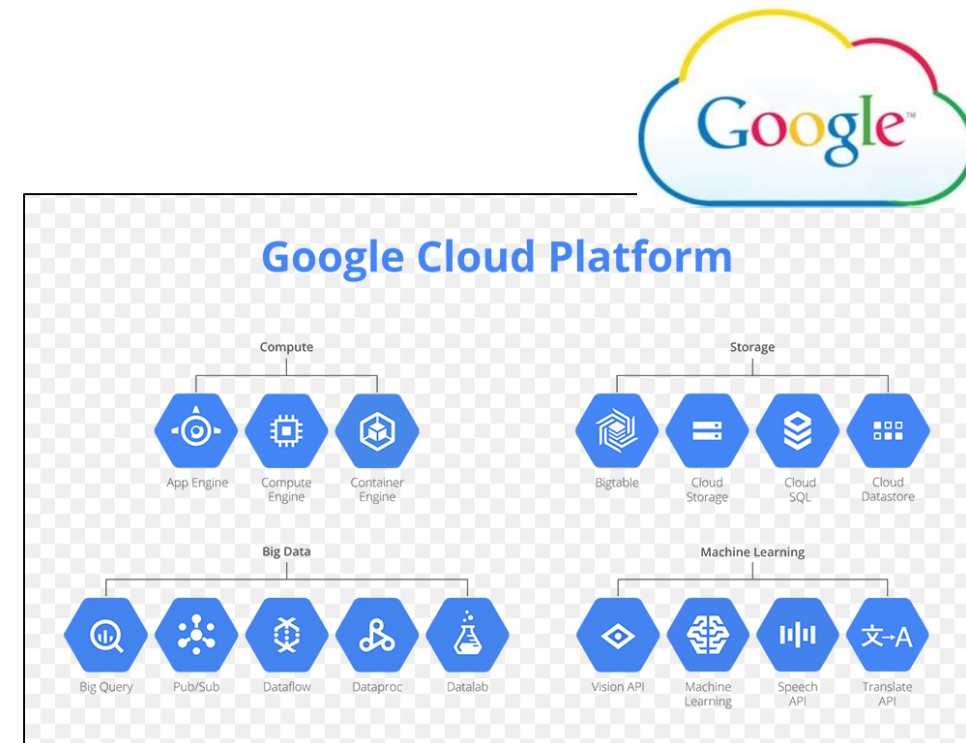
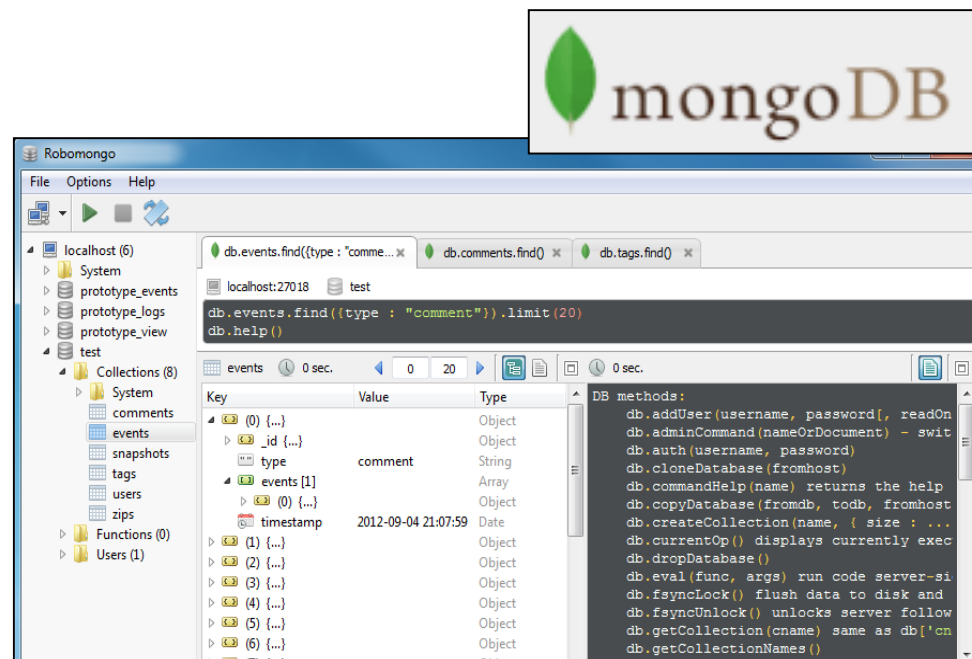




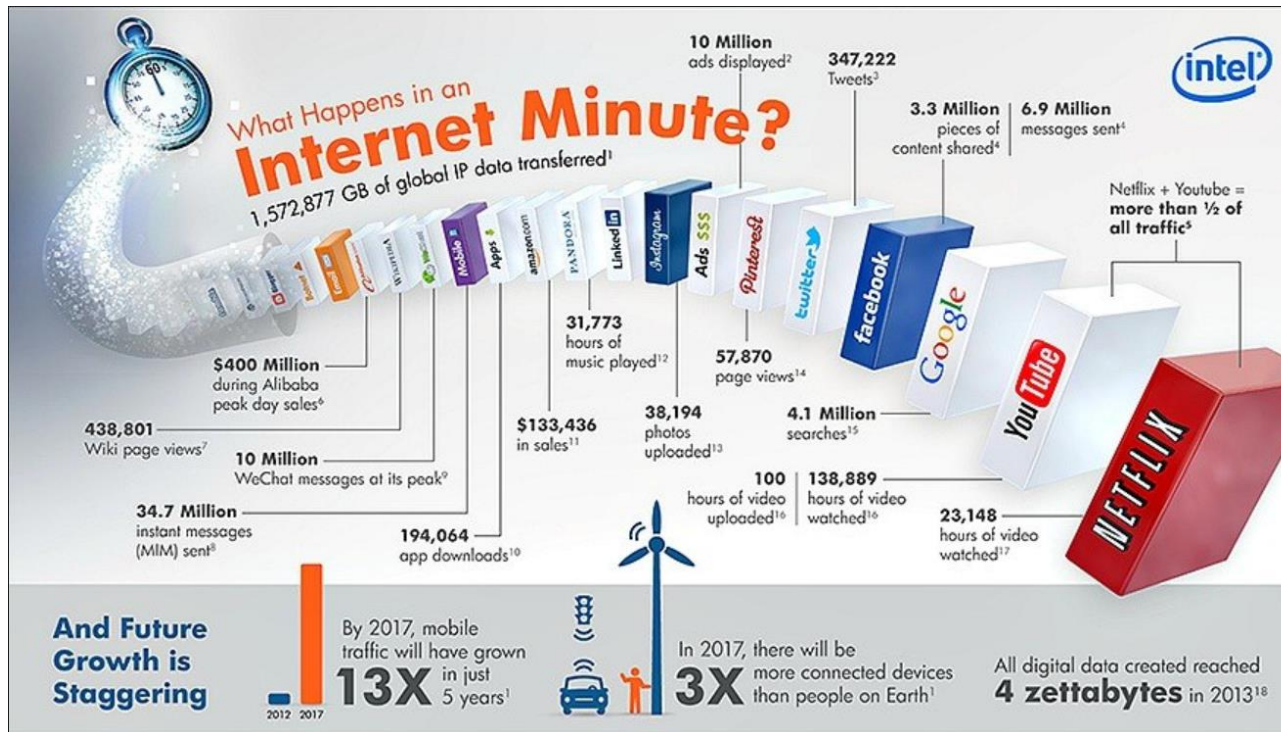
# Software Tools - Continued...



# Software Tools - Continued...



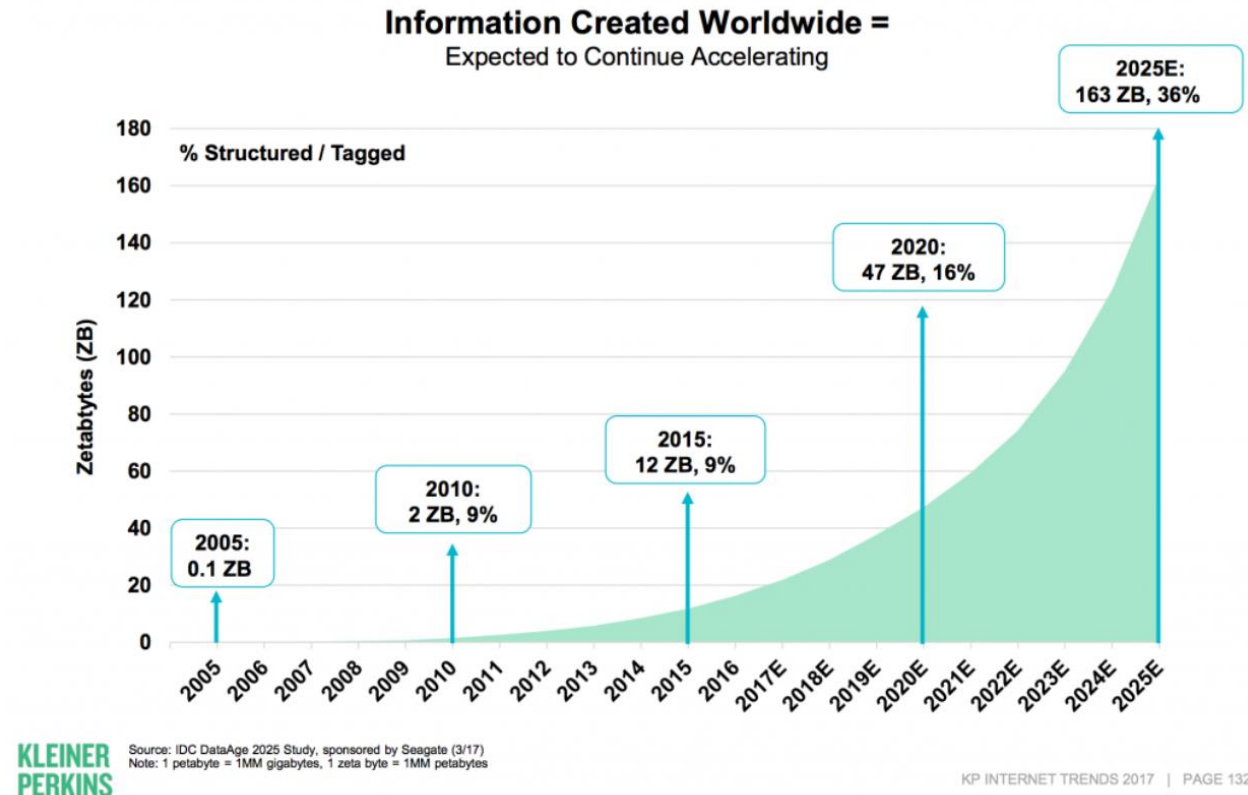
# What Happens in an Internet Minute



# Growth of data

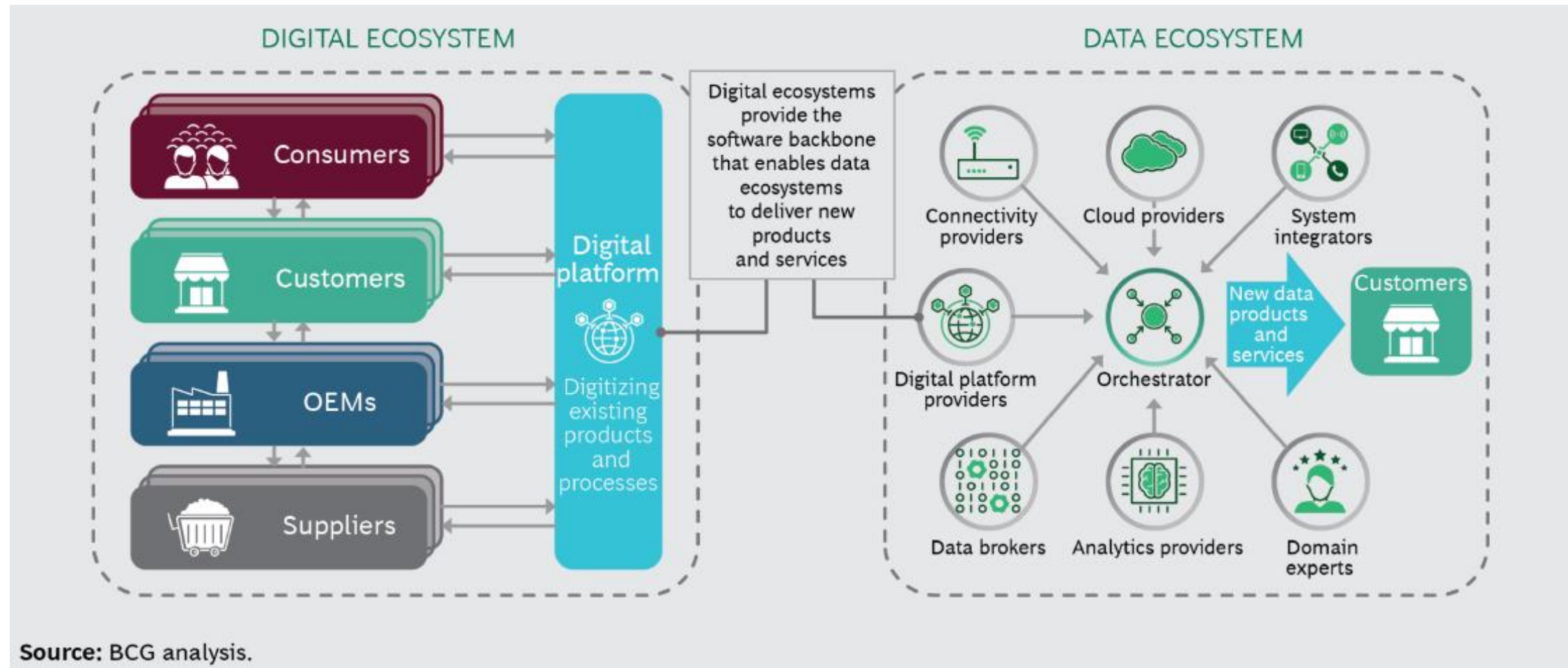
- The New York Stock Exchange generates about 4–5 terabytes of data per day.
- Facebook hosts more than 240 billion photos, growing at 7 petabytes per month.
- Ancestry.com, the genealogy site, stores around 10 petabytes of data.
- The Internet Archive stores around 18.5 petabytes of data.
- The Large Hadron Collider near Geneva, Switzerland, produces about 30 petabytes of data per year.

Source: Hadoop The Definitive Guide





# Digital and Data Ecosystems



# Data Classification

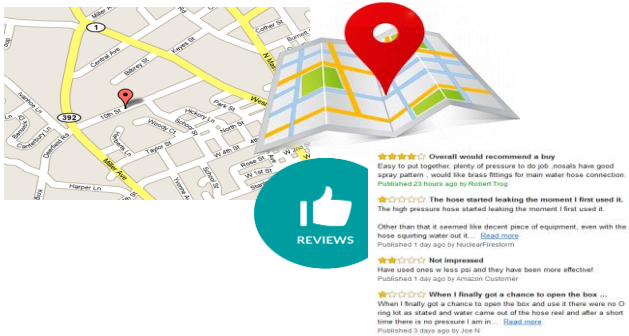
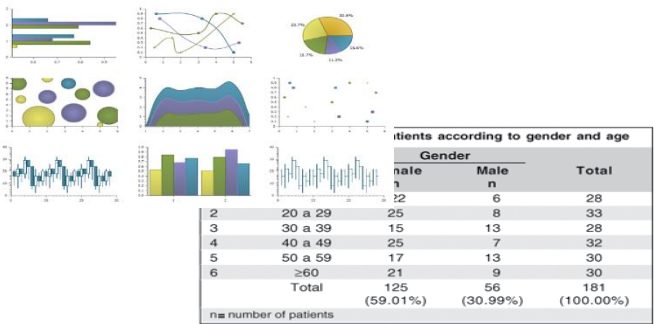
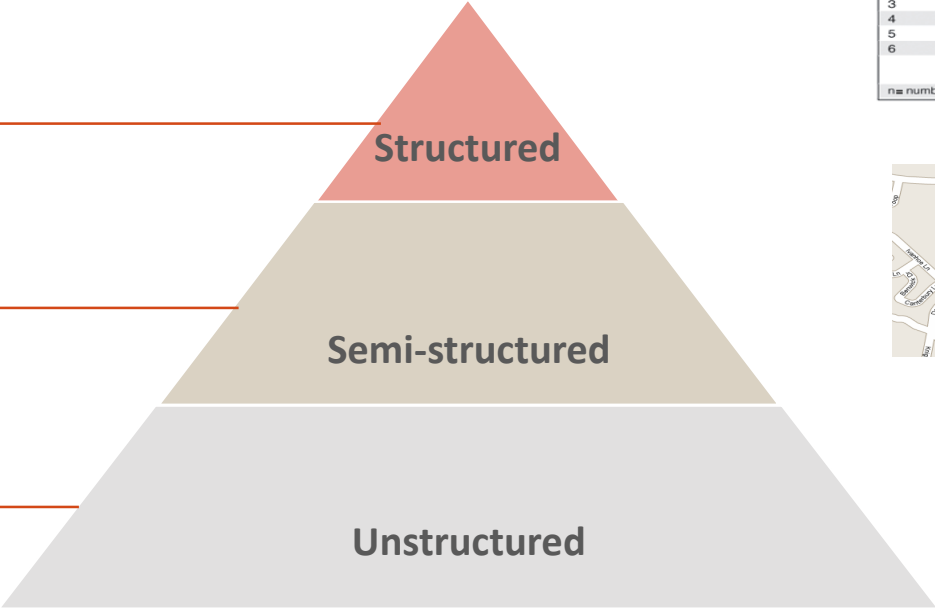
Data Growth, Data Types, Formats

