



ANALYTICS, BIGQUERY AND LOOKER ... AND HOW I BECAME AN INTERNET MEME FOR 48 HOURS

(CRAP #4) CONVERSION RATE, ANALYTICS, PRODUCT UNCONFERENCE, LONDON

Mark Rittman, Independent Analyst + Product Manager
August 2017



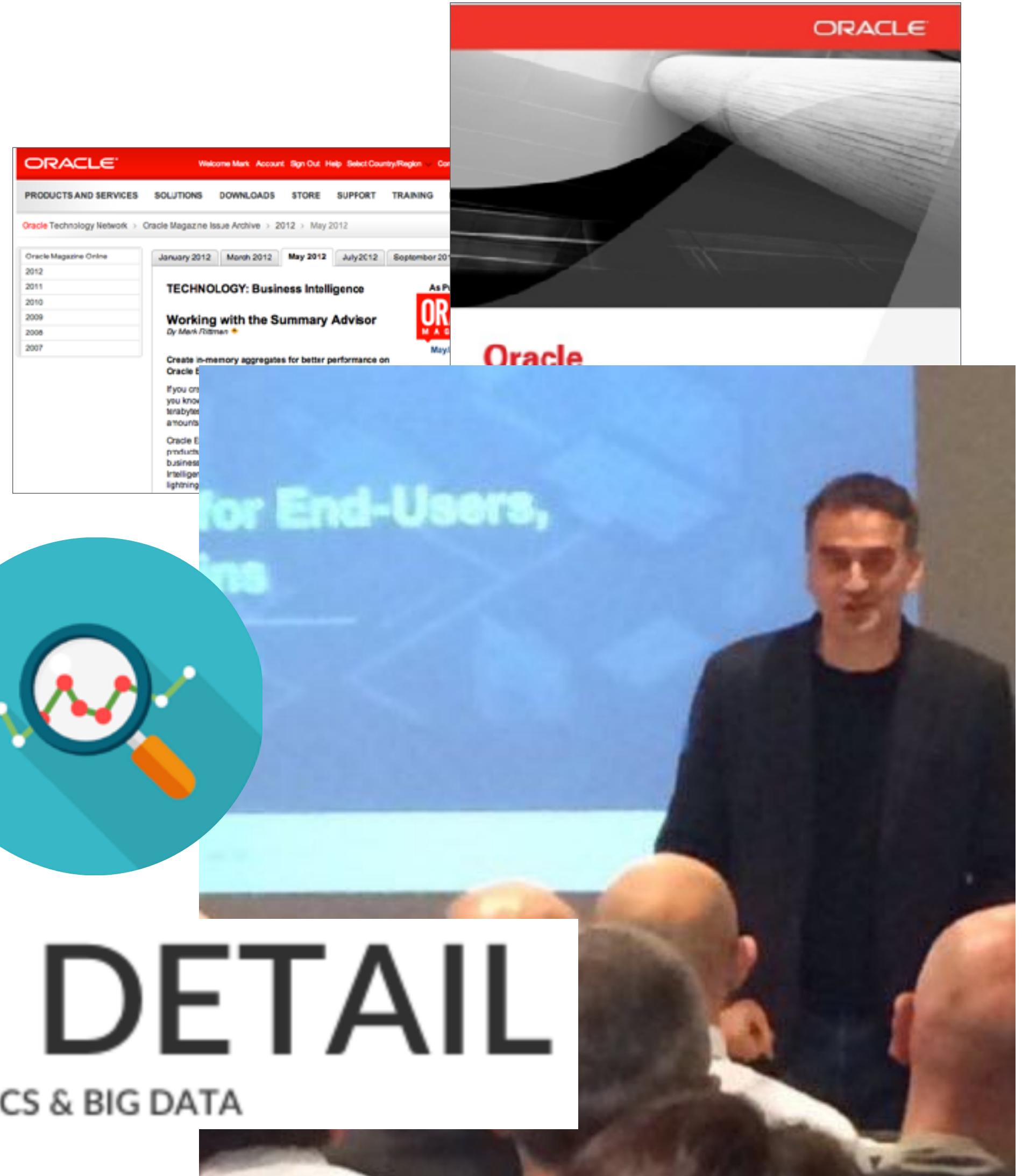
DRILL TO DETAIL
THE BUSINESS & STRATEGY OF ANALYTICS & BIG DATA



MJR Analytics

About The Presenter

- Mark Rittman, Independent Analyst for Big Data Analytics
- Currently working with Qubit as Analytic Product Manager
- 20 years in the BI, DW, ETL and now Big Data industry
- Implementor, CTO, company founder and author
- On Twitter at @markrittman
- Linkedin at <https://uk.linkedin.com/in/markrittman>
- mark@rittman.co.uk and <http://www.mjr-analytics.com>



DRILL TO DETAIL

THE BUSINESS & STRATEGY OF ANALYTICS & BIG DATA

Current Role - Analytics PM for Marketing Tech Startup

- Responsible for building + managing an analytics product on personalization platform for marketers
- Operates in same market as Adobe Marketing Cloud, Google Analytic 360, Optimizely, Monetate
- Real-time ingest of 10TB+/day of web activity data, used for personalization
- Built on Looker BI tool and Google Cloud Platform
 - Google BigQuery
 - Google PubSub and Cloud DataFlow
 - Google BigTable
 - Looker BI tool



The image shows a complex dashboard from the Looker Data Platform. On the left, there's a map visualization titled "Smart Home Activity" showing several green dots representing activity points across a map of Europe. Below it is a "New Query" editor window with a SQL query: `SELECT * FROM `smartthings-data-tables-149023.activities_places` WHERE ...``. The main area contains two other dashboards: one titled "iOT Sensor Data" showing a line chart of sensor values over time, and another titled "Health Metrics" showing a line chart of health metrics like heart rate and blood pressure.

Dataset Details: rittman_dw

Description

Describe this dataset...

Also use as my personal dev platform
1TB of BigQuery query usage/month free



Mark Rittman
@markrittman



More @LookerData fun with @GCPBigData @smarthings and @IFTTT, now mashing-up with my @movesapp geolocation feed via LookML and mapping viz

12:35 AM - 27 Apr 2017

↳ ↲ 2 ❤ 8

Labels	None	Edit

Tables

type filter here.... (regexp is ok)

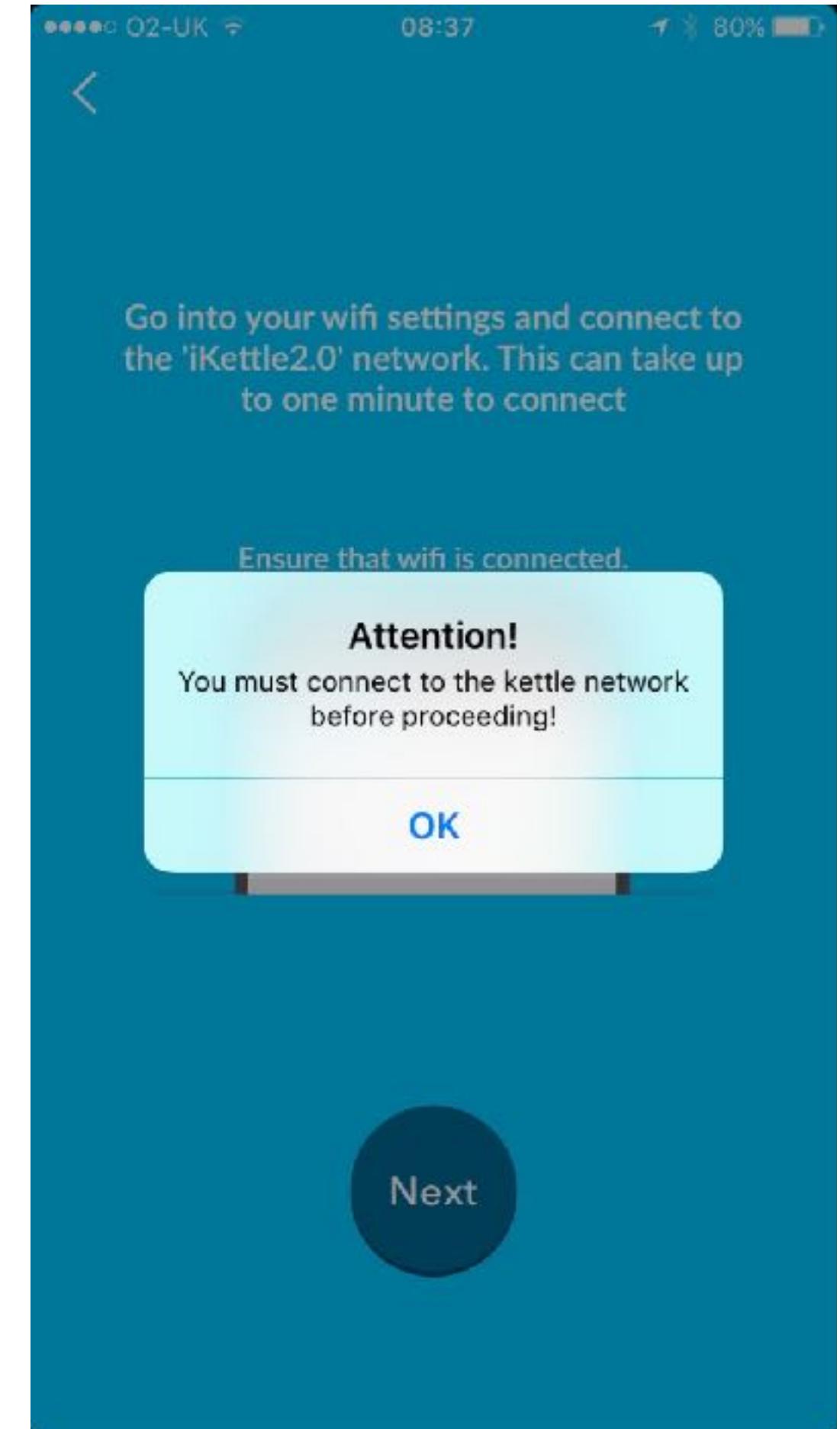
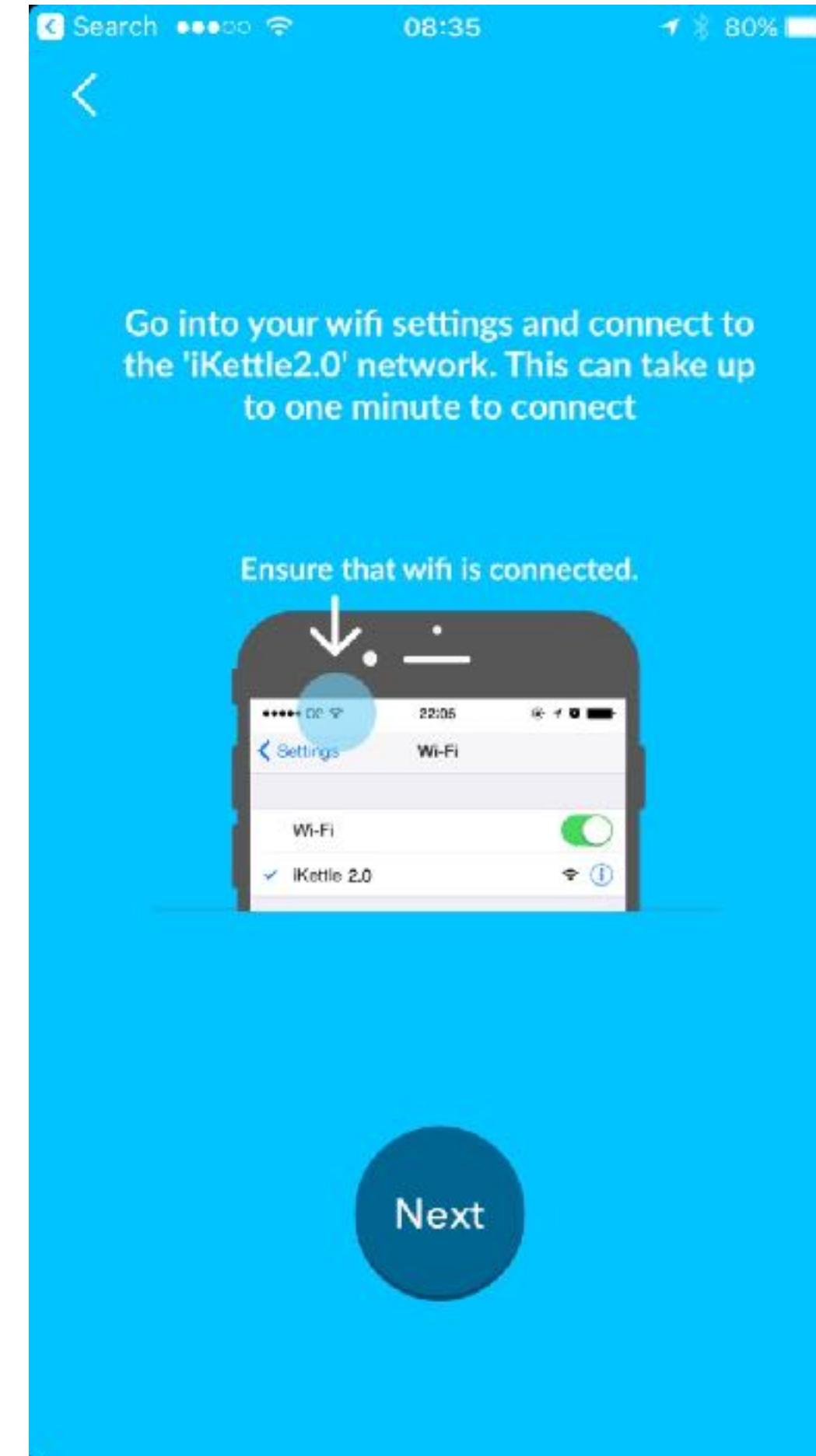
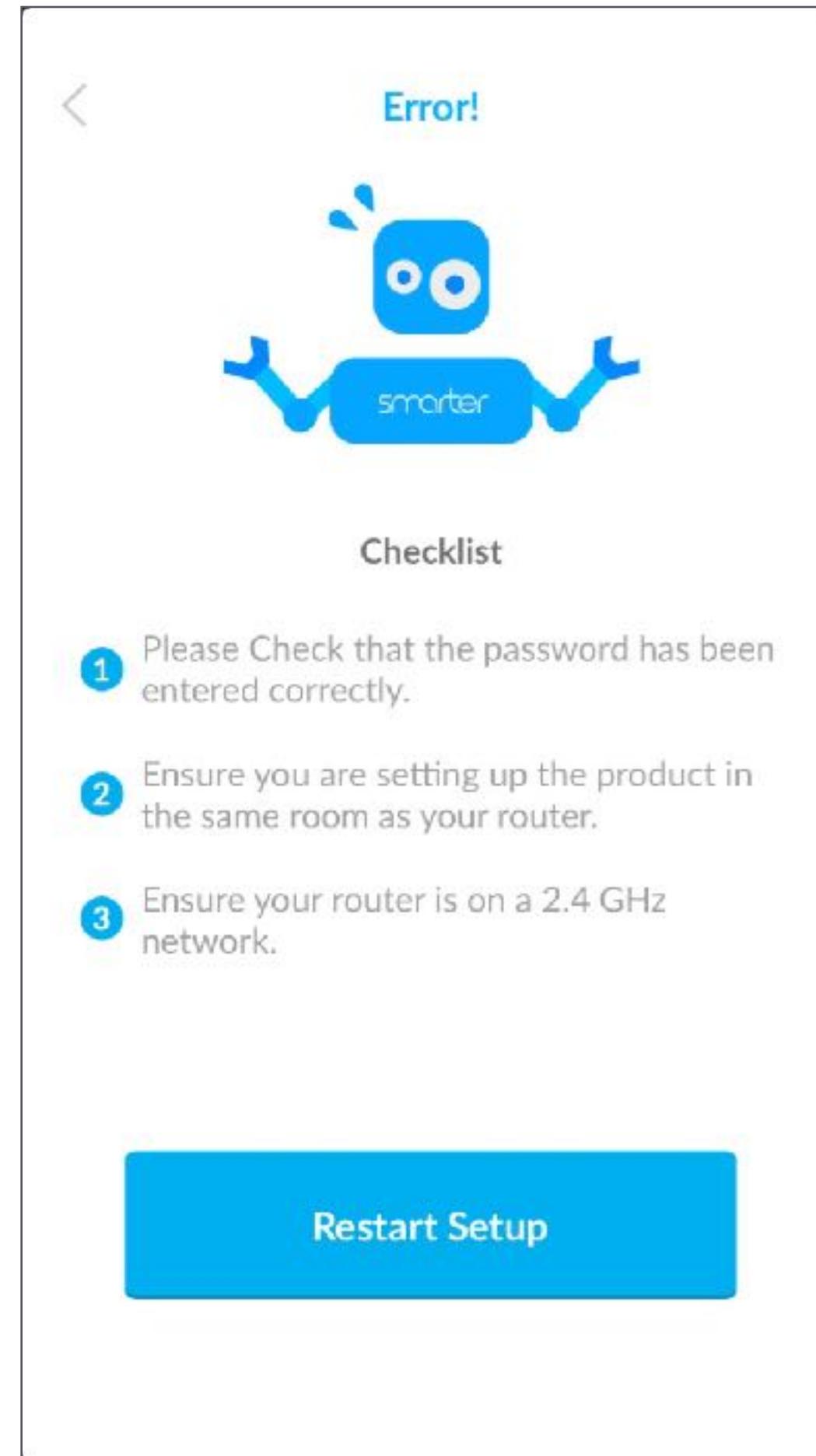
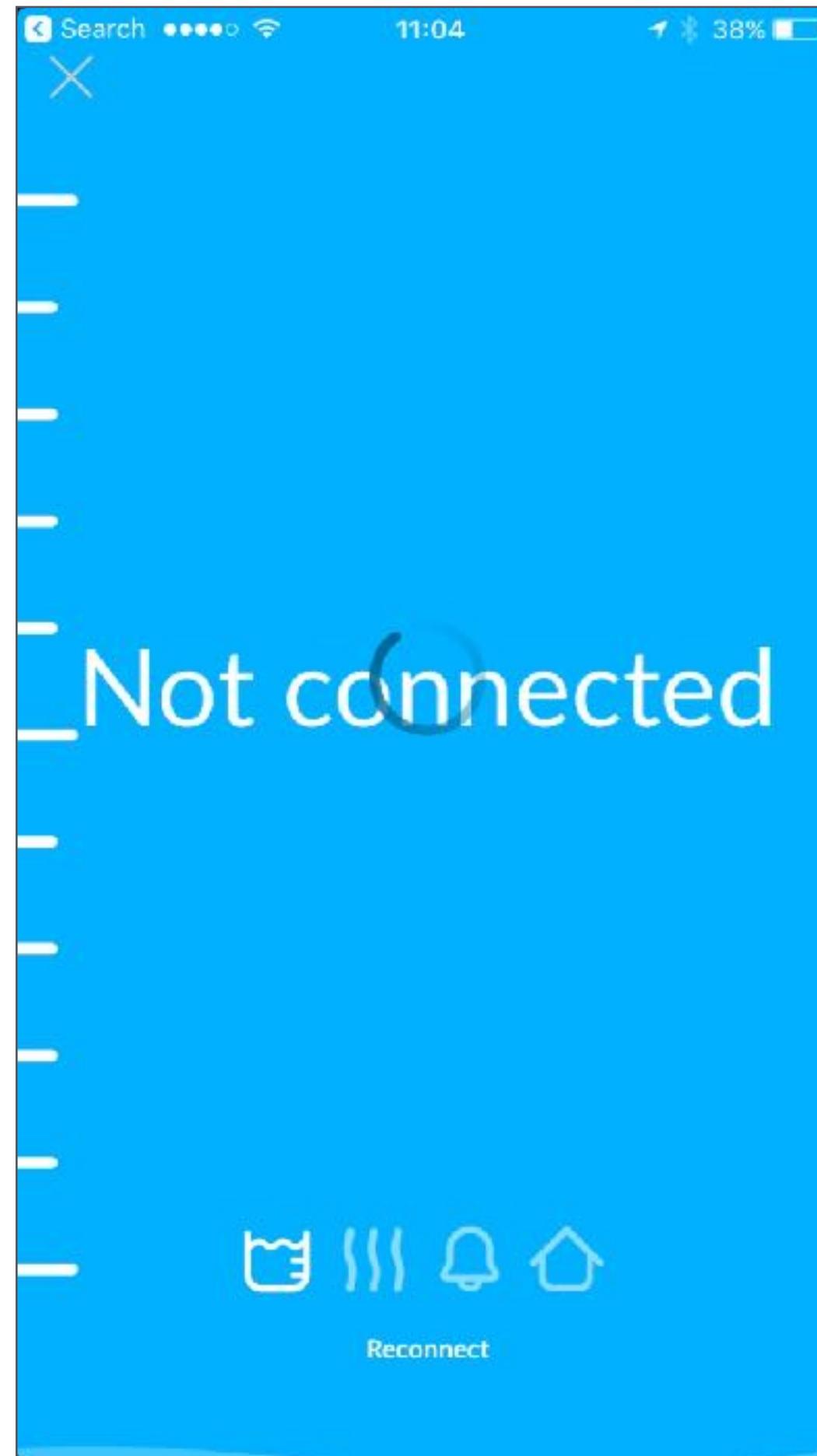
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- v_smarthings_event_log
- v_strava_efforts

