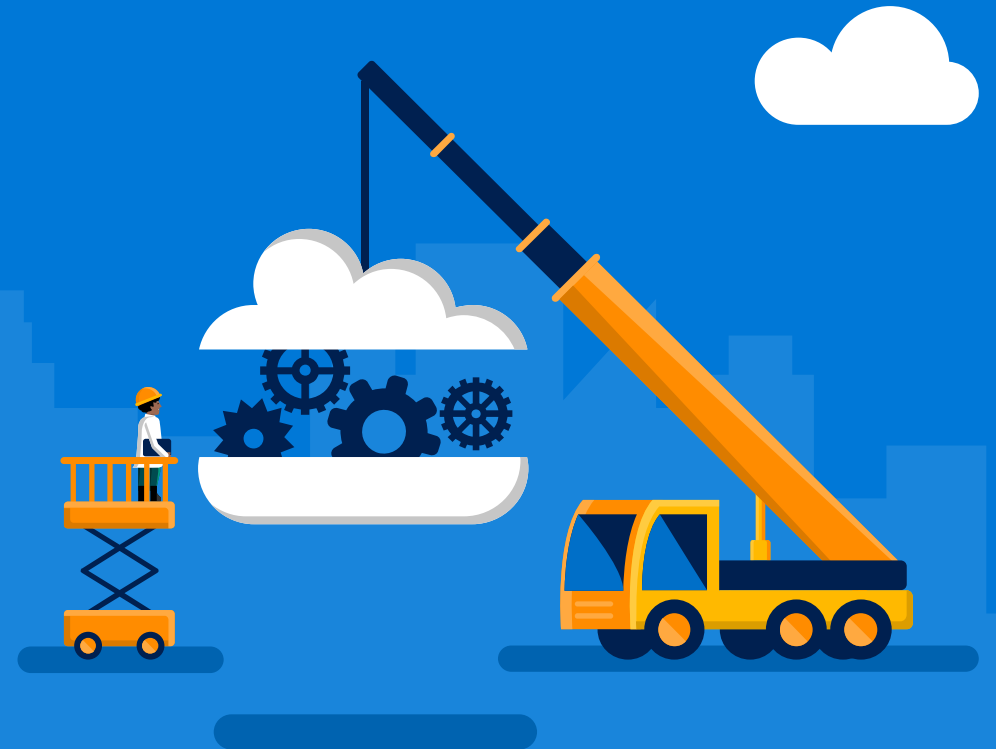




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July 20 & 21 2017

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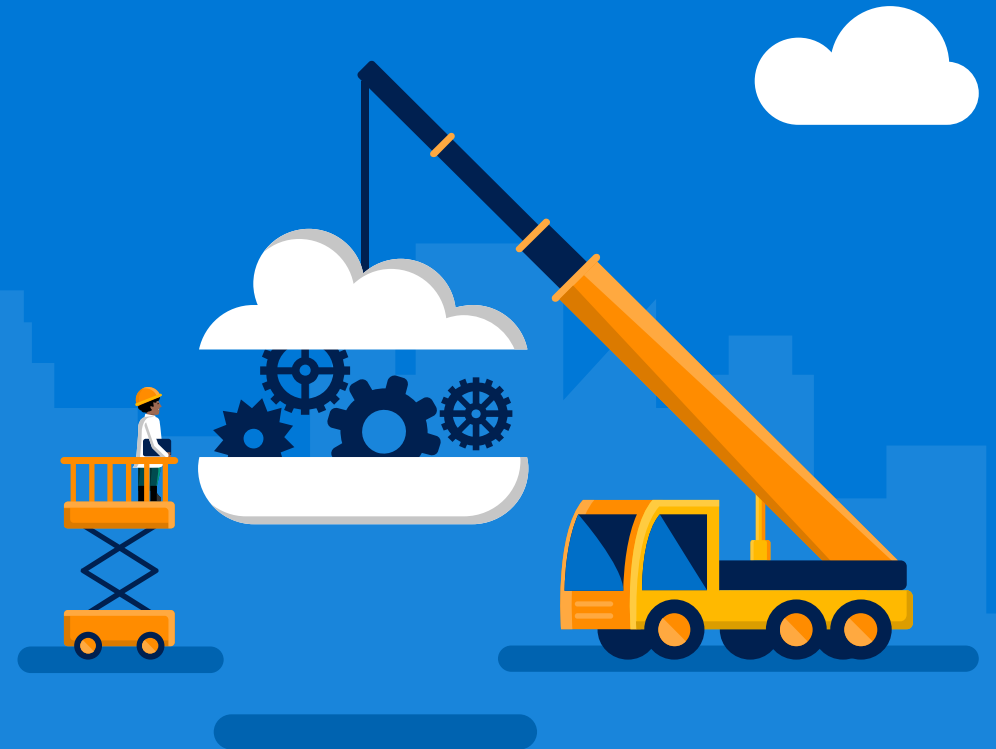
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# Big Data in Azure

Shawn Weisfeld



# About Me



Shawn Weisfeld

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# Session Objective

This session will provide an overview of the different big data services available in Azure. We will discuss how they can be used together to provide a complete big data workflow for both human-born and machine-born data.