# Data Formats, Classification

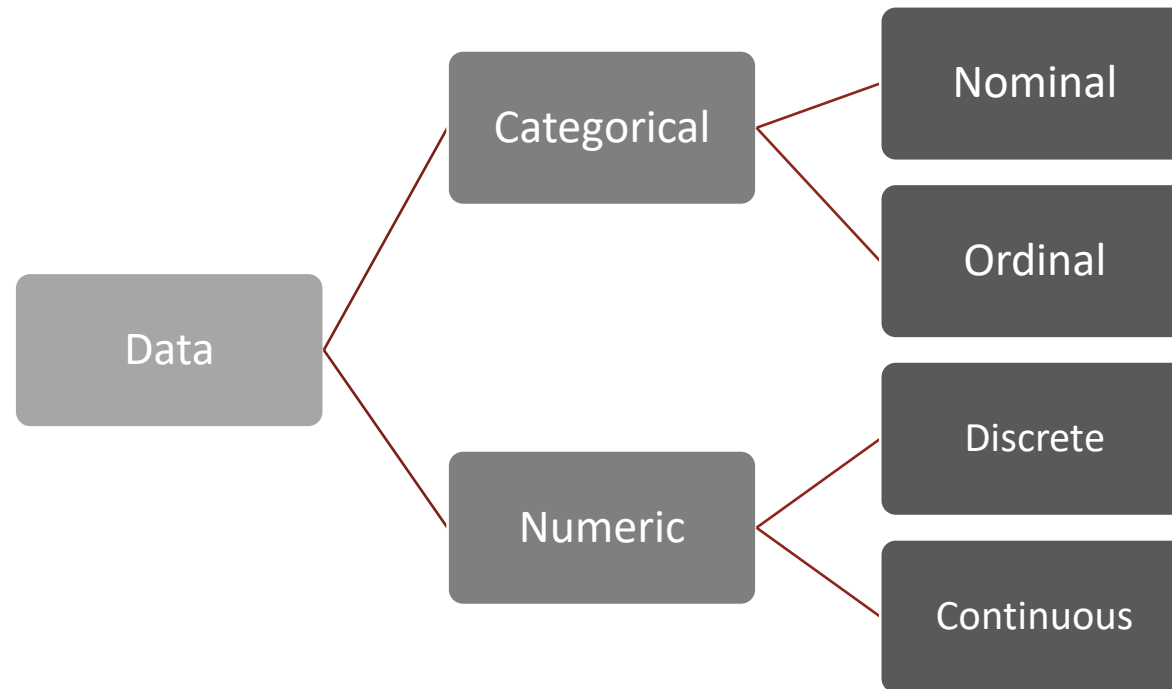
Well defined data types, fixed fields e.g. numeric, currency, date, address, text

Textual data with patterns e.g. XML, EDI, logs, Sensors

No inherent structure. File formats e.g. audio, video, pdf



# Types of data



## Categorical

Classified or ordered

### Nominal

Descriptions or labels - No sense of sequence

Ex: Red/blue/yellow OR M/F, etc

### Ordinal

Meaningful Order

Ex: 1st (98.3%)/2nd (97.2%)/3rd(91.4%)

## Numerical Data

Can be measured

### Discrete

Quantitative data with whole numbers

Ex: number of students in a class

### Continuous

Can take on fractions and decimals

Ex: height / weight



# Binary Format

- Bit - smallest unit of information

0/1

- Byte - 8 bits of information

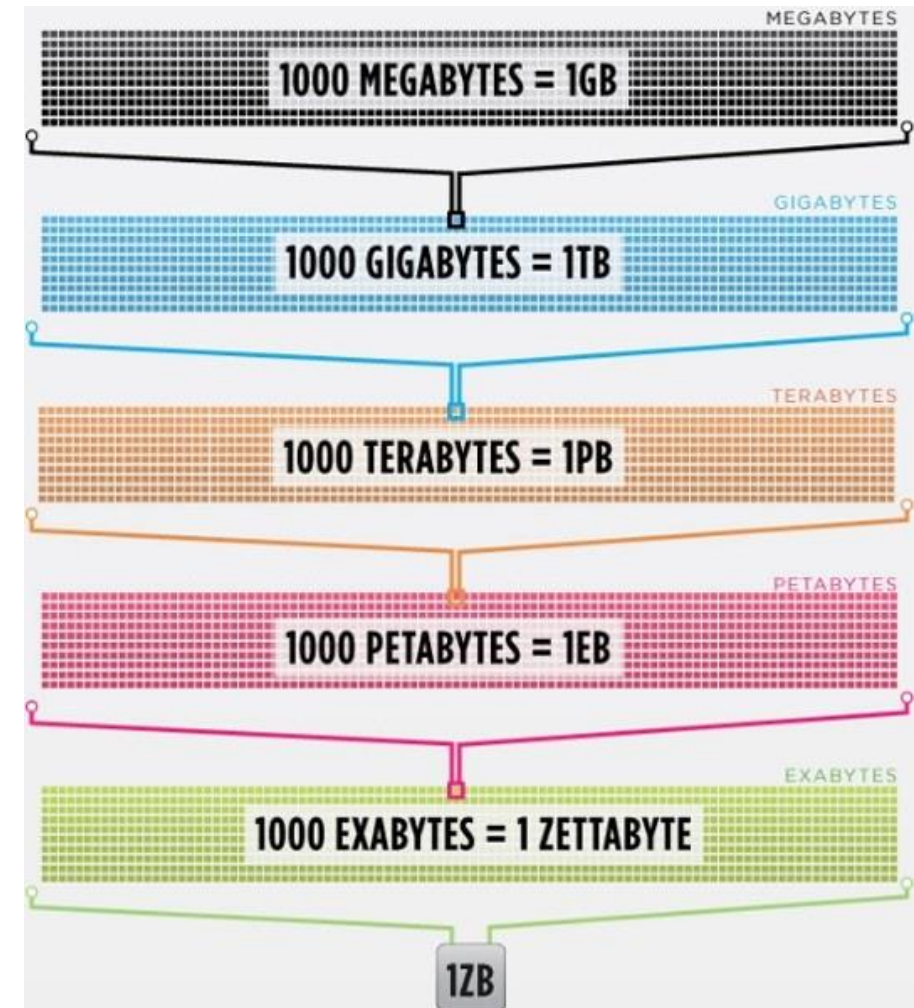
0/1 0/1 0/1 0/1 0/1 0/1 0/1 0/1

- 1 Kilo Byte =  $2^{10}$  Bytes = 1024 bytes

- 1 Kilo Byte =  $10^3$  Bytes = 1000 bytes

# Data Sizes

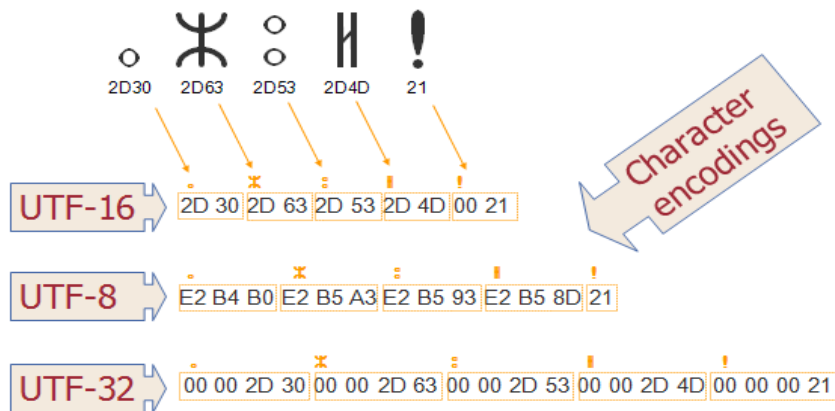
Data Size	Bytes	Examples
Kilobyte (KB)	$10^3$	Emails, Browser cookies
Megabyte (MB)	$10^6$	Music (mp3), docs, Floppy disk
Gigabyte (GB)	$10^9$	Movies, large docs, Flash drives, DVD
Terabyte (TB)	$10^{12}$	Movies collection, Hard-drive
Petabyte (PB)	$10^{15}$	Networking websites, Financial, Retail
Exabyte (EB)	$10^{18}$	Large search and video websites
Zettabyte (ZB)	$10^{21}$	All data on the internet



<https://www.engadget.com/>

# Character Sets and Encodings

- Character Set is a collection of supported characters
- Encoding maps a string of characters to a string of bytes



Source: w3c.org

Data	Encoding	Bits
A	ASCII /UTF-8	01000001
A	UTF-16	00000000 01000001
a	ASCII /UTF-8	01100001
7	ASCII /UTF-8	00000111
bits	UTF-8	01100010 01101001 01110100 01110011
あ	UTF-8	11100011 10000001 10000010 00001010
𐀀	UTF-8	11100000 10100100 10001011 00001010

# Data Format – Text files

- Field delimiters separate data fields. Record delimiters separate groups of fields.
- Examples
  - Comma Separated Values ( , )
  - Pipe Separated Values ( | )
  - Tab Separated Values ( tab )
  - Semicolon separated values ( ; )

```
fname,lname,age,salary  
nancy,davolio,33,$30000  
erin,borakova,28,$25250  
tony,raphael,35,$28700
```

CSV file

<https://en.wikipedia.org/wiki/Delimiter/>

# Data Format - JavaScript Object Notation (JSON)

- Lightweight data-interchange format
- Platform independent
- Built on two structures :
  - Collection of name/value pairs
  - An ordered list of values

```
{  
  "message": {  
    "date": "07-04-2016",  
    "hour": "08:30",  
    "to": "Receiver",  
    "from": "Sender",  
    "body": "This is an email message"  
  }  
}
```

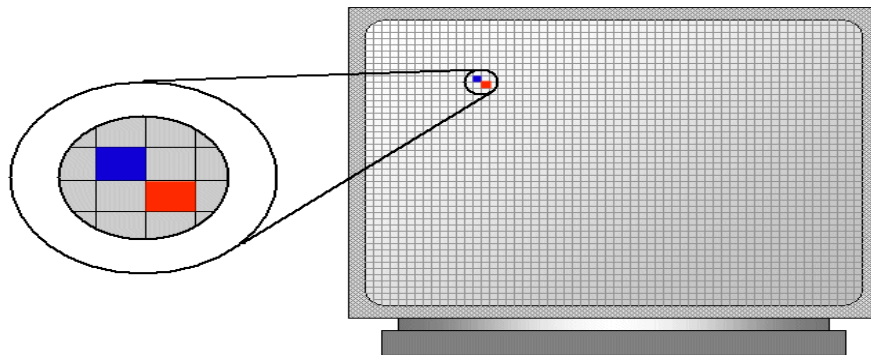
# Data Format - Extensible Markup Language (XML)

- Lightweight data-interchange format
- Platform independent
- Self-descriptive
- Extensible

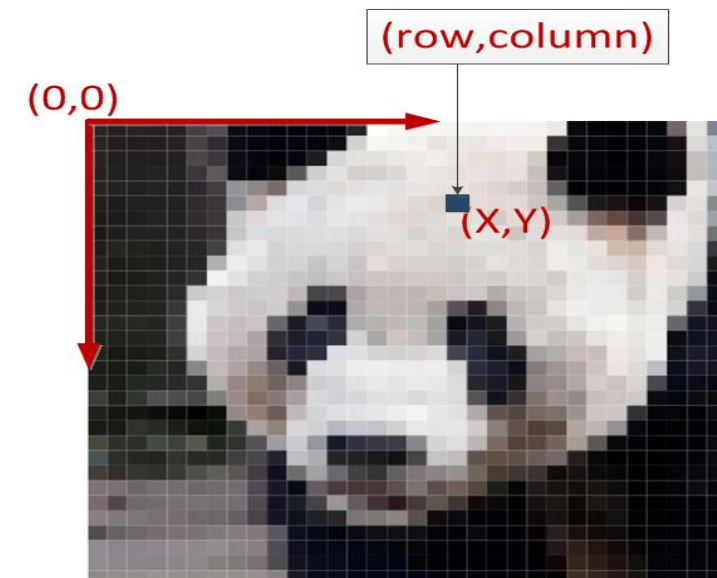
```
<note>  
  <date>07-04-2016</date>  
  <hour>08:30</hour>  
  <to>Receiver</to>  
  <from>Sender</from>  
  <body>This is an email message</body>  
</note>
```

# Digital Images

- Raster Graphics
  - Information stored as pixels (e.g. JPEG)
- Vector Graphics
  - Information stored as vectors (e.g. SVG)

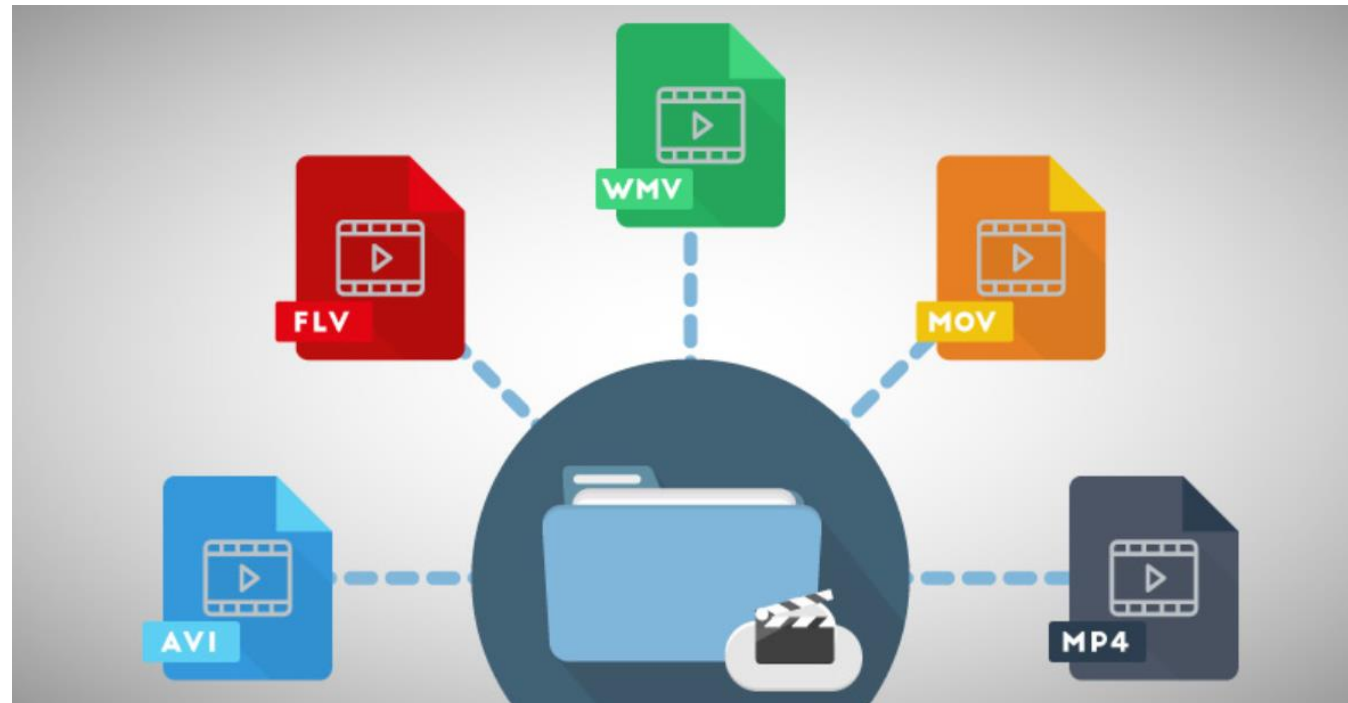


0	1	0	0	0	1	0
1	1	0	1	1	0	0
0	1	1	0	0	0	0
0	1	1	1	1	0	0
1	1	0	1	0	1	0
0	0	0	0	0	0	1



# Video Formats

- File format for storing digital video data on a computer system. Video is almost always stored in compressed form to reduce the file size.