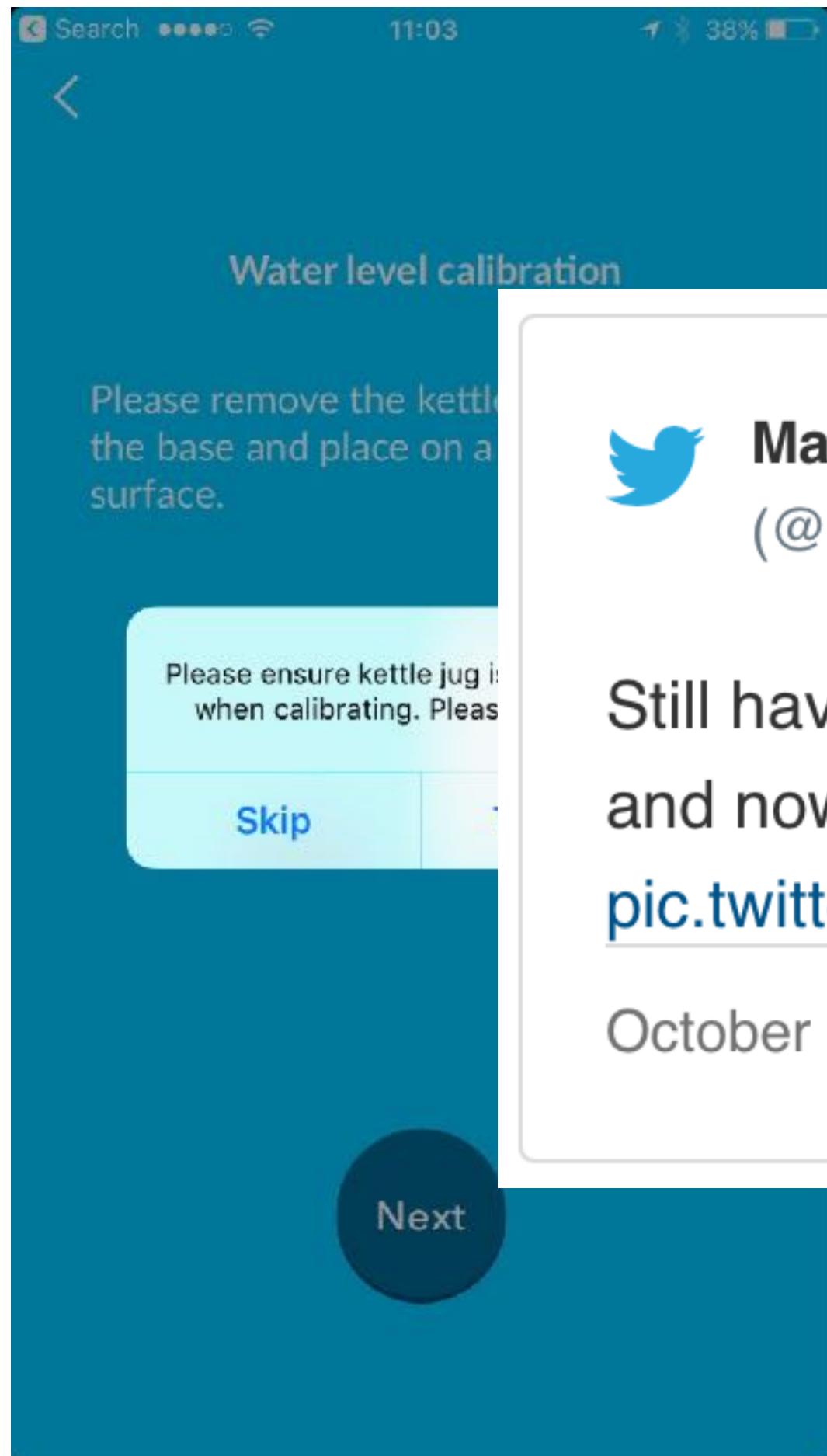
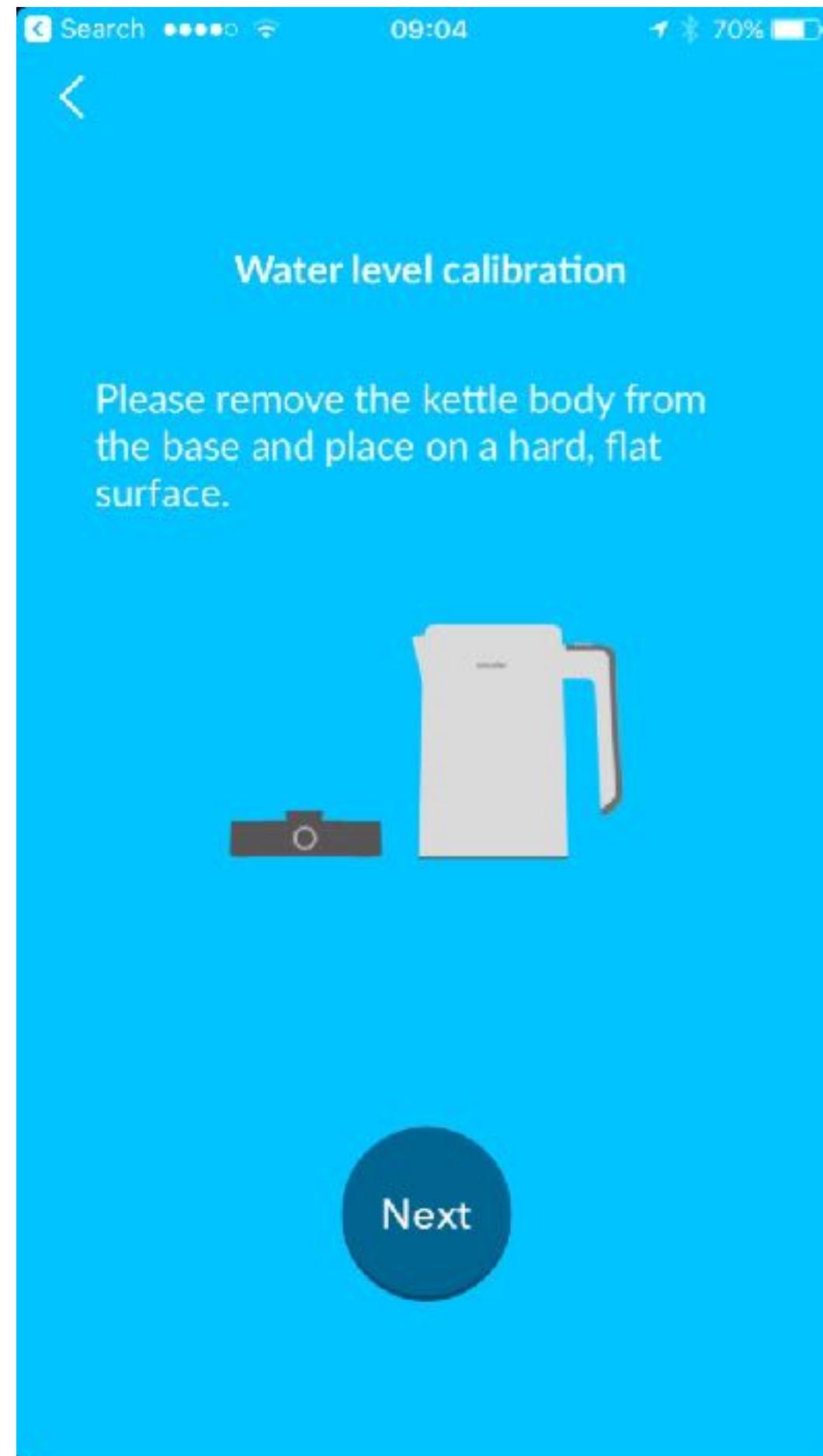
ONE DAY LAST OCTOBER...



