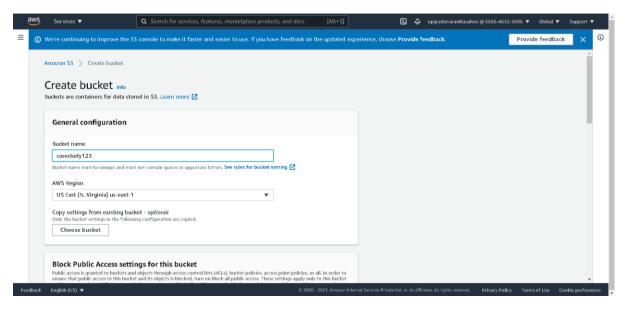
Hive case study- DA track

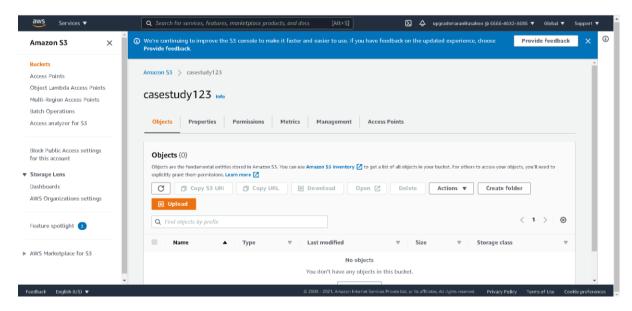
Submission By: Nitish Rathore & Smaranika Sahoo

S3 BUCKET:

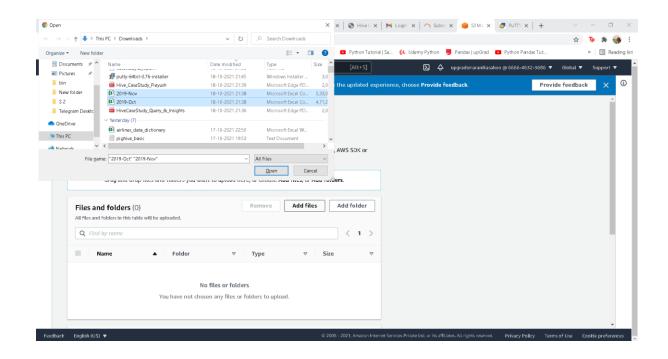
To Store the data – Click on "Create Bucket".

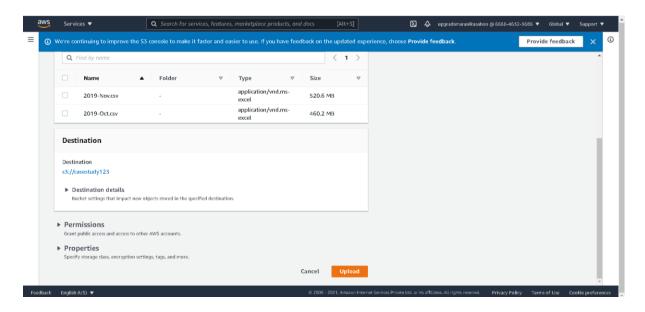


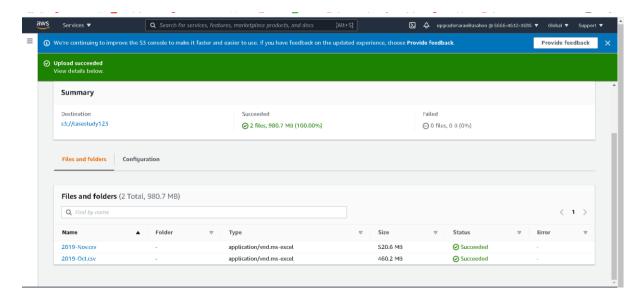
Creating "casestudy123" with all default options.



- Bucket Successfully got created.