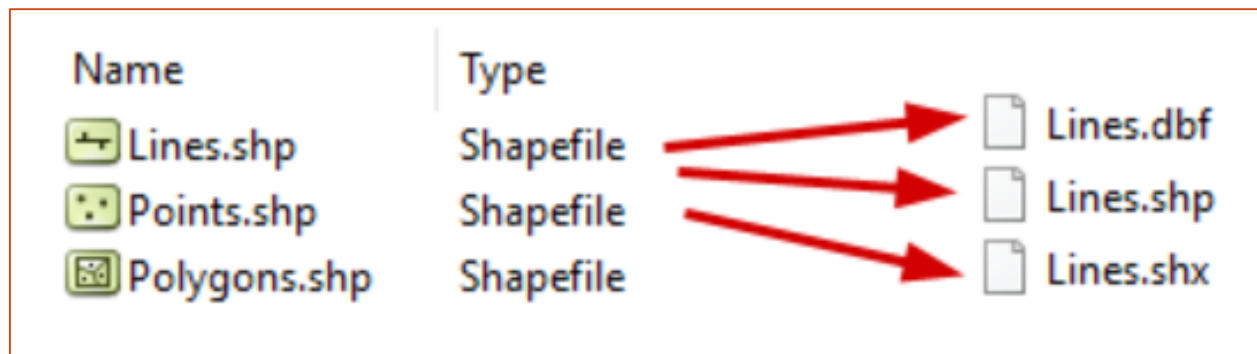


<https://www.motionelements.com/blog/articles/what-you-need-to-know-about-the-5-most-common-video-file-formats/>



# Spatial data

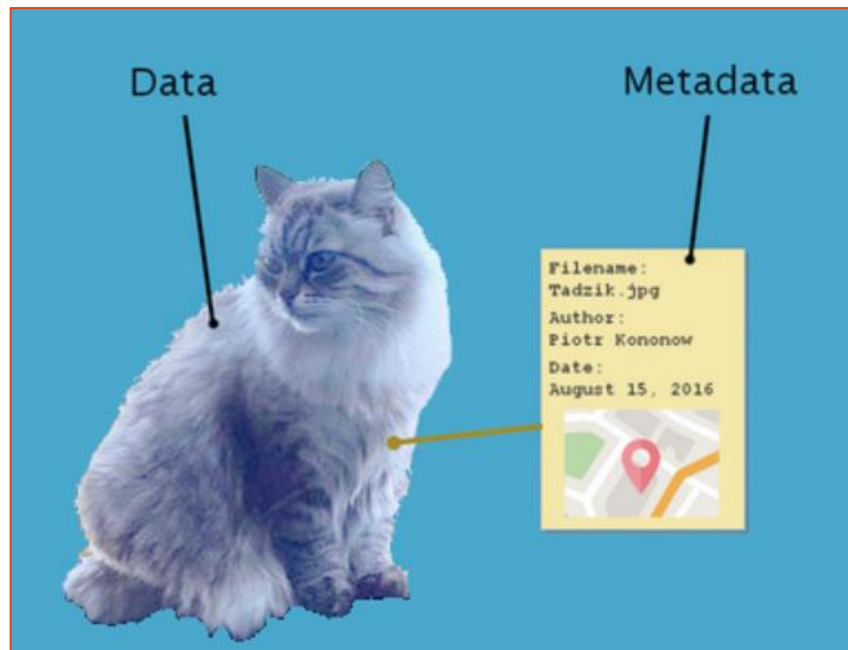
- Spatial data (geospatial data ) represents the location, size and shape of an object such as a building, lake, mountain and includes attributes that provide more information about the entity being represented.
- The shapefile is the most common geospatial file type. The three required files are SHP is the feature geometry, SHX is the shape index position and DBF is the attribute data.



<https://gisgeography.com/gis-formats/>

# Metadata

- Data that describes the structure and the properties of the data. It is essential for the proper understanding and use of the data
- Makes finding and working with particular instances of data easier



<https://gisgeography.com/gis-formats/>

- Data name
- Data create date
- Creator's name
- Data owner
- Data sensitivity
- Group/user permissions
- Source of data
- Construction process of the data

# Data Dictionary

- A "centralized repository of information about data such as meaning, relationships to other data, origin, usage, and format". Also known as metadata repository.

## 5.1.1 The actor Table

The `actor` table lists information for all actors.

The `actor` table is joined to the `film` table by means of the `film_actor` table.

### Columns

- `actor_id`: A surrogate primary key used to uniquely identify each actor in the table.
- `first_name`: The actor's first name.
- `last_name`: The actor's last name.
- `last_update`: The time that the row was created or most recently updated.

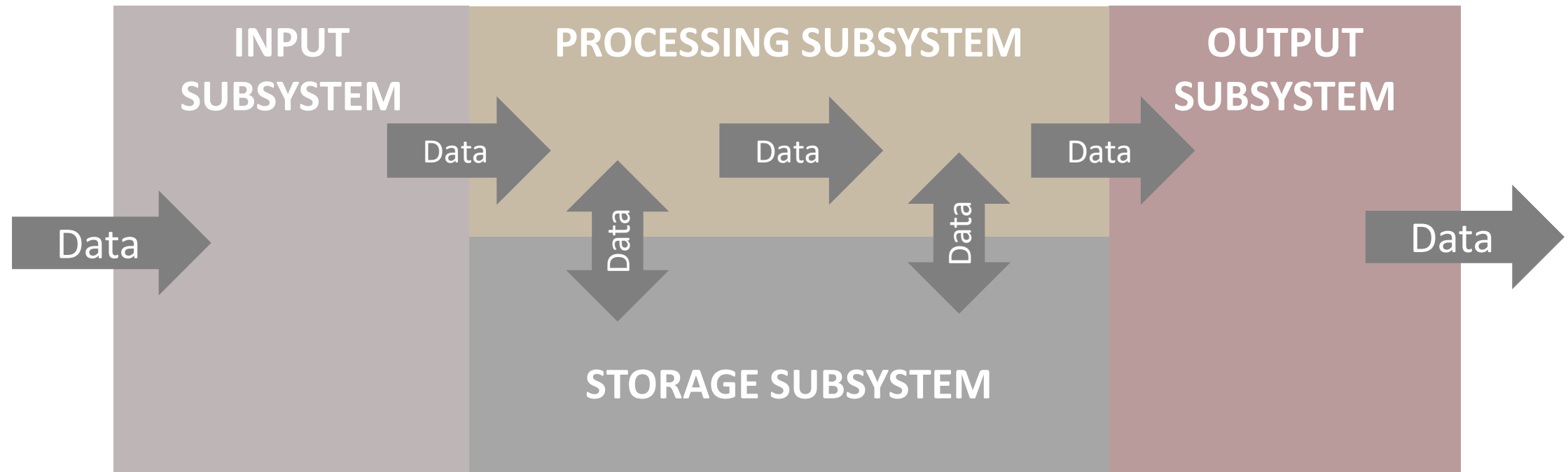
## 5.1.2 The address Table

The `address` table contains address information for customers, staff, and stores.

The `address` table primary key appears as a foreign key in the `customer`, `staff`, and `store` tables.

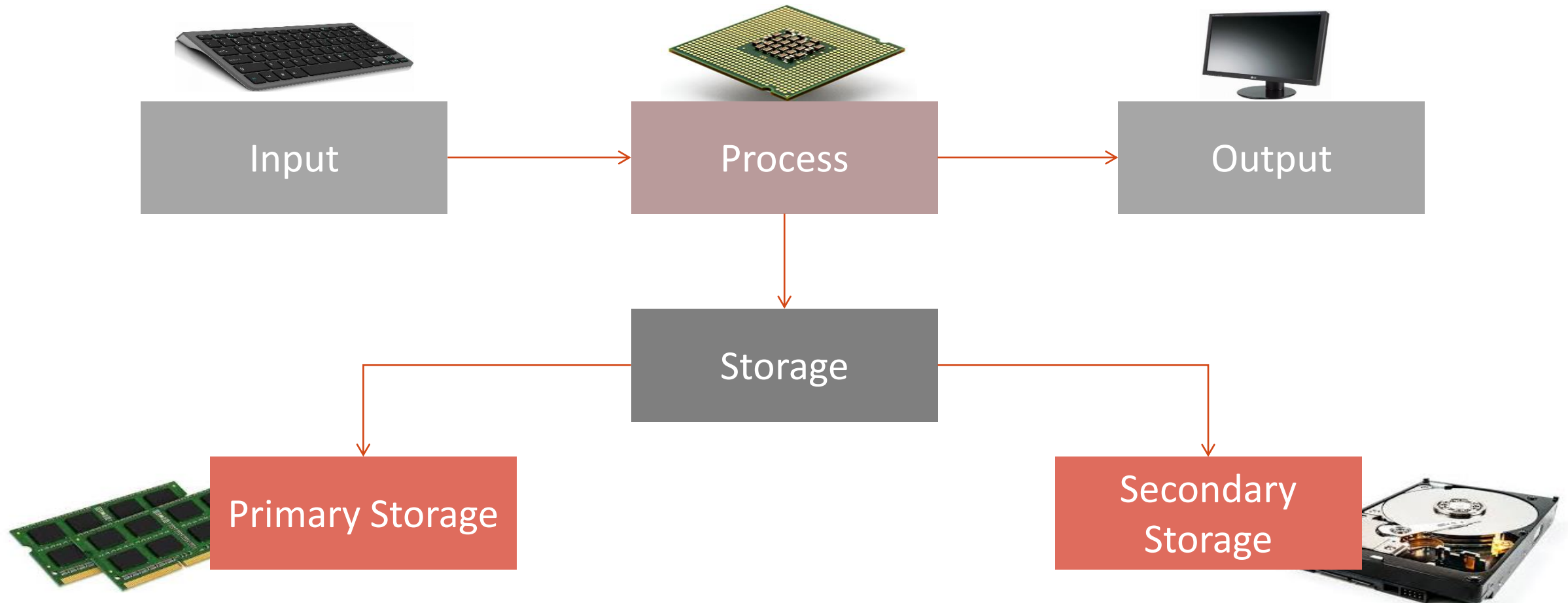
# Data Preparation

# Data Processing



Source: wikipedia

# Data Processing



# Application Programming Interfaces (APIs)

- An API is code that allows two software programs to communicate with each other
- APIs are software components or building blocks, which are used by other systems. Usually contain clearly defined methods of communication
- An API may be for a web-based system, operating system, database system, or hardware/software library

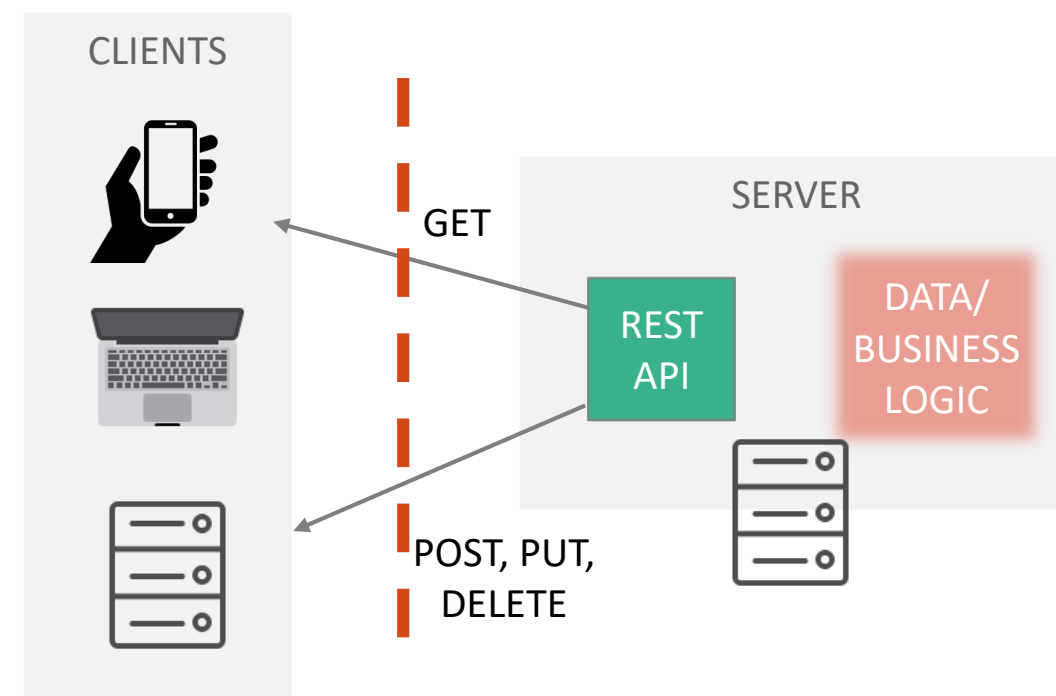


LTX Solutions

# Web Services

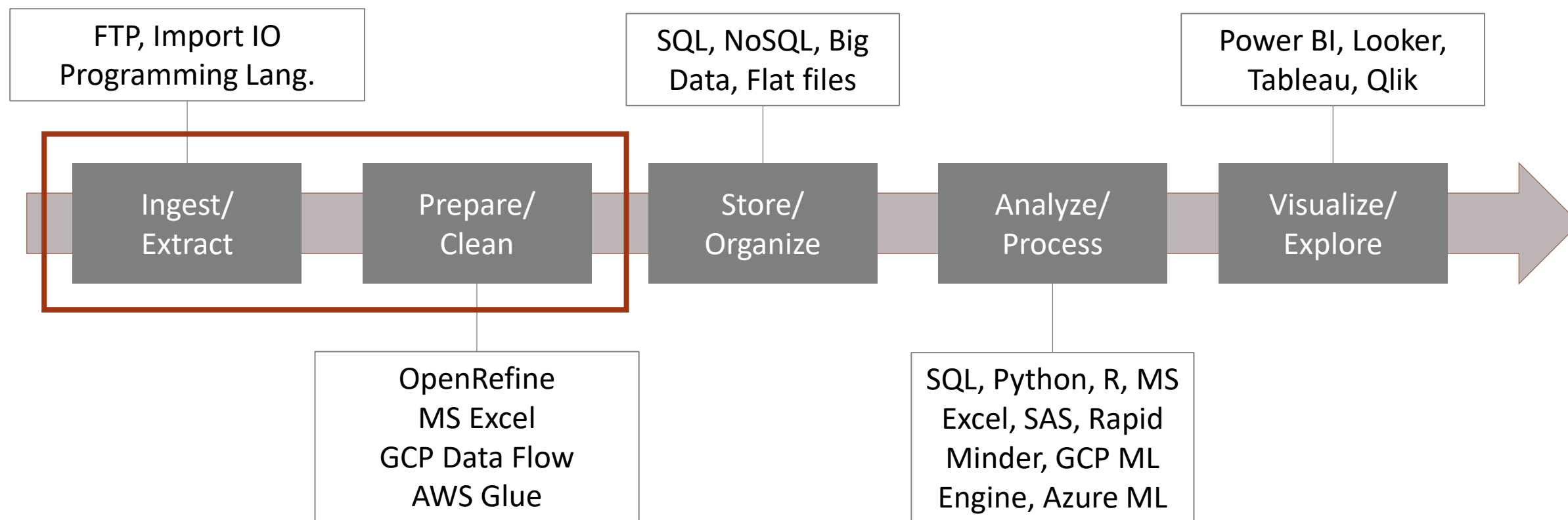
- Web Services are services or APIs offered over the internet
- REST/SOAP are widely used web services protocols
- Data exchanged between client and the server is typically in the JSON/XML format
- E.g. Weather Service, Stock Quote Service, etc.
- A curated list of web services

<https://www.programmableweb.com/category/all/apis>

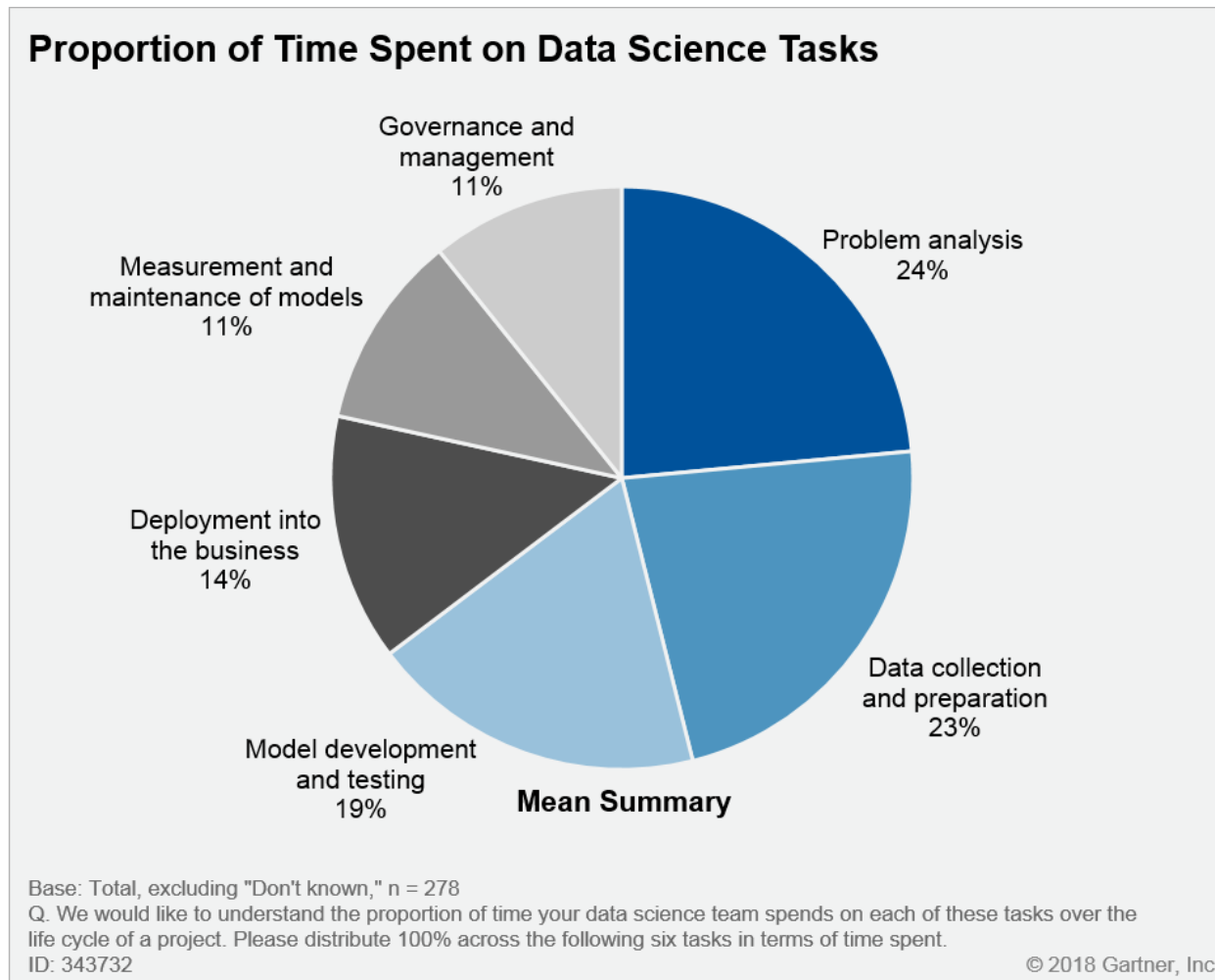




# Data Analysis Pipeline – Ingest, Prepare



# Data Science Tasks



# Data Ingestion

- Process of retrieving data from various sources for further processing
- Various methods of performing data ingestion:
  - File transfers (FTP, Downloads)
  - Web service (REST API)
  - Event based messaging (Publish-Subscribe, Queues, Topics)
  - Extraction Transformation Load (ETL)
  - Web Mining - scraping/crawling



