Creating a Data **Transformation Pipeline** with Cloud Dataprep

GSP430



Google Cloud Self-Paced Labs

Overview

<u>Cloud Dataprep</u> by Trifacta is an intelligent data service for visually exploring, cleaning, and preparing structured and unstructured data for analysis. In this lab you explore the Cloud Dataprep UI to build a data transformation pipeline that runs at a scheduled interval and outputs results into BigQuery.

The dataset you'll use is an <u>ecommerce dataset</u> that has millions of Google Analytics session records for the <u>Google Merchandise Store</u> loaded into BigQuery. You have a copy of that dataset for this lab and will explore the available fields and row for insights.

Objectives

In this lab, you will learn how to perform these tasks:

- Connect BigQuery datasets to Cloud Dataprep.
- Explore dataset quality with Cloud Dataprep.
- Create a data transformation pipeline with Cloud Dataprep.
- Schedule transformation jobs outputs to BigQuery.

Setup and Requirements

Note: to run this lab, you will need to use Google Chrome. Other browsers are currently not supported by Cloud Dataprep.

It is recommended that you take the <u>Working with Google Cloud Dataprep</u> lab before attempting this lab.

Before you click the Start Lab button

Read these instructions. Labs are timed and you cannot pause them. The timer, which starts when you click **Start Lab**, shows how long Google Cloud resources will be made available to you.

This Qwiklabs hands-on lab lets you do the lab activities yourself in a real cloud environment, not in a simulation or demo environment. It does so by giving you new, temporary credentials that you use to sign in and access Google Cloud for the duration of the lab.

What you need

To complete this lab, you need:

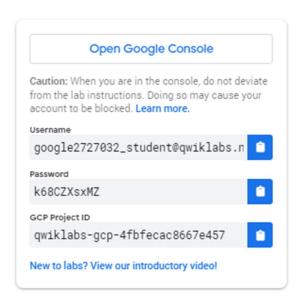
- Access to a standard internet browser (Chrome browser recommended).
- Time to complete the lab.

Note: If you already have your own personal Google Cloud account or project, do not use it for this lab

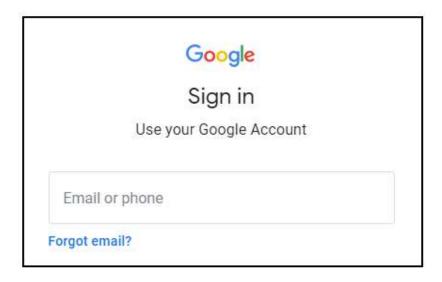
Note: If you are using a Pixelbook, open an Incognito window to run this lab.

How to start your lab and sign in to the Google Cloud Console

1. Click the **Start Lab** button. If you need to pay for the lab, a pop-up opens for you to select your payment method. On the left is a panel populated with the temporary credentials that you must use for this lab.

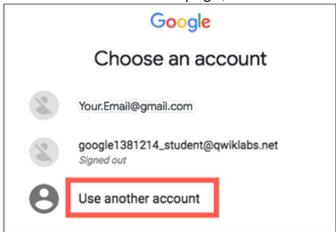


2. Copy the username, and then click **Open Google Console**. The lab spins up resources, and then opens another tab that shows the **Sign in** page.



Tip: Open the tabs in separate windows, side-by-side.

If you see the Choose an account page, click Use Another



Account.

3. In the **Sign in** page, paste the username that you copied from the Connection Details panel. Then copy and paste the password.

Important: You must use the credentials from the Connection Details panel. Do not use your Qwiklabs credentials. If you have your own Google Cloud account, do not use it for this lab (avoids incurring charges).

- 4. Click through the subsequent pages:
 - · Accept the terms and conditions.
 - Do not add recovery options or two-factor authentication (because this is a temporary account).
 - Do not sign up for free trials.

After a few moments, the Cloud Console opens in this tab.

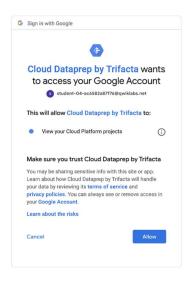
Note: You can view the menu with a list of Google Cloud Products and Services by clicking the **Navigation menu** at the top-

left.