A screenshot of the Smarter app's mobile application. The main screen features a large blue circle with the number "100°" in the center, with a "START" button below it. At the bottom are five icons: a gear, a water drop, a bell, a house, and a gear. To the right of this main screen is a vertical sidebar titled "Features". The sidebar lists five options: "Wake up mode", "Home mode", "Formula mode", "Notifications", and "Product defaults", each accompanied by a small icon and a brief description.







 **Mark Rittman**
(@markrittman)

Still haven't had a first cup of tea this morning, debugging the kettle
and now iWifi base-station has reset. Boiling water in saucepan now.
pic.twitter.com/IC3uNX5WTp

October 11, 2016

graph-eu01-euwest1.api.smarthings.com/device/show/0d61158e-fb3d-43b7-baf0-0d61158e-fb3d-43b7-baf0

Applications Servers Node-RED : rittman.co.uk Reading Plex Oracle BI EE Home Hue Post to Squarespace Mark Rittman

Node-RED ... IoT Analytics ... events.linuxf... Apple Home... https://s3.a... Opens Integr... Elgato's Eve... Support | elg... Systems | Ev... Show Device :han...

Welcome back, mark@rittman.co.uk

My Locations My Hubs My Devices My SmartApps My Device Handlers My Publication Requests Live Logging Document + New Device

< 2 Jesmond Road Location > Kitchen Group

iKettle 2.0 Device

Name	iKettle 2.0
Label	
Type	On/Off Button Tile
Version	Published
Device Network Id	223423
Status	INACTIVE
Hub	2 Jesmond Road Hub
Group	Kitchen
Date Created	2016-08-28 11:04 PM BST
Last Updated	2016-10-09 10:05 PM BST
Data	No data found for device
Current States	<ul style="list-style-type: none"> switch: off
Events	List Events
In Use By	<ul style="list-style-type: none"> JSON Complete API IFTTT Logstash Logging ST (Logstash Event Logger) Hello Home / Wake up! (Phrase) Amazon Alexa (UK)

[Edit](#) [Delete](#)

```

markrittman@pi:~$ ps -ef | grep ikettle
pi    14765 14754 0 07:49 pts/4    00:00:00 grep --color=auto ikettle
markrittman@pi:~$ ps -ef | grep kettle
pi    14172 32382 0 07:29 pts/3    00:00:00 /bin/sh ./kettle-ifttt.sh
pi    14174 14172 0 07:29 pts/3    00:00:00 /bin/sh ./kettle-ifttt.sh
pi    14767 14754 0 07:49 pts/4    00:00:00 grep --color=auto kettle
markrittman@pi:~$ kill -9 14172
markrittman@pi:~$ ps -ef | grep kettle
pi    14174    1 0 07:29 pts/3    00:00:00 /bin/sh ./kettle-ifttt.sh
pi    14769 14754 0 07:49 pts/4    00:00:00 grep --color=auto kettle
markrittman@pi:~$ cat ./kettle-ifttt.sh
netcat -lk -p 12345 | while read line
do
  match=$(echo $line | grep -c 'kettle-on')
  if [ $match -eq 1 ]; then
    python /home/pi/kettle.py control on100
    echo -e "HTTP/1.1 200 OK\n\n $(date)"
    (sleep 10 ; curl -X POST https://maker.ifttt.com/trigger/kettle-off/wi
th/key/
fi
  match=$(echo $line | grep -c 'kettle-off')
  if [ $match -eq 1 ]; then
    python /home/pi/kettle.py control off
  fi
done
markrittman@pi:~$ 

```

IP Range - Angry IP Scanner

IP Range: 192.168.2.0 to 192.168.2.255 IP Range Hostname: officeimac.uk.rittman. IP Netmask Start

IP	Ping	Hostname	Filter
192.168.2.119	[n/a]	vmhost6.uk.rittman.co.uk	[n/a]
192.168.2.120	[n/a]		[n/a]
192.168.2.121	[n/a]		[n/a]
192.168.2.122	13 ms	laserjet.uk.rittman.co.uk	[n/a]
192.168.2.123	[n/a]		[n/a]
192.168.2.124	[n/a]		[n/a]
192.168.2.125	[n/a]		[n/a]
192.168.2.126	[n/a]		[n/a]
192.168.2.127	[n/a]		[n/a]
192.168.2.128	[n/a]	bigdatalite42node2.uk.rittman.co.uk	[n/a]
192.168.2.129	[n/a]		[n/a]
192.168.2.130	[n/a]		[n/a]
192.168.2.131	[n/a]		[n/a]
192.168.2.132	[n/a]		[n/a]
192.168.2.133	[n/a]		[n/a]
192.168.2.134	[n/a]	endeca.uk.rittman.co.uk	[n/a]
192.168.2.135	[n/a]	em12c.uk.rittman.co.uk	[n/a]
192.168.2.136	[n/a]	monitor01.uk.rittman.co.uk	[n/a]
192.168.2.137	[n/a]		[n/a]
192.168.2.138	3 ms	[n/a]	[n/a]
192.168.2.139	[n/a]	elk.uk.rittman.co.uk	[n/a]
192.168.2.140	[n/a]		[n/a]
192.168.2.141	[n/a]		[n/a]
192.168.2.142	[n/a]		[n/a]
192.168.2.143	[n/a]	obiademo.uk.rittman.co.uk	[n/a]
192.168.2.144	[n/a]	oei6-client.uk.rittman.co.uk	[n/a]
192.168.2.145	[n/a]		[n/a]
192.168.2.146	[n/a]	obi11117w64.uk.rittman.co.uk	[n/a]
192.168.2.147	[n/a]		[n/a]
192.168.2.148	[n/a]		[n/a]
192.168.2.149	[n/a]		[n/a]

```
# Domoticz Settings
server = "domoticz:welcome1@192.168.2.226:8080"

# iKettle 2 Settings
host = "192.168.2.91";
port = 2081;

# Kettle Control ----- Start
if sys.argv[1] == "control":
    if sys.argv[2] == "on40":
        message_to_send = "\x15\x28\x00\x7e"
    if sys.argv[2] == "on60":
        message_to_send = "\x15\x3C\x00\x7e"
    if sys.argv[2] == "on80":
        message_to_send = "\x15\x50\x00\x7e"
    if sys.argv[2] == "on100":
        message_to_send = "\x21\x7e"
    if sys.argv[2] == "on":
        message_to_send = "\x21\x7e"
    if sys.argv[2] == "off":
        message_to_send = "\x16"
    try:
        s = socket.socket(socket.AF_INET, socket.SOCK_STREAM)
        s.connect((host, port))
        s.send(message_to_send)
        data = s.recv(10)
        s.close()
    except socket.error, msg:
        print 'Failed to create socket. Error code: ' + str(msg[0]) + ' , Error message : ' + msg[1]
        sys.exit();
    return_code = unicode(data)
    success=0
    message=""
    if return_code =="\x03\x00~":
        success=1
        message="Kettle has received the command."
    else:
        message="check kettle"
    print message
```

Ready Display: All Threads: 0

Mark Rittman
@markrittman

3 hrs later and still no tea. Mandatory recalibration caused wifi base-station reset where

Well the kettle is back online and responding to voice control, but now we're eating dinner in dark while lights download a firmware update

11/10/2016, 19:10 from Hove, England

VIEW TWEET ACTIVITY

973 RETWEETS 1,563 LIKES

Search 11:04 * 38%

Click on the hand to select your preferred handle side.

Mark Rittman @markrittman

29 MINUTES AGO

This Man Has Been Trying to Make Tea for 11 Hours

Erin Burr, sir @erinscafe

@MarkRittman is trying to get his wifi-enabled tea kettle online. Someone get the man some caffeine. Photo via @markrittman

SWIPE TO BEGIN



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Smart homes

English man spends 11 hours trying to make cup of tea with Wi-Fi kettle

Data specialist Mark Rittman spent an entire day attempting to set up his new appliance so that it would boil on command

Bonnie Malkin

@bonniemalkin

Wednesday 12 October 2016 02.29 BST



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English man spends 11 hours trying to make cup of tea with Wi-Fi kettle

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Due to the large number of comments, they are being shown 100 per page.



Camohan 12 Oct 2016 2:40

This is what hell looks like.

 Share

Always cook in stock instead of water to
improve flavor and richness.



This Guy's 12-Hour Battle With His Wi-Fi Kettle For A Cup Of Tea Is The Most British Struggle

Though it might have helped if he wasn't using such a complex home network...

posted on Oct. 12, 2016, at 11:11 a.m.



Matthew Champion

BuzzFeed News Reporter



BuzzFeed NEWS



Portraits That Capture
The Difference Between
The Morning You And
Night You

by Laura Gallant

— Connect With BuzzFeed UKNews —

••••• O2-UK 09:30 13:48 13:49

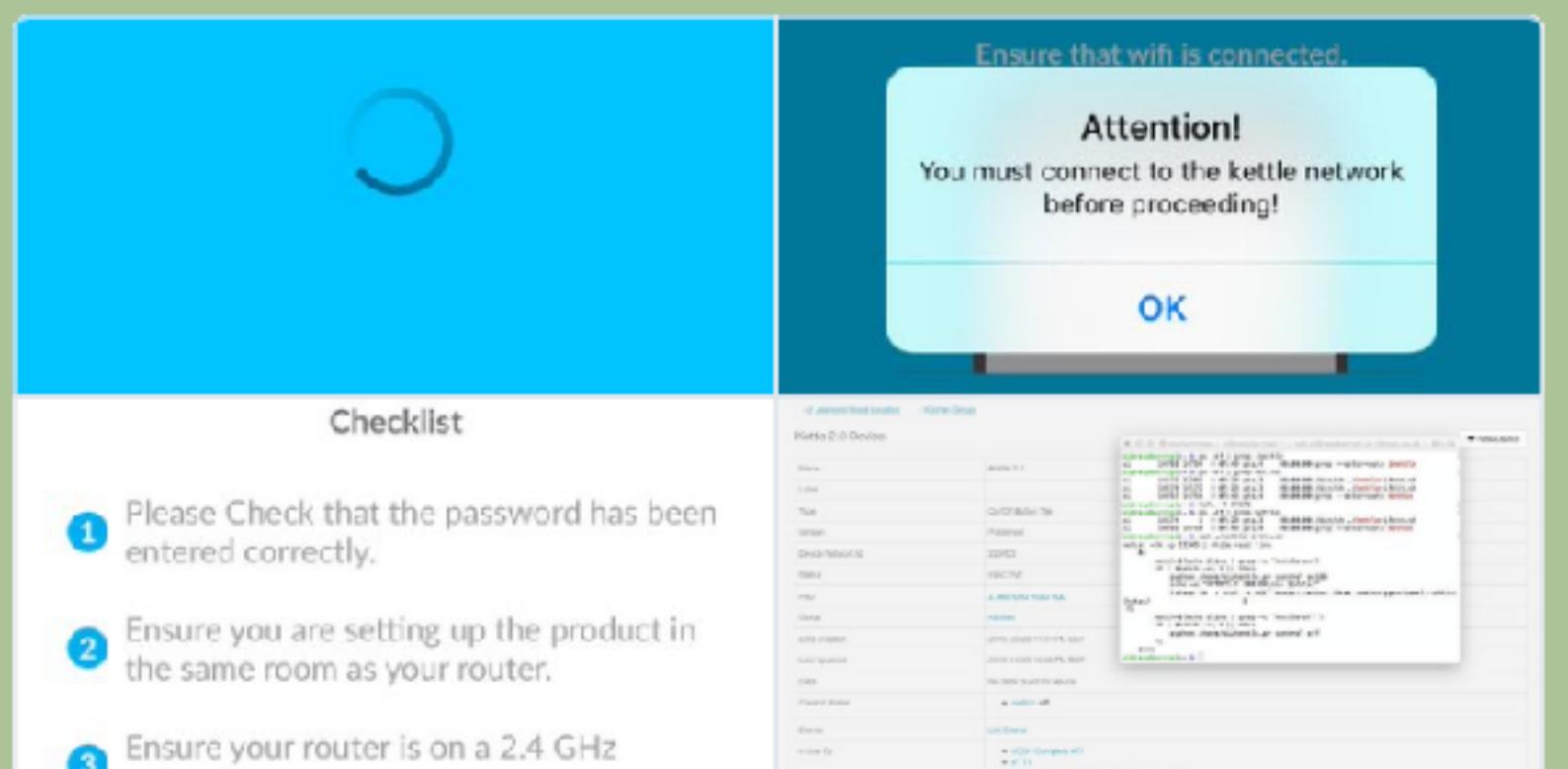
69% 16% 13%

mobil.derstandard.at

Die große Verwunderung

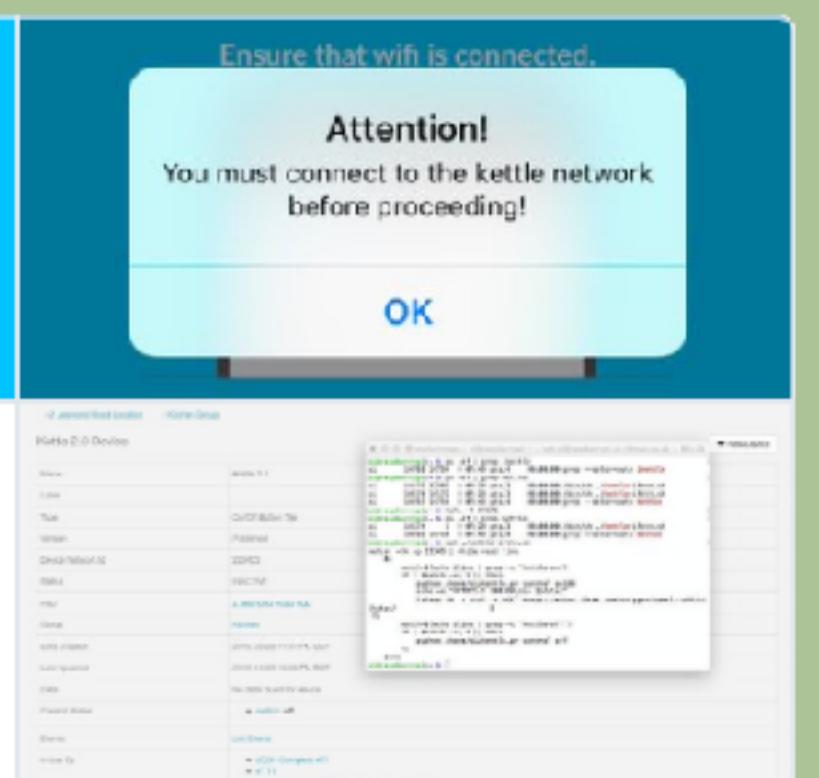
Und verwundert war Rittman in der Tat. "Hatte immer noch keine Tasse Tee an diesem Morgen, weil ich den Wasserkocher debugged habe", twitterte er um zehn Uhr morgens aus dem heimatlichen Hove am Ärmelkanal. "Jetzt hat sich die iWifi-Basisstation zurückgesetzt. Koche das Wasser nun in einer Kasserolle."

