# ENGINEERING OF BIG DATA SYSTEMS

AMAZON CUSTOMER REVIEW
OF GROCERY PRODUCTS
ANALYSIS

Apoorva Mishra
001438598

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#### **Problem Statement**

Implement various Big Data Technologies such as Hadoop Map Reduce, HIVE, MongoDB, Apache Pig on Amazon Dataset to analyze various aspects of dataset Provide visualization Insights using Tableau

#### **Dataset**

#### **Dataset**: Amazon Customer Reviews on Grocery products

https://s3.amazonaws.com/amazon-reviewspds/tsv/amazon reviews us Grocery v1 00.tsv.gz

#### **Fields Description:**

DATA COLUMNS:

marketplace - 2 letter country code of the marketplace where the review was written. customer\_id - Random identifier that can be used to aggregate reviews written by a single author.

review id - The unique ID of the review.

product\_id - The unique Product ID the review pertains to. In the multilingual dataset the reviews for the same product in different countries can be grouped by the same product\_id. product\_parent - Random identifier that can be used to aggregate reviews for the same product.

product\_title - Title of the product.

product\_category - Broad product category that can be used to group reviews (also used to group the dataset into coherent parts).

star\_rating - The 1-5 star rating of the review.

helpful votes - Number of helpful votes.

total votes - Number of total votes the review received.

vine - Review was written as part of the Vine program.

verified purchase - The review is on a verified purchase.

review\_headline - The title of the review.

review body - The review text.

review\_date - The date the review was written.

#### **Data Format:**

Tab ('\t') separated text file, without quote or escape characters.

First line in each file is header; 1 line corresponds to 1 record.

# **Objectives**

- Find the average product rating reviews for each product
- Find user who has reviewed the product
- Find the year in which the product was reviewed
- Verified /non-verified purchase of the overall products
- Verified Products along with their minimum and maximum ratings
- Find the total number of products in each product category
- Find the daily review count of all products
- Find the total number of products for each rating
- Find Top 5 products for each rating
- Find Top 5 verified purchases

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## Hadoop(HDFS) MapReduce

## Case 1: Find the average product rating reviews for each product

```
import org.apache.hadoop.mapreduce.lib.output.FileOutputFormat;
           job.setMapperClass(MapperClass.class);
           job.setCombinerClass(ReducerClass.class);
           job.setOutputKeyClass(Text.class);
           job.setOutputValueClass(CountAverageTuple.class);
           job.waitForCompletion(true);
           e.printStackTrace();
```

```
CountAverageTuple> {
CountAverageTuple();
            String input[] = value.toString().split("\\t");
```

```
try {
    long count = 0;
    float sum = 0;

    for (CountAverageTuple val: value) {
        count += val.getCount();
        sum += val.getCount() * val.getAverage();
    }

    result.setCount(count);
    result.setAverage(sum/count);
    context.write(key, result);

} catch (Exception e) {
    System.out.println("Something went wrong in Reducer Task:
        e.printStackTrace();
    }
}
```

```
package com.finalproject;
import org.apache.hadoop.io.Writable;
import java.io.DataInput;
import java.io.DataOutput;
import java.io.IOException;
public class CountAverageTuple implements Writable {
    private Long count;
    private Float average;
    public CountAverageTuple(){
    }
    public CountAverageTuple(Long count, Float average) {
        this.count = count;
        this.average = average;
    }
    public void write(DataOutput d) throws IOException {
        d.writeIong(count);
        d.writeFloat(average);
    }
    public void readFields(DataInput di) throws IOException {
        count = di.readLong();
        average = di.readFloat();
    }
    public Long getCount() {
```

```
return count;
}

public void setCount(Long count) {
    this.count = count;
}

public Float getAverage() {
    return average;
}

public void setAverage(Float average) {
    this.average = average;
}

@Override
    public String toString() {
        return (new

StringBuilder().append(count).append("\t").append(average).toString());
    }
}
```

[root@quickstart /]# hadoop jar ProductCount-1.0-SNAPSHOT.jar com.finalproject.DriverClass /amazon reviews us Grocery.tsv /AverageRateCounterOutput

```
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```

## Case 2: Find user who has reviewed the product

Inverted Index - Inverted index pattern is used to generate an index from a data set to allow for faster searches or data enrichment capabilities. It is often convenient to index large data sets on keywords, so that searches can trace terms back to records that contain specific values. While building an inverted index does require extra processing up front, taking the time to do so can greatly reduce the amount of time it takes to find something.

