



**Sequence-Based Representation:** Stores multiple time points as an array in a single row, which violates strict 1NF. Time points can be explicit, meaning stored timestamps, or implicit, meaning regular intervals. Supports array operations such as `array_agg()` and `UNNEST()`, and allows bulk updates. Uses GIN indexing for fast searches within arrays. For example, daily temperatures for a month can be stored compactly in one row.

**Text Data:** Text usually has no fixed structure. It's unmodelled, messy, and full of ambiguous elements like dates, numbers, and names, which makes it harder to process than structured database data.

**NLP and Feature Extraction:** NLP tries to interpret the meaning of text by analysing how words and sentences relate. It's used for tasks like sentiment analysis, topic modelling, translation, and entity recognition. Traditional ML models need numeric features, so text is converted using methods like Bag-of-Words, TF-IDF, word embeddings, or other feature representations.

**Image Data Basics:** Images can be vector or raster. Raster = a grid of pixels. Each pixel stores brightness/color (8 bits per channel) = how many color values a pixel can represent. Raster images come from cameras, sensors, medical devices, etc. Types of Images: RGB / TrueColor: 3 channels; Red, Green, Blue. Typically 24-bit (8 bits per channel) → 16.7 million colors. Grayscale: 1 channel. Each pixel is a shade of gray. 8-bit = 256 shades, 16-bit = 65k shades. Binary: 1 channel, only 0 or 1 (black or white). Often used as masks.

**Supervised Learning:** Uses labelled data (ground truth). Goal is to predict an output for new, unseen data. Typical tasks: classification and regression. Classification: predict categories (e.g., spam/not spam). Regression: predict numeric values (e.g., price, temperature).

**Unsupervised Learning:** Works with unlabelled data. Goal is to discover structure or patterns in the data. Typical tasks: clustering, distribution estimation, dimensionality reduction. Clustering – Grouping data points into similar clusters without any labels. Estimating distributions – Learning the underlying probability distribution of the data. Association patterns – Finding rules that show how features tend to co-occur. Dimensionality reduction – Compressing data by keeping only the most important features.

**Unstructured Data Analysis (general flow):** Data acquisition – collect raw text/images/audio. Preprocessing – clean and format it. Feature extraction – convert raw data into useful numerical features. ML tasks – classification, sentiment analysis, etc.

**Feature Extraction:** The process of transforming raw data into meaningful input variables (features) for machine learning. Helps models learn patterns more effectively by summarizing, encoding, or deriving relevant information from the original data.

**Embeddings:** → **FastText Vectors:** Word Embeddings – Models like Word2Vec, GloVe, or BERT map words into dense numeric vectors that capture semantic meaning. TF-IDF – Converts text into sparse vectors based on how often words appear in a document vs across the whole corpus. Bag-of-Words basis – Tokenize text, count word frequencies, ignore grammar and order. Feature Vector meaning – A list of numbers showing which words appear and how often.

**Tokenisation:** Clean and normalise text (lowercase). Remove stop-words. Apply stemming/lematisation to reduce words to their base form. Output is a list of tokens ready for BOW or TF-IDF.

**Vector Space Model:** A document becomes a vector where each dimension represents a token (usually stemmed). Values are term frequencies or TF-IDF weights. IDf reduces weight for very common words to highlight more informative ones.

**TF Feature Extraction (Python, scikit-learn):** Converts text into numeric vectors representing word occurrences. Can handle unigrams, bigrams, lowercasing, stop-word removal, and frequency-based filtering. Produces structured features from raw text for machine learning.

**BERT (Bidirectional Encoder Representations from Transformers):** Bi-directional – considers context from both left and right. Designed for understanding text (classification, QnA, sentiment analysis). Pre-trained with Masked Language Modeling (predicted masked words). Uses encoder-only transformer architecture.

**GPT (Generative Pre-trained Transformer):** Uni-directional – reads text left-to-right. Designed for text generation (completion, conversation, story writing). Pre-trained with Autoregressive Language Modeling (predicted next word).

**Feature Extraction in Images:** Extract patterns, color info, or metadata to represent images as vectors. Enables mathematical operations like similarity comparison. Image Similarity Search: Convert images into feature vectors, index them, and compare vectors to find visually similar images.