Drei Stunden später folgte der nächste Eintrag seiner Smart-Home-Odyssee. Die verpflichtende Neukalibrierung hatte einen Reset der Basisstation ausgelöst und war im Netzwerk nicht mehr auffindbar. Eine Stunde später war dieses Problem zwar gelöst, dafür verzögerte nun Twitter den weiteren Fortschritt.



Checklist

- 1 Please Check that the password has been entered correctly.
- 2 Ensure you are setting up the product in the same room as your router.
- 3 Ensure your router is on a 2.4 GHz



< >

news.com.au



Technology > Gadgets

Man documents his 12 hour attempt to make a cup of tea using his Wi-Fi kettle

OCTOBER 13, 2016 9:57AM



One man spent all day just trying to make a single cup of tea. Picture: Supplied

< >

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SOME POOR SOD SPENT 11 HOURS SETTING UP WI-FI KETTLE B/C THE FUTURE SUCKS

Ensure that wifi is connected.

Attention!
You must connect to the kettle network before proceeding!

OK

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"minature dachshund" in the UK than in any other country, with hotspots in Manchester, Edinburgh and Leeds. It is also the fastest rising dog breed in London.

The dogs should come with a warning, however. Experts have said sausage dogs have to be trained carefully because they are hounds, originally bred to hunt badgers, foxes and rabbits.

A study in 2008 found dachshunds are the most aggressive breed of dog, topping a list of 33 breeds with one in five hunting hares or tried to bite strangers and one in 12 having snapped at their owners.

The Dachshund Breed Council said it has seen an enormous rise in interest in sausage dogs, but chairman Ian South warned that they can be "noisy and destructive" if not given enough care and stimulation.

"We certainly are concerned if



people think these are handling dogs," he said.

They need plenty of exercise and mental stimulation otherwise they can be quite hard work. It's pretty well-documented that small dogs are both tamer and more aggressive than big dogs, so a badly socialised or under-

exercised dachshund is really a recipe for problems."

He also warned about unscrupulous breeders and said: "This increase in popularity has no doubt been fuelled by their frequent appearance in television and press advertising campaigns. Mini smooths also have a number of celebri-

ty literally translated as 'badger dog', dachshunds were bred by German hunters in the 18th century to flush out badgers and track wild boar or wounded deer in packs. Breeds with shorter legs were created to fit into rabbit holes.

They are known for being playful, but can be difficult to train and aggressive towards other dogs and strangers.

The Dachshund Breed Council said they "are loyal companions and make good family pets", but require "patience and persistence".

Famous owners have included Queen Victoria, John F Kennedy, Pablo Picasso, Andy Warhol and the singer Adele.

tion of today's celebrity culture and must have some now' attitudes are leading to unsuitable owners buying from unsuitable breeders and importers who are driving up prices."

The 2008 study about the aggression of dachshunds angered some owners, who insisted that aggression was not in their nature.

However, Mr South said that it is difficult to house-train miniature breeds and said they were definitely not suitable for inexperienced dog owners, pointing out that official advice states:

"They are hounds and when they are off the lead, if they get a scent, they can go deaf" when it suits them."

He also warned that breeders advertising dogs with "rare colours" may be breeding dogs with "serious health issues". "It's easy to see how the breed has become so popular," he said. "They may be small dogs, but they have huge personalities and they are most definitely hounds, with a hint of terrier determination, not lapdogs or toys."

Give me a tea break: man and kettle in 11-hour fight for a cuppa

Andrew Ebbin
Concierge Affairs Correspondent

A fairytale of a dystopian future where man battles machine was played out in the unlikely venue of a Sussex kitchen yesterday.

On the one side was Mark Rittman, a computer programmer. On the other was his wi-fi enabled kettle. At the centre of the dispute was his desire for a cup of tea.

Problems flared at 7am when Mr Rittman tried to use voice recognition technology to turn the kettle on. It

refused, leading to an 11-hour standoff as Mr Rittman used his programming skills to try to make the recalcitrant kettle comply.

The battle played out on social media, with Mr Rittman live tweeting his marathon effort to establish a connection between the kettle and its

The wi-fi enabled kettle refused all attempts to be switched on



base station. At 9.5am, he posted: "This later and still no tea. Mandatory recalibration caused wi-fi base station reset, now port-scanning network to find where kettle is now."

Word spread quickly online of the lengths an Englishman was going for his morning cuppa and soon thousands of people around the world were

following developments in the Hove kitchen.

However in a cruel twist of fate, the weight of global interest left Mr Rittman further away than ever from the caffeine he so desperately needed.

At 10.32am he had to explain to his followers that their messages of support were "saturating his network" and "blocking integration" of the kettle to its base station.

As the morning progressed, it emerged that the key problem was that the kettle did not come with the right software to allow integration with his

Amazon Echo, the voice recognition device he was using.

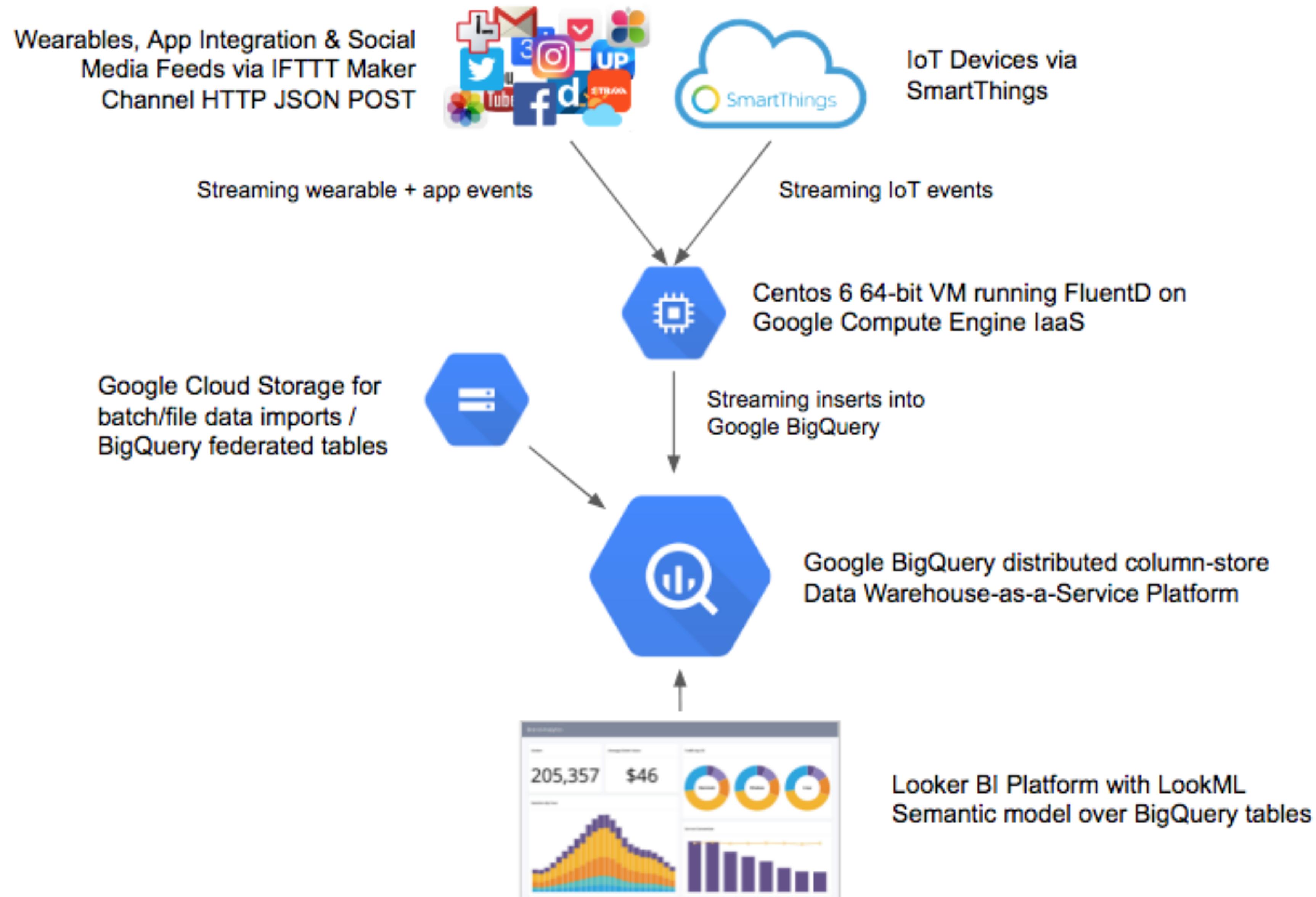
Undeterred, Mr Rittman, who works for the US software company Oracle, tried to build the integration functionality himself.

By early evening, his followers were given the news they had desperately been hoping to hear. Mac had beaten machine.

"The kettle is back online and responding to voice control," a triumphant Mr Rittman posted. "And now on to everything else I meant to do today, after that first cup of tea."

Real-Time Logging of IoT + Wearable Activity Data





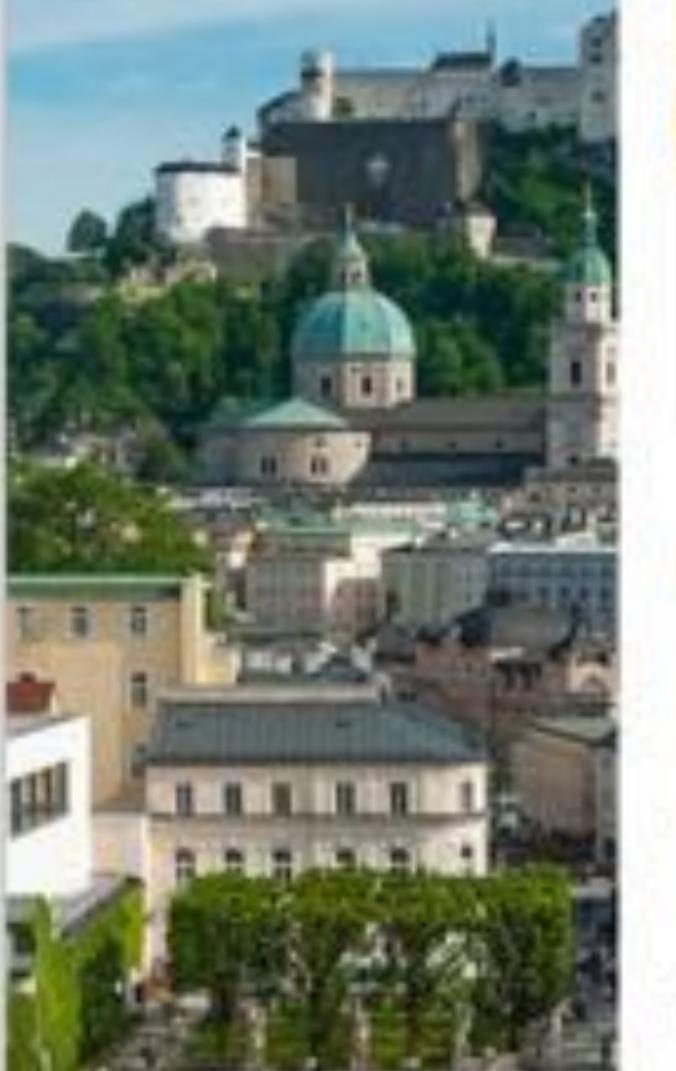
BBC



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Couldn't he just flip the switch? Geek buys himself a WiFi kettle then spends 11 HOURS trying to make it boil

- Mark Rittman spent 11 frustrating hours trying to make his WiFi kettle boil
- The data specialist ran into troubles at 9am when trying to use the device
- Had problems with the connection between kettle and WiFi base station
- People were left confused as to what was wrong with a 'normal' kettle

By THOMAS BURROWS FOR MAILONLINE

PUBLISHED: 10:14, 12 October 2016 | UPDATED: 10:14, 12 October 2016

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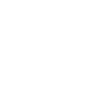
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HOW MUCH DO MAIL READERS HATE ME & MY KETTLE

C ⓘ www.dailymail.co.uk/news/article-3834056/Couldn-t-just-flip-switch-Geek-buys-WiFi-kettle-spends-11-HOURS-trying-make-boil.html

Applications Servers Reading Mark Rittman MJR Analytics Drill to Detail GCS Platform

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MailOnline

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Couldn't buy himself a WiFi kettle then spends 11 hours trying to make it boil

• Mark Rittman

• The data spe...

• Had problem...

• People were...

By THOMAS BURR

PUBLISHED: 10:14, 12 October 2016 | UPDATED: 12:09, 12 October 2016

>Showed off new body

④ www.dailymail.co.uk/reader-comments/p/asset/readcomments/3834056?max=2000&sort=voteRating&order=desc

Apps Applications Servers Reading Mark Rittman MJR Analytics Drill to Detail GCS Platform

```
{"status": "success", "code": "200", "payload": {"parentCommentsCount": 296, "offset": "0", "assetId": "3834056", "page": [{"userAlias": "RuralLass", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "LongWayFromNewcastle, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 7, "comments": [{"userAlias": "anothernull", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "somewhere, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 0, "comments": []}, "voteCount": 8, "id": 145944482, "userIdentifier": "5916770", "hasProfilePicture": false, "voteRating": 8, "dateCreated": "2016-10-12T21:18:13.114Z", "assetCommentCount": 391, "assetUrl": "/news/article-3834056/Couldn-t-just-flip-switch-Geek-buys-WiFi-kettle-spends-11-HOURS-trying-make-boil.html", "message": "Even worse this is another story they've ripped from the Guardian. "}, {"userAlias": "Korotki", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "Blighty, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 0, "comments": []}, "voteCount": 1, "id": 145985974, "userIdentifier": "1408535336475073", "hasProfilePicture": true, "voteRating": 1, "dateCreated": "2016-10-13T00:11:48.464Z", "assetCommentCount": 391, "assetUrl": "/news/article-3834056/Couldn-t-just-flip-switch-Geek-buys-WiFi-kettle-spends-11-HOURS-trying-make-boil.html", "message": "Nothing comes close to a Gobblin' Teasmaid..."}]}, {"userAlias": "heathcliff", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "haworth, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 4, "comments": [{"userAlias": "borka", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "London, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 0, "comments": []}, "voteCount": 46, "id": 145826296, "userIdentifier": "1408528886026861", "hasProfilePicture": false, "voteRating": 42, "dateCreated": "2016-10-12T13:46:08.819Z", "assetCommentCount": 391, "assetUrl": "/news/article-3834056/Couldn-t-just-flip-switch-Geek-buys-WiFi-kettle-spends-11-HOURS-trying-make-boil.html", "message": "like the old fashioned teas made , you had to do all the work the night before"}, {"userAlias": "Chewy", "assetHeadline": "Hove man buys himself a WiFi kettle then spends 11 hours trying to make it boil", "userLocation": "Kashyyyk, United Kingdom", "formattedDateAndTime": "9 months ago", "assetId": 3834056, "replies": {"totalCount": 0, "comments": []}, "voteCount": 57, "id": 145868908, "userIdentifier": "5282626", "hasProfilePicture": false, "voteRating": 55, "dateCreated": "2016-10-12T16:25:11.894Z", "assetCommentCount": 391, "assetUrl": "/news/article-3834056/Couldn-t-just-flip-switch-Geek-buys-WiFi-kettle-spends-11-HOURS-trying-make-boil.html"}]}]}]
```

COMPOSE QUERY

New Query ?