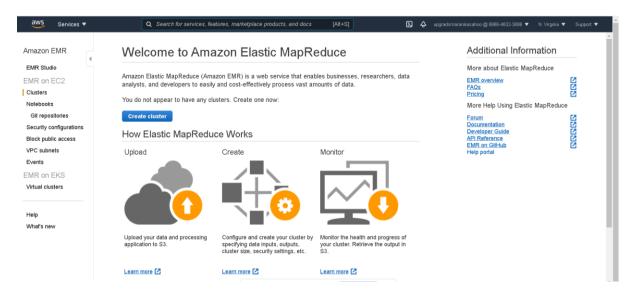




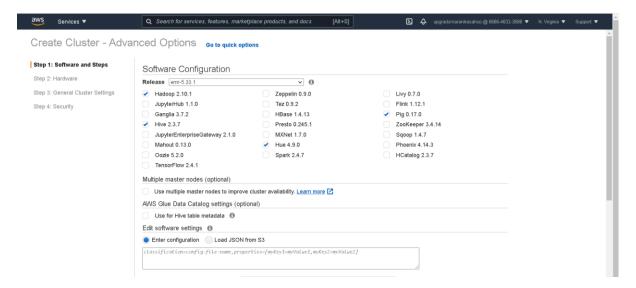
- Successfully uploaded the 2019 October and 2019 November csv file to S3 bucket.

EMR CLUSTER CREATION:

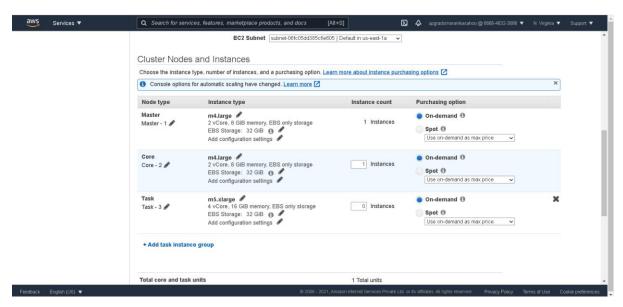
Click on "Create cluster" button to create the EMR cluster.

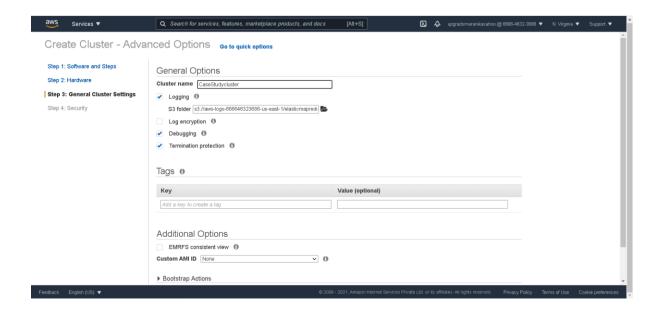


- Creating cluster with advanced options.

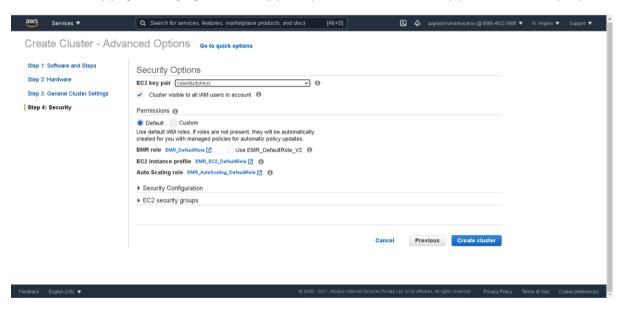


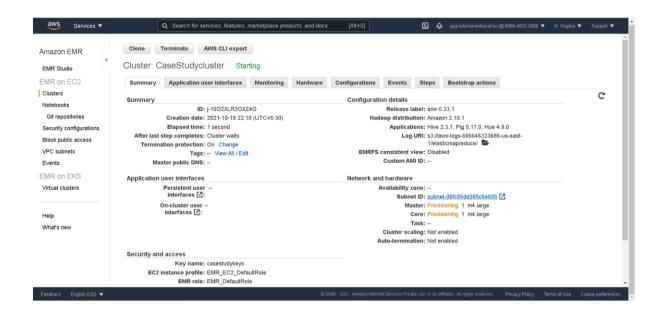
- Hardware page: Changing the Master and Core nodes from m5.xlarge to "m4.large" with 1 instance each to make 2-node EMR cluster.

