Catching Data Drift Before It Hurts: DLT Testing for Real-Time Campaign Alerts

**Objective:** Delta Live Tables (DLT) testing plays a crucial role in ensuring data quality for user engagement alerts on campaign performance.

By using built-in validation decorators like @dlt.expect, teams can enforce rules such as non-null event timestamps, valid event types (clicks, impressions, conversions), and consistent campaign IDs, ensuring only clean and trusted data drives alert logic.

This helps prevent false positives or missed alerts by filtering out corrupted or incomplete records before metrics like CTR and CVR are calculated and monitored for real-time anomalies

**Option 1: PySpark (in DLT Notebook or normal notebook)**

python

CopyEdit

display(spark.read.table("LIVE.silver\_campaign\_metrics").limit(3))

* Use LIVE.<table\_name> to reference DLT tables.
* display() works in Databricks notebooks to show tabular output.

**Option 2: SQL Cell (Databricks Notebook)**

sql

CopyEdit

SELECT \* FROM LIVE.silver\_campaign\_metrics LIMIT 3;

**Option 3: Use df.show () in Python**

python

CopyEdit

spark.read.table("LIVE.silver\_campaign\_metrics").show(3, truncate=False)

This shows results in the console (less formatted than display).

**Sample Output (Simulated)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **campaign\_id** | **clicks** | **impressions** | **conversions** | **CTR** | **CVR** |
| CAMPAIGN\_01 | 120 | 1000 | 25 | 0.12 | 0.208 |
| CAMPAIGN\_02 | 45 | 500 | 5 | 0.09 | 0.111 |
| CAMPAIGN\_03 | 10 | 200 | 1 | 0.05 | 0.1 |

### ****1. Bronze Layer — Raw Ingestion with Initial Validation****

python

CopyEdit

import dlt

from pyspark.sql.functions import col

@dlt.table

def bronze\_campaign\_data():

return (

spark.readStream.format("cloudFiles")

.option("cloudFiles.format", "json")

.load("/mnt/campaign/raw/")

)

### ****2. Bronze Validated — DLT Testing (Soft and Hard Checks)****

python

CopyEdit

@dlt.table

@dlt.expect("valid\_event\_type", "event\_type IN ('click', 'impression', 'conversion')")

@dlt.expect("non\_null\_event\_time", "event\_time IS NOT NULL")

@dlt.expect\_or\_fail("non\_null\_campaign\_id", "campaign\_id IS NOT NULL")

def validated\_bronze():

return dlt.read("bronze\_campaign\_data")

This is **DLT Testing**

Soft rules (log violations) + hard rule (fail if campaign\_id is missing)

**Example Output (Simulated)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **campaign\_id** | **event\_time** | **event\_type** | **user\_id** | **cost** |
| CMP001 | 2025-07-10T04:05:01 | click | U123 | 0.25 |
| CMP002 | 2025-07-10T04:07:15 | impression | U456 | 0.00 |
| CMP001 | 2025-07-10T04:09:45 | conversion | U789 | 0.50 |

## Part 1: ****Show Failed Records Logged Due to**** @dlt.expect ****Rules****

Delta Live Tables **automatically logs failed records** for @dlt.expect rules in a **Quality Monitoring UI**, but you can also query them **manually** from the \_expectations metadata table.

These expectation failure logs are available in the **DLT event log** (behind the scenes table).

**To View Expectation Failures:**

Run this SQL query:

sql

CopyEdit

SELECT \*

FROM LIVE.validated\_bronze\_expectations

WHERE passed = false

LIMIT 10;

This gives you:

* The rule that failed (expectation)
* The **failed row** info
* The record that failed
* A timestamp

**Sample Output (Simulated)**

|  |  |  |
| --- | --- | --- |
| **expectation** | **passed** | **record (JSON)** |
| valid\_event\_type | false | {"event\_type":"invalid\_click","campaign\_id":"CMP001",...} |
| non\_null\_event\_time | false | {"event\_type":"click","campaign\_id":"CMP001", "event\_time": null,...} |

Use display() in Databricks notebooks for better formatting.

## Part 2: Use @dlt.expect\_all\_or\_drop() Instead

This version **automatically drops rows** failing one or more rules. Great for when you don’t want soft-fail logs and just want a clean output.

**DLT Script Using @dlt.expect\_all\_or\_drop :** Apply quality checks, drop invalid records

import dlt

from pyspark.sql.functions import col

@dlt.table

@dlt.expect\_all\_or\_drop({

"valid\_event\_type": "event\_type IN ('click', 'impression', 'conversion')",

"non\_null\_event\_time": "event\_time IS NOT NULL",

"non\_null\_campaign\_id": "campaign\_id IS NOT NULL"

})

def validated\_bronze\_cleaned():

return dlt.read("bronze\_campaign\_data")

All rows failing any of these rules will be dropped. No need to use individual @dlt.expect or dlt.expect\_or\_fail.

**Summary of Differences**

|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **Keeps Failed Rows?** | **Stops Pipeline?** | **Logs?** |
| @dlt.expect | ✅ Yes | ❌ No | ✅ Expectation log |
| @dlt.expect\_or\_fail | ❌ No | ✅ Yes | ❌ Pipeline stops |
| @dlt.expect\_all\_or\_drop | ❌ No | ❌ No | ❌ Dropped silently |

Bottom of Form

### ****3. Silver Layer — Transformation (Aggregated Metrics) :**** Enrich, aggregate, compute metrics

python

CopyEdit

from pyspark.sql.functions import count, when

@dlt.table

def silver\_campaign\_metrics():

df = dlt.read("validated\_bronze")

return (

df.groupBy("campaign\_id")

.agg(

count(when(col("event\_type") == "click", True)).alias("clicks"),

count(when(col("event\_type") == "impression", True)).alias("impressions"),

count(when(col("event\_type") == "conversion", True)).alias("conversions")

)

.withColumn("CTR", col("clicks") / col("impressions"))

.withColumn("CVR", col("conversions") / col("clicks"))

)

This is **DLT Transformation**  
Group by campaign\_id, calculate derived KPIs like CTR and CVR.

### ****4. Gold Layer — Business Alert Logic:**** Filter underperforming campaigns

python

CopyEdit

@dlt.table

def gold\_campaign\_alerts():

df = dlt.read("silver\_campaign\_metrics")

return df.filter((col("CTR") < 0.01) | (col("CVR") < 0.05))

This is **Business-level Transformation**  
Generates alerts when performance drops below thresholds.

## Summary of Integration

|  |  |  |
| --- | --- | --- |
| **Step** | **Type** | **Purpose** |
| Step 1 | Ingestion | Load raw data from cloud |
| Step 2 | **DLT Testing** | Apply quality checks, drop invalid records |
| Step 3 | **Transformations** | Enrich, aggregate, compute metrics |
| Step 4 | **Transformations** | Filter underperforming campaigns |