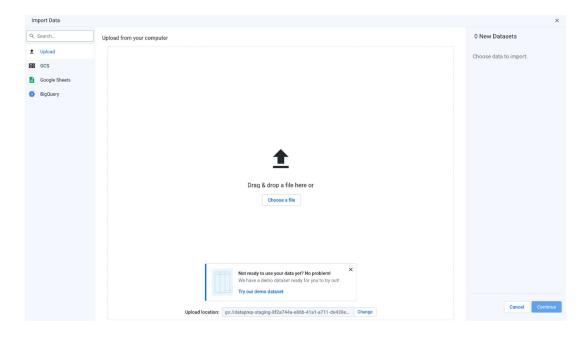


Open Google Cloud Dataprep

- In the Cloud Console go to the Navigation menu, and under Big Data select Dataprep.
- 2. To get into Cloud Dataprep, check that you agree to Google Dataprep Terms of Service, and then click **Accept**.
- 3. Click the checkbox and then click **Agree and Continue** when prompted to share account information with Trifacta.
- 4. Click **Allow** to give Trifacta access to your project.
- 5. Select your Qwiklabs credentials to sign in and click **Allow**.



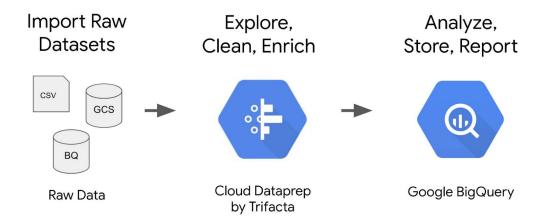
- 6. Check the box and click **Accept** to agree to Trifacta Terms of Service.
- 7. If prompted to use the default location for the storage bucket, click **Continue**.
- 8. For new users, a tutorial will launch, asking you to select datasets. Quit out of this screen by clicking **Cancel** or exiting out.



9. Click on the Dataprep icon on the top left corner to go to the home screen.

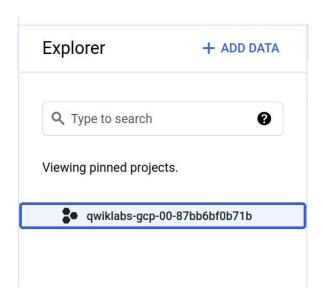
Creating a BigQuery Dataset

Although this lab is largely focused on Cloud Dataprep, you need BigQuery as an endpoint for dataset ingestion to the pipeline and as a destination for the output when the pipeline is completed.

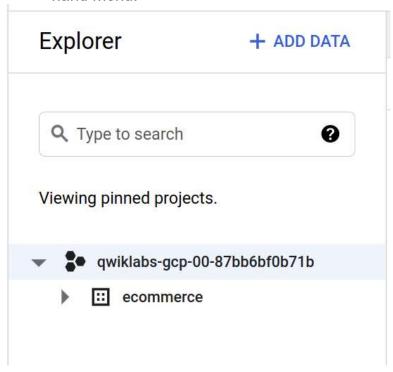


1. In the Cloud Console, select Navigation menu > BigQuery.

- 2. The **Welcome to BigQuery in the Cloud Console** message box opens. This message box provides a link to the quickstart guide and lists UI updates.
- 3. Click Done.
- 4. In the **Explorer** pane, select your project name:



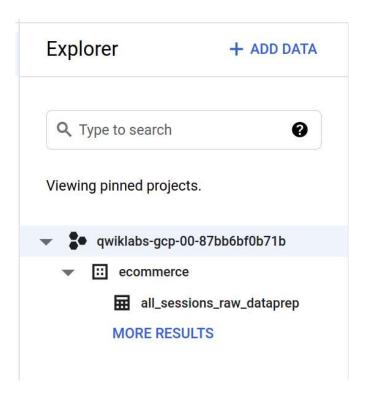
- 5. Then from the right-hand side of the Console, click **CREATE DATASET**:
- For Dataset ID, type ecommerce.
- Leave the other values at their defaults.
 - 6. Click **Create Dataset**. You will now see your dataset under your project in the left-hand menu:



7. Navigate to the query **EDITOR** and copy and paste the following SQL query into it:

```
#standardSQL
CREATE OR REPLACE TABLE ecommerce.all_sessions_raw_dataprep
OPTIONS(
   description="Raw data from analyst team to ingest into Cloud Dataprep"
) AS
SELECT * FROM `data-to-insights.ecommerce.all_sessions_raw`
WHERE date = '20170801'; # limiting to one day of data 56k rows for this lab
```

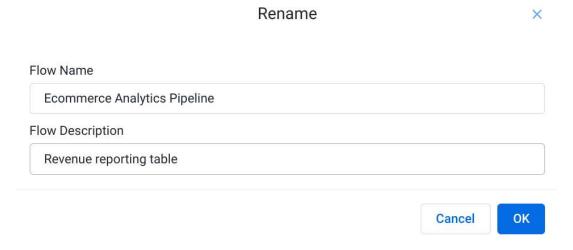
- 8. Click **RUN**. This query copies over a subset of the public raw ecommerce dataset (one day's worth of session data, or about 56 thousand records) into a new table named all_sessions_raw_dataprep, which has been added to your ecommerce dataset for you to explore and clean in Cloud Dataprep.
- 9. Confirm that the new table exists in your ecommerce dataset:



Connecting BigQuery data to Cloud Dataprep

In this task, you will connect Cloud Dataprep to your BigQuery data source. On the Cloud Dataprep page:

- 1. Click Create Flow in the top-right corner.
- 2. Rename the **Untitled Flow** and specify these details:
- For Flow Name, type Ecommerce Analytics Pipeline
- For Flow Description, type Revenue reporting table



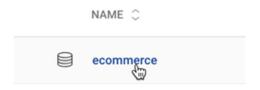
- 3. Click Ok.
- 4. If prompted with a what's a flow? popup, select Don't show me any helpers.
- 5. Click the **Add Icon** in the Dataset box.



6. In the Add Datasets to Flow dialog box, select Import Datasets.



- 7. In the left pane, click BigQuery.
- 8. When your **ecommerce** dataset is loaded, click on it.



- 9. Click on the **Create dataset** icon (+ sign) on the left of the all_sessions_raw_dataprep table.
- 10. Click **Import & Add to Flow** in the bottom right corner.

The data source automatically updates. You are ready to go to the next task.

Exploring ecommerce data fields with a UI

In this task, you will load and explore a sample of the dataset within Cloud Dataprep.

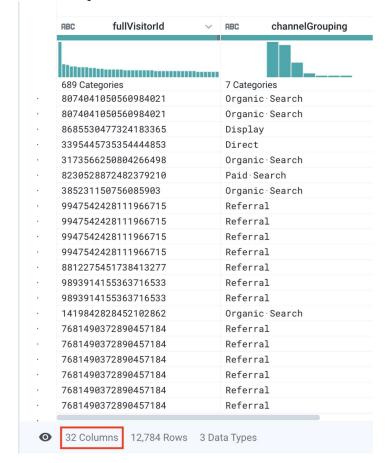
1. Click on the **Recipe icon** and then select **Edit Recipe**.



Cloud Dataprep loads a sample of your dataset into the Transformer view. This process might take a few seconds. You are now ready to start exploring the data!

Answer the following questions:

How many columns are there in the dataset?



Answer: 32 columns.

How many rows does the sample contain?

ABC	fullVisitorId	∨ ABC	channelGrouping
689 Cat	egories	7 Catego	ries
	11050560984021		Search
807404	11050560984021	Organio	Search
868553	30477324183365	Display	/
339544	15735354444853	Direct	
317356	6250804266498	Organio	Search
823052	28872482379210	Paid Se	earch
385231	150756085903	Organio	Search
994754	12428111966715	Referra	al
994754	12428111966715	Referra	al
994754	12428111966715	Referra	al
994754	12428111966715	Referra	al
881227	75451738413277	Referra	al
989391	4155363716533	Referra	al
989391	4155363716533	Referra	al
141984	12828452102862	Organio	Search
768149	90372890457184	Referra	al
768149	00372890457184	Referra	al
768149	00372890457184	Referra	al
768149	00372890457184	Referra	al
768149	90372890457184	Referra	al
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Answer: About 12 thousand rows.

• What is the most common value in the channelGrouping column?

Hint: Find out by hovering your mouse cursor over the histogram under the channelGrouping column title.



Answer: Referral. A <u>referring site</u> is typically any other website that has a link to your content. An example here is a different website reviewed a product on our ecommerce website and linked to it. This is considered a different acquisition channel than if the visitor came from a search engine.

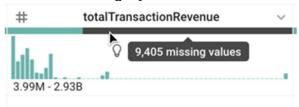
Tip: When looking for a specific column, click the **Find column** icon () in the top right corner, then start typing the column's name in the **Find column** textfield, then click on the column's name. This will automatically scroll the grid to bring the column on the screen.

What are the top three countries from which sessions are originated?



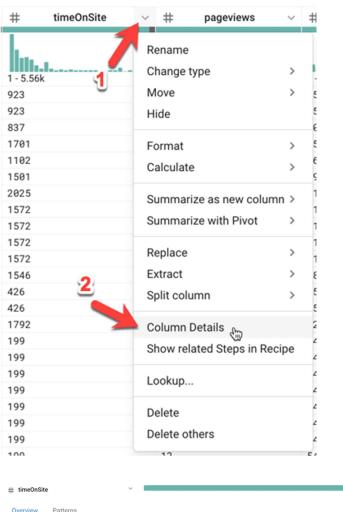
Answer: United States, India, United Kingdom

• What does the grey bar under **totalTransactionRevenue** represent?



Answer: Missing values for the totalTransactionRevenue field. This means that a lot of sessions in this sample did not generate revenue. Later, we will filter out these values so our final table only has customer transactions and associated revenue.