**Feature Extraction Methods:** White-box algorithms (Image descriptors): Use gradients or intensity/color changes. Black-box algorithms (Neural networks): Learn complex features automatically. Python Support: Libraries like skimage, cv2, and tensorflow.

**Image Data Analysis Outcomes:** Classification: Categorize images based on features. Image Similarity Search: Find visually similar images using feature vectors. Object Detection: Locate and identify objects within images. Intensity-Based Analysis: Measure brightness or color intensity patterns. Data Aggregation: Combine results from multiple images for raw data extraction.

**Meta Data Analysis:** Unstructured data like images, videos, and PDFs often include metadata. Common formats: EXIF, XMP (standards by ipfc.org). Typical information: capture time, device settings, GPS location, author, copyright, etc. Tools: EXIFTool, Lightroom, web (metadata2go.com), command-line (exiftool). Uses: key-value extraction, geolocation, author info, keywords. Without metadata, analysis must rely on the actual content, which is more complex.

**Data Streams:** continuous, potentially unbounded sequence of rapidly changing data tuples. Transactional streams: Track events or interactions, e.g., credit card purchases, manufacturing steps, supply chain logs. Measurement streams: Monitor evolving states, e.g., network traffic, sensor readings, road conditions. Widely used in real-time monitoring and analytics applications. Stream Processing: "Data in motion" – data is processed as it flows, without the need for storage.

**Data Stream Approach:** Driven by applications and technology for real-time analysis. Handles large volumes of transactional and measurement data. Uses DSMS to process streams continuously. Continuous queries return incremental results as data flows.

**Push/Pull/Subscribe:** Messaging pattern where publishers send messages to a broker under specific topics. Subscribers receive messages by subscribing to those topics. Decouples senders and receivers: publishers don't send directly to subscribers. Used in real-time systems for scalable, flexible communication.

**Apache Kafka:** A distributed streaming platform for building real-time data pipelines and streaming applications. It handles high-throughput, fault-tolerant message storage and processing. Pros: Extremely high throughput and low latency. Durable and fault-tolerant with distributed log storage. Cons: Complex to set up and manage at scale. Not ideal for complex event processing by itself (needs integration with tools like Flink/Spark).

**MQTT (Message Queuing Telemetry Transport):** A lightweight messaging protocol for IoT and constrained devices, using a publish/subscribe model. Pros: Very lightweight; ideal for low-bandwidth, low-power devices. Simple publish/subscribe architecture for easy IoT integration. Cons: Not designed for high-volume big-data scenarios. Minimal built-in message durability and persistence (depends on broker).

**Apache HIVE:** A data warehouse system built on top of Hadoop for querying and managing large datasets using a SQL-like language (HiveQL). Pros: Simplifies big data querying with familiar SQL syntax; integrates with Hadoop ecosystem. Cons: Not ideal for real-time processing; query latency can be high for very large datasets.

**Hadoop:** An open-source framework for distributed storage and processing of large datasets across clusters of computers. Pros: Handles massive data volumes; fault-tolerant via data replication. Cons: Batch-oriented (not real-time); complex to configure and manage.

**MapReduce:** A programming model and processing engine in Hadoop for parallel computation on large datasets. Pros: Automatically handles parallelization, fault tolerance, and load balancing; scalable. Cons: High latency for small jobs; not suitable for iterative or real-time processing.

**Apache Flink:** A stream-processing framework for real-time analytics, supporting event-time processing, windowing, and stateful computation. Pros: True real-time streaming with low latency. Advanced features like exactly-once processing and state management. Cons: Steeper learning curve than batch frameworks. Resource-intensive for very large clusters.

**Apache Spark:** A unified analytics engine for large-scale data processing, supporting batch, stream, machine learning, and graph processing. Pros: Supports both batch and stream processing (via Spark Streaming). Rich ecosystem for various analytics; easy integration with SQL. Cons: Not true real-time. High memory usage; can be resource-heavy for small clusters.