# Exercise – Web Scraping

Read and process data from a website

# Raw Data

- Can we interpret the data ?
- Does data have errors ?
  - Typos, multiple formats, inconsistencies, missing values
- Does it meet domain standards ?
  - Currency, decimals, censored fields, etc.

```
112, ND748579, 2014-08-20, 33347.88  
114, GG31455, 2016-05-20, 45864.03  
114, MA765515, 2014-12-15, 82261.22
```

# Sources of Errors

- Manual data entry
- Duplicate data entry
- Measurement related errors
- Absence of well defined standards
- Inconsistent data formatting
- Numeric approximations
  - software and hardware constraints



At 2:45 pm on May 6, 2010, Wall Street essentially had a heart attack. In just minutes, the stock market plunged 1000 points, for reasons traders, analysts, and business media could not explain. The “flash crash” wiped out \$1.1 Trillion of investor dollars and even though most of that was quickly regained, it left the market badly shaken.

..It appears that a single keystroke error was to blame. The letter “B” was inserted in a sell order instead of the letter “M”. Billion was input where Million should have been and it triggered a ripple effect through the automated financial markets.

<https://ungerboeck.com>

# Data Quality

- Data Quality
  - Fitness of the data for its intended use in operations, decision making and planning
- Impact of data quality :
  - Consistency - all copies of the data are consistent with each other
  - Completeness – required fields are not missing or incomplete
  - Accuracy - data is correct and has been verified
  - Validity - data adheres to types, formats and business rules
  - Timeliness - data is not out of date
  - Integrity - data is appropriately referenced

# Data Transformation

- Trim white spaces
- Handling missing or null values
- Formatting text, numeric and date fields
- Standardization and consistency
- Correcting domain values
  - Selecting certain attributes
  - Sorting and aggregation
  - Deriving calculated values
  - Statistical adjustments





# OpenRefine



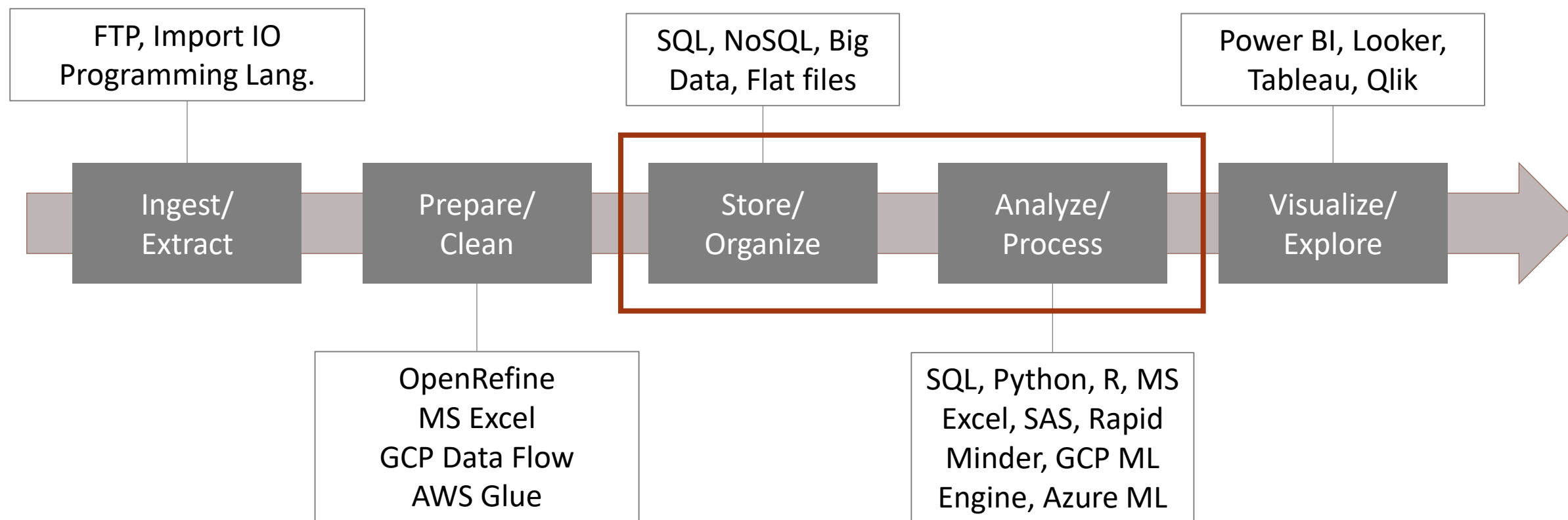
- Open source data cleaning application
- Compatible with a variety of formats
  - CSV, TSV, JSON, XML, Excel, RDF
- More powerful than spreadsheets; better visualization than programming
- Functions:
  - Import/Export, Faceting, Transforming, Clustering, Reconciling

# Exercise - OpenRefine

Data preparation using OpenRefine

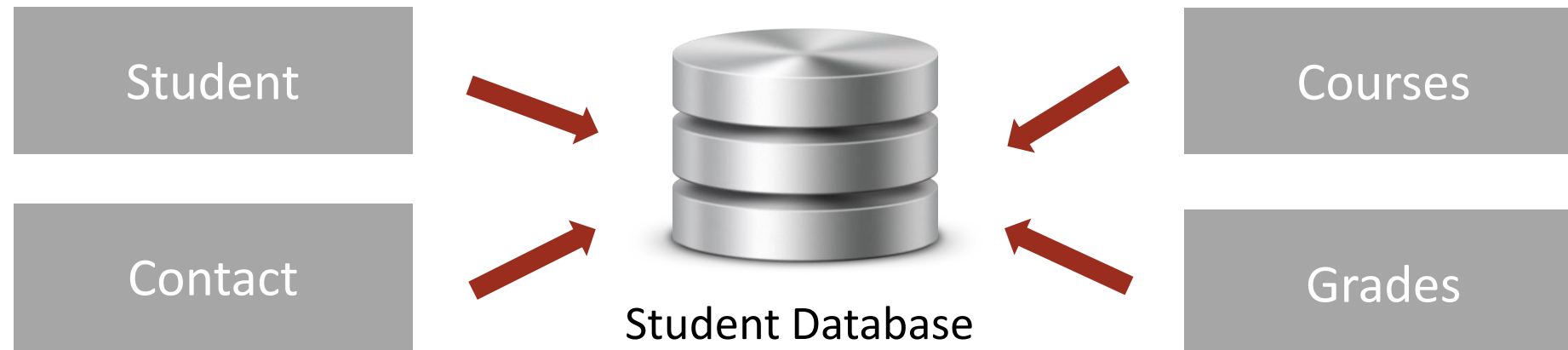
# Database Management Systems

# Data Analysis Pipeline – Store, Analyze

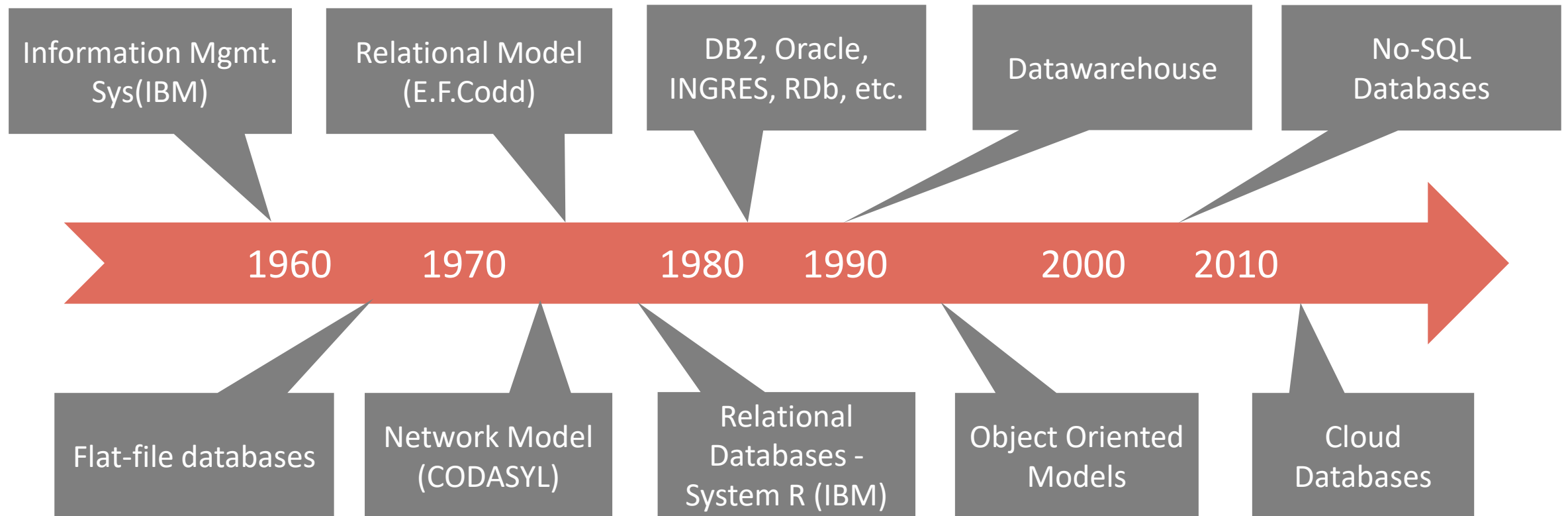


# Database

- Shared collection of logically related data and descriptions of this data
- Modeled after real-world systems and entities



# History of Databases



# Principle of Data Independence

## Logical Database Schema

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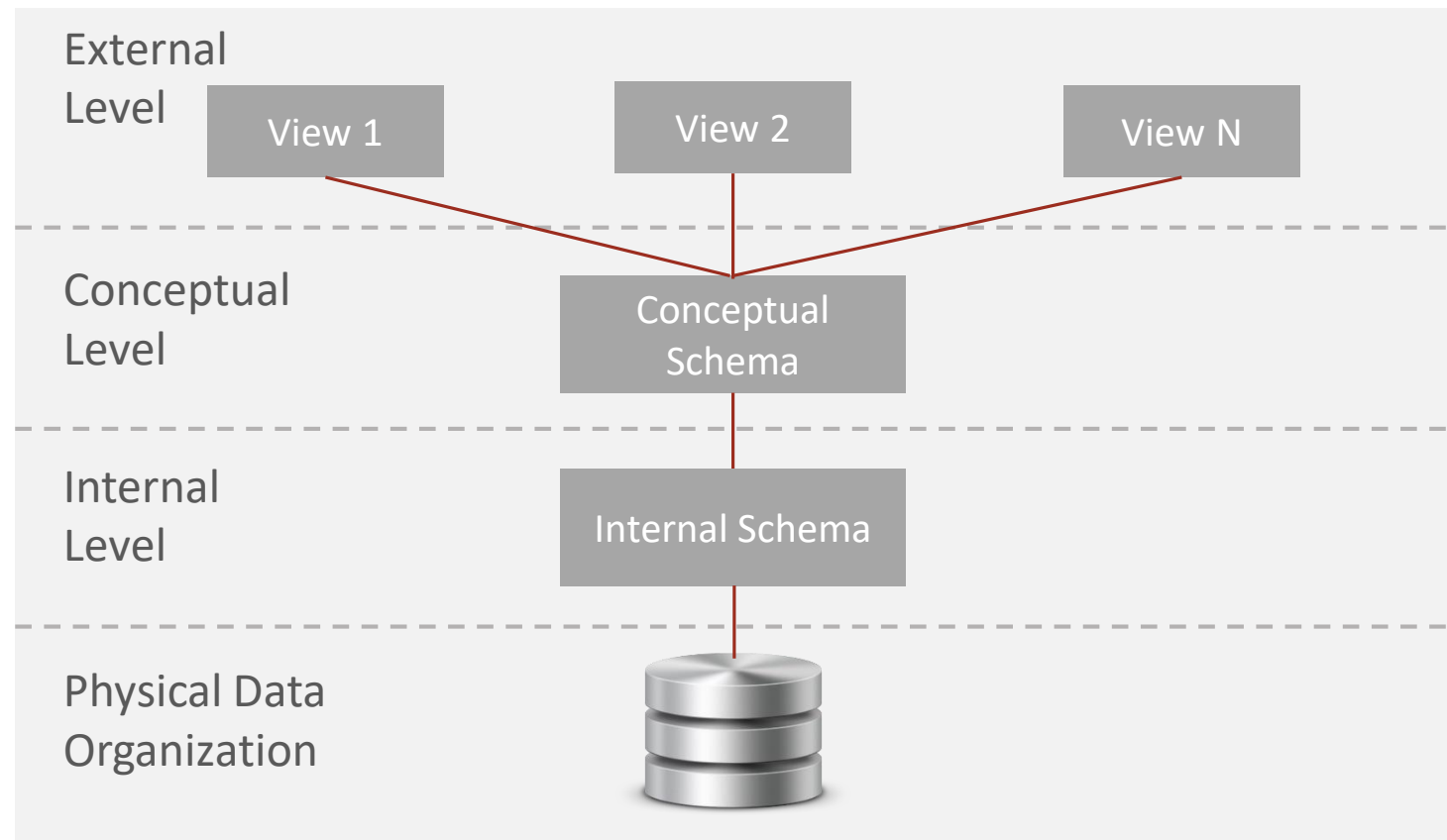
- A logical schema is a conceptual model of the data. It is primarily concerned with understanding the business entities, their attributes and their relationships
- Logical schema is design-centric in order to meet the business requirements

## Physical Database Schema

- A physical model is concrete in the sense that it is implemented in the DBMS
- It contains physical objects such as data files, redo logs, control files etc., that reside on a database system

The ability to modify a schema definition in one level without affecting a scheme definition in a higher level is called **data independence**. The principle of data independence helps keep the logical model separate from the physical schema so that the database model/design can be isolated from the physical constraints