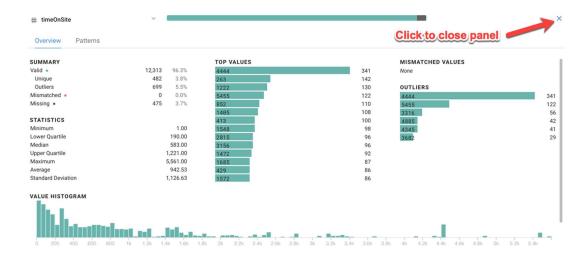
What is the maximum timeOnSite in seconds, maximum pageviews, and maximum sessionQualityDim for the data sample? (Hint: Open the menu to the right of the timeOnSite column by clicking the Column Details menu)





To close the details window, click the **Close Column Details** button in the top right corner. Then repeat the process to view details for

the pageviews and sessionQualityDim columns.



Answers:

Maximum Time On Site: 5,561 seconds (or 92 minutes)

Maximum Pageviews: 155 pages

Maximum Session Quality Dimension: 97

Note: Your answers for maximums may vary slightly due to the data sample used by Cloud Dataprep**Note on averages**: Use extra caution when performing aggregations like averages over a column of data. We need to first ensure fields like timeOnSite are only counted once per session. We'll explore the uniqueness of visitor and session data in a later lab.

Looking at the histogram for sessionQualityDim, are the data values evenly distributed?



Answer: No, they are skewed to lower values (low quality sessions), which is expected.

 What is the date range for the dataset? Hint: Look at date field Answer: 8/1/2017 (one day of data)

• You might see a red bar under the productSKU column. If so, what might that mean?



Answer: A red bar indicates mismatched values. While sampling data, Cloud Dataprep attempts to automatically identify the type of each column. If you do not see a red bar for the productsky column, then this means that Cloud Dataprep correctly identified the type for the column (i.e. the String type). If you do see a red bar, then this means that Cloud Dataprep found enough number values in its sampling to determine (incorrectly) that the type should be Integer. Cloud Dataprep also detected some non-integer values and therefore flagged those values as mismatched. In fact, the productsky is not always an integer (for example, a correct value might be "GGOEGOCD078399"). So in this case,

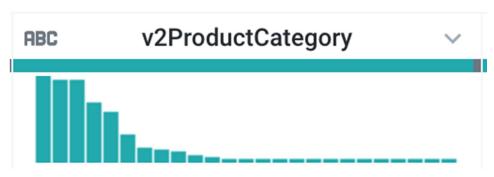
Cloud Dataprep incorrectly identified the column type: it should be a string, not an integer. You will fix that later in this lab.

• Looking at the v2ProductName column, what are the most popular products?



Answer: Nest products

• Looking at the v2ProductCategory column, what are some of the most popular product categories?



Answers:

The most popular product categories are:

- Nest
- Bags
- (not set) (which means that some sessions are not associated with a category)
- True or False? The most common productVariant is COLOR.

Answer: False. It's (not set) because most products do not have variants (80%+)

What are the two values in the type column?

Answer: PAGE and EVENT

A user can have many different interaction types when browsing your website. Types include recording session data when viewing a PAGE or a special EVENT (like "clicking on a product") and other types. Multiple hit types can be triggered at the exact same time so you will often filter on type to avoid double counting. We'll explore this more in a later analytics lab.

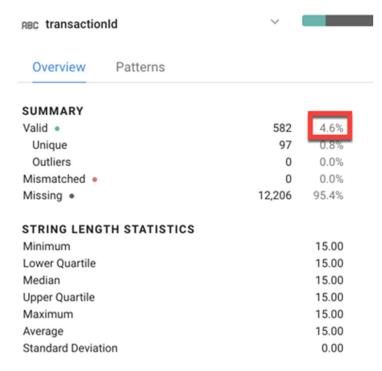
What is the maximum productQuantity?
 Answer: 100 (your answer may vary)

productQuantity indicates how many units of that product were added to cart. 100 means 100 units of a single product was added.

- What is the dominant currencyCode for transactions?
 Answer: USD (United States Dollar)
- Are there valid values for itemQuantity or itemRevenue?
 Answer: No, they are all NULL (or missing) values.

Note: After exploration, in some datasets you may find duplicative or deprecated columns. We will be using productQuantity and productRevenue fields instead and dropping the itemQuantity and itemRevenue fields later in this lab to prevent confusion for our report users.

 What percentage of transactionId values are valid? What does this represent for our ecommerce dataset?



- Answer: About 4.6% of transaction IDs have a valid value, which represents the average conversion rate of the website (4.6% of visitors transact).
- How many eCommerceAction_type values are there, and what is the most common value?
 Hint: count the distinct number of histogram columns.