**Apache Parquet:** A columnar storage file format designed for efficient data storage and retrieval in big data processing frameworks. Optimized for analytical workloads and large-scale data processing. Pros: Highly efficient compression and encoding, reducing storage and I/O. Excellent performance for column-based analytics and queries. Cons: Not ideal for frequent row-level updates or transactional workloads. Requires compatible processing frameworks to fully leverage its benefits.

**Stream Query Processing:** Challenge: Streaming data is unbounded and constantly in motion, unlike static datasets assumed in traditional query planning and execution. Continuous Queries: Queries are executed continuously as new data arrives. Processing Steps: Parsing → Planning → Optimization → Execution.

**Stateful:** Retains information about past interactions; requires session management, memory, and careful development. Less scalable and fault tolerant. **Stateless:** Treats each request independently; simpler, scalable, more fault-tolerant, and resource-efficient.

**Windowing Technique:** Windows are defined using stream attributes like timestamps, sequence numbers, tuple counts, or explicit markers. Converts infinite data streams into finite segments for real-time processing. Types: Ordering-Attribute Windows – Based on an attribute that defines tuple order. Sliding Window: Overlapping, continuously moving segments. Tumbling Window: Non-overlapping, fixed-size segments. Tuple-Count Windows – Contains a fixed number of tuples; may produce non-deterministic results if timestamps repeat. Marker-Based Windows – Defined by explicit events or markers in the stream. Variants: Tuples can be partitioned within a window for further processing.

**Event Time:** Timestamp assigned to events, independent of processing (wall-clock) time. **Challenge:** Out-of-order and late-arriving events. **Watermarks:** Progress indicators in event time; declare that all events up to a certain timestamp are expected to have arrived. Usage: Operators advance their event time clocks on receiving watermarks; late events can be discarded or handled separately. EX/FIN(F): Tumbling event-time windows with allow/deny late events; watermark generated periodically to handle out-of-order events.

**Stream-Table Join (Enrichment):** Definition: Combines streaming data with static or reference tables for richer analysis. Challenge: Keeping reference data updated without affecting performance. Solution: Use in-memory storage for frequent lookups or external stores like Redis. Example: Real-time transaction stream joined with product data.

**Stream-Stream Join (Windowed):** Definition: Combines two streams within a defined time window. Challenge: Ensuring proper ordering and matching of records across streams. Solution: Use a fixed window (e.g., 15 seconds) and process records in timestamp order. Example: Matching sensor readings from two devices within a 15-second window.

**Scale-Up:** Upgrade a single machine with more CPU, RAM, or storage. Simple to implement; no changes to software architecture. Limited by maximum hardware capacity. High-end hardware can be expensive. coordination overhead

**Scale-Out:** Add more machines (nodes) to a cluster. Enables massive parallelism and handles big data. Requires distributed architecture and coordination. More nodes increase potential points of failure and communication overhead.

**System Design Principles Loosely Coupled:** Components operate independently for easier scaling. Separate Compute and Storage: Scale storage or compute independently. Availability Risk: More nodes → higher failure probability. Latency Overhead: Communication between non-local disk access can slow requests.

**Goals of Scalability Systems:** Scale-Agnostic Data Management: Sharding, Split data for performance. Replication: Ensure availability. Transparent to applications. Scale-Agnostic Data Processing: Parallelize across hundreds/thousands of CPUs. Grow resources as needed (10x, 1000x...). Performance: Efficient parallel query processing. Availability: Handle failures transparently. Elasticity: Scale up or down dynamically. Key Paradigm: Map/Reduce

**Storage Optimizations:** Single Machine: Indexing: Speeds up filtering and joins. Partitioning: Split large tables across disks. Column vs Row Store: Chosen based on query type. RAID: Redundant disks for performance and reliability. Cluster of Machines: Sharding: Distribute data across nodes. Replication: Ensure availability. Caching: Fast access to frequent data (e.g., memcached).

**Row-Oriented Databases:** Definition: Stores data by records (rows). Pros: Fast for reading and writing full rows; good for transactional workloads. Cons: Less efficient for analytical queries that access only a few columns. Examples: Postgres, MySQL.

**Column-Oriented Database:** Definition: Stores data by attributes (columns). Pros: Efficient for querying and computing on specific columns; ideal for analytics. Cons: Slower for inserting or updating full rows; more complex storage management. Examples: Google BigQuery, Pure Column Organization: Each page stores values from a single column. Mixed Column Organization: Each page can contain values from multiple columns.