# Logical Architecture (ANSI-SPARC)



ANSI-SPARC Architecture



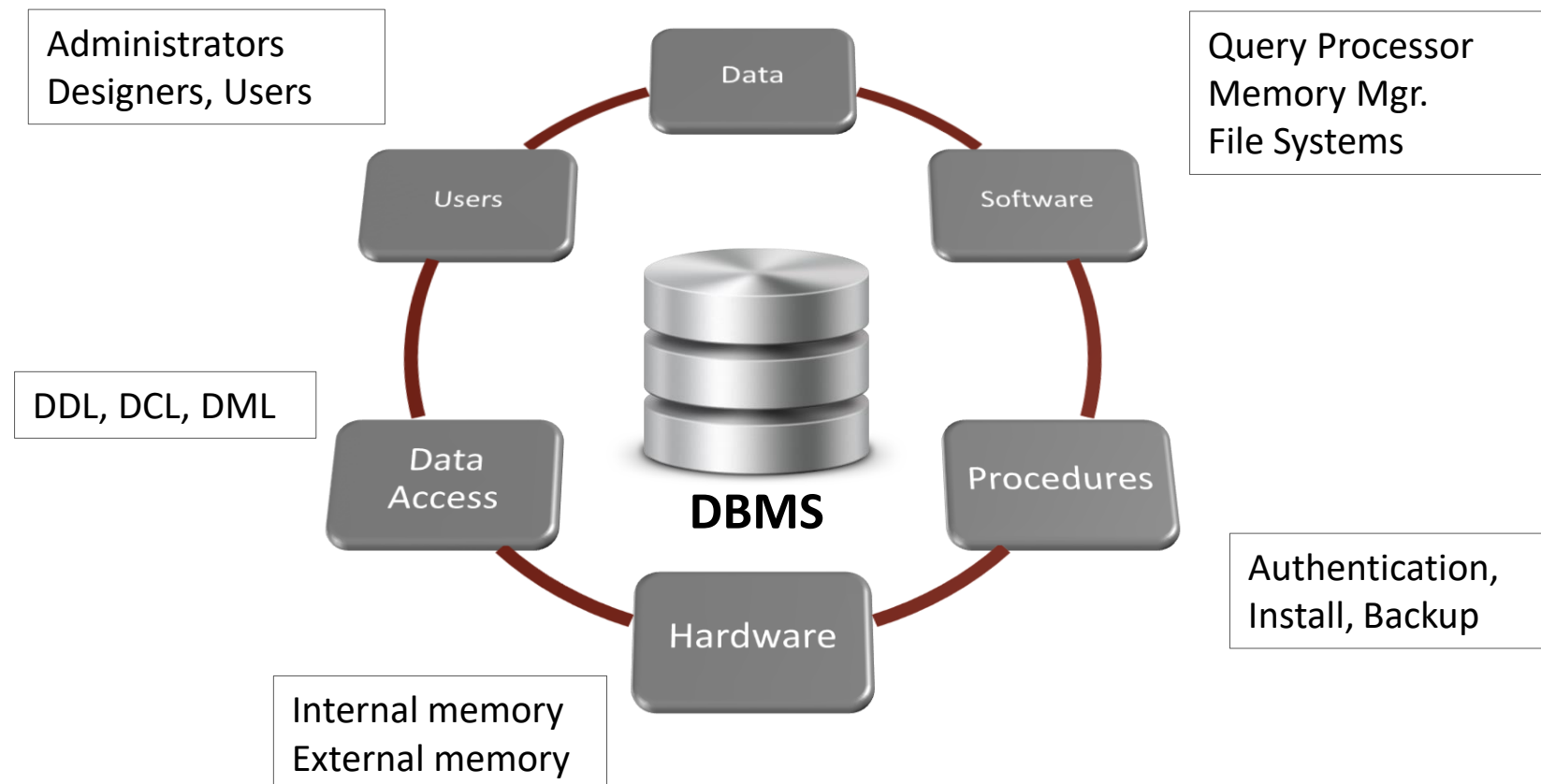
# Database Management System (DBMS)

- Aggregate of data, software, hardware and users that helps an organization manage its operational data
- Provide efficient and reliable methods of data retrieval
- Involves monitoring, administration, and maintenance of the databases

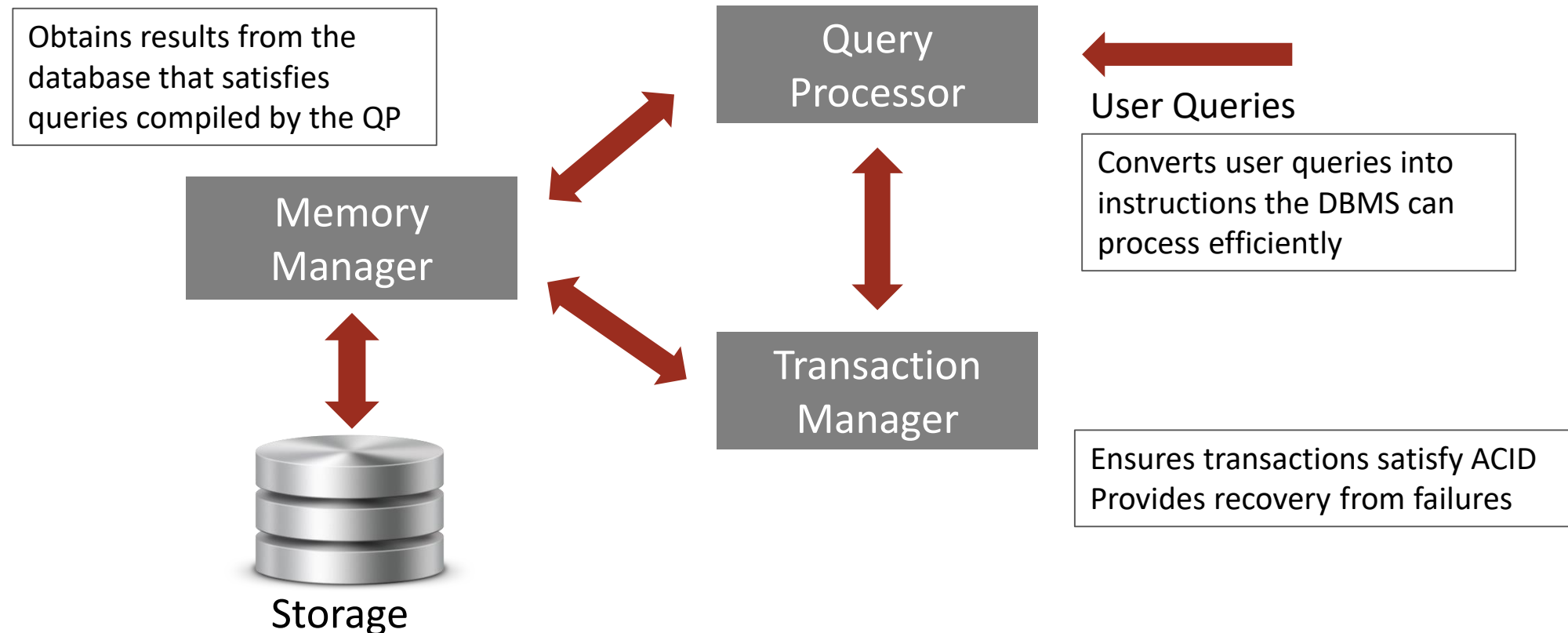
# DBMS Benefits

- Program-Data Independence
- Efficiently retrieve, manipulate, store data
- Concurrent Access & Crash Recovery
- Minimize data duplication
- Data Integrity & Security
- Data Administration

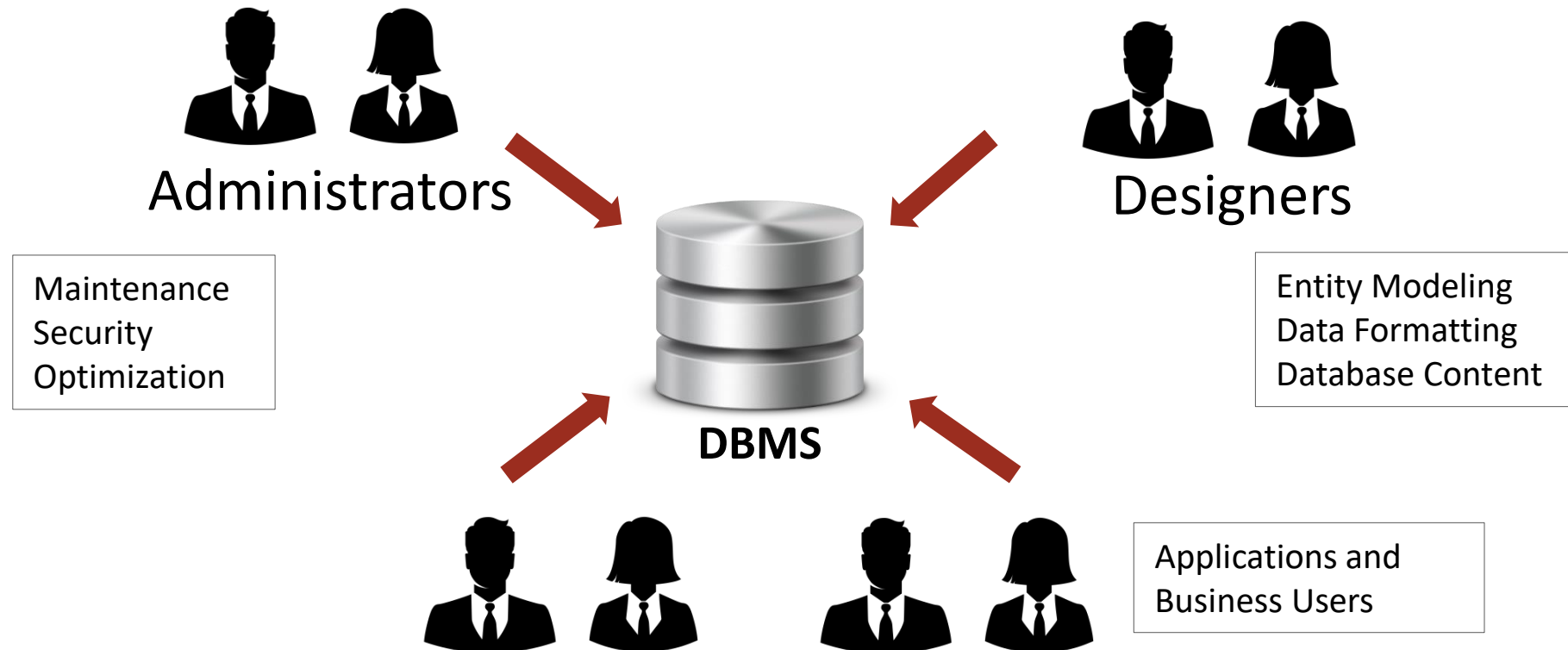
# DBMS Components



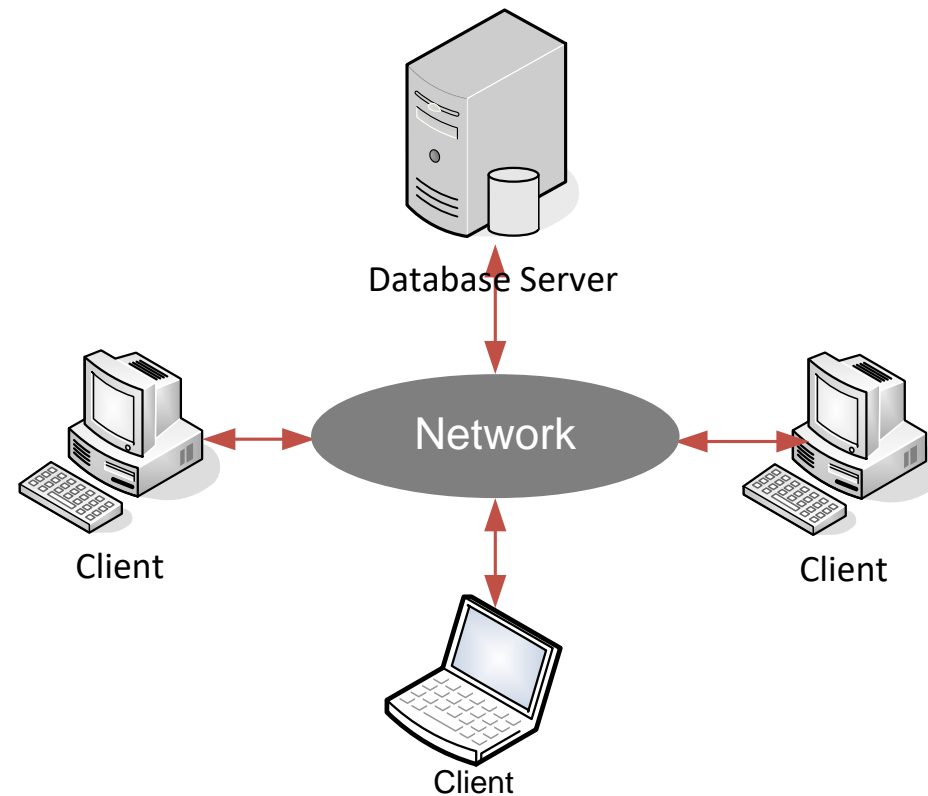
# DBMS Software Architecture



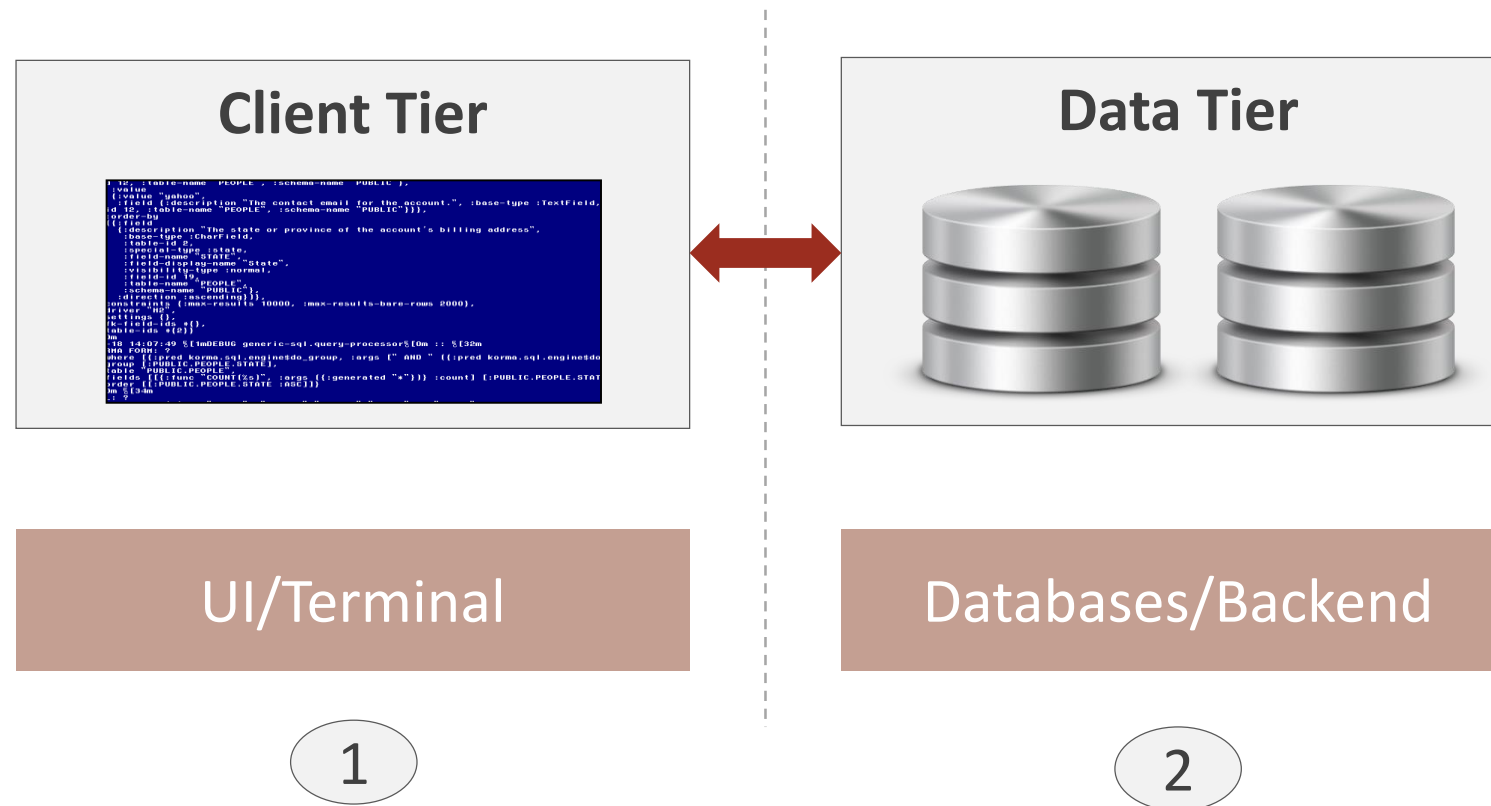
# DBMS Users



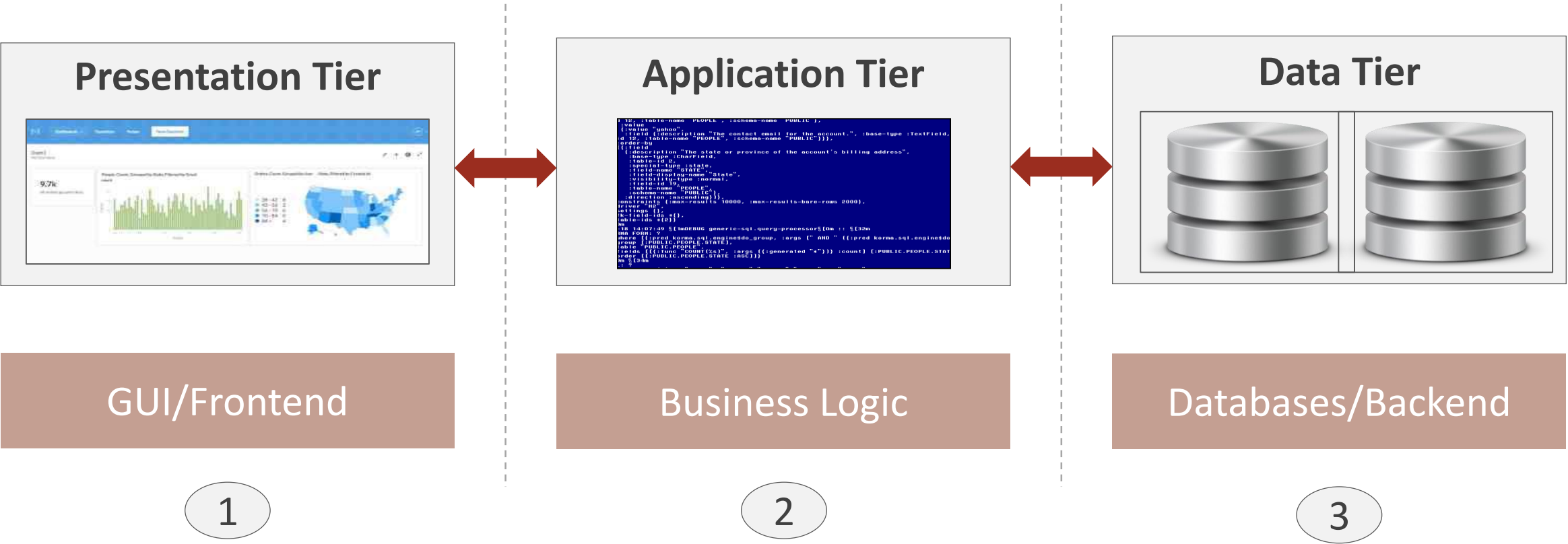
# Client-Server Architecture



# 2-tier Architecture (Logical)



# 3-tier Architecture (Logical)





# Database Transactions

- A unit of work performed against a database
- Generally results in a change of database state
- Reliable and independent of other transactions
- Either executes in entirety or is rolled back
- ACID properties