Answers: There are seven values found in our sample. The most common value is zero 0 which indicates that the type is unknown. This makes sense as the majority of the web sessions on our website will not perform any ecommerce actions as they are just browsing.

• Using the <u>schema</u>, what does <code>eCommerceAction_type = 6</code> represent?

Hint: Search for <code>eCommerceAction</code> type and read the description for the mapping

Answer: 6 maps to "Completed purchase". Later in this lab we will ingest this mapping as part of our data pipeline.

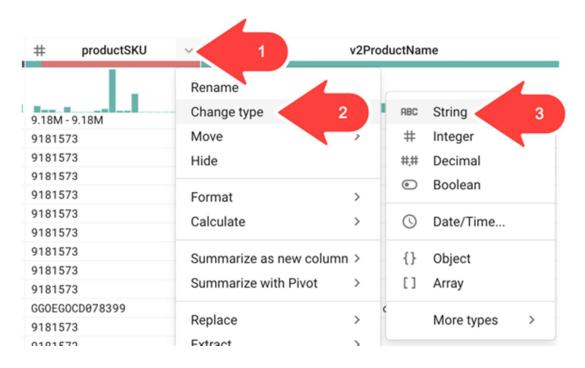
ommerceAction.action_type	STRING	The action type. Click through of product lists = 1, Product detail views = 2, Add product(s) to cart = 3, Remove product(s) from cart = 4, Check out = 5, Completed purchase = 6, Refund of purchase = 7, Checkout options = 8, Unknown = 0.
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Cleaning the data

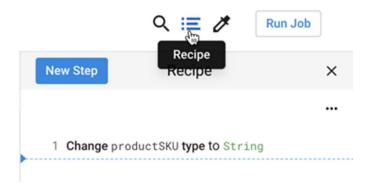
In this task, you will clean the data by deleting unused columns, eliminating duplicates, creating calculated fields, and filtering out unwanted rows.

Converting the productSKU column data type

To ensure that the **productSKU** column type is a string data type, open the menu to the right of the **productSKU** column by clicking, then click **Change type > String**.



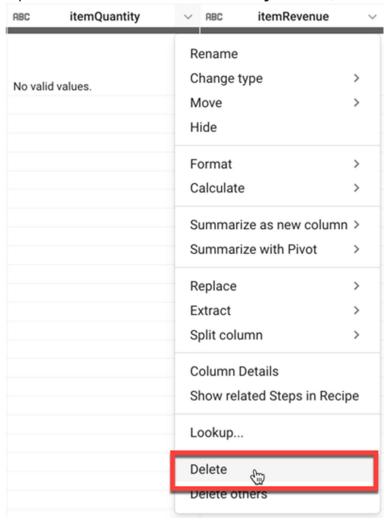
Verify that the first step in your data transformation pipeline was created by clicking on the **Recipe** icon:



Deleting unused columns

As we mentioned earlier, we will be deleting the **itemQuantity** and **itemRevenue** columns as they only contain NULL values are not useful for the purpose of this lab.

Open the menu for the itemQuantity column, and then click Delete.

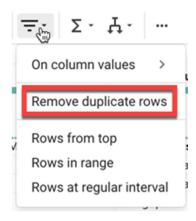


Repeat the process to delete the itemRevenue column.

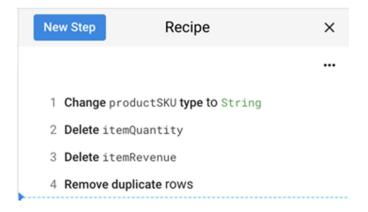
Deduplicating rows

Your team has informed you there may be duplicate session values included in the source dataset. Let's remove these with a new deduplicate step.

1. Click the Filter rows icon in the toolbar, then click Remove duplicate rows.



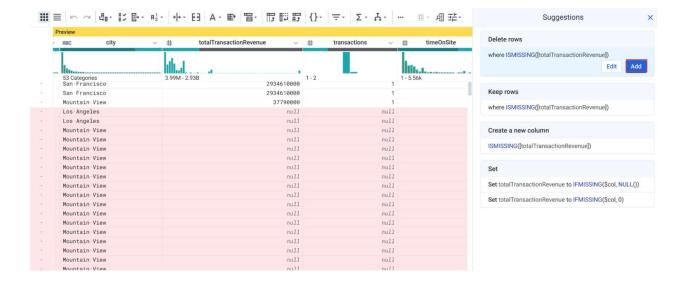
- 2. Click **Add** in the right-hand panel.
- 3. Review the recipe that you created so far, it should resemble the following:



Filtering out sessions without revenue

Your team has asked you to create a table of all user sessions that bought at least one item from the website. Filter out user sessions with NULL revenue.