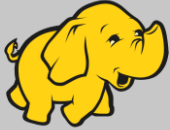
# Tools



## Ingestion



Data Factory



HDInsight  
Sqoop



Event Hub



Stream  
Analytics



HDInsight  
Apache Kafka



HDInsight  
Apache Storm

## Store



Storage



SQL Database



Data Lake  
Store

## Preparation



Data Lake  
Analytics



HDInsight  
Hadoop/Spark



SQL Data  
Warehouse



Analysis  
Services



Machine  
Learning

## Visualization



Power BI Pro  
Power BI Embedded

# What about?

SSIS

SQL Server

Tableau

Oracle

SSRS

SAP Business Objects

MySQL

(your favorite tool here)

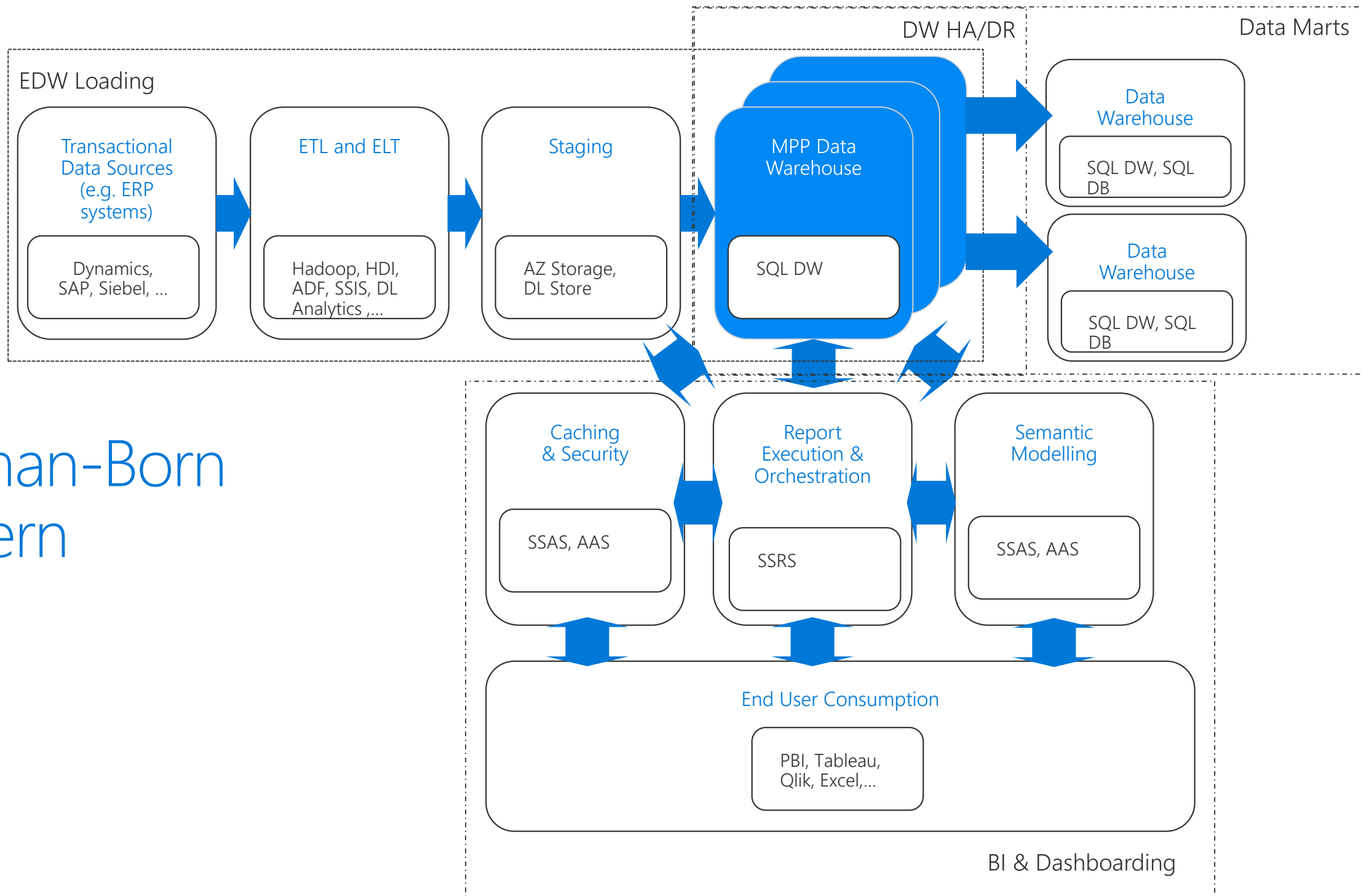
Qlik

# Patterns

# Human-Born Pattern

- Examples: orders, sales, financial, customers, marketing
- Modeling: Dimensional models (e.g. Kimball)
- Queries: Star joins with grouping and aggregation
- Loading: Periodic incremental load batches