**Data Partitioning:** Dividing a dataset into smaller subsets (partitions) stored in different locations to improve manageability, performance, and scalability. Pros: Easier management of large datasets. Improved availability: failure of one partition doesn't affect others. Cons: Added complexity in query processing. Can introduce uneven load if partitions are imbalanced. Types of Partitioning: Horizontal Partitioning (Sharding): Subsets of rows. Vertical Partitioning: Subsets of columns. How to Partition Data: Round-Robin: Distribute partitions evenly across nodes in turns. Hash Partitioning: Assign partitions based on a hash function of a key. Range Partitioning: Partitioning based on value ranges.

**Data Replication:** Storing copies of the same data at multiple locations to improve availability and reliability in distributed systems. Pros: Increased availability; if one site fails, another replica can be read. Load balancing for faster read queries. Cons: Updates become slower, especially if replicas must stay consistent. Managing conflicts and consistency can be complex in multi-leader setups.

**Replication Types:** Synchronous (Eager) Replication: All replicas updated within the original transaction. Strong consistency. Slower performance. Asynchronous (Lazy) Replication: Updates applied to replicas separately. Faster performance. Possible temporary inconsistency.

**Replication Architectures:** Primary-Copy (Single Leader): Only one authoritative copy is updated; replicas are read-only. Simple consistency management. Less flexible for writes. Multi-Leader: Multiple replicas can be updated; changes propagated to others. Flexible updates across sites. Conflicts may require resolution, deadlocks possible with eager replication.

**How It Works:** Primary-Copy Asynchronous: Captures changes in primary, then apply to secondary replicas. Multi-Leader Asynchronous: Updates can happen anywhere; conflicts resolved if needed.

**Goals of Distributed Data Management:** Strong Consistency: Every read reflects the most recent write; all copies appear as a single, up-to-date dataset. High Availability: The system remains operational even if some nodes fail. Partition Tolerance: System continues functioning despite network splits or communication failures.

**CAP Theorem:** A distributed system can provide at most two of the following three guarantees: Consistency (C): Every read sees the most recent write. Availability (A): Every request receives a response, even if some nodes fail. Partition Tolerance (P): The system continues operating despite network splits. Common Trade-offs: CP: Prioritizes correctness over availability (e.g., financial systems). AP: Prioritizes uptime over consistency (e.g., social media platforms).

**Big Data Analytics Stack:** Scale-out Infrastructure: Cluster of machines for storage and compute. Storage: Distributed storage systems (e.g., HDFS, Azure Storage). Data Processing: Frameworks for parallel processing (e.g., MapReduce, Spark). Serving / Application: Tools and APIs for querying, reporting, or serving results to applications.

**HDFS (Hadoop Distributed File System):** Distributed file system providing transparent access to files across multiple machines. Pros: Fault-tolerant via block replication. Handles large datasets efficiently with scale-out storage. Cons: Suits batch processing; not low-latency. Small file access can be a bottleneck.

**HDFS Read Flow:** Client requests file from NameNode. NameNode returns block handles and replica locations. Client caches this info. GroupBy, client requests blocks from a nearby DataNode. DataNode sends the data blocks to the client.

**Write Path:** Client initiates write. NameNode checks for space. Specify data replication (select, filter, orderBy, groupBy, join, etc.). Specify output destination. Execute

**Think Program Pattern:** Initialize runtime environment. Load or create source data. Specify data transformations (can include UDFs). Specify output destination. PySpark SQL: Definition: Module in Spark for working with structured data using SQL queries.

**Data Architecture:** Design decisions that shape how data is collected, stored, processed, and used to meet an organization's evolving needs. Good architecture is flexible, maintainable, and aligned with business strategy. Aspects: Operational Architecture: Defines what data processes are needed, data quality management, and latency requirements. Technical Architecture: How data is ingested, stored, transformed, and served (the data pipeline). Principles of Good Architecture: Design for automation. Plan for availability/failure. Prioritize security and privacy. Architect for scalability (favor loosely coupled systems). Continuously evolve architecture. Examples: **Modern Data Stack:** Cloud-based, modular, plug-and-play tools for pipelines, storage, transformation, governance, monitoring, visualization, and exploration; emphasizes self-service and agility.