- 1. Under the **totalTransactionRevenue** column, click the grey **Missing values** bar. All rows with a missing value for **totalTransactionRevenue** are now highlighted in red.
- 2. In the Suggestions panel, in Delete rows, click Add.

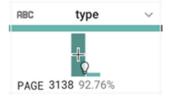


This step filters your dataset to only include transactions with revenue (where **totalTransactionRevenue** is not NULL).

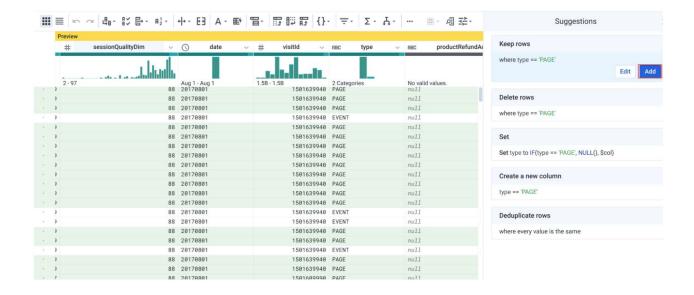
Filtering sessions for PAGE views

The dataset contains sessions of different types, for example **PAGE** (for page views) or **EVENT** (for triggered events like "viewed product categories" or "added to cart"). To avoid double counting session pageviews, add a filter to only include page view related hits.

1. In the histogram below the **type** column, click the bar for **PAGE**. All rows with the type **PAGE** are now highlighted in green.



2. In the **Suggestions** panel, in **Keep rows**, and click **Add**.



Enriching the data

Search your <u>schema documentation</u> for **visitId** and read the description to determine if it is unique across all user sessions or just the user.

 visitId: an identifier for this session. This is part of the value usually stored as the utmb cookie. This is only unique to the user. For a completely unique ID, you should use a combination of fullVisitorId and visitId.*

As we see, visitId is not unique across all users. We will need to create a unique identifier.

Creating a new column for a unique session ID

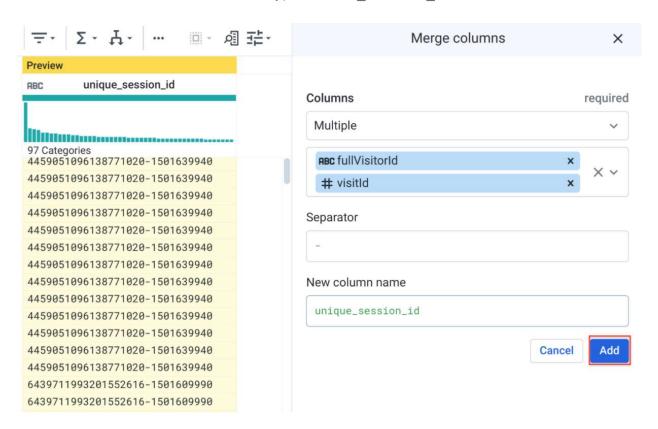
As you discovered, the dataset has no single column for a unique visitor session. Create a unique ID for each session by concatenating the **fullVisitorID** and **visitId** fields.

1. Click on the **Merge columns** icon in the toolbar.



- 2. For Columns, select full Visitor Id and visit Id.
- 3. For **Separator** type a single hyphen character: -.

4. For the New column name, type unique session id.



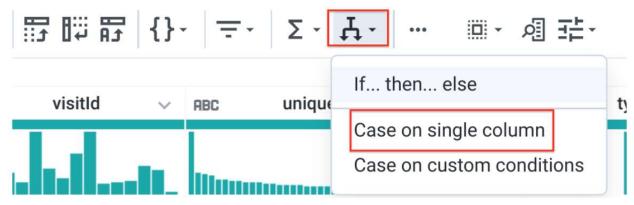
5. Click Add.

The unique_session_id is now a combination of the fullVisitorId and visitId. We will explore in a later lab whether each row in this dataset is at the unique session level (one row per user session) or something even more granular.

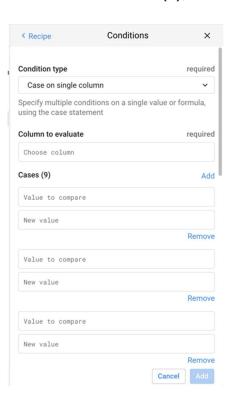
Creating a case statement for the ecommerce action type

As you saw earlier, values in the <code>eCommerceAction_type</code> column are integers that map to actual ecommerce actions performed in that session. For example, 3 = "Add to Cart" or 5 = "Check out." This mapping will not be immediately apparent to our end users so let's create a calculated field that brings in the value name.