```
import org.apache.hadoop.conf.Configuration;
import org.apache.hadoop.fs.FileSystem;
import org.apache.hadoop.fs.Path;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Job;
import org.apache.hadoop.mapreduce.lib.input.FileInputFormat;
import org.apache.hadoop.mapreduce.lib.input.TextInputFormat;
import org.apache.hadoop.mapreduce.lib.output.FileOutputFormat;
import org.apache.hadoop.mapreduce.lib.output.TextOutputFormat;
import org.apache.hadoop.mapreduce.lib.output.TextOutputFormat;
import java.io.IOException;
//This pattern is used to find each user who has reviewed the product
public class DriverClass {
    public static void main(String[] args) throws IOException {
```

```
FileSystem fs = FileSystem.get(conf);
            Job invertedIndexJob = Job.getInstance(conf, "Inverted
            invertedIndexJob.setJarByClass(DriverClass.class);
            invertedIndexJob.setMapperClass(Map.class);
            invertedIndexJob.setReducerClass(Reduce.class);
invertedIndexJob.setInputFormatClass(TextInputFormat.class);
            FileInputFormat.addInputPath(invertedIndexJob, new
Path(args[0]));
            FileOutputFormat.setOutputPath(invertedIndexJob, new
            e.printStackTrace();
```

```
package com.finalproject;
import org.apache.hadoop.io.LongWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Mapper;
import java.io.IOException;
public class Map extends Mapper<LongWritable, Text, Text, Text> {
    Text prod_cat = new Text();
    private Text productId = new Text();
    private Text userId = new Text();

    @Override
    protected void map(LongWritable key, Text value, Context context)
```

```
throws IOException, InterruptedException {
    if(key.get()==0){
        return;
    }
    try{
        String[] tokens = value.toString().split("\\t");
        userId.set(tokens[1]);
        productId.set(tokens[3]);
        context.write(productId, userId);
    } catch(Exception e) {
        System.out.println("Something went wrong in Mapper Task:
        ");
        e.printStackTrace();
    }
}
```

```
public class Reduce extends Reducer<Text, Text, Text> {
               if (first) {
               sb.append(id.toString());
           result.set(sb.toString());
           e.printStackTrace();
```

```
}
}
```

[root@quickstart /]# hadoop jar InvertedIndex-1.0-SNAPSHOT.jar com.finalproject.DriverClass /amazon\_reviews\_us\_Grocery.tsv /InvertedIndexOutput

```
Downloads — @quickstart!/- ssh -lbig-data.pem ubuntu@15.207.07.242 — 204x49

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```

# Case 3: Find the year in which the product was reviewed

Partitioner - A partitioner works like a condition in processing an input dataset. The partition phase takes place after the Map phase and before the Reduce phase.

The number of partitioners is equal to the number of reducers. That means a partitioner will divide the data according to the number of reducers. Therefore, the data passed from a single partitioner is processed by a single Reducer.

```
package com.finalproject;

import org.apache.hadoop.conf.Configuration;
import org.apache.hadoop.fs.FileSystem;
import org.apache.hadoop.fs.Path;
import org.apache.hadoop.io.NullWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Job;
import org.apache.hadoop.mapreduce.lib.input.FileInputFormat;
```

```
Configuration conf = new Configuration();
    job.setMapOutputValueClass(Text.class);
    job.setPartitionerClass(YearPartitionPartitioner.class);
    job.setOutputKeyClass(Text.class);
protected void map(LongWritable key, Text value, Mapper.Context
    String[] line = value.toString().split("\\t");
```

```
String[] yearPart = line[14].split("-");
String yearVal = yearPart[2].trim();

year.set(yearVal);
inputRec.set(value);

context.write(year, inputRec);
}
```

```
package com.finalproject;
import org.apache.hadoop.io.NullWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Reducer;
import java.io.IOException;

public class ReducerClass extends Reducer<Text, Text, Text,
NullWritable> {

    protected void reduce(Text key, Iterable<Text> values,
    Reducer.Context context) throws IOException, InterruptedException{
        for(Text t: values) {

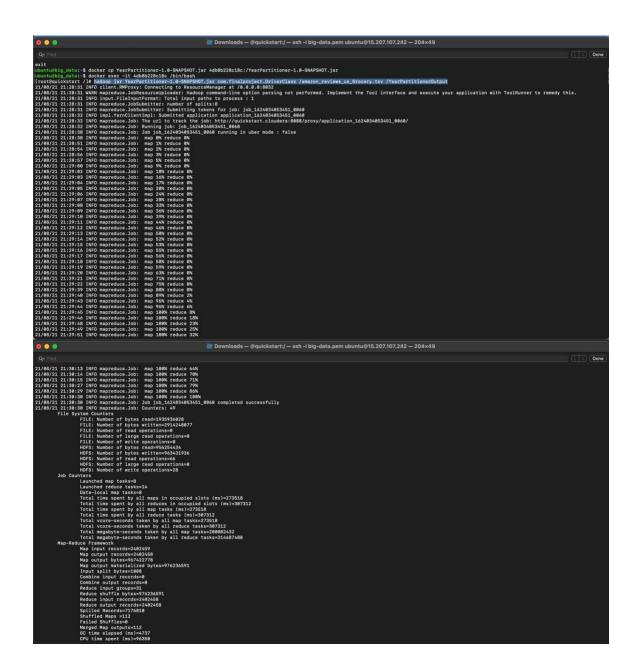
            context.write(t, NullWritable.get());
        }
    }
}
```

```
package com.finalproject;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Partitioner;

public class YearPartitionPartitioner extends Partitioner<Text, Text> {
    @Override
    public int getPartition(Text key, Text value, int numPartitions) {
        int n=1;
        if (numPartitions==0) {
            return 0;
        }
        else if (key.equals(("99"))) {
            return n % numPartitions;
        }
        else if (key.equals(new Text("00"))) {
            return 2 % numPartitions;
        }
        else if (key.equals(new Text("01"))) {
            return 3 % numPartitions;
        }
        else if (key.equals(new Text("01"))) {
            return 3 % numPartitions;
        }
        else if (key.equals(new Text("02"))) {
            return 3 % numPartitions;
        }
        else if (key.equals(new Text("02"))) {
            return 3 % numPartitions;
        }
        return 3 % numPartitions;
        }
        return 3 % numPartitions;
        return 3 % numPartitions;
```

```
else if(key.equals(new Text("04"))){
   return 6 % numPartitions;
   return 8 % numPartitions;
   return 13 % numPartitions;
```