Query History

Job History

Filter by ID or label ?

rittman-smart-devices ▾

- ▶ banking_financial
- ▶ comms_web
- ▼ **crap_meeting**
 - dailymail
 - guardian
 - tweets_geo
- ▶ datamart
- ▶ Eve_Thermo
- ▶ Eve_Weather
- ▶ Jawbone_up_daily_stats
- ▶ jawbone_up_fullstats
- ▶ looker_temp
- ▶ moves_geodata
- ▶ personal_metrics

1 **SELECT * FROM [aerial-vehicle-148023:crap_meeting.dailymail] LIMIT 1000** SQL

Ctrl + Enter: run query, Tab or Ctrl + Space: autocomplete.

RUN QUERY Save Query Save View Format Query Show Options Query complete (2.2s elapsed, cached) ✓

Row	post_author	city	date_time	
1	Corn Beef Hash	CornBeef, Antarctica	2016-10-12 13:14:03 UTC	I feel bad complaining about the Mrs taking ages to make me a cup o
2	James Hong Kong	Hong Kong, Hong Kong	2016-10-12 17:43:01 UTC	My girlfriend of 3 years bought me one of these - in her own words, it
3	BRIT IN CHINA	NeverNeverLand, Hong Kong	2016-10-12 16:58:03 UTC	And we managed to get the price of his home into that piece of magn
4	Peewit Green	Wildwood, Tonga	2016-10-12 12:41:57 UTC	Ha Ha, 10/10 for persistence, Mark!
5	DamianYK	Make Britain Great, Afghanistan	2016-10-12 14:08:06 UTC	Why not just buy a normal kettle - and if you want it to be 'connected'
6	Theproff	zamzamram, Syria	2016-10-12 16:25:17 UTC	This sounds a bit like the new F35 fighter. The old switch-kettle (Harri
7	LoopyJohnDoe	Nowheresville, Åland Islands	2016-10-12 18:42:33 UTC	A "geek" who cannot even get a device to connect to a wireless acce
8	DamianYK	Make Britain Great, Afghanistan	2016-10-12 14:08:22 UTC	*Buy

Results Explanation Job Information Download as CSV Download as JSON Save as Table Save to Google Sheets

Table JSON First < Prev Rows 1 - 8 of 374 Next > Last

Sentiment Analysis using Google NLP API

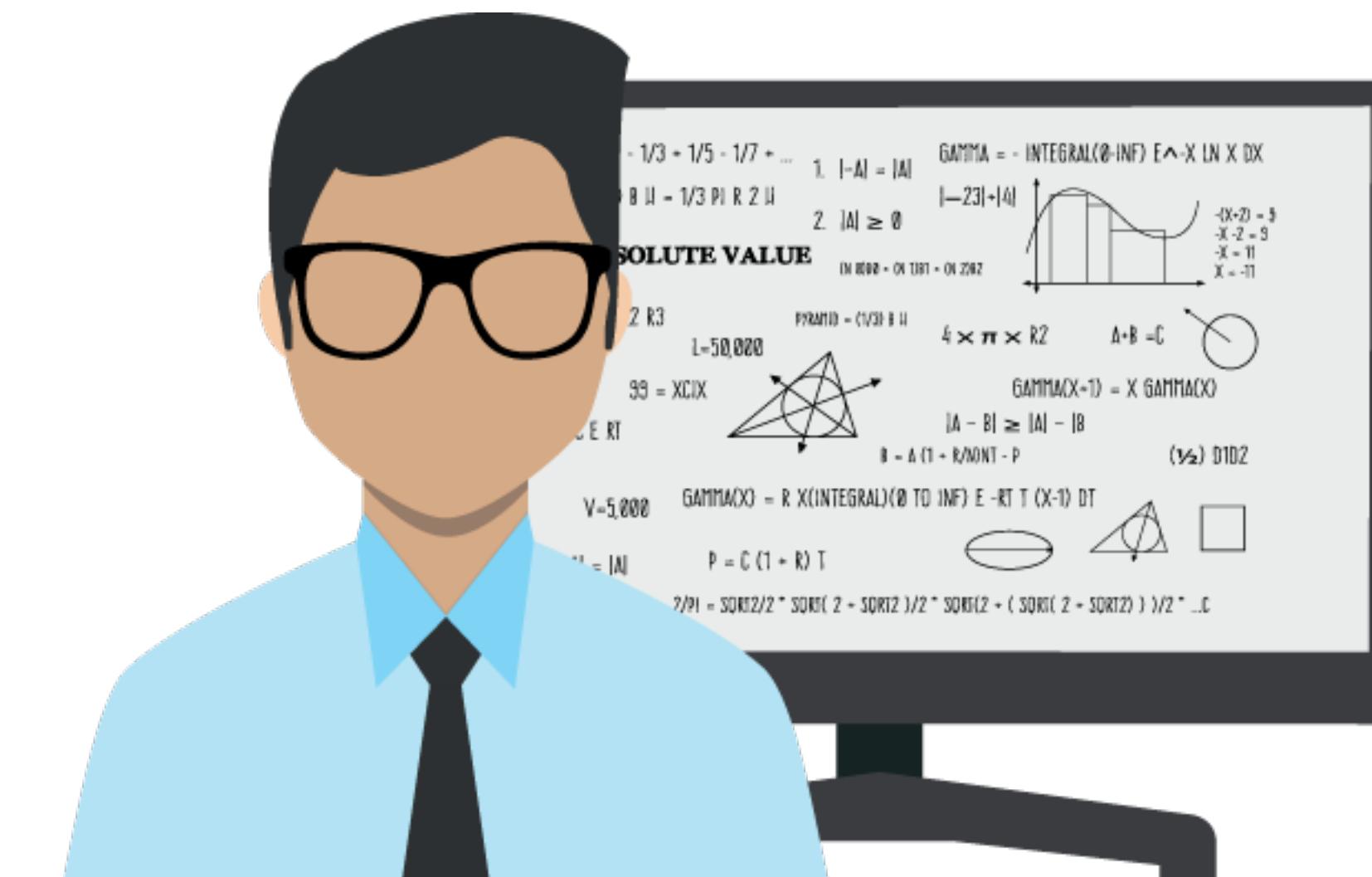
```
sql = "SELECT created_date as date_time, user as post_author, user_to as post_recipient, null as post_title, text as post_body, lat, long from crap_presentation.dailymail"
```

```
begin
  results = bigquery.query sql
  results.each do |row|
    text = row[:post_body]
    document = language.document text
    document.language = "en"
    sentiment = document.sentiment
    entities = document.entities
    sentimentscore = "#{sentiment.score}"
    sentimentmagnitude = "#{sentiment.magnitude}"
```

Google NLP API Call

```
rows = [
  {
    "date_time" => "#{row[:date_time]}",
    "post_author" => "#{row[:post_author]}",
    "post_recipient" => "#{row[:post_recipient]}",
    "post_title" => "#{row[:post_title]}",
    "post_body" => "#{row[:post_body]}",
    "sentimentscore" => "#{sentiment.score}",
    "sentimentmagnitude" => "#{sentiment.magnitude}",
    "entitylist" => "#{entitylist}",
    "lat" => "#{row[:lat]}",
    "long" => "#{row[:long]}"
  }
]
table.insert rows
end
```

Write back to BigQuery



Geocoding using Google Sheets + Geosheets

The screenshot shows a Google Sheets spreadsheet titled "dailymail". The main sheet contains a table with columns: post_author, city, date_time, post_body, sentimentmagnit, sentimentscore, latitude, latitude_7, longitude, and city. The "latitude" column is populated with coordinates for various locations. To the right of the main sheet, the "Geosheets" add-on interface is visible, showing examples for creating maps and defining marker colors.

Maps in Current Sheet

Create a map by using the `GEO_MAP` function with a range of locations, for example:

```
=GEO_MAP(A1:A5, 'my-map-title')
```

[Hide examples](#)

Basic Map, Colored Markers

`=GEO_MAP(A1:B4, 'map-title')`

	A	B
1	Location	Color
2	san francisco	red
3	233 S Wacker Dr Chicago	blue
4	40.7484, 73.9857	green

Different Shapes for Features

`=GEO_MAP(A1:B5, 'map-title')`

	A	B
1	Location	Type
2	san diego	marker
3	boston	circle
4	san diego boston	line
5	san diego boston	geodesic

Or work with location data by passing a column of locations to an attribute function, for example:

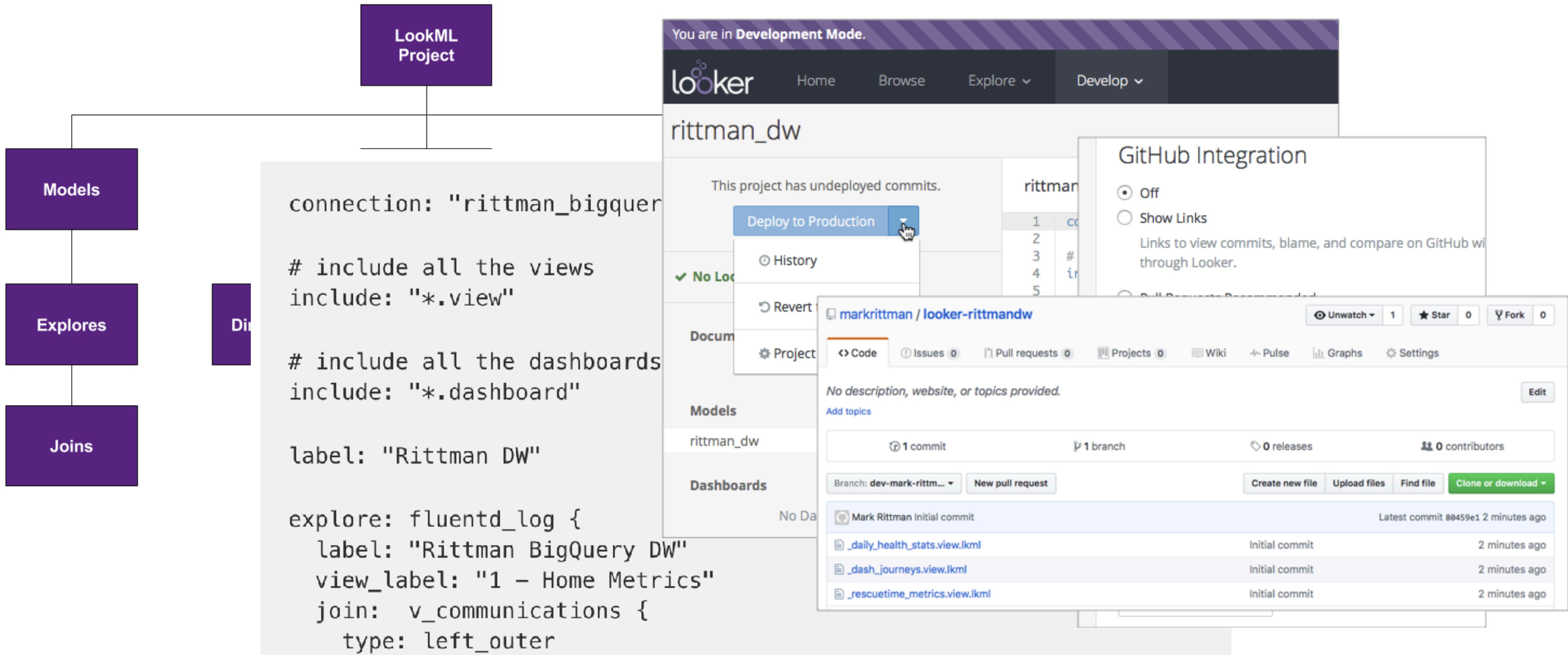
```
=GEO_CITY(A1:A5)
```

Create BigQuery View Over Tweets + Comments

```
SELECT
    created_date AS date_time,
    'twitter' AS social_media_type,
    IF (n.contact_name IS NULL,
        post_author,
        n.contact_name) AS post_author,
    IF (m.contact_name IS NULL,
        post_recipient,
        m.contact_name),
    post_body AS post_title,
    post_body,
    NULL AS post_url,
    CAST(sentimentscore AS string) AS sentimentscore,
    CAST(sentimentmagnitude AS string) AS sentimentmagnitude,
    NULL AS entityname,
    latitude,
    longitude,
    NULL AS city,
    NULL AS state,
    NULL AS zipcode
FROM
    `aerial-vehicle-148023.crap_meeting.tweets_geo`
LEFT OUTER JOIN
    `aerial-vehicle-148023.personal_metrics.contact_all_details` n
ON
    post_author = n.contact_details
LEFT OUTER JOIN
    `aerial-vehicle-148023.personal_metrics.contact_all_details` m
ON
    post_recipient = m.contact_details
UNION ALL
```

```
SELECT
    date_time, 'guardian' AS social_media_type,
    post_author,
    NULL AS post_recipient, NULL AS post_title,
    post_body, NULL AS post_url,
    CAST(sentimentscore AS string) AS sentimentscore,
    CAST(sentimentmagnitude AS string) AS sentimentmagnitude,
    NULL AS entityname,
    NULL AS latitude, NULL AS longitude,
    NULL AS city, NULL AS state, NULL AS region
FROM
    `aerial-vehicle-148023.crap_meeting.guardian`
UNION ALL
SELECT
    date_time,
    'dailymail' AS social_media_type,
    post_author, NULL AS post_recipient, NULL AS post_title,
    post_body, NULL AS post_url,
    CAST(sentimentscore AS string) AS sentimentscore,
    CAST(sentimentmagnitude AS string) AS sentimentmagnitude,
    NULL AS entityname,
    CAST(latitude_7 AS string) AS latitude,
    CAST(longitude AS string) AS longitude,
    city_9 AS city, state,
    CASE
        WHEN SUBSTR(zipcode, 1,2) IN ('AL', 'BA', 'BB', 'BD', 'BH', 'BL', 'BN', 'BR', 'BS', 'DA', 'DD', 'DE', 'DG', 'DH', 'DL', 'DN', 'DT', 'DY', 'EC', 'EH', 'EN', 'EX', 'FK', 'FY', 'IG', 'IM', 'IP', 'IV', 'JE', 'KA', 'KT', 'KW', 'KY', 'LA', 'LD', 'LE', 'LL', 'LN', 'LS', 'OX', 'PA', 'PE', 'PH', 'PL', 'PO', 'PR', 'RG', 'RH', 'RM', 'SA', 'SE', 'SG', 'SK', 'SL', 'TF', 'TN', 'TQ', 'TR', 'TS', 'TW', 'UB', 'WA', 'WC', 'WD', 'WF', 'WN', 'WR', 'WS', 'WV', 'WH') THEN SUBSTR(zipcode, 1,1)
        WHEN SUBSTR(zipcode, 1,1) IN ('B','E','G','L','M','N','S') THEN SUBSTR(zipcode, 1,1)
        ELSE NULL END AS zipcode
FROM
    `aerial-vehicle-148023.crap_meeting.dailymail`
```