1. Click on **Conditions** in the toolbar, then click **Case on single column**.

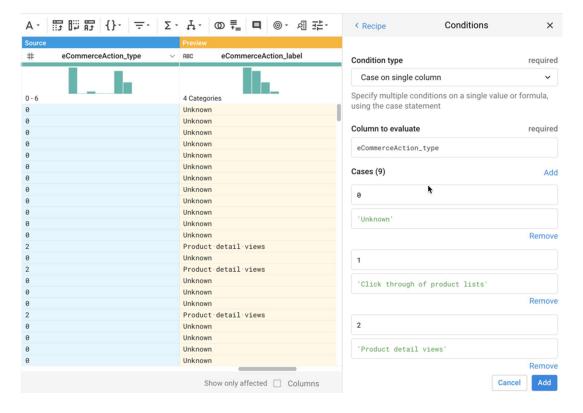


- 2. For Column to evaluate, specify eCommerceAction type.
- 3. Next to Cases (1), click Add 8 times for a total of 9 cases.



4. For each **Case**, specify the following mapping values (including the single quote characters):

Value to compare	New value
0	'Unknown'
1	'Click through of product lists'
2	'Product detail views'
3	'Add product(s) to cart'
4	'Remove product(s) from cart'
5	'Check out'
6	'Completed purchase'
7	'Refund of purchase'
8	'Checkout options'

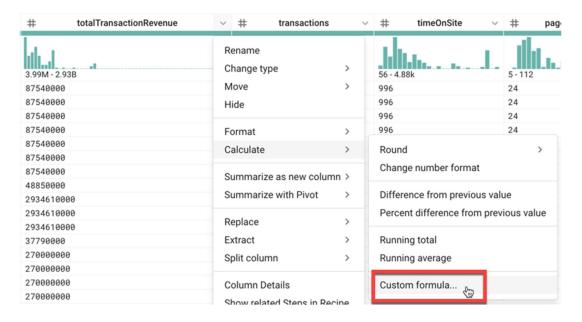


- 5. For **New column name**, type eCommerceAction_label. Leave the other fields at their default values.
- 6. Click Add.

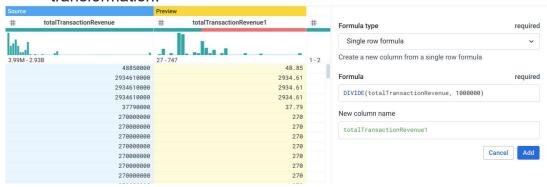
Adjusting values in the totalTransactionRevenue column

As mentioned in the <u>schema</u>, the **totalTransactionRevenue** column contains values passed to Analytics multiplied by 10⁶ (e.g., 2.40 would be given as 2400000). You now divide contents of that column by 10⁶ to get the original values.

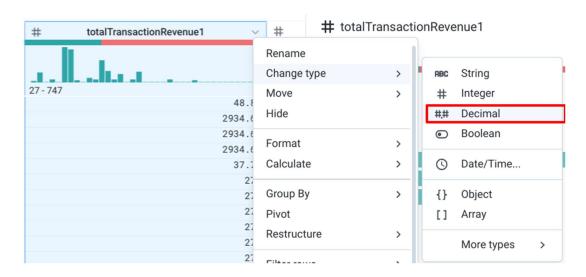
 Open the menu to the right of the totalTransactionRevenue column by clicking , then select Calculate > Custom formula.



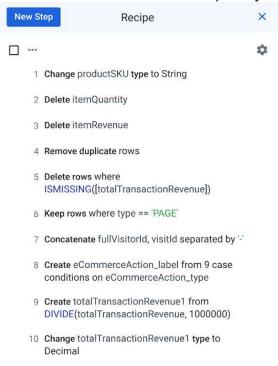
2. For Formula, type: DIVIDE (totalTransactionRevenue, 1000000) and for New column name, type: totalTransactionRevenue1. Notice the preview for the transformation:



- 3. Click Add.
- 4. To convert the new totalTransactionRevenue1 column's type to a decimal data type, open the menu to the right of the totalTransactionRevenue1 column by clicking , then click Change type > Decimal.



5. Review the full list of steps in your recipe:



6. You can now click Run.

Running and scheduling Cloud Dataprep jobs to BigQuery

Challenge: Now that you are satisfied with the flow, it's time to execute the transformation recipe against your source dataset. The challenge for you is to load the output of the job into the BigQuery dataset that you created earlier. Make sure you load the output into a separate table and name it revenue_reporting.

Once your Cloud Dataprep job is completed, refresh your BigQuery page and confirm that the output table revenue_reporting exists.

Click Check my progress to verify the objective.