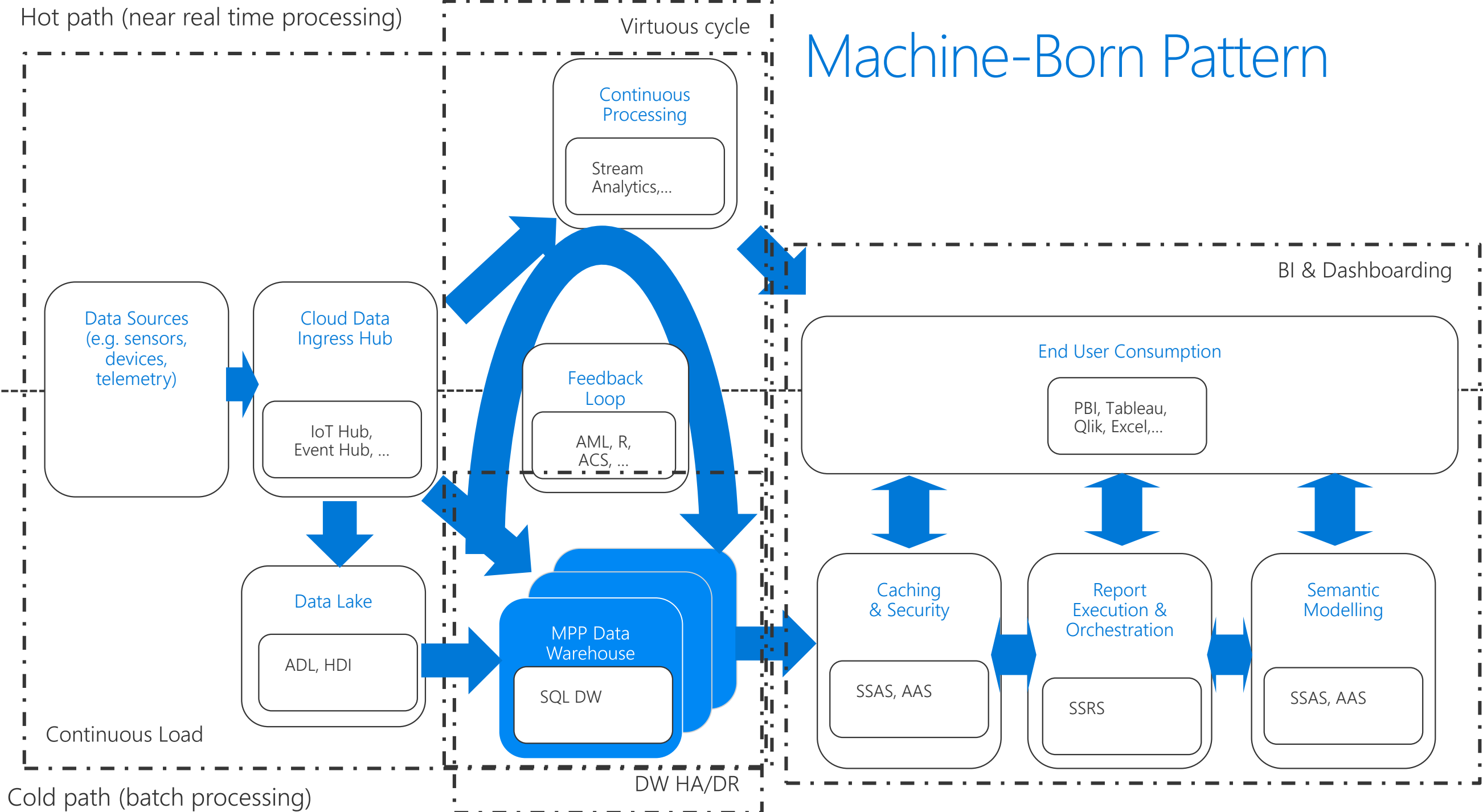
# Human-Born Pattern



# Machine-Born Pattern

- Examples: device telemetry, log records, IoT data
- Modeling: Oftentimes de-normalized
- Queries: Data ranges combined with string and pattern search
- Loading: Ideally continuous loads

# Machine-Born Pattern



Wrap up



# Call to Action

- Play with these services in Azure
- Let us know what you think – <http://feedback.azure.com>
- Evaluate workloads that you have that this would help with

# Thank you! Your Feedback is Important

- Rate My Talk & Download Slides!

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(case sensitive)

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