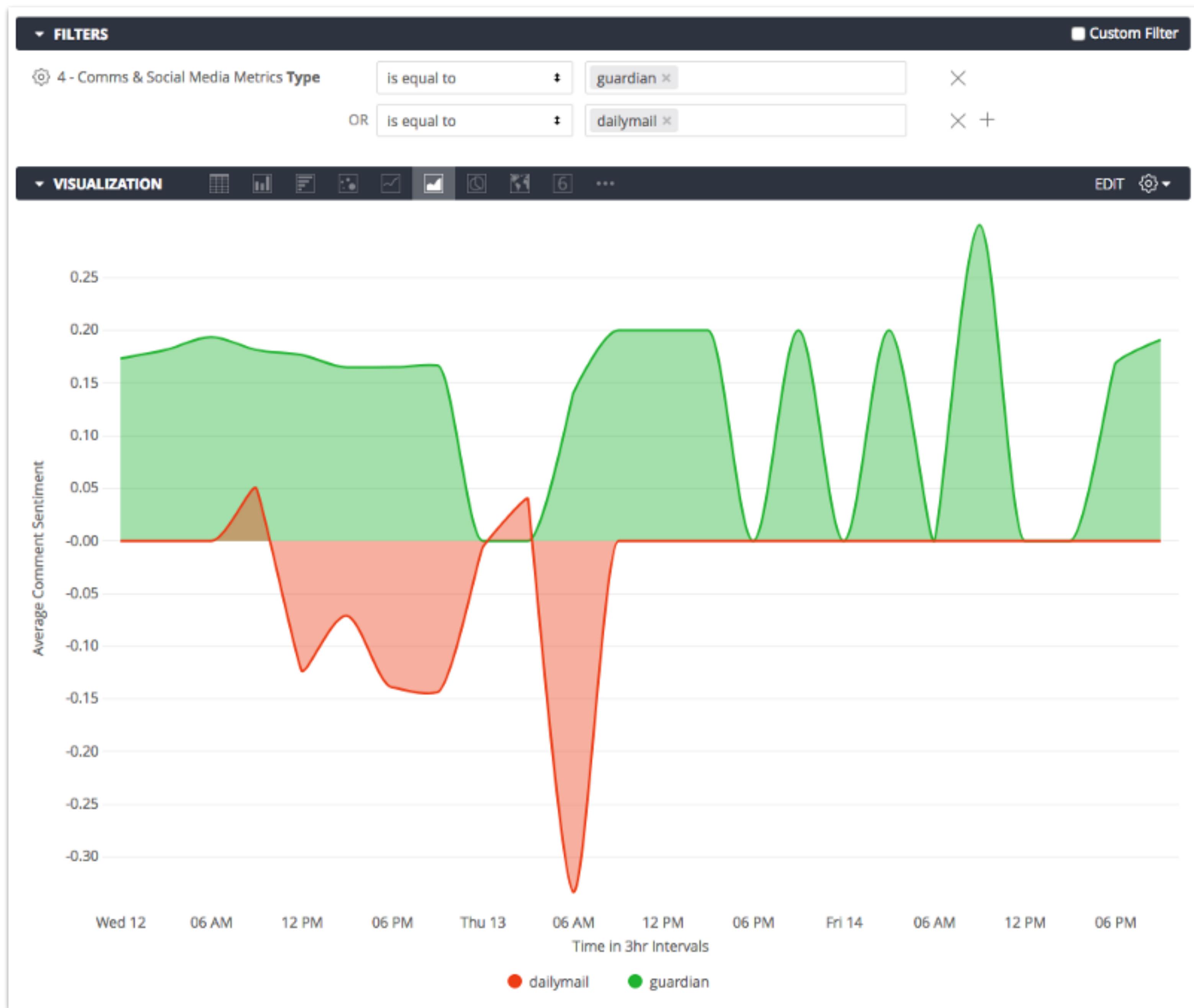
LookML : BI Modeling for Data Engineers



The image shows the Looker Data Platform interface. At the top, there are two navigation bars: a dark header with 'looker' logo, 'Home', 'Browse', 'Explore', and 'Develop' dropdowns; and a light gray header with 'looker' logo, 'Home', 'Browse', 'Explore', and 'Develop' dropdowns. Below these, the main interface consists of several panels:

- Left Panel:** A sidebar titled 'Explore' showing a tree structure of data models and fields. It includes sections for 'Sf Biketrips Incidents Nested' (Dimensions: Call Type, ID), 'Sf Biketrips Inc' (Dimensions: Zipcode, ID), and 'Trips' (Dimensions: Start Station Name, ID).
 - DIMENSIONS:** Call Type, ID, Zipcode.
 - MEASURES:** Call Type Count, Count.
- Top Center:** A search bar with 'Rittman BigQuery DW' and a minus sign icon. To its right are 'FILTERS', 'VISUALIZATION', 'DATA', and 'RESULTS' buttons.
- Header Bar:** Shows 'Mark Rittman', 'Google Data Analysis', a heart icon, 'Edit', and a gear icon.
- Main Content Area:** A large panel titled 'Google Takeout Data Analysis' containing a chart titled '4 - Comms & Social Media Metrics Date Month'. The chart has three series: 'Total Web Searches' (blue circle), 'Total Tweets Sent' (green circle), and 'Total Emails Received' (black circle). The chart area shows data for four months: October 2017, April 2018, July 2018, and October 2018.
- Bottom Right Panel:** A sidebar titled 'Total Tweets Sent' with a list of items:
 - ▶ 5 - Strava Workout Metrics
 - ▶ 6 - Car Journey Metrics
 - ▶ 7 - Places Visited
 - ▶ 8 - Cycle Workout Breakdowns

- Query building using business semantic model
- Self-Service data analytics with agile dev model
- Dashboards, reports (“looks”), action links, scheduling