# ACID Properties

- Atomicity
  - When an update occurs to a database, if part of the transaction fails, then the entire transaction fails. Atomicity requires that each transaction be an "all or nothing".
- Consistency
  - Ensures that any transaction brings the database from one valid state to another. A consistency constraint is a predicate on data which serves as a precondition, post-condition, and transformation condition on any transaction
- Isolation
  - Ensures that concurrent execution of transactions results in a system state that would be obtained if the transactions were executed serially, i.e. one after the other
- Durability
  - Ensures that the system is able to recover committed transaction updates if either the system crashes or fails with errors

# Transaction Example



ATM

Crash



Withdrawal request

1) Verify account details

2) Accept withdrawal request

3) Check balance

4) Update balance

5) Dispense money

Account Balance

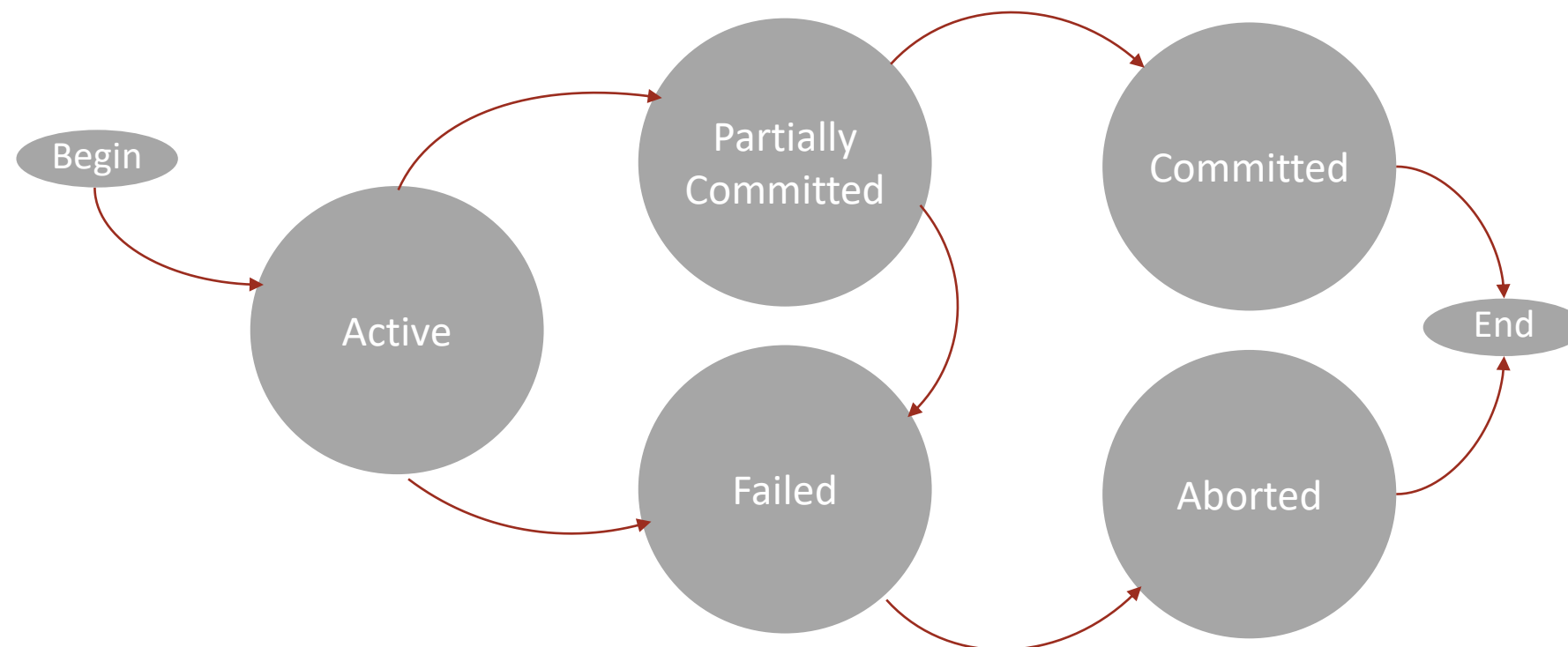
\$ 1000

\$ 1000

\$ 1000

\$ 900

# Transaction Lifecycle



# Exercise

## MySQL DBMS Review

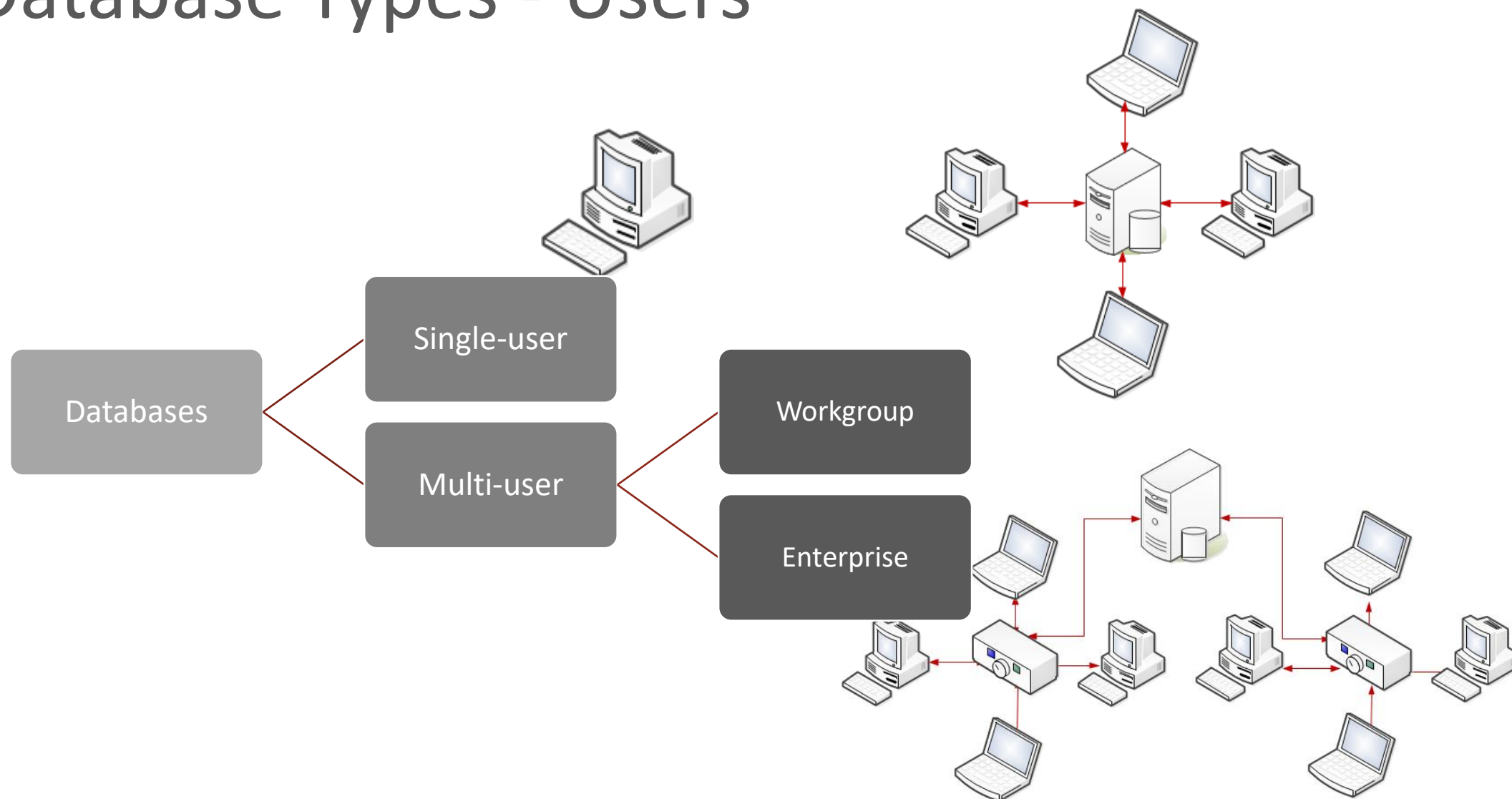
# Types of Databases

Users, Location, Function, Supported Data Types

# Database Classification

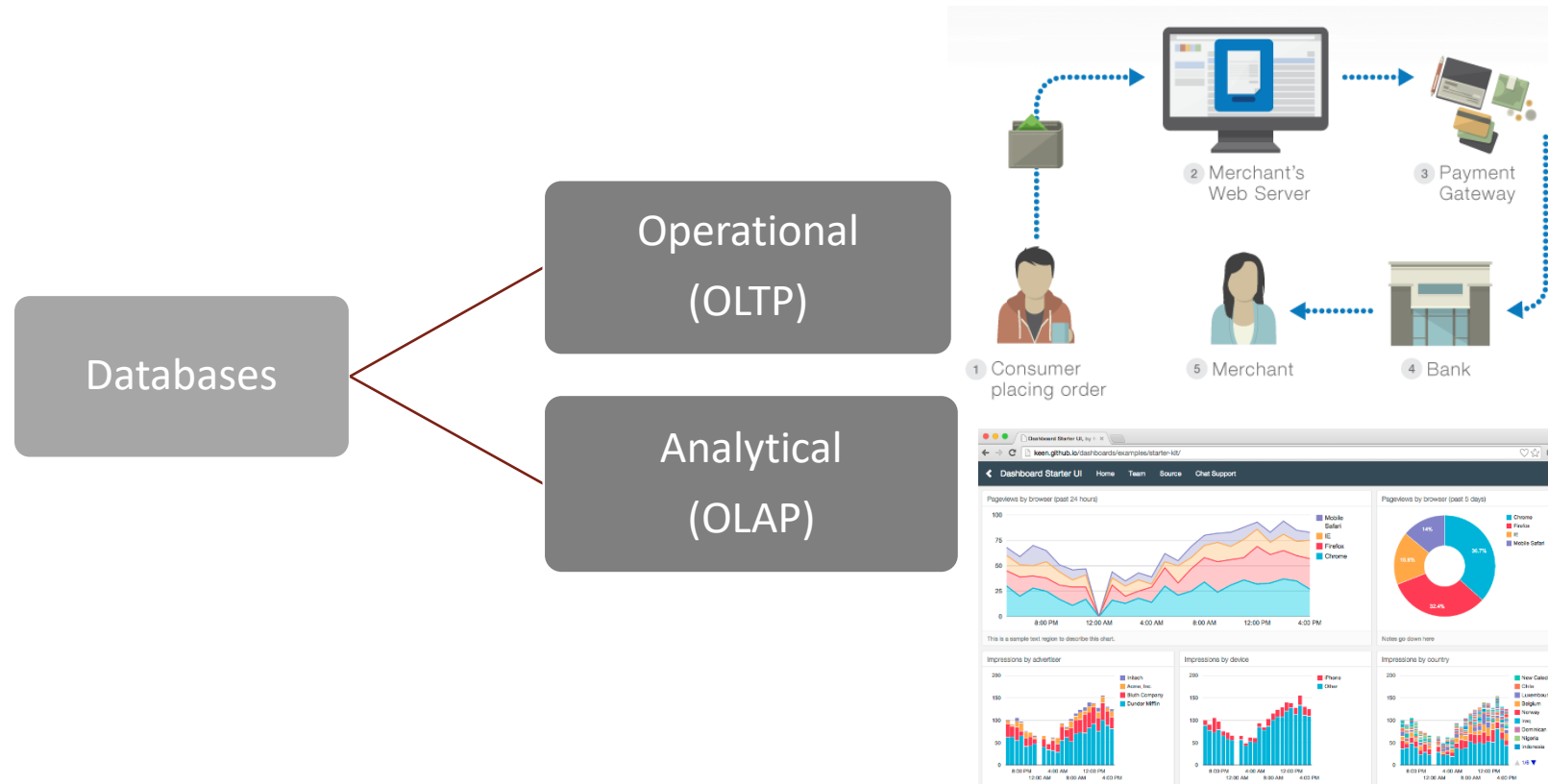
- Databases are usually classified based on the following attributes:
  - Number of users
    - Single user, multi-user, large scale
  - Primary function
    - Transactional vs analytical
  - Database location(s)
    - Centralized vs distributed
  - Data type and structure
    - Structured, semi-structured

# Database Types - Users

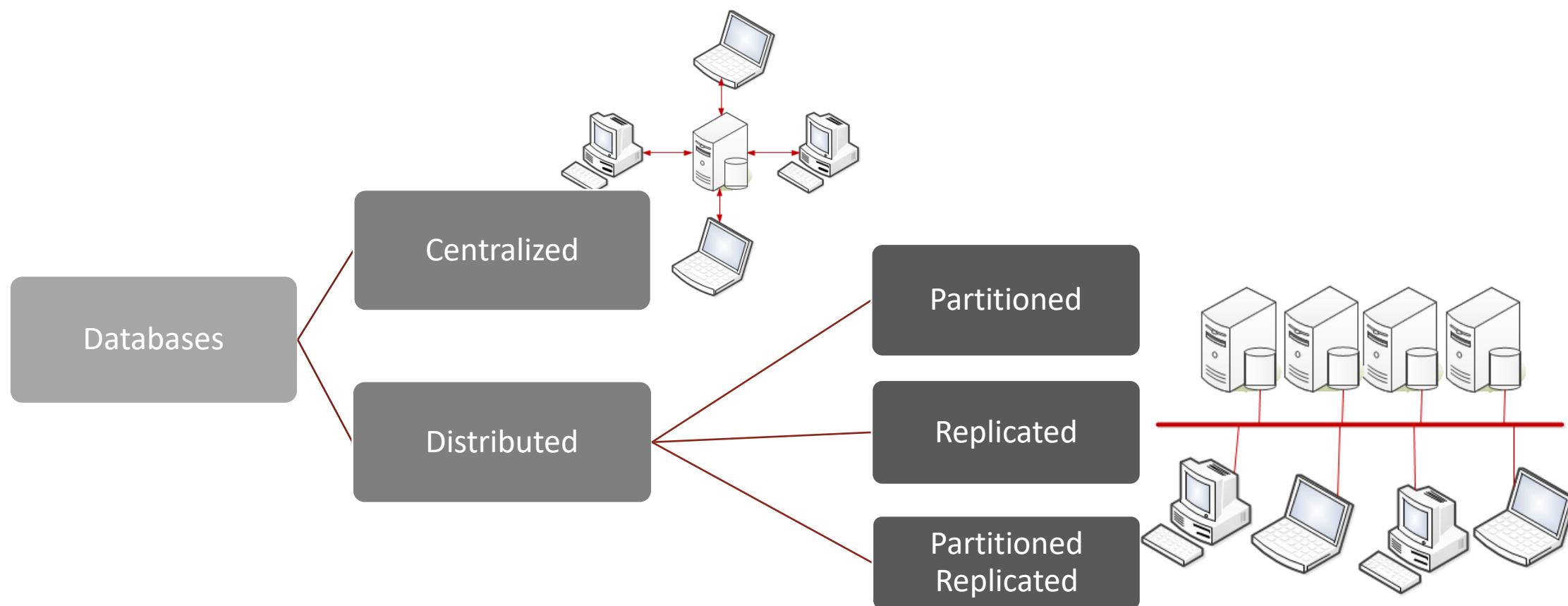




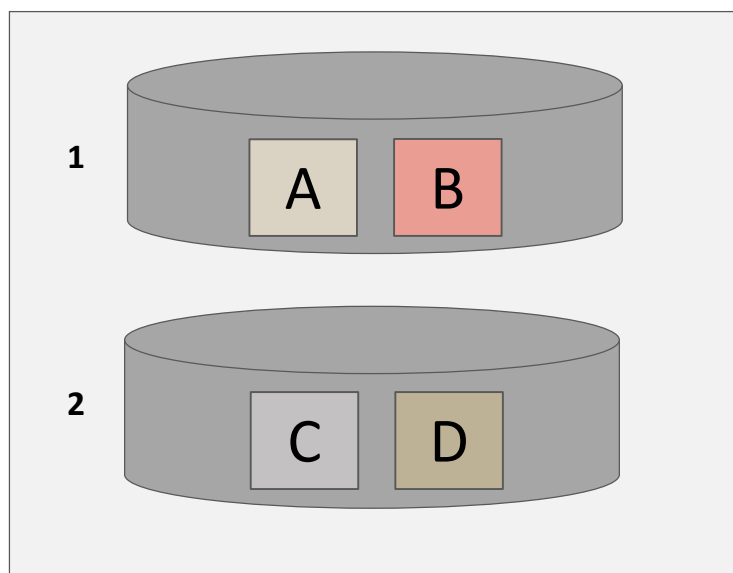
# Database Types - Function



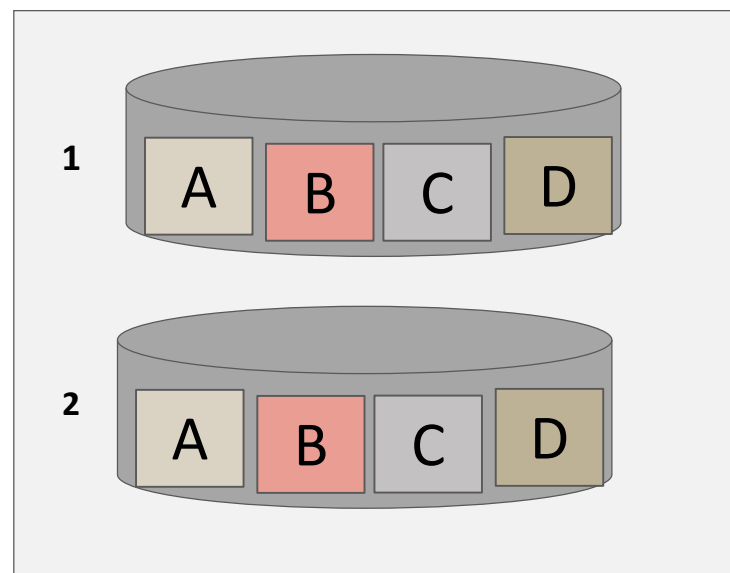
# Database Types - Location(s)