**Data Structure Architectures Lambda Architecture:** Purpose: Reduces latency in batch-oriented systems by combining batch and real-time processing. Layers: Batch Layer (Cold Path): Stores all raw data; performs batch processing daily → batch views. Speed Layer (Hot Path): Processes data in real time; low latency but may be less accurate. Serving Layer: Merges batch and real-time views for analytics and client queries. Kappa Architecture: Purpose: Simplifies streaming by using a single stream-processing path for all data. Features: Event-driven; all data flows through the same path; eliminates separate batch layer.

**DataOps:** Collaborative practices for automating and managing data workflows, inspired by DevOps; ensures faster delivery, high-quality data, and cross-team collaboration. Core Components: Continuous Deployment: Continuous integration/CI/CD. Auto-test, integrate, and deploy pipelines. Pipeline Orchestration: Automate ETL and data flows. Data Quality Monitoring: Ensures accurate and reliable data. Governance and Security: Maintains compliance and data protection. Self-Service Access: Enables independent data exploration. Challenges: Ensuring data quality and validation. Managing complex pipelines from ingestion to model training. Scaling efficiently across distributed systems. Principles: Iterative development, continuous feedback, adaptive pipelines. Benefits: Faster delivery, reliable data, better collaboration, and regulatory compliance.

**DataOps Lifecycle:** Plan: Define data quality metrics and availability goals. Develop: Build data products and models collaboratively. Integrate: Connect pipelines to the tech stack for seamless operation. Test: Validate data accuracy and integrity with automated tests. Deploy: Move data models to production. Monitor: Continuously track pipeline performance and data quality.

**Key Technologies:** Data Ingestion: Apache NiFi, Kafka, Pipeline Orchestration. Apache Airflow, Luigi. Data Transformation: Apache Spark, Data Cataloging. Alation, Apache Atlas.

**Automating Data Curation:** Data Curation Automates cleaning, transforming, and organizing raw data. Ensures data is accurate, consistent, and usable. **Metadata Management:** Tracks data lineage, transformations, and usage. Active Metadata: Updates in real time to provide insights into data assets. **Governance Automation:** Enforces data quality rules and access control policies. Ensures compliance and proper data usage. **Security Automation:** Applies encryption, access control, and monitoring to protect data. **Master Data Management (MDM)** Maintains consistency and accuracy of critical data across systems. Automates deduplication and synchronization to create a single source of truth.

**Data Observability:** The Five Pillars: Freshness: Timely updates and ingestion. Distribution: Data values within expected ranges. Volume: Detect missing or incomplete data. Schema: Track structural changes. Lineage: Understand data flow and transformations. Etc: Ensuring accurate marketing attribution by tracking data lineage.

**Apache MADlib:** An open-source library for scalable in-database analytics, providing machine learning, statistical, and graph algorithms that run directly within SQL databases. Pros: Executes analytics close to the data, reducing data movement. Supports large-scale data and parallel processing inside the database. Cons: Limited to algorithms implemented in the library. Requires compatible database systems and setup.

**Autoregressive Integrated Moving Average (ARIMA):** Used to forecast future values in time series; input is a table with timestamp, value, and optional grouping columns. Functions include `arima.train()` to train the model and `arima.forecast()` to make predictions. Parallelism is supported in Greenplum, with limited parallel support in PostgreSQL.

**Feature:** An input signal (feature vector) used by machine learning models to make predictions. **Feature Store:** A system for managing, storing, and serving features for operational ML, bridging raw data and model consumption. Challenges: Ensuring feature consistency between training and serving. Handling real-time and batch data infrastructure requirements. Benefits: Simplifies ML deployment into production. Centralizes feature definitions, improving reuse and reliability.

**Lifecycle of a Feature:** Definition: Processes features from raw data (batch, streaming, on-demand). Storage: Maintains online (real-time) and offline (historical) features. Serving: Delivers features to models for training and inference. Monitoring: Tracks feature quality, correctness, and usage. Feature Registry: Central source of truth for feature definitions and metadata.