[root@quickstart /]# hadoop jar YearPartitioner-1.0-SNAPSHOT.jar com.finalproject.DriverClass /amazon\_reviews\_us\_Grocery.tsv /YearPartitionerOutput



## **MongoDB MapReduce**

**Case:** To calculate the total number of verified and non - verified purchases of all products.

```
Steps:
Import data to mongo
mongoimport --db reviewdata --collection reviewcoll --type tsv --headerline --file
'/Users/apoorvamishra/Downloads/amazon reviews us Grocery.tsv'
Map Function
map1 = function() {
emit(this.verified_purchase, this.product_id);
}
Reduce Function
reduce1 = function(key,value){
var count = 0;
for(var i = 0; i<value.length; i++) {</pre>
count ++;
}
return count;
MapReduce in MongoDB
db.reviewcoll.mapReduce(map1, reduce1, {out : "VerifiedProductCount"})
Output:
db.VerifiedProductCount.find()
```

#### **HIVE**

Apache Hive is a data warehouse system built on top of Hadoop and is used for analyzing structured and semi-structured data. It provides a mechanism to project structure onto the data and perform queries written in HQL (Hive Query Language) that are similar to SQL statements. Internally, these queries or HQL gets converted to map reduce jobs by the Hive compiler.

**Case:** Create Table and upload customer review data from a tsv file onto HIVE.

#### Create Table customerreviewdata in HIVE

CREATE TABLE IF NOT EXISTS customerreviewdata (marketplace String, customer\_id String, review\_id String, product\_id String, product\_parent String, product\_title String, product\_category String, star\_rating String, helpful\_votes String, total\_votes String, vine String, verified\_purchase String, review\_headline String, review\_body String, review\_date String) ROW FORMAT DELIMITED FIELDS TERMINATED BY '\t' LINES TERMINATED BY '\n' STORED AS TEXTFILE tblproperties("skip.header.line.count" = "1");

#### Load data from local into table

Load data local inpath '/amazon\_reviews\_us\_Grocery.tsv' into table reviewdata;

# Query: Find the highest and lowest rated verified products.

INSERT OVERWRITE LOCAL DIRECTORY 'GroceryHiveout.tsv' ROW FORMAT DELIMITED FIELDS TERMINATED BY ',' SELECT product\_id, Max(star\_rating), Min (star\_rating), SUM(helpful\_votes) from reviewdata where verified\_purchase = 'Y' GROUP BY product\_id;

```
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```

# Query: Find the total number of products

```
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Number 0.861 seconds |

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Number 0.762 |
```

# Query: Find the total number of products in each product category

### Apache PIG

Apache Pig is a platform, used to analyze large data sets representing them as data flows. It is designed to provide an abstraction over MapReduce, reducing the complexities of writing a MapReduce program. We can perform data manipulation operations very easily in Hadoop using Apache Pig.

Case: Find the daily review count of all products

data = LOAD '/amazon\_reviews\_us\_Grocery.tsv' AS (marketplace, customer\_id, review\_id, product\_id, product\_parent, product\_title, product\_category, star\_rating, helpful\_votes, total\_votes, vine, verified\_purchase, review\_headline, review\_body, review\_date);

grouped = GROUP data by review\_date;

daily\_reviews = FOREACH grouped GENERATE group as review\_date, COUNT(data.review\_id) as count;

order\_by\_data = ORDER daily\_reviews BY count DESC;

store order\_by\_data INTO '/output/pig';

## Output:

```
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```

```
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```

# Case: Find the total number of products for each rating

data = LOAD '/amazon\_reviews\_us\_Grocery.tsv' AS (marketplace, customer\_id, review\_id, product\_id, product\_parent, product\_title, product\_category, star\_rating, helpful\_votes, total\_votes, vine, verified\_purchase, review\_headline, review\_body, review\_date);

groupeddata = GROUP data by star\_rating;

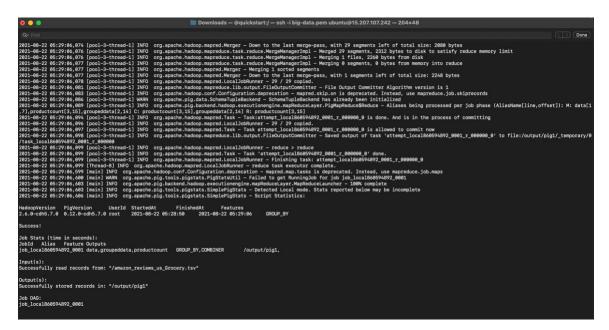
productcount = FOREACH groupeddata GENERATE group as star\_rating, COUNT(data.product\_id) as count;

store productcount INTO '/output/pig1';

Output:

```
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| Down totals at logils: //pig_102961809476,log prunt data = (DAD */sexan reviews up grocery text* & (marketplace, customer Id, review_id, product_parent, product_title, product_category, star_rating, helpful_votes, total_votes, vine, ver fife_paronas, verses up data = (DAD */sexan reviews up
```



## **Visualization (Tableau)**

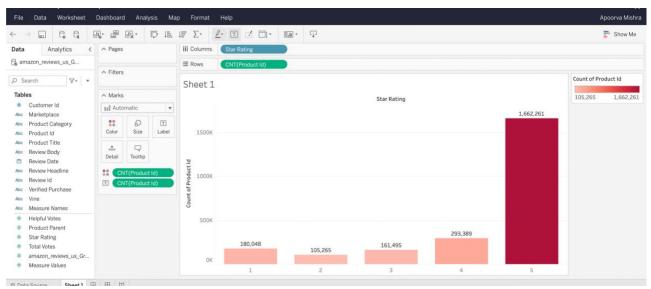


Fig: Total number of products of each rating

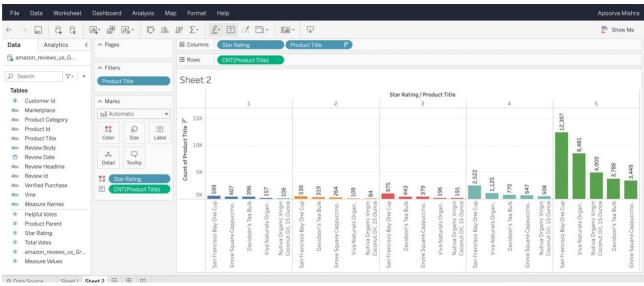


Fig: Top 5 products of each rating

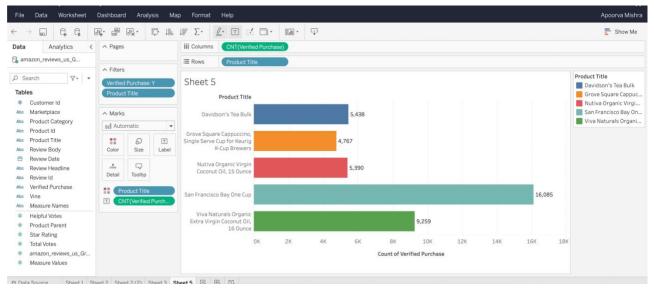


Fig: Top 5 verified purchased products

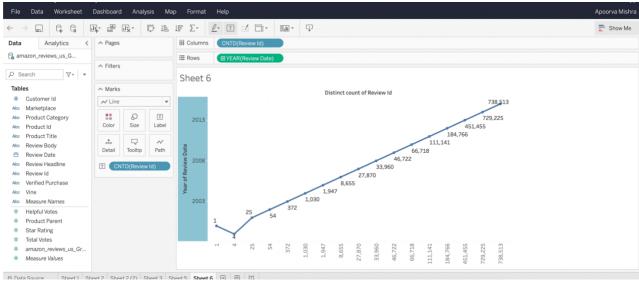


Fig: Total reviews by year