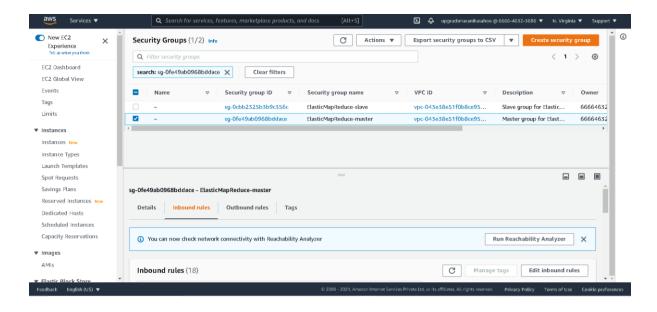


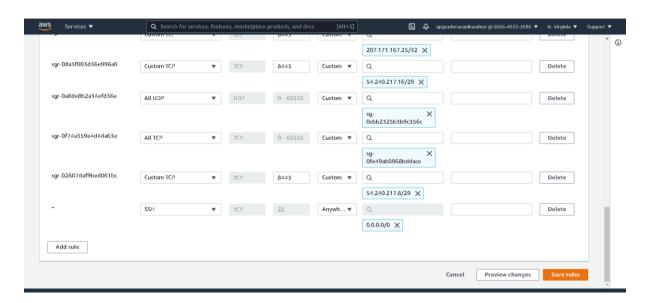


- Security page: changing the EC2 key pair option to our created key pair – "CaseStudykeys".

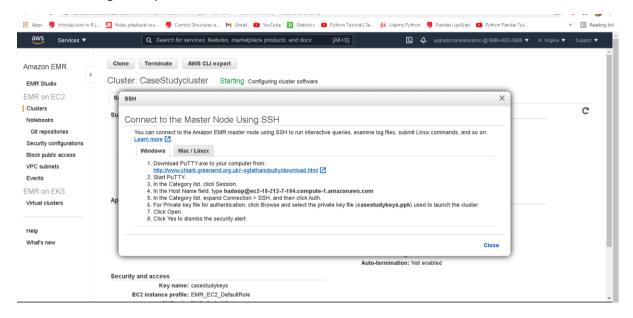


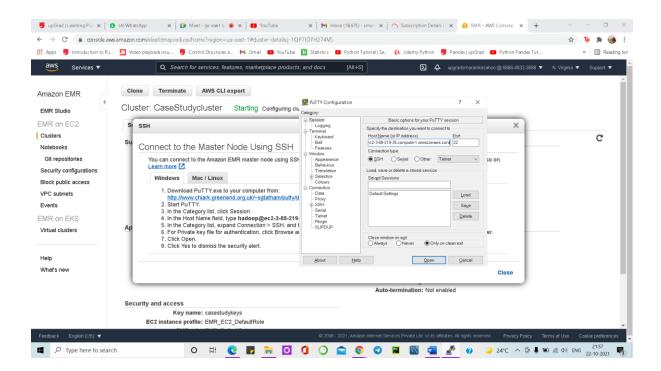


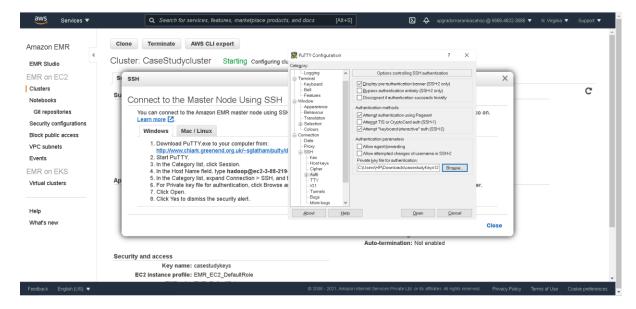




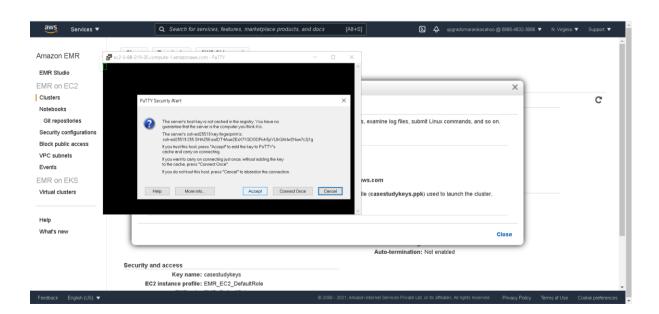
Then save the SSH rule to the inbound rules CONNECT TO MASTER NODE: Open the putty
and enter the Host Name as hadoop@ec2-18-212-7-184.compute-1.amazonaws.com and
navigate to Connection > SSH > Auth then browse and select the private key, which we
creating initially.