FILTERS

Custom Filter

4 - Comms & Social Media Metrics Type

is equal to

guardian

OR is equal to

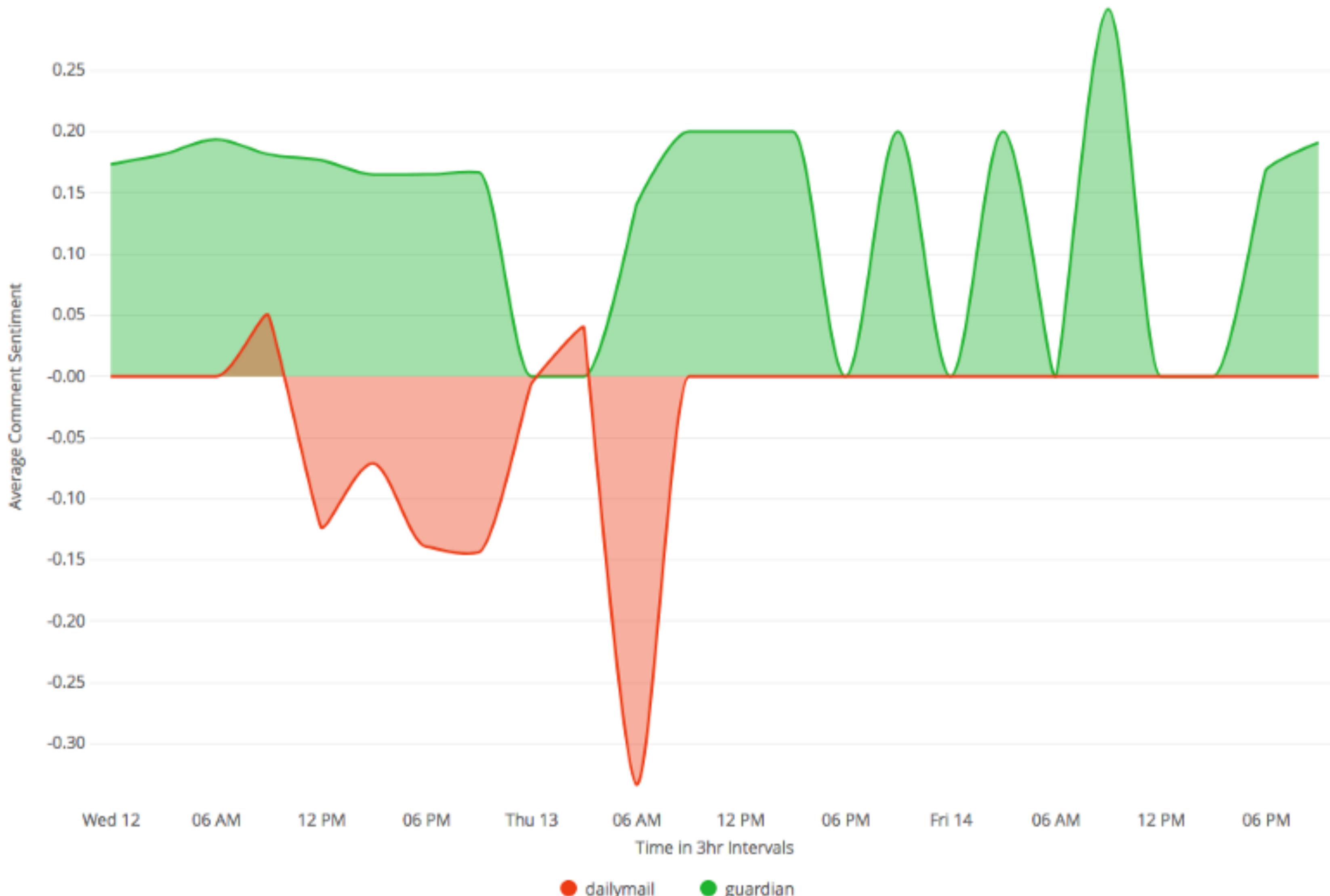
dailymail

X

X +

VISUALIZATION

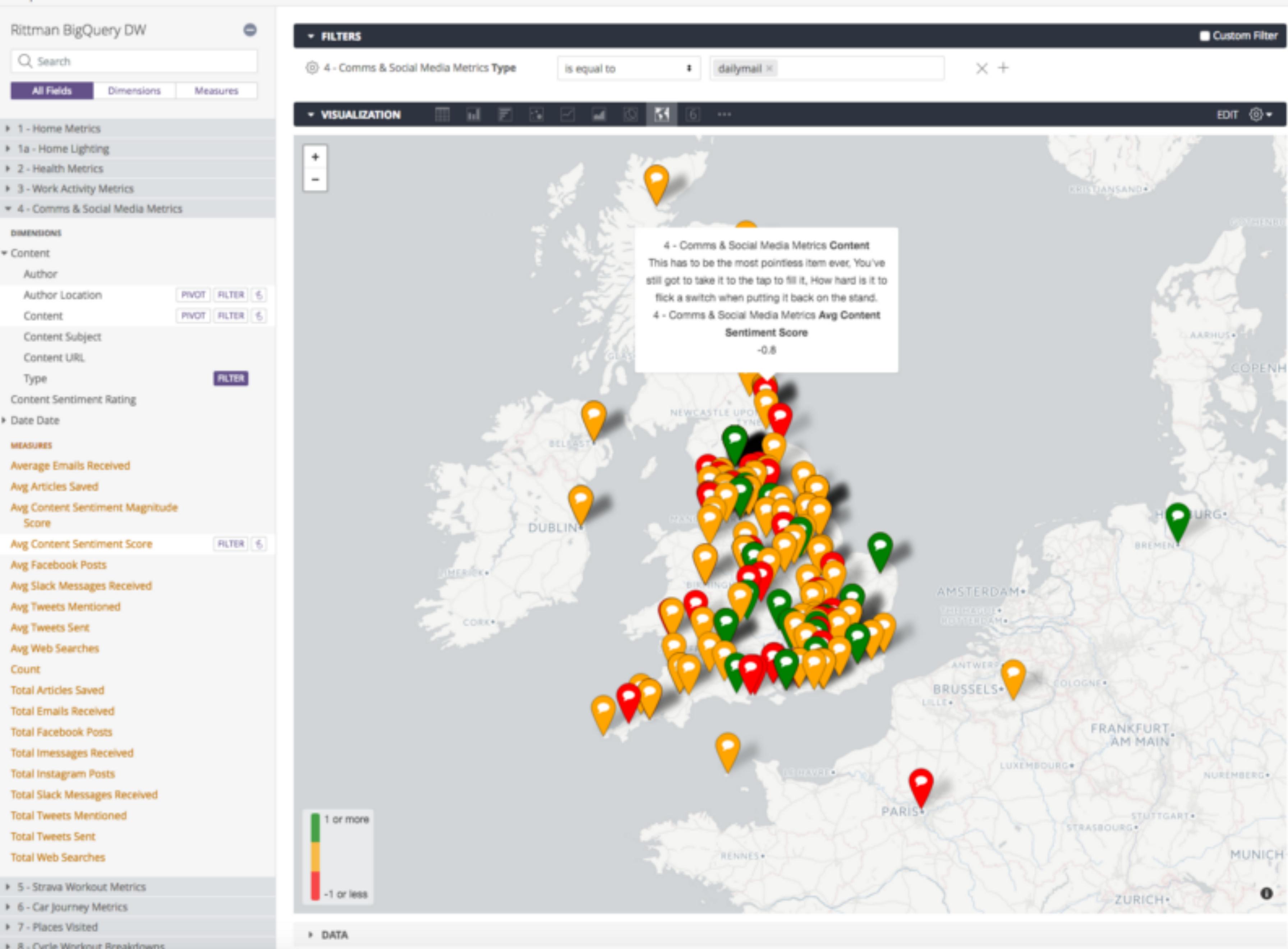
EDIT



Explore

364 rows • 11.1s • 1m ago

Run



FILTERS

Custom Filter

4 - Comms & Social Media Metrics Type

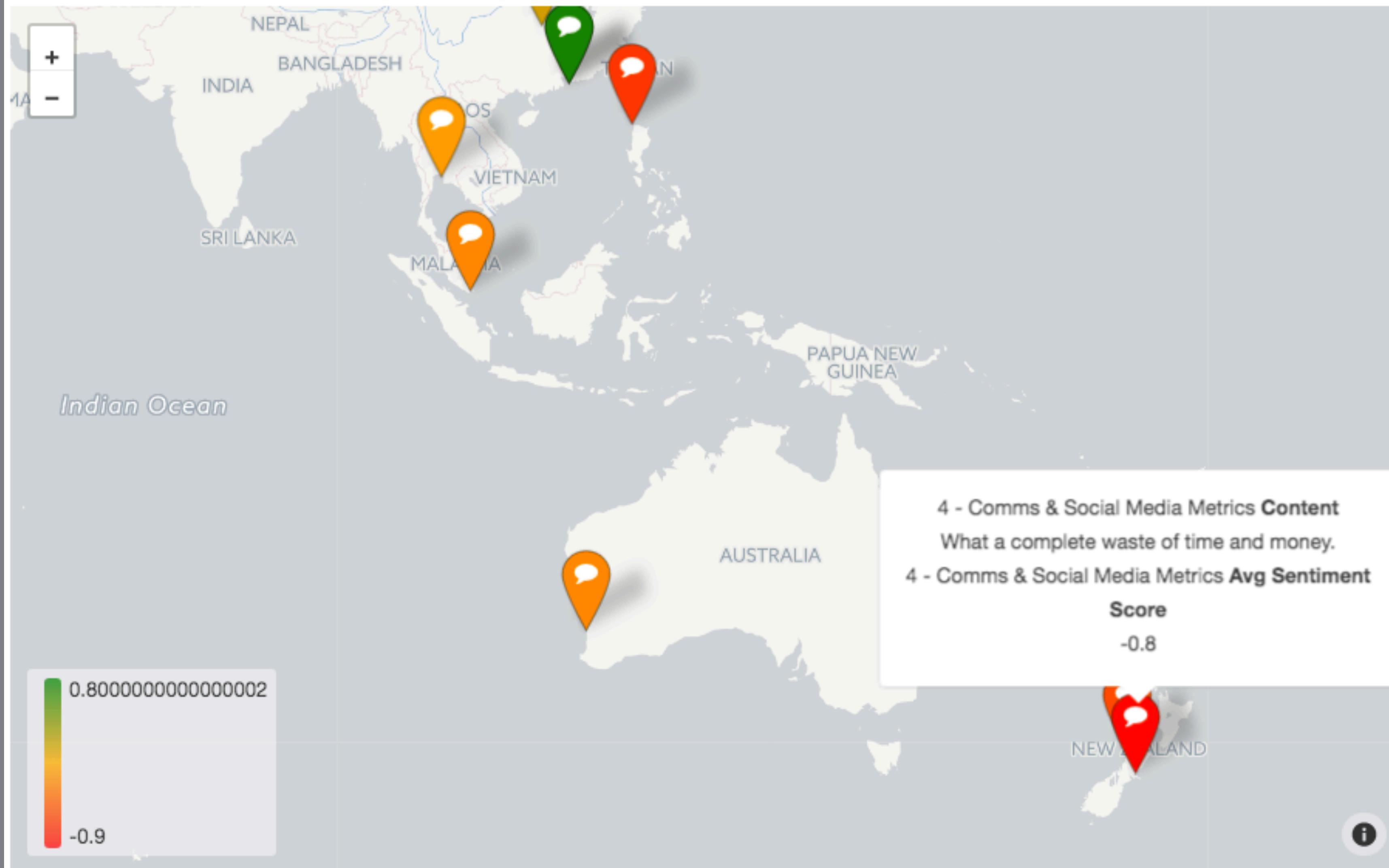
is equal to

dailymail

X +

VISUALIZATION

EDIT





FILTERS

4 - Comms & Social Media Metrics Type Is equal to dailymail

VISUALIZATION

EDIT

GREENLAND

ICELAND

NORWAY

SWEDEN

FINLAND

UNITED KINGDOM

IRELAND

PORTUGAL

SPAIN

FRANCE

NETHERLANDS

BELGIUM

AUSTRIA

ROMANIA

BULGARIA

GREECE

TURKEY

MOROCCO

ALGERIA

TUNISIA

MAURITANIA

SENEGAL

SIERRA LEONE

MALI

NIGER

CHAD

NIGERIA

CAMEROON

DEMOCRATIC REPUBLIC OF THE CONGO

ANGOLA

ZAMBIA

YEMEN

OMAN

KENYA

EQUATORIAL GUINEA

AFRICA

UNITED STATES OF AMERICA

MEXICO

CUBA

GUATEMALA

PANAMA

COLOMBIA

Ecuador

PERU

BRAZIL

BOLIVIA

Atlantic Ocean

1 or more

-1 or less

4 - Comms & Social Media Metrics Content
I can't believe I just wasted 30 seconds reading part of this article. The rubbish that makes it way onto this rag is enough to drive anyone up the wall.

4 - Comms & Social Media Metrics Avg Content

Sentiment Score
-0.7

FILTERS Custom Filter

4 - Comms & Social Media Metrics Type

is equal to

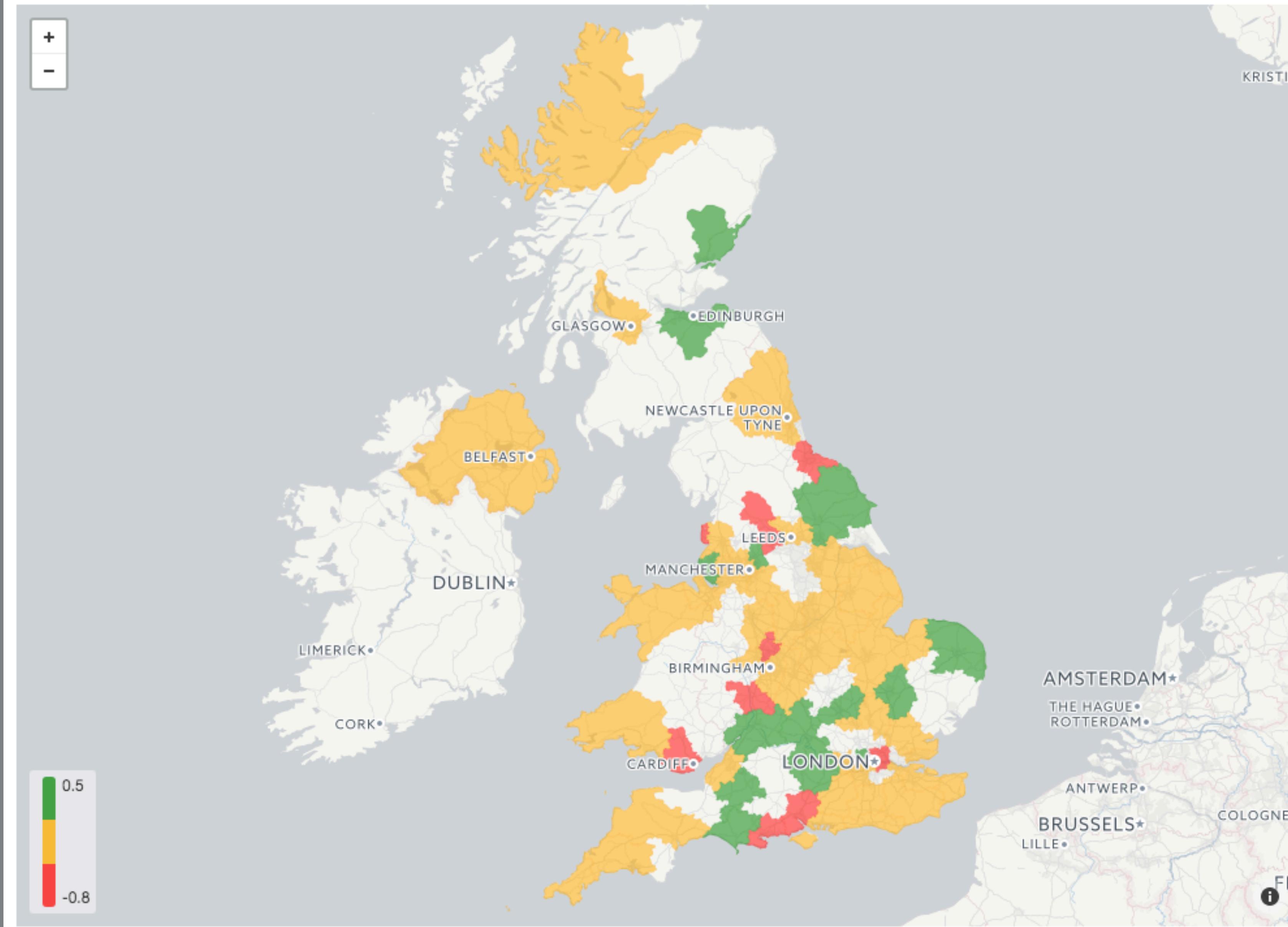
dailymail

X +

VISUALIZATION

STATIC MAP (REGIONS)