**Serving Feature Data for ML Models:** Consistency: Features in production must match those used during training to avoid skew. Offline Serving: Access historical features for training with point-in-time accuracy. Online Serving: Deliver fresh features in real time via vector APIs.

**Data Storage in Feature Stores:** Strategies for Feature Store: Store large volumes of historical data for training (e.g., S3, BigQuery, Snowflake). Online Storage: Optimized for low-latency retrieval during inference (e.g., DynamoDB, Redis). Entity-Based Data Model: Each feature is linked to an entity (e.g., user) and timestamp.

**Feature Transformations:** Batch Transform: Applied to data at rest (e.g., historical user purchase data for marketing). Streaming Transform: Applied to live/streaming data (e.g., clicks per user in last 30 min for recommendations). On-Demand Transform: Computed at prediction time (e.g., checking user location or similarity scores for search).

**Monitoring:** Data Monitoring: Detect drift, ensure training-serving consistency. Operational Monitoring: Track system metrics (storage availability, capacity, staleness). Benefit: Guarantees ML models use accurate, up-to-date features.

**Machine Learning Model Registry:** Centralized Registry: Single source of truth for feature definitions, metadata, and lineage; main interface for feature store interactions. Collaboration: Teams can easily discover, share, and reuse features. Version Control: Tracks feature versions, simplifying debugging and ensuring compliance. Automation: Schedules feature ingestion, transformation, and serving jobs automatically.

**Alternatives to Feature Stores:** Custom ETL Pipelines: Pros: High flexibility and control; good data security for in-store ML. Cons: Complex; inconsistent feature serving across teams. Data Warehouses and Lakes: Pros: Integrates with existing data infrastructure. Cons: Not optimized for real-time ML; usually lacks native feature transformations. In-House Feature Management Systems: Pros: Fully customizable for business needs. Cons: High maintenance; scalability challenges as teams grow.

**Agile:** A project management approach that breaks work into small, iterative cycles called sprints, encourages continuous feedback, collaboration, and quick adaptation to changes. It focuses on delivering value in small increments instead of waiting for a final release.

**Data Mesh:** A decentralised architecture where each domain manages its own data as a product, while a shared platform provides standards and tools to keep everything consistent and easy to use.

**Data Privacy:** Data privacy laws protect how personal data is collected, used and shared. Key examples include: GDPR (Europe): Strict rules for handling personal data and transferring it outside the EU. CCPA (California): Similar to GDPR, giving consumers more control over their data. Australian Privacy Principles (APPs): Core privacy rules under the Privacy Act 1988, enforced by the OAIC.

**Personally Identifiable Information (PII):** Any information that can identify a person such as their name, address, phone number, date of birth, Sensitive personal details, Financial or credit information, Employee records.

**Sensitive Information:** The OAIC defines sensitive information as personal data that is more private and requires stronger protection. It includes details about a person's: Racial or ethnic background, Political views or associations, Religious or philosophical beliefs, Trade union membership, Sexual orientation or behaviour.

**Special Data Protection Rules:** Certain types of data are protected by stricter laws that control where the data can be stored and how it must be handled. These rules are designed to reduce risk and prevent misuse. Examples include: Tax file numbers, social security numbers, Credit card information.

**Data Minimalism:** Collect only the data you genuinely need. Avoid gathering sensitive information unless it is essential. When designing pipelines and storage, consider potential risks and ensure access credentials are always kept secure.

**Right to be Forgotten:** Historic or unnecessary PII should be erased. While not legally required in Australia, GDPR provides a right to erasure (Article 17) and objection to processing for non-essential purposes (Article 21). Data systems should allow easy identification and deletion of outdated data.

**Principle of Least Privilege:** Access should be limited to what is necessary for a task. Apply to both people and systems, restrict access duration, use granular controls (row, column, cell), mask sensitive data, and provide views with only the required information. Processes: Focus on real security, not just compliance. Embed strong privacy management, keep procedures simple, and conduct regular security training for the team.

**Data Analytics and Australian Privacy Principles:** Use de-identified data, apply privacy-by-design, conduct Privacy Impact Assessments, be transparent, know and justify data collection, handle sensitive info carefully, provide user options, ensure accuracy, and protect data according to law.