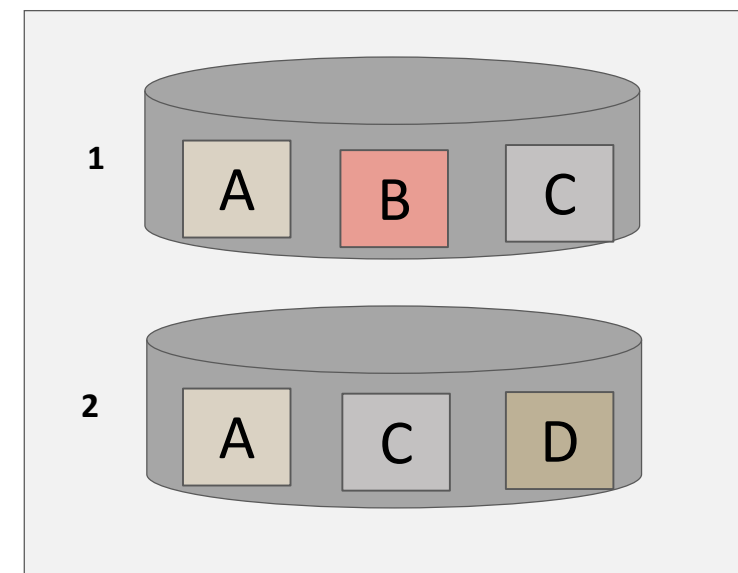
# Distributed Databases



Partitioned  
Non Replicated

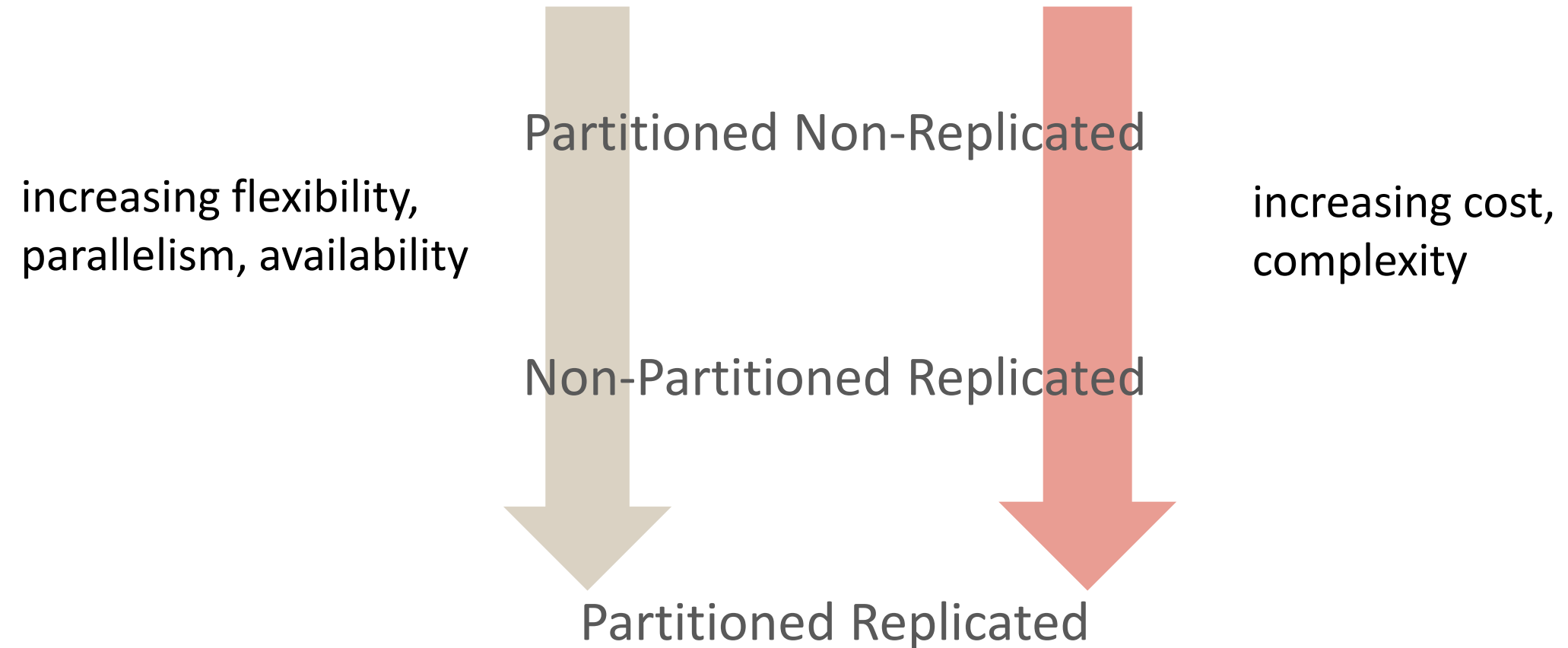


Non Partitioned  
Replicated

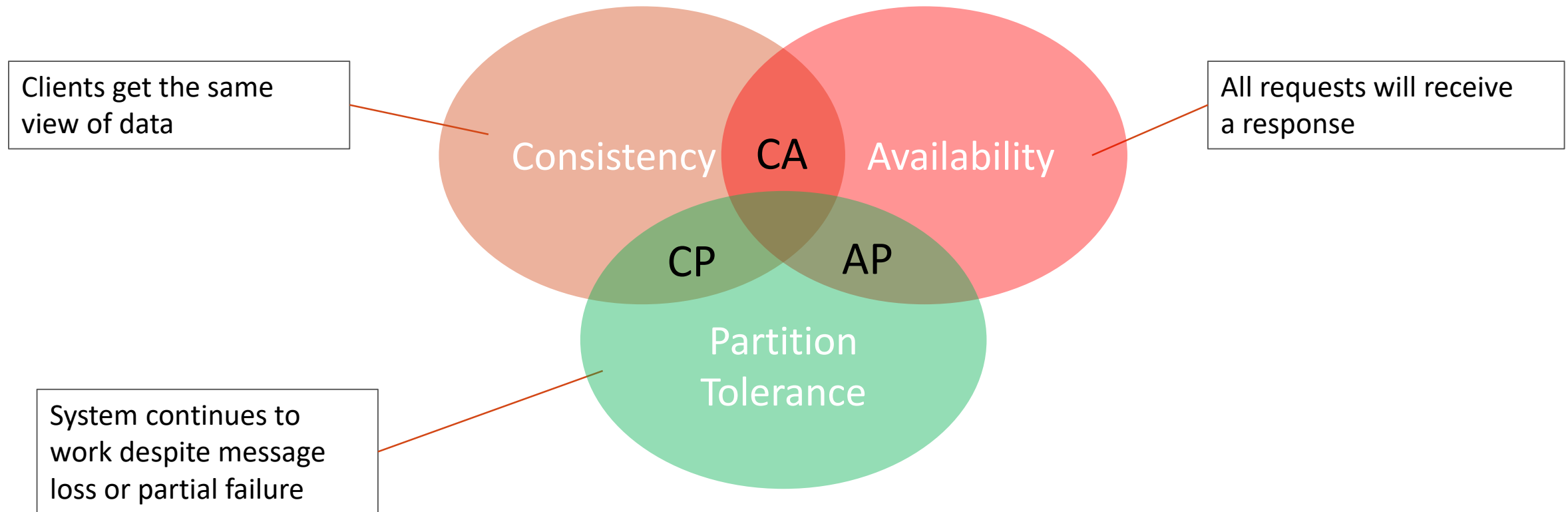


Partitioned  
Replicated

# Distributed Databases

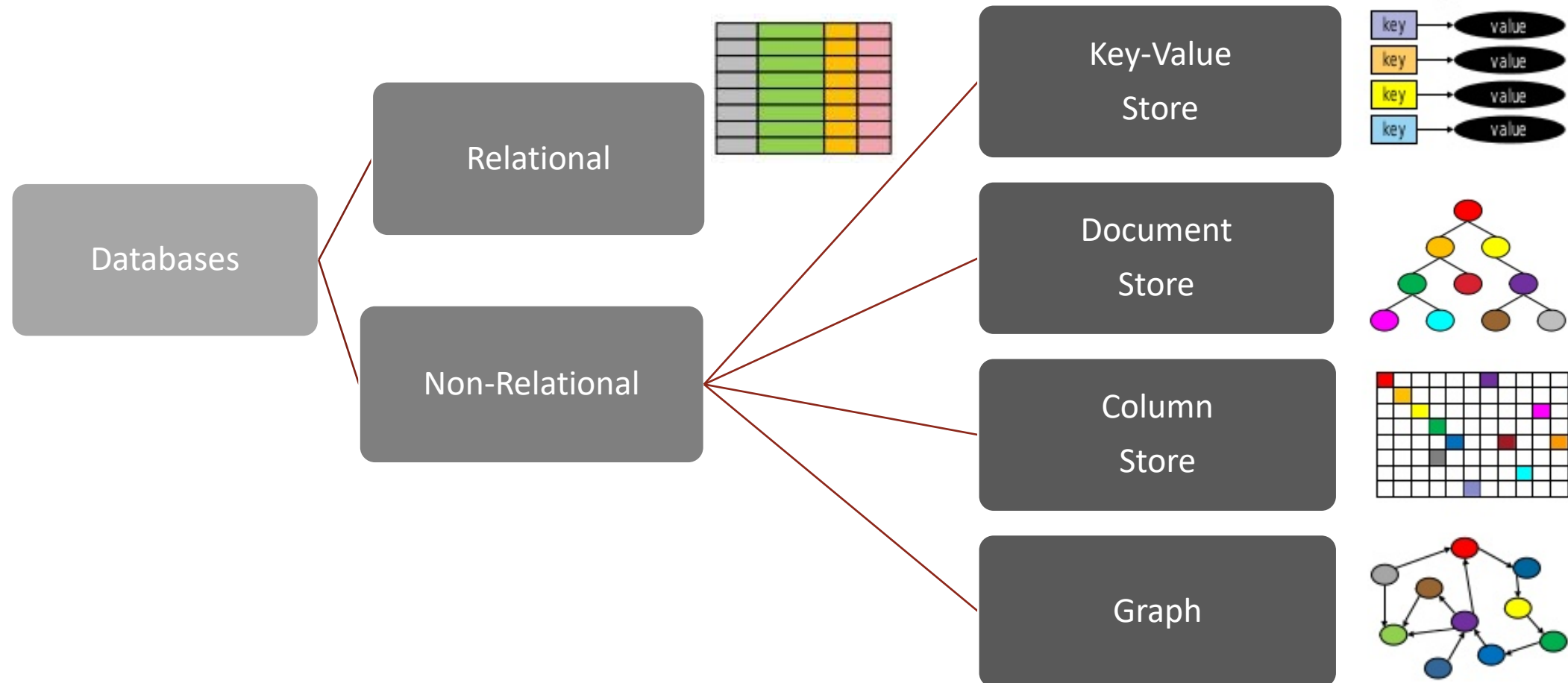


# CAP Theorem



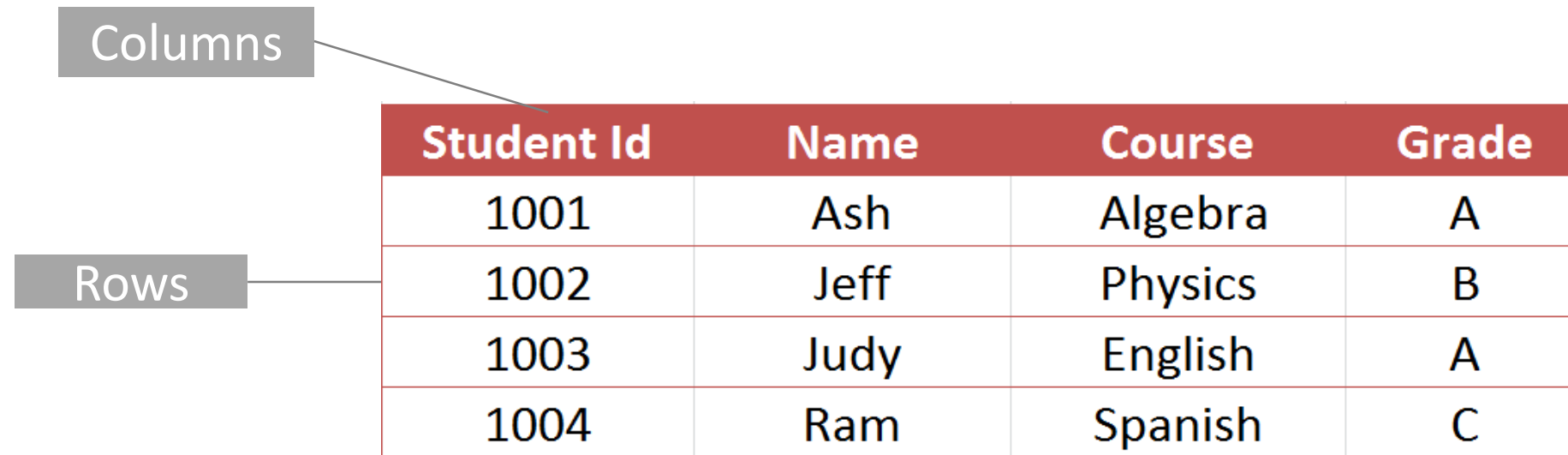
*It is impossible for a distributed computer system to simultaneously provide all three of the following guarantees: Consistency, Availability Partition tolerance - Eric Brewer*