EDIT

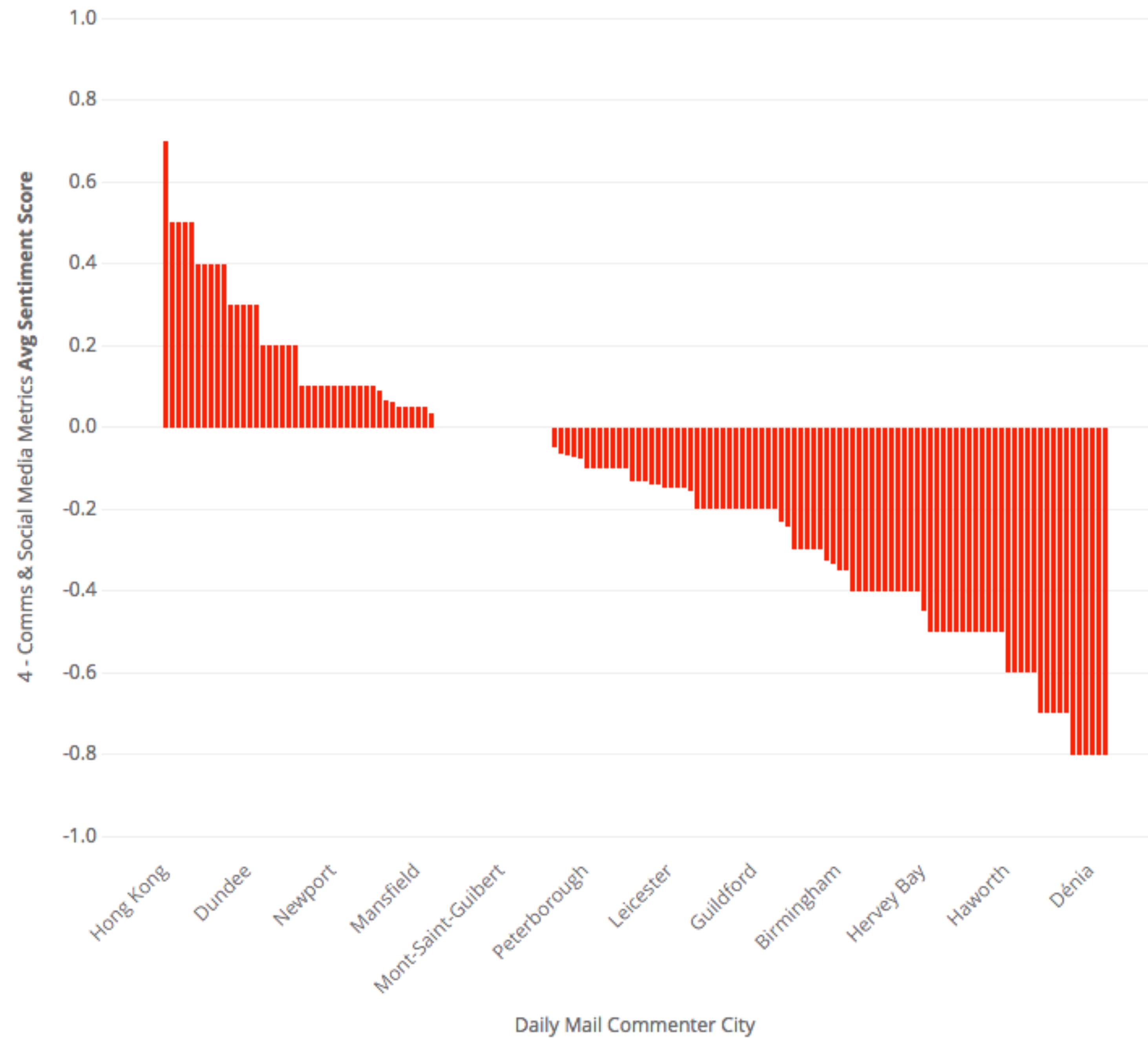


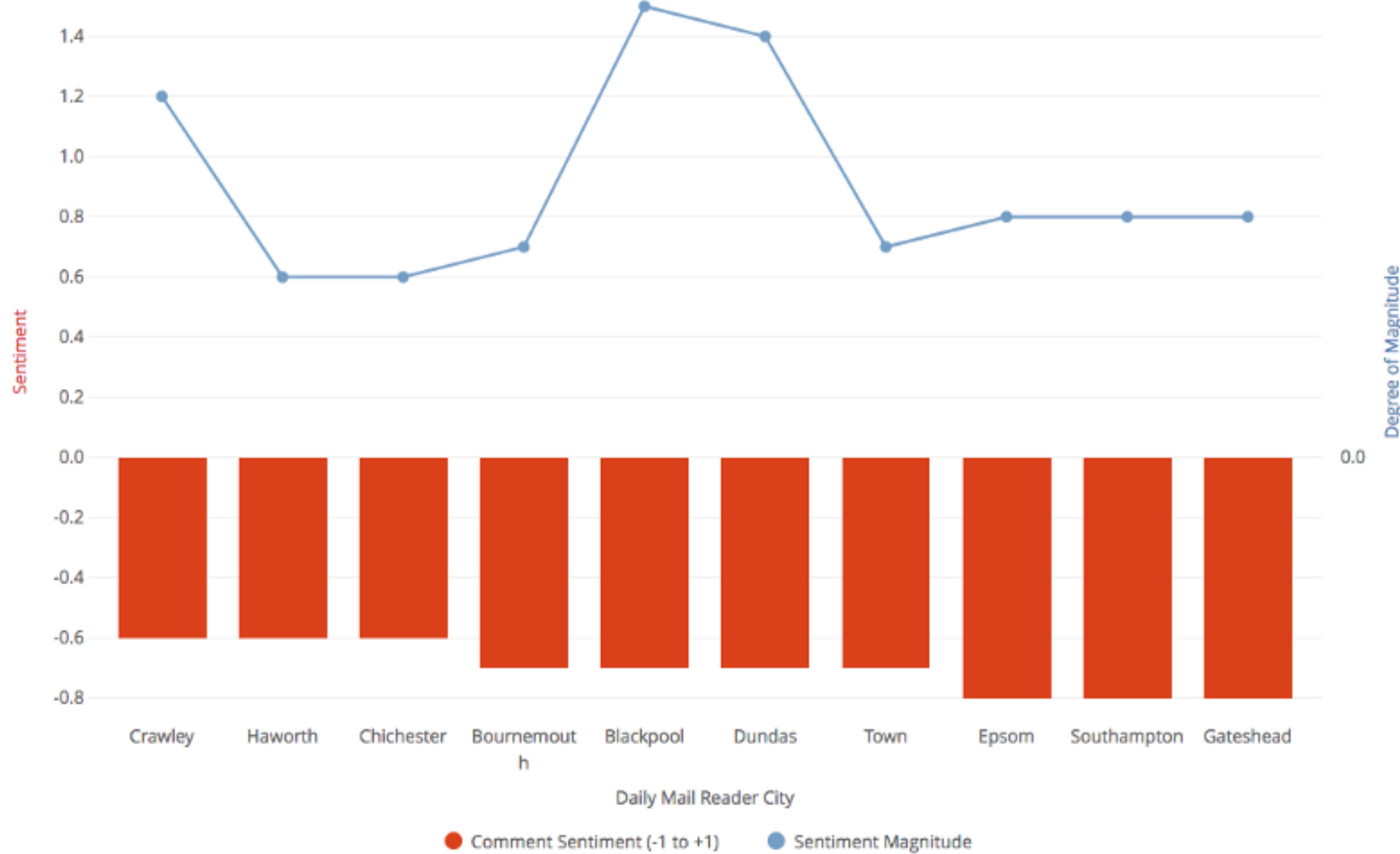
VISUALIZATION

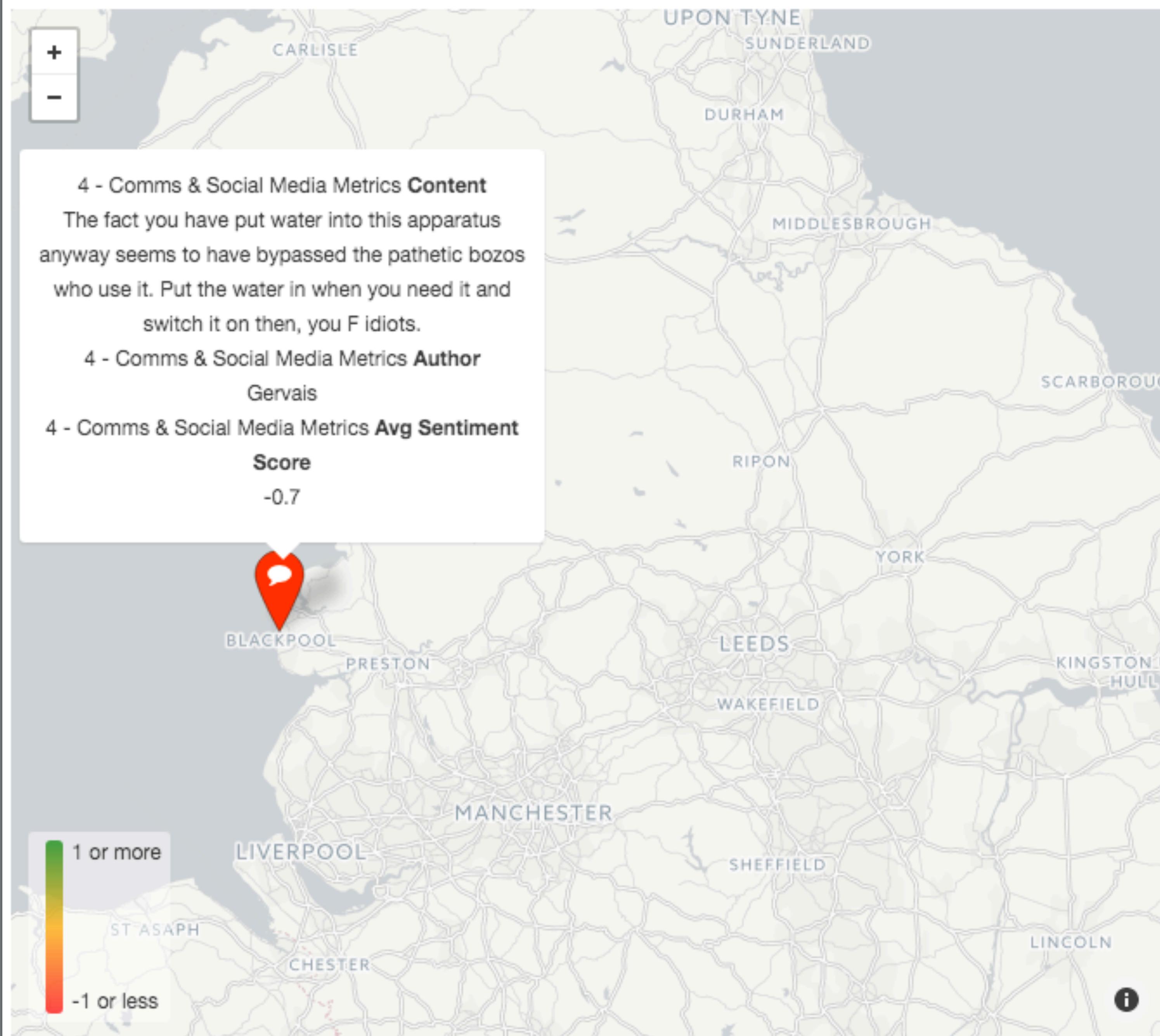
FUNNEL

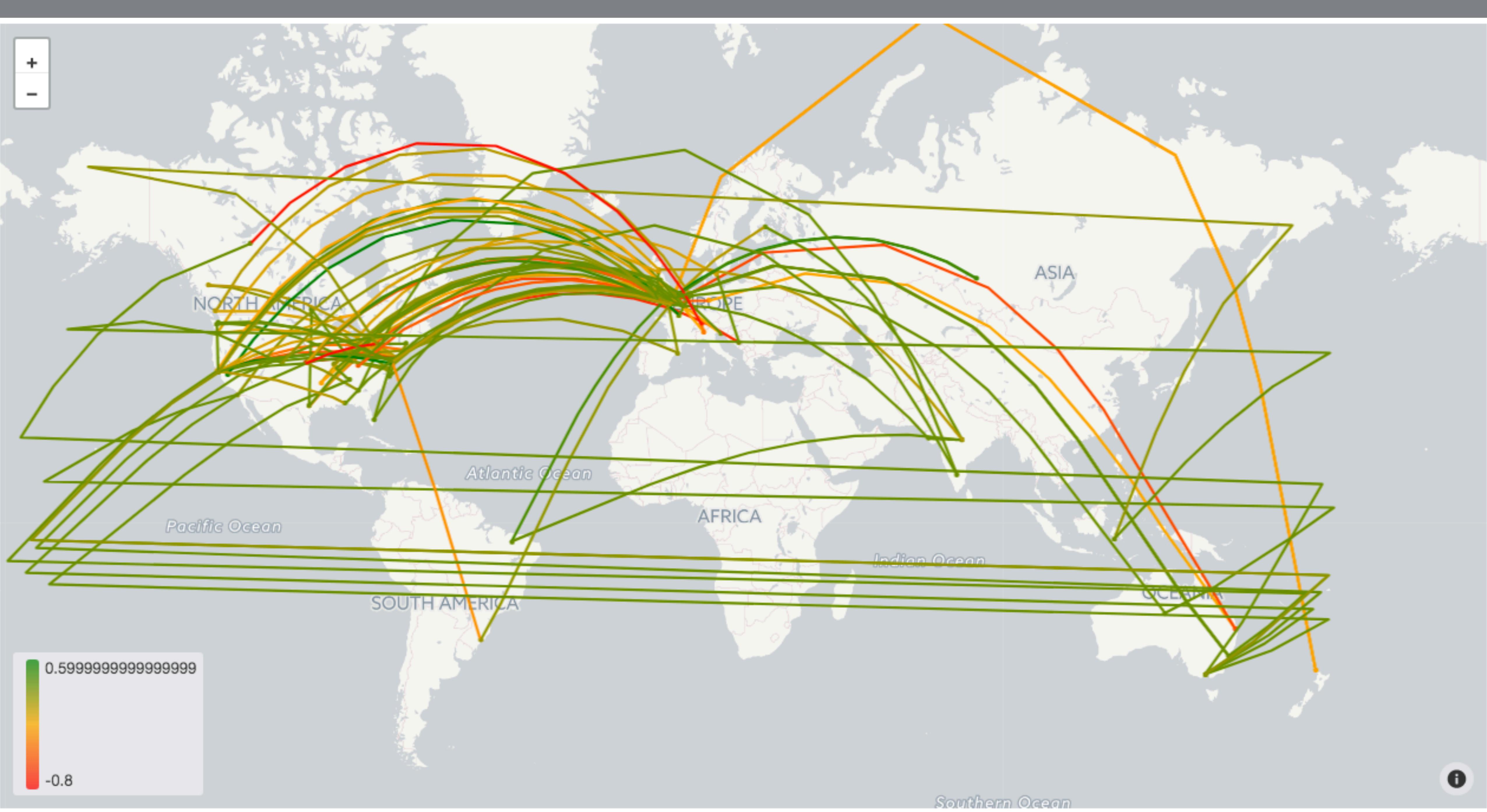
...

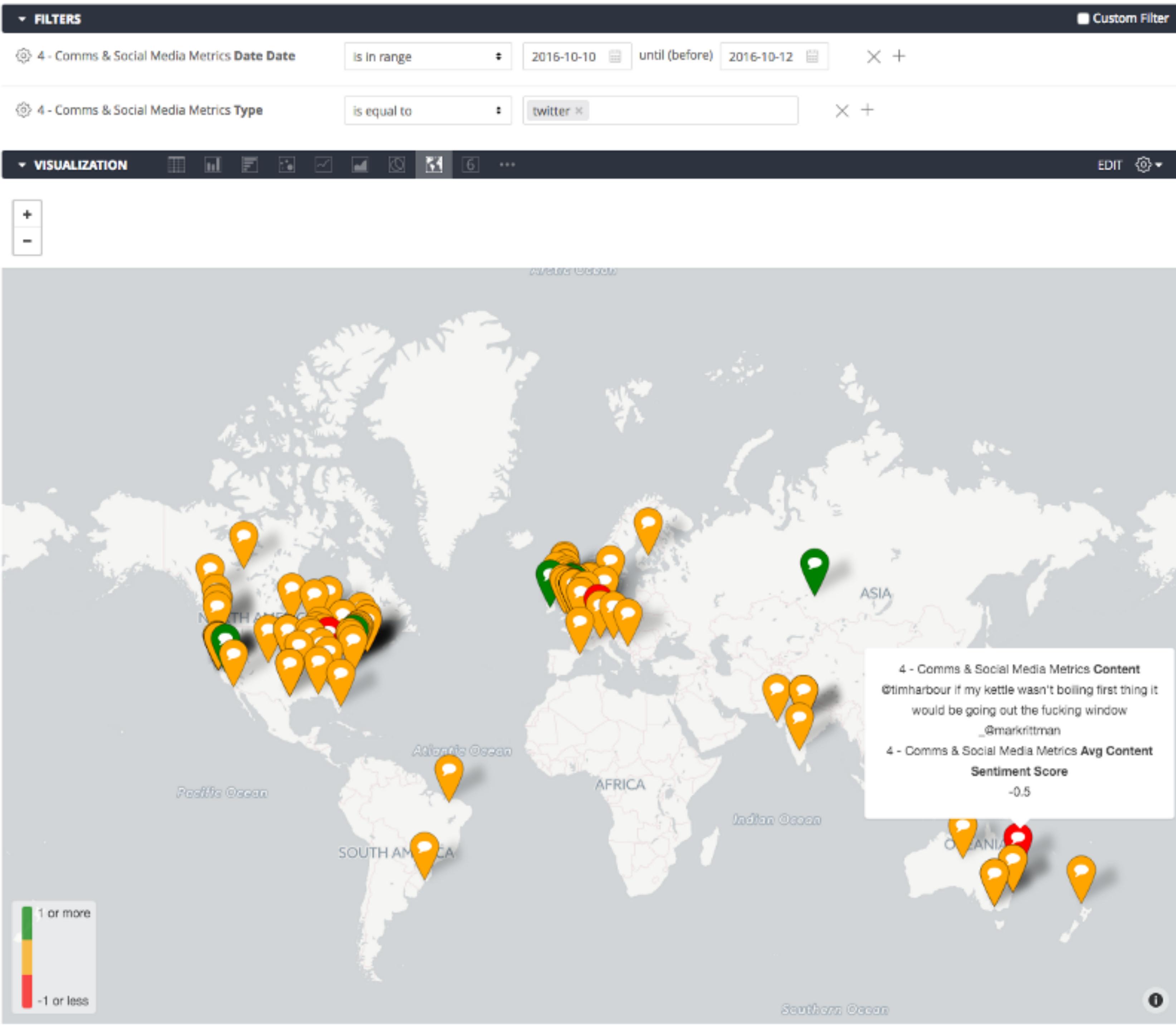
EDIT













ANALYTICS, BIGQUERY AND LOOKER ... AND HOW I BECAME AN INTERNET MEME FOR 48 HOURS

(CRAP #4) CONVERSION RATE, ANALYTICS, PRODUCT UNCONFERENCE, LONDON

Mark Rittman, Independent Analyst + Product Manager
August 2017



DRILL TO DETAIL
THE BUSINESS & STRATEGY OF ANALYTICS & BIG DATA



MJR Analytics