**Security Scope:** Assets: Data objects (files, tables, views, rows) and the systems managing them. Threats: Power failures, employee fraud, denial of service, unauthorized access. Security Objectives: Protect assets, detect breaches, minimize loss, and enable recovery. Note: Not all data is sensitive, but critical data requires robust protection.

**Threats to Data Security:** Unauthorized modification: sabotage, error, or mistakes. Unauthorized disclosures: leaks of sensitive data. Loss of availability: DoS attacks. Commercial sensitivity: internal fraud. Personal privacy: legislative requirements, and audits, careful handling. **Technology and Measures:** Patch and update systems regularly. Encrypt data at rest and in transit. Implement logging, monitoring, and alerting; include anomaly detection. Restrict network access; avoid publicly accessible cloud storage, secure APIs and SSH access.

**Encryption:** Encrypting data into unreadable form, ensuring confidentiality both when stored (at rest) and transmitted (in transit). At Rest: Encrypt all stored data on servers, databases, and cloud storage. Ensure laptops have full-disk encryption and backups are encrypted. In Transit: Use HTTPS for cloud APIs. Handle API keys securely and avoid vulnerable protocols like FTP.

**Other Privacy Aspects:** Data Security: Encrypt data at rest in databases, data lakes, and cloud storage. Implement role-based or attribute-based access controls (RBAC/ABAC). Data Access Management: Authenticate and authorize users/systems (MFA, OAuth). Apply least privilege; grant minimal access needed for roles. Data Masking and Anonymization: Mask sensitive data when full access isn't required. Anonymize datasets to prevent re-identification. Network Security: Use firewalls, VPNs, and ACLs to restrict network access. Adopt Zero Trust: verify every device/user before granting access. Data Integrity and Validation: Use checksums and hashing to ensure data isn't altered. Apply quality controls for accuracy and consistency. Data Governance and Compliance: Follow regulations like GDPR, HIPAA, CCPA. Define retention policies and securely delete data when not needed. Incident Response and Disaster Recovery: Have a data breach response plans to contain and mitigate damage. Regular backups and recovery plans to handle failures or attacks.

**Disaster Prevention** - Backups: Regularly back up data following the 3-2-1 rule: At least 3 copies on 2 different media, 1 copy off-site. Protects against failures, accidents, and ransomware attacks.

**Backup:** Copy of data to protect against loss, corruption, or failure. **Recovery:** Restoring data after a loss event. **Importance:** Ensures business continuity, data integrity, and availability. **Types of Backups:** Full Backup: Complete copy; simple to restore; storage intensive. Incremental Backup: Only changes since last backup; fast, less storage, complex restoration. Differential Backup: Changes since last full backup; easier to restore than incremental, moderate storage.

**Backup Strategies:** Frequency: Daily, weekly, monthly based on criticality. Automation: Automated backups reduce errors and ensure consistency. Location: On-Premises: Local drives, NAS. Cloud: AWS, Azure, etc. Hybrid: Combines on-premises and cloud for redundancy.

**Recovery Point Objective (RPO):** Maximum acceptable data loss (time-based). E.g: RPO 1 hour → backup every hour. Importance: Determines backup frequency; shorter RPO reduces data loss but costs more. Use Case: Critical systems may need minutes; less critical data can tolerate hours. **Recovery Time Objective (RTO):** Maximum time to restore operations after failure. E.g: RTO 2 hours → full system restored within 2 hours. Importance: Guides disaster recovery planning. Use Case: Online services need short RTO, internal systems can allow longer.

**Backup Solutions for Distributed Systems:** Challenges: Data spread across multiple locations and databases. Maintaining consistency between backups across nodes. Concurrently control during backups to avoid conflicting transactions. Solutions: Distributed Backup Tools: e.g., Google Cloud Spanner, Amazon Aurora. Replication: Maintain multiple copies across nodes. Eager Replication: Immediate consistency, lower data loss, higher overhead. Lazy Replication: Asynchronous, eventual consistency, potential data loss.