- Click on "open" and then Accept the connection.



```
# Using username "baddops",

**Internation in which pool is key "imported-opensah-key"

**Internation in which pool is key "imported-opensah-key"

**Internation of the following the pool is key "imported-opensah-key"

**Internation of the following the pool is key "imported-opensah-key"

**Internation of the pool is key "imported opensah-key"

**Internation of the pool is key "imported open
```

- Checking the Hadoop file system with command "hadoop fs -ls /"

CREATING A NEW DIRECTORY FOR HIVE CASE STUDY:

- Creating a new directory under user for Hive case study to store the data files and directory name creating is "HiveCaseStudy" and verifying whether the new directory is listed in Hadoop file hadoop fs -mkdir /user/hive/HiveCaseStudy.

```
| Radoop8ip-172-31-81-254 - 18 hadoop fs -mkdir /user/HiveCaseStudy/ |
| Radoop8ip-172-31-81-254 - 18 hadoop fs - ls /user / |
| Found 7 items |
| Stews |
|
```

New directory is successfully created.

LOADING THE DATA FROM S3 BUCKET to HDFS:

- Distributed copy command is used to copy the data from S3 to HDFS.
- For 2019 October:
 - "hadoop distcp s3://casestudy123/2019-Oct.csv /user/HiveCaseStudy/October.csv"
- For 2019 November:
 - "hadoop distcp s3://casestudy123/2019-Nov.csv /user/HiveCaseStudy/November.csv"
- Below are the screenshots for copying October 2019 and November 2019 data individually.

```
[hadoop@ip-172-31-81-254 -]% hadoop distop 83://casestudy123/2019-oct.csv /user/HiveCasestudy/October.csv
21/10/18 17:18:27 INFO tools.OptionsFatese: parseChunkdise: blockspecchunk false
21/10/18 17:18:28 INFO tools.OptionsFatese: parseChunkdise: blockspecchunk false, symcFoldersfalse, deleteMissing=false, ignoreFailures=false, overwrite=false, append=false, useDiff=false, useAdiff=false, fomeRamapshot-null, toSnapshot-null, skipCo-false, blocking=true, numListStatusThreads=0, maxMaps=20, mapBandwidth=100, sslConfigurationFile=full', occopyStatesty="uniformsize", preserveFatus=[], preserveFataw=[], preserveFataw=[],
```

```
[hadoop@ip=172-31-81-254 - 18]
```

```
### April 1912 | Hind Regreduce.Job | Job | Job | 1834/19143246, 0002 running in where mode : failse
### 21/16/18 17:2124 HINO Regreduce.Job R
```

 Verifying whether the data is successfully copied into HDFS from S3 buckets Command: hadoop fs -ls /user/ HiveCaseStudy

```
Files Copied=1
[hadoop@ip-172-31-80-138 ~]$ hadoop fs -ls /user/HiveCaseStudy/
Found 2 items
-rw-r--r- 1 hadoop hdfsadmingroup 545839412 2021-10-19 16:35 /user/HiveCaseStudy/November.csv
-rw-r--r- 1 hadoop hdfsadmingroup 482542278 2021-10-19 16:34 /user/HiveCaseStudy/October.csv
```

Moving to hive:

```
[hadoopHyp-172-31-80-138 -]$ hive

Logging initialized using configuration in file:/etc/hive/conf.dist/hive-log4j2.properties Async: false hive-cRATE EXTENDAL TABLE IF NOT EXISTS retailsstore (event_time timestamp, event_type string, product_id string, category_id string, category_code string, brand string, price float, user_id bigint, 
> user_seasion string ROW FORMAT SERDE 'org.pache.hadoop.inive.seede2.cpentSVerdef 'STORED AS' 
> TEXTIILE LOCATION '/user/HiveCaseStudy/' tblproperties('skip.header.line.count'='1');

OK
Time taken: 1.039 seconds hive show tables;

OK
category is to the string of the string of
```