# Database Types - Structure



# Relational Databases

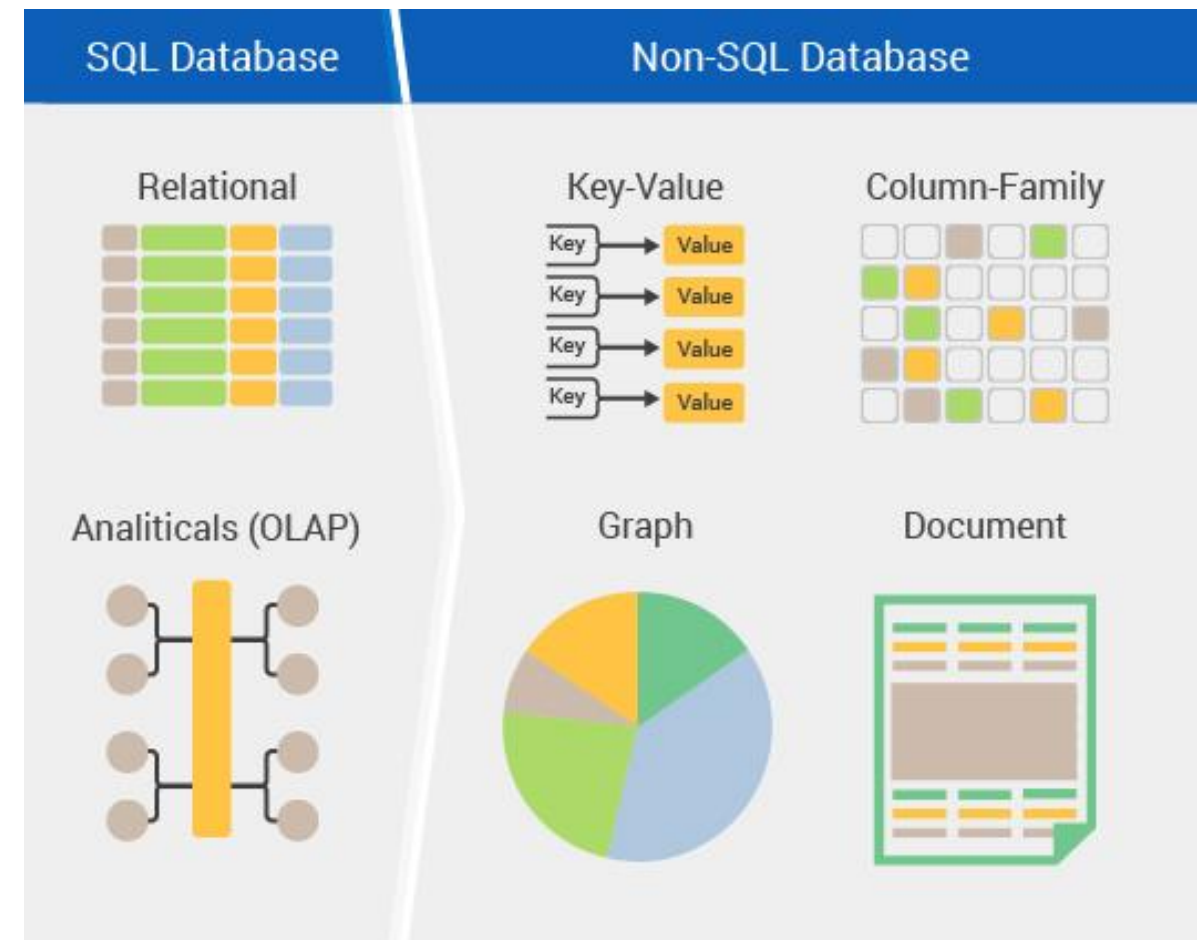
- Composed of tables with columns and rows
- Data stored across multiple related tables
- Support SQL like query languages and SQL standards



Columns	Student Id	Name	Course	Grade
Rows	1001	Ash	Algebra	A
1002	Jeff	Physics	B	
1003	Judy	English	A	
1004	Ram	Spanish	C	

# No-SQL or Non-Relational Databases

- Store semi-structured data
- Flexible schema
- Increased scalability
- Eventual consistency



<https://www.netsolutions.com/>



# Key-Value Store

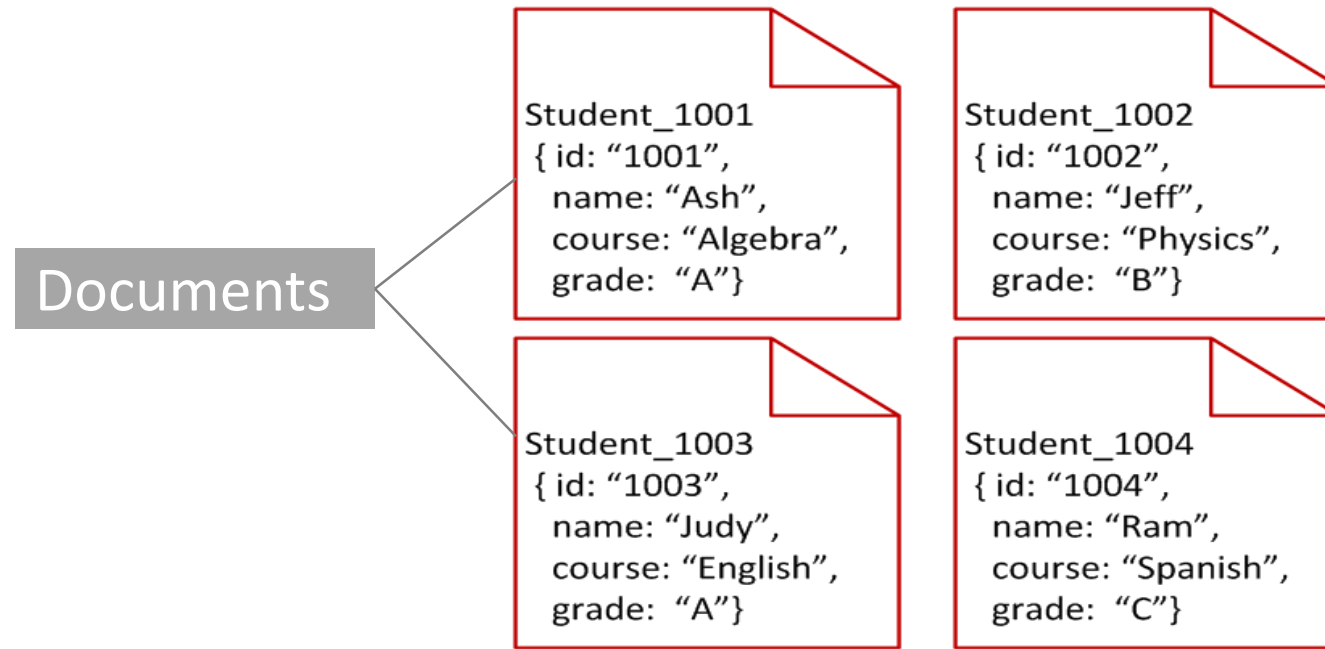
- Stores a Dictionary (or Hash) data structure
- Each value is associated with unique key



Key	Value
1001	Ash , Algebra, A
1002	Jeff , Physics, B
1003	Judy , English, A
1004	Ram , Spanish, C

# Document Store

- Data stored as documents



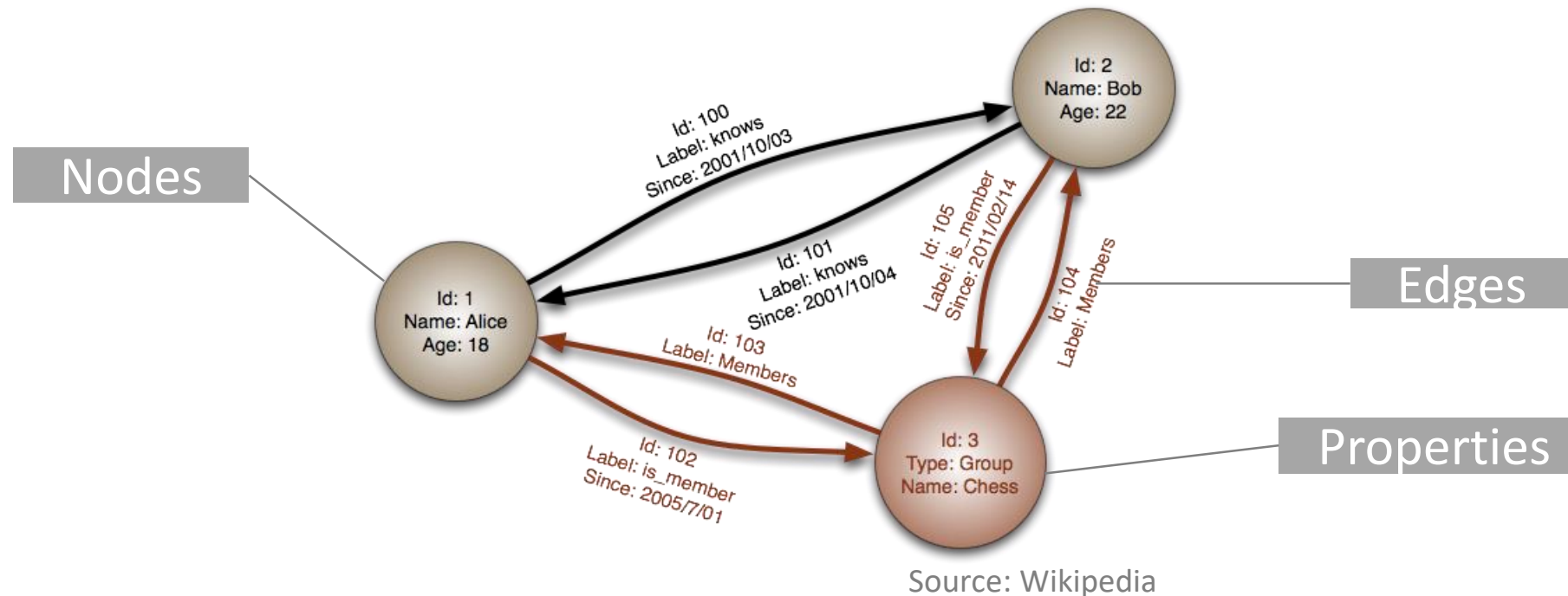
# Column Store

- Entities stored in columns rather than rows
- Column oriented databases

























Column1	Column2	Column3	Column4
1001	1002	1003	1004
Ash	Jeff	Judy	Ram
Algebra	Physics	English	Spanish
A	B	A	C

# Graph Databases

- Entities stored as graphs - Nodes, Edges, Properties

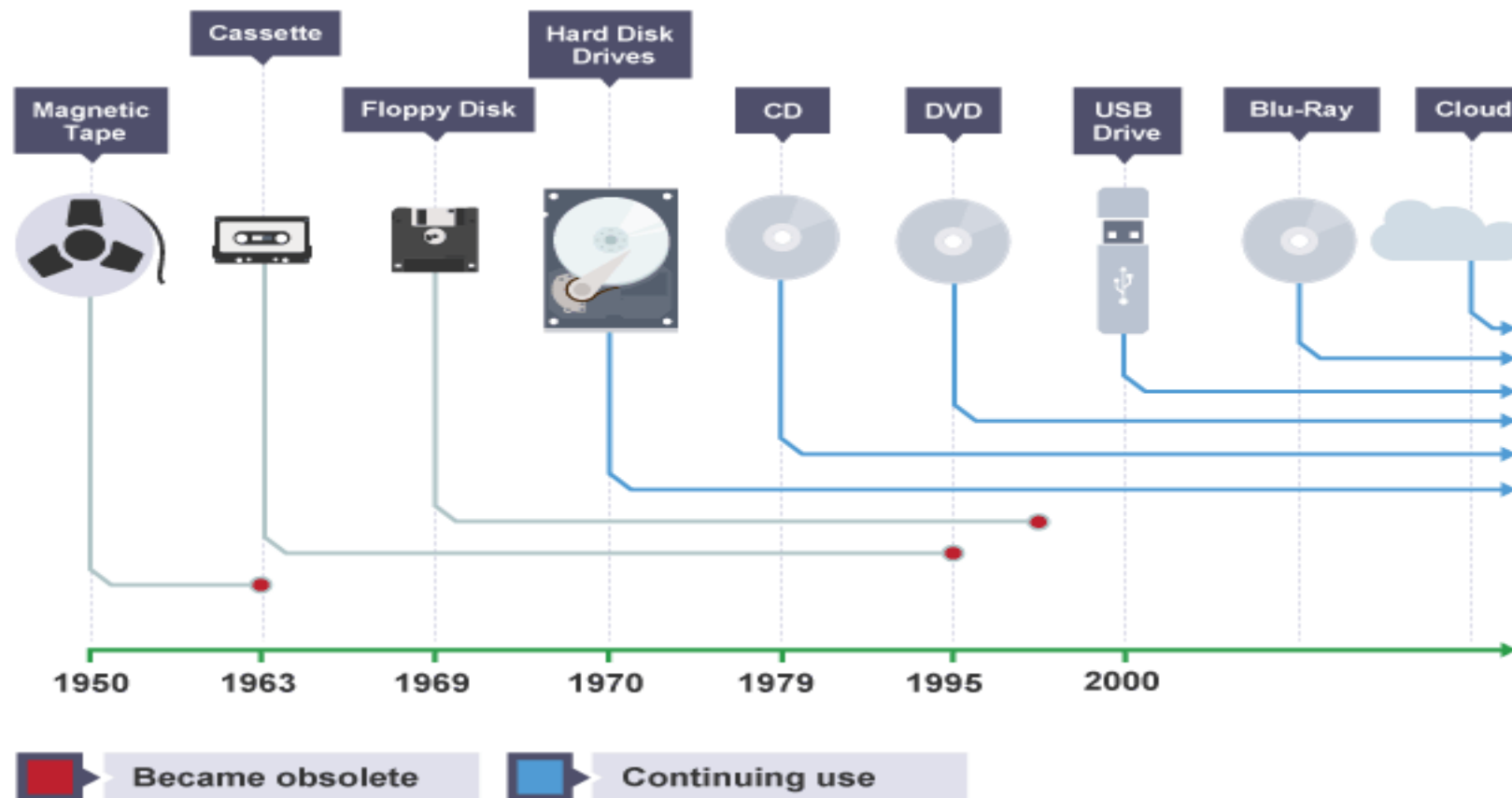


# Popular Databases

Database Type	Database Names
Relational	    
Key-Value	   
Column	     
Document	    
Graph	       

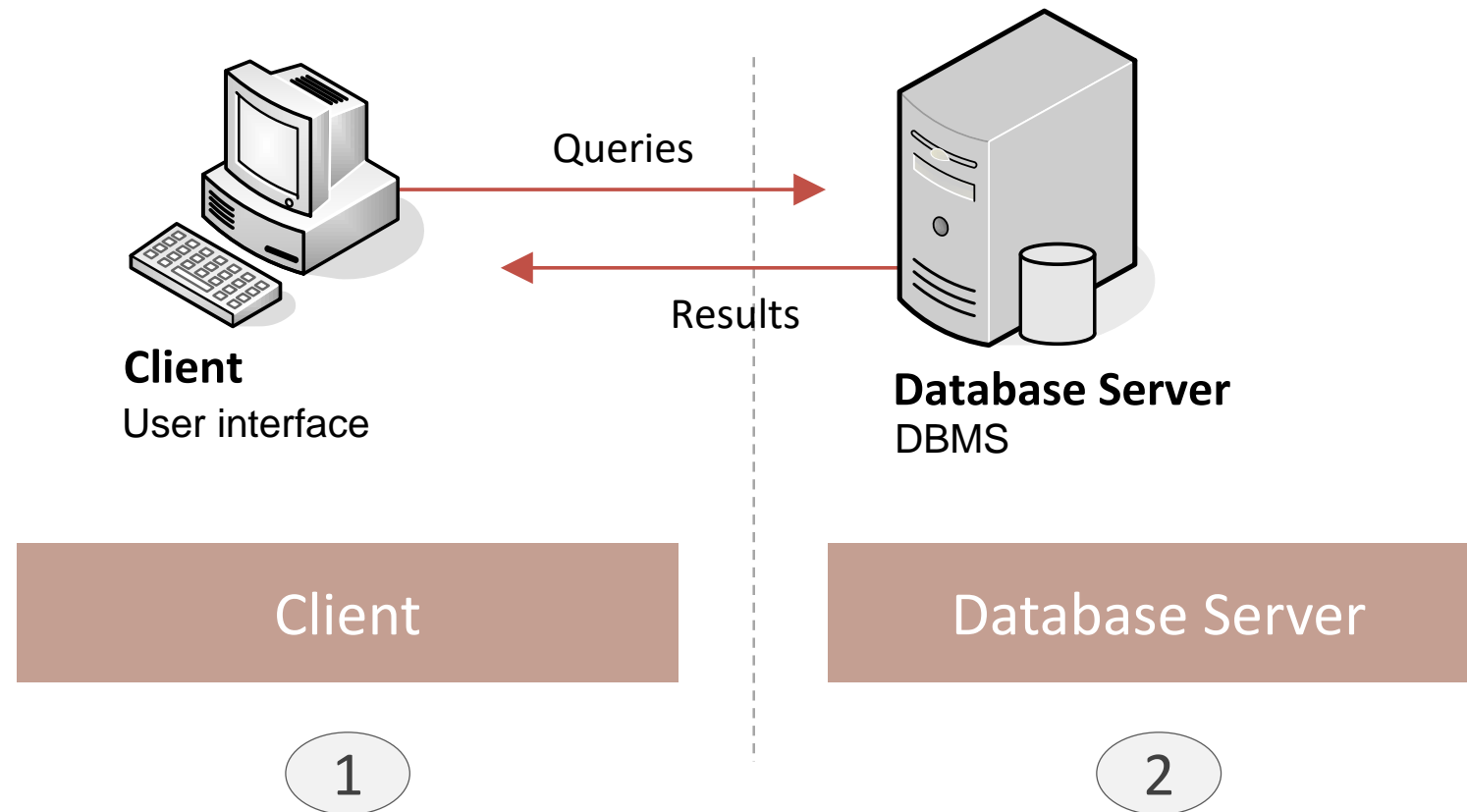
# Appendix

# Evolution of storage



Source: [bbc.co.uk](http://bbc.co.uk)

# 2-tier Architecture (Physical)





# 3-tier Architecture (Physical)