Verify if the Cloud Dataprep jobs output the data to BigQuery

Check my progress

While it's running, you can also schedule the execution of pipeline in the next step so the job can be re-run automatically on a regular basis to account for newer data. Note: You can navigate and perform other operations while jobs are running.

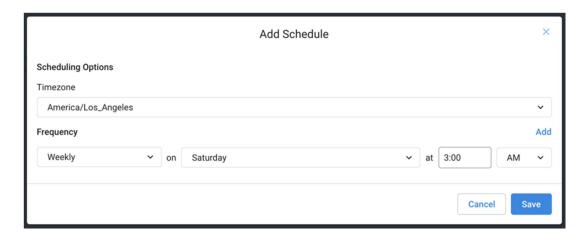
1. You will now schedule a recurrent job execution. Click the **Flows** icon on the left of the screen.



2. On the right of your **Ecommerce Analytics Pipeline** flow click the **More** icon (then click **Schedule**.

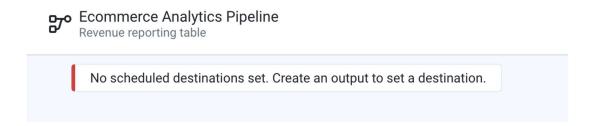


- 3. In the **Add schedule** dialog:
- For Frequency, select Weekly.
- For day of week, select Saturday and unselect Sunday.
- For time, enter 3:00 and select AM.
 - 4. Click Save.



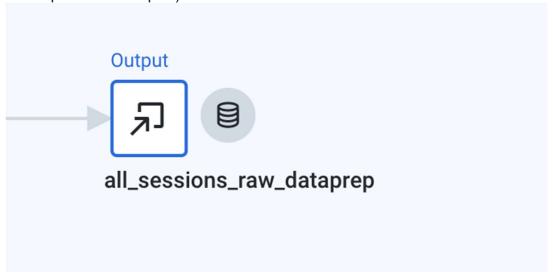
The job is now scheduled to trigger every Saturday at 3AM. You can see the schedule on the top panel.

You will see the following notification at the top of your flow:

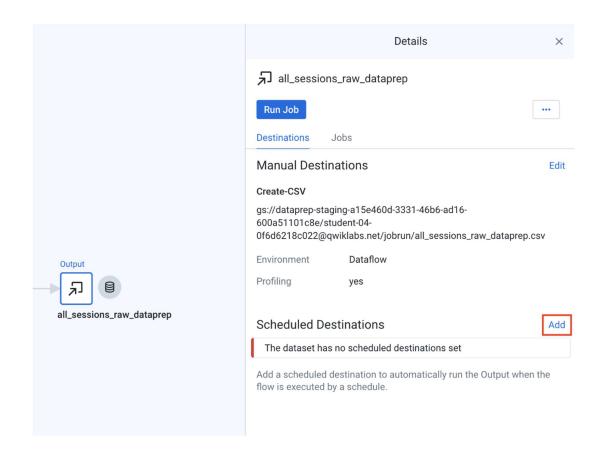


Cloud Dataprep allows you to set different publishing destinations for manual job runs versus scheduled jobs.

5. Click on the **Output** node to see the Details. (**Right click** and **View Details** if the panel is not open)



6. In the **Destinations** section, click on **Add** next to Scheduled Destinations to add a new publishing destination for scheduled jobs.



Challenge: Create another table to load the scheduled jobs into. Make sure you load the output into a separate table than the manual job and name it revenue_reporting_recurring. Since this table would be run weekly with the full data, make sure that the results overwrite the full table with each run.

7. Click the **Jobs** icon on the left of the screen.



8. You see the list of jobs, and wait until your job is marked as **Completed**.



Congratulations!

You've successfully explored your ecommerce dataset and created a recurring data transformation pipeline with Cloud Dataprep.



Finish Your Quest

This self-paced lab is part of the Qwiklabs <u>Data Engineering</u> Quest. A Quest is a series of related labs that form a learning path. Completing this Quest earns you the badge above, to recognize your achievement. You can make your badge (or badges) public and link to them in your online resume or social media account. Enroll in this Quest and get immediate completion credit if you've taken this lab. <u>See other available Qwiklabs Quests</u>.

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Continue your Quest with <u>Building an IoT Analytics Pipeline on Google Cloud</u>, or check out these suggestions:

- ETL Processing on Google Cloud Using Dataflow and BigQuery
- Predict Visitor Purchases with a Classification Model in BQML

Next steps / learn more

Do you already have a Google Analytics account and want to query your own datasets in BigQuery? Follow this <u>export guide</u>.

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Last Tested Date: March 5, 2021 Last Updated Date: March 5, 2021

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solution: https://www.youtube.com/watch?v=h1N2MrptyCY