Creating RetailDB Database:

```
hive> create database if not exists RetailDB;

OK
Time taken: 0.566 seconds
hive> describe database RetailDB;

OK
retaildb hdfs://ip-172-31-91-69.ec2.internal:8020/user/hive/warehouse/retaildb.db hadoop USER
Time taken: 0.203 seconds, Fetched: 1 row(s)

hive> use RetailDB;
```

```
hive> use RetailDB;
OK
Time taken: 0.035 seconds
```

CREATING AN EXTERNAL TABLE IN HIVE:

CREATE EXTERNAL TABLE IF NOT EXISTS retailsstore (event_time timestamp, event_type string, product_id string, category_id string, category_code string, brand string, price float, user_id bigint, user_session string) ROW FORMAT SERDE
 'org.apache.hadoop.hive.serde2.OpenCSVSerde' STORED AS TEXTFILE LOCATION
 '/user/HiveCaseStudy/' tblproperties("skip.header.line.count"="1");

```
| Comparison | Com
```

- set hive.cli.print.header=True;
- Checked the data in the table by querying the below.

Questions & Answers

Question 1: Find the total revenue generated due to purchases made in October.

Query: SELECT SUM(price) AS total_revenue_October FROM retailsstore WHERE date_format(event_time,'MM')=10 AND event_type='purchase';

```
hive> SELECT SUM(price) AS total revenue October FROM retailsstore WHERE date format(event_time, 'MM')=10 AND event_type='purchase';
Query ID = hadoop_20211019165603_10765737-92bc-45b7-9335-79e30cd447e8
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1634660723820_0004)

VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED

Map 1 . . . . . . container SUCCEEDED 2 2 0 0 0 0 0
Reducer 2 . . . . . container SUCCEEDED 1 1 0 0 0 0

VERTICES: 02/02 [===========>>] 100% ELAPSED TIME: 126.79 s

OK
1211538.4299997438
Time taken: 132.79 seconds, Fetched: 1 row(s)
```

The total revenue generated based on Purchase in the month of October of 2019 was 1,211,538.42999/

Question 2: Write a query to yield the total sum of purchases per month in a single output.

Query: SELECT date_format(event_time, 'MM') AS Months, COUNT(event_type) AS Sum_of_Purchases FROM retailsstore WHERE event_type='purchase' GROUP BY date_format(event_time, 'MM');

Insight:

The total sum of purchases per month, October (10) i.e., 245,624, November (11) i.e., 322,417

Question 3: Write a query to find the change in revenue generated due to purchases from October to November.

Query: with diff_revenue as(select sum(case when MONTH(event_time) ='10' then price else 0 end) as oct_revenue,sum(case when MONTH(event_time) ='11' then price else 0 end) as nov_revenue from retailsstore where event_type='purchase') select (nov_revenue - oct_revenue) as revenue_difference from diff_revenue;

From the query we got the difference in revenue from October to November is 319478.47

Question 4: Find distinct categories of products. Categories with null category code can be ignored.

Query: select distinct(category_code) from retailsstore where category_code!=" ";

```
hive> select distinct(category code)from retailsstore where category_code != Query ID = hadoop_20211019172124_d9695756-ab8a-46eb-9fe5-180045826ff9
Status: Running (Executing on YARN cluster with App id application_1634660723820_0007)
         VERTICES MODE
                                  STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 .... container SUCCEEDED Reducer 2 .... container SUCCEEDED
Reducer 2 ..... container
OK
accessories.cosmetic bag
apparel.glove
appliances.environment.air_conditioner
appliances.environment.vacuum
appliances.personal.hair cutter
furniture.bathroom.bath
furniture.living_room.cabinet
furniture.living room.chair
sport.diving
```

Insight:

- Total we got 6 distinct categories are – furniture, appliances, accessories, apparel, sport, stationary.

Question 5: Find the total number of products available under each category.

Query: select count(product_id) , category_code from retailsstore where category_code IS NOT NULL group by category_code;

- Company has more products registered under Appliances category i.e., 61,736 products than any other categories.
- Then it is followed by stationery as second with 26,722 products, furniture as third with 23,604 products, apparel as fourth with 18232 products registered, accessories as fifth with 12929 products
- Sports category is least available with 2 products.

Question 6: Which brand had the maximum sales in October and November combined?