**Types of Recovery:** Point-in-Time Recovery: Restore system after an outage by undoing individual transactions using logs to achieve a consistent state. Disaster Recovery: Recover from large-scale failures (hardware, natural disasters, cyberattacks) using failover systems and separate disaster recovery sites. Point-in-Time Recovery (PITR): Restore the database to a specific moment to undo accidental deletions or corruption.

**Backup and Recovery Best Practices:** Regular Testing: Periodically verify backups for successful restoration. Multiple Copies: Maintain backups in multiple locations (on-premises and cloud) for redundancy. Encryption: Protect backup data at rest and in transit. Version Control: Keep multiple restore points to enable rollback to specific data versions.

**Tools for Backup and Recovery:** Database-specific tools include MySQL (mysqldump), PostgreSQL (pg\_dump), continuous archiving with rds\_backup, and SQL Server (native full, differential, and transaction log backups). Cloud-based solutions include AWS Backup, which provides automated backups across AWS services, Google Cloud Backups, which offers managed backups for distributed databases such as Cloud Spanner and Bigtable; and Azure Backup, which provides scalable, cloud-native backup solutions.

**Monolith:** Monolith → single system with all layers (Data, Business, UI). Features: Self-contained system. Pros: Simple, fewer moving parts, less context switching. Cons: Brittle, hard to update or migrate, slow releases. **Modular:** Modular → multiple microservices handling specific tasks. Features: Decoupled components communicating via APIs. Pros: Swappable components, easy to adopt new technologies. Cons: Many systems to maintain, higher management complexity.

**Optimising Cost and Business Value:** Goal: Maximise business value while minimising Total Cost of Ownership (TCO) and opportunity cost. Cost Monitoring: Track expenses to avoid surprises. Expense Types: CapEx: Up-front investment in hardware/software. OpEx: Gradual, flexible spending, common in cloud services.

**Build:** Pros: Full control over the solution. Cons: Requires resources and expertise. When Worthwhile: Provides a competitive advantage. **Buy:** Pros: Avoids reinventing the wheel. Cons: Dependent on vendor/community. When Worthwhile: Provides a competitive advantage.

**Types of Purchased Software:** Open Source: Free, licensed for general use. Community Managed: Evaluate maturity, popularity, roadmap, documentation (e.g., Spark). Commercial: Assess value, pricing, support (e.g., Databricks). Independent/Proprietary: Less transparent, can still be effective. Consider: Interoperability, documentation, pricing, longevity.

**Location:** On-Premises: Company owns hardware/software, manages upgrades, and handles peak loads. Cloud: Rent hardware/services (AWS, Azure, Google Cloud); allows rapid project launch and dynamic scaling. Hybrid Cloud: Mix of on-premises and cloud. Multi cloud: Deploy across multiple clouds to leverage system benefits. Use only when there's a strong justification.

**Interoperability:** Describes how systems connect and exchange data. Data pipelines often use multiple technologies, so evaluate how easily they integrate, whether natively or requiring manual configuration. Design pipelines modularly to allow swapping technologies and use APIs for seamless communication, for example, the Canvas API.

**Speed to Market:** In technology, delivering quickly matters. For data pipelines, select tools that enable fast, reliable, and secure feature delivery. Focus on delivering value early, iterate using agile approaches, and maintain high quality and security standards.

**Team Size and Capabilities:** Architecture should guide technology choices, not the other way around. Select tools that fit the team's skills and bandwidth. Small teams benefit from familiar technologies or SaaS solutions. Learning new teams is worthwhile only if it clearly adds value and will be used in production.

**Apache Beam:** Purpose: Unified model for batch and streaming pipelines. Execution: Executes on multiple runners (e.g., Flink, Spark, Dataflow). Scope: Flexible pipelines for stream/batch data. **Apache Airflow:** Purpose: Workflow orchestration. Execution: Executes DAGs across workers to manage task dependencies. Scope: Scheduling and monitoring of workflows. **Apache Nifi:** Purpose: Dataflow automation and management. Execution: Automates data movement between systems. Scope: Low-latency data integration. **Apache HBase:** Purpose: Distributed NoSQL database (columnar storage). Execution: Provides real-time read/writes for big data. Scope: Random access to large datasets.