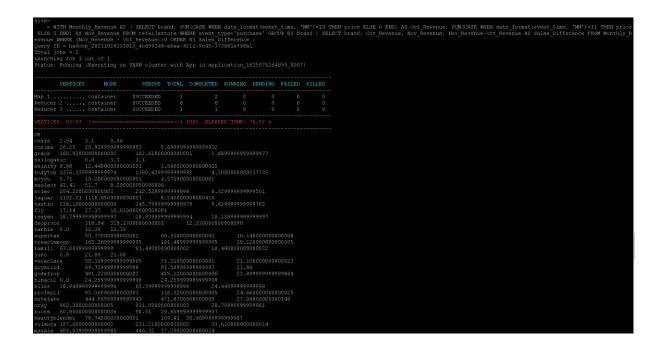
Query: select brand ,sum(price) as sales from retailsstore where brand != "" and event_type= "purchase" group by brand order by sales desc limit 1;

Insight:

From the query we got that runail had the maximum sales in October and November combined.

Question 7: Which brands increased their sales from October to November?

Query: WITH Monthly_Revenue AS (SELECT brand, SUM(CASE WHEN date_format(event_time, 'MM')=10 THEN price ELSE 0 END) AS Oct_Revenue, SUM(CASE WHEN date_format(event_time, 'MM')=11 THEN price ELSE 0 END) AS Nov_Revenue FROM retailsstore WHERE event_type='purchase' GROUP BY brand) SELECT brand, Oct_Revenue, Nov_Revenue, Nov_Revenue AS Sales_Difference FROM Monthly_Revenue WHERE (Nov_Revenue - Oct_Revenue)>0 ORDER BY Sales_Difference;



```
mavala 409.03999999999985
likato 296.0599999999999
                                       37.280000000000014
                               340.9699999999999
                                                       44.910000000000025
                               170.57 44.92
ladykin 125.64999999999999
307.65000000000055
                                                       56.55999999999974
                                                               57.050000000000296
balbcare
koelcia 55.5
                                       736.8500000000005
                                                               57.62000000000057
profhenna
kares 0.0
               59.45 59.45
               49.21999999999999
                                       109.33 60.11000000000001
marutaka-foot
       0.0
               61.29 61.29
                                       63.19000000000011
                                       312.52 66.02000000000007
laboratorium
               246.49999999999991
cutrin 299.36999999999995
                              367.62 68.25000000000006
               77.47 146.0400000000000 68.5700000000000
konad 739.8299999999991
                            810.6700000000003
                                                       70.84000000000117
                               234.32999999999984
                                                       71.28999999999988
       422.72999999999985
                               507.2900000000002
                                                       84.56000000000034
plazan 101.37 194.010000000000002 92
aura 83.95 177.51 93.5599999999999
                                       92.64000000000000
kerasys 430.9099999999985
                                                       94.2900000000003
      41.349999999999994
                               136.570000000000002
                                                       95.22000000000003
depilflax
                                       2803.77999999999975
            2707.069999999994
       54.339999999999996
                               152.61 98.27000000000001
carmex 145.08 243.36 98.28
                                                       101.76999999999953
osmo
       819.1300000000012
                               945.5099999999998
               513.66000000000009
                                       645.0699999999999
igrobeauty
                                                               131.40999999999906
nefertiti
               233.520000000000007
                                       366.64 133.11999999999992
elizavecca
miskin 158.04 293.07000000000005
                                       135.03000000000006
                               1843.43000000000007
farmona 1692.4599999999999
                                                               157.319999999999914
cristalinas 427.6299999999999
                                       584.949999999999
       358.9400000000002
                                                     179.67000000000000
chi
                                              182.67000000000000
               0.0
matreshka
                318.70000000000001
                                       502.34000000000015
                                                               183.640000000000004
freshbubble
       66.78999999999999
                               260.26
mane
               41.1600000000000004
                                       241.95 200.79
ecocraft
                                       211.43000000000000
provoc 827.9900000000009
                               1063.820000000006 235.829999999997
               651.9400000000002
                                                           238.50999999999772
entity 479.7100000000015
trind 298.07000000000005
                               719.2599999999993
                                                  239.5499999999978
                                                       244.8900000000001
                               542.96000000000002
protokeratin
               201.250000000000003
                                       456.79000000000013
                                                              255.5400000000001
                511.5099999999999
beauugreen
                               10565.529999999713
bluesky 10307.239999999858
                                                       258.28999999985535
```

```
bluesky 10307.239999999858
                                10565.529999999713
                                                        258.28999999985535
       534.9599999999999
                                799.3799999999993
                                                        264.41999999999994
                                                        278.2599999999991
insight 1443.7000000000012
                                1721.96000000000003
                310.85000000000001
                                        594.9300000000003
                                                               284.08000000000002
kocostar
                801.9200000000006
                                        1091.59000000000001
                                                               289.6699999999995
happyfons
        330.03999999999996
                                632.04000000000001
                                                        302.00000000000001
kims
        871.9599999999994
                                1176.4899999999999
                                                        304.5299999999995
shary
nitrile 847.2799999999999
                                1162.679999999999
                                                        315.4
lowence 242.84 567.7499999999997
                                        324.9099999999996
                               3657.4300000000026
        3318.959999999995
ellips 245.8499999999999
                               606.0399999999996
                                                        360.1899999999997
        2083.610000000004
                                2471.5300000000007
                                                        387.9200000000028
lador
              389.0 389.0
naomi
        0.0
        421.54999999999944
                               817.3299999999994
                                                        395.7799999999999
kiss
yu-r
        271.41 673.7099999999998
                                      402.2999999999998
        1067.86000000000001
                               1515.5200000000011
sophin
                                                       447.660000000001
                837.3699999999984
                                      1291.9700000000003
                                                               454.600000000000184
farmavita
bioaqua 942.8899999999996
                               1398.1199999999997
                                                       455.23
greymy 29.21 489.49 460.28000000000003
gehwol 1089.07 1557.6799999999982
                                        468.6099999999983
matrix 3243.2499999999999
                               3726.74000000000007
                                                       483.4900000000016
       1308.9000000000003 179
412.68 913.0699999999999
                               1796.5999999999997
                                                        487.6999999999936
limoni
                                       500.38999999999993
coifin 903.00000000000001
                                                       525.489999999999
uskusi 5142.2700000000017
                               5690.310000000005
                                                       548.0399999999881
airnails
                5118.899999999939
                                       5691.519999999996
                                                               572.6200000000572
                                        14916.729999999976
                14331.369999999995
                                                               585.360000000026
browxenna
                6334.24999999999945
                                       6945.260000000017
                                                               611.0100000000022
kinetics
kosmekka
                1181.4400000000000
                                        1813.37 631.9299999999996
kaaral 4412.42999999999985
                              5086.069999999992
                                                       673.639999999994
refectocil 2716.18000000005 3475.58000000007
                                                               759.4000000000024
                            3841.560000000013
rosi 3077.0399999999927
                                                       764.5200000000204
             1899.69999999999 2685.79999999999
                                                               786.099999999999
solomeya
missha 1293.8299999999995
                               2150.2799999999984
                                                       856.4499999999989
levissime
                2227.5000000000064
                                       3085.3099999999977
                                                               857.8099999999913
                                        2997.800000000011
                                                               905.090000000001
art-visage
ecolab 262.8500000000001
                               1214.2999999999988
                                                       951.4499999999987
                4369.740000000054
                                       5327.680000000063
                                                               957.9400000000087
sanoto 157.14 1209.6799999999998
                                        1052.54
                               2834.43000000000007
markell 1768.74999999999989
                                                       1065.6800000000019
metzger 5373.450000000000
                                                       1083.7099999999818
de.lux 1659.699999999967
                               2775.509999999968
                                                       1115.81000000000009
swarovski
                1887.9299999999873
                                       3043.1600000000003
                                                               1155.2300000000157
                554.17000000000006
                                        1782.8600000000163
                                                                1228.6900000000155
beauty-free
                               2009.63 1300.9699999999998
       705.52 2015.1000000000015
                                       1309.5800000000015
                4775.88 6120.480000000023
                                            1344.600000000023
```

- There are so many brands which have the increment from October to November. Among which 'Grattol' brand has the highest total increment and 'Ovale' seems to have least increment.

Question 8: Your company wants to reward the top 10 users of its website with a Golden Customer plan. Write a query to generate a list of top 10 users who spend the most.

Query: SELECT user_id, SUM(price) as Total_Expenditure FROM retailsstore WHERE event_type='purchase' GROUP BY user_id ORDER BY Total_Expenditure DESC LIMIT 10;

Insight:

- Here is the list of the top 10 users who have spent the most.

To create table with Partitioning and Bucketing below commands need to be executed one by one separately.

- set hive.exec.dynamic.partition.mode=nonstrict;
- set hive.exec.dynamic.partition=true;
- set hive.enforce.bucketing=true;

```
-rw-r--r- 1 hadoop hdrsadmingroup 482342278 2021-10-20 18:25 /user/Hive [hadoop@ip-172-31-84-44 ~]$ set hive.exec.dynamic.partition.mode=nonstrict; [hadoop@ip-172-31-84-44 ~]$ set hive.exec.dynamic.partition=true; [hadoop@ip-172-31-84-44 ~]$ set hive.enforce.bucketing=true;
```

Table optimization steps:-

- Command to create table 'Dyn_retailsstore_part' with partition on 'event_type' attribute and bucket(cluster) on 'price' attribute.

Query: CREATE TABLE IF NOT EXISTS Dyn_retailsstore_part (event_time timestamp, product_id string, category_id string, category_code string, brand string, price float, user_id bigint, user_session string) PARTITIONED BY (event_type string) CLUSTERED BY (price) INTO 7 BUCKETS ROW FORMAT SERDE 'org.apache.hadoop.hive.serde2.OpenCSVSerde' STORED AS TEXTFILE;



- To add data into partitioned and bucketed table we need to get it from already created table 'Dyn retailsstore part'.

Query: INSERT INTO TABLE Dyn_retailsstore_part PARTITION (event_type) SELECT event_time, product_id, category_id, category_code, brand, price, user_id, user_session, event_type FROM retailsstore;

 Command to check the successful creation of partitioned and bucketed table first we need to exit from Hive environment by executing 'EXIT;' command and then run below mentioned command.

```
hive> exit;
[hadoop@ip-172-31-92-176 ~]$
```

```
[hadoop@ip-172-31-84-44 ~]$ hadoop fs -ls /user/hive/warehouse/dyn_retailsstore_part

Found 4 items

drwxrwxrwt - hadoop hdfsadmingroup 0 2021-10-20 16:43 /user/hive/warehouse/dyn_retailsstore_part/event_type=purchase 0 2021-10-20 16:43 /user/hive/warehouse/dyn_retailsstore_part/event_type=remove_from_cart 0 2021-10-20 16:43 /user/hive/warehouse/dyn_retailsstore_part/event_
```

```
[hadoop8ip-172-31-84-44 ~]$ hadoop fs -ls /user/hive/warehouse/dyn_retailsstore_part/event_type=purchase

Found 7 items - ruxruxrut 1 hadoop hdfsadmingroup - ruxruxruxt 1 hadoop hdfsadmingroup 1 had
```

```
| The condition of the
```

Question 3: Write a query to find the change in revenue generated due to purchases from October to November.

```
hive> select sum(price) AS Total Revenue_oct from dyn_retailsstore_part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=11 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst one part where month(event_time)=10 and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and support months and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and part and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and part and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and part and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and part and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsst covery container succession and event_type="purchase' MINUS select sum(price) AS Total_Revenue_Nov from dyn_retailsstore_Nov from dyn_retailsstore_N
```

Insight:

Earlier the query was taking 134 seconds to complete but with the partitioning and bucketing the query took only 35 seconds to complete.

Question 8: Your company wants to reward the top 10 users of its website with a Golden Customer plan. Write a query to generate a list of top 10 users who spend the most.

Insight:

Earlier the query was taking 60 seconds to complete but with the partitioning and bucketing the query took only 27 seconds to complete. Hence, optimized table gives better performance in execution time.

TERMINATION PROCESS:

Dropping Database:

```
hive drop database RetailDB CASCADE;

The taken: 0.705 seconds
hive show database;

NoviabhoaltException 240[946:1: ddlEtatement | createDatabaseStatement | switchDatabaseStatement | dropDatabaseStatement | dropTableStatement | truncateTableStatement | dropTableStatement | dropTabl
```

Terminating the EMR Cluster:

- After completing our analysis, we should terminate the EMR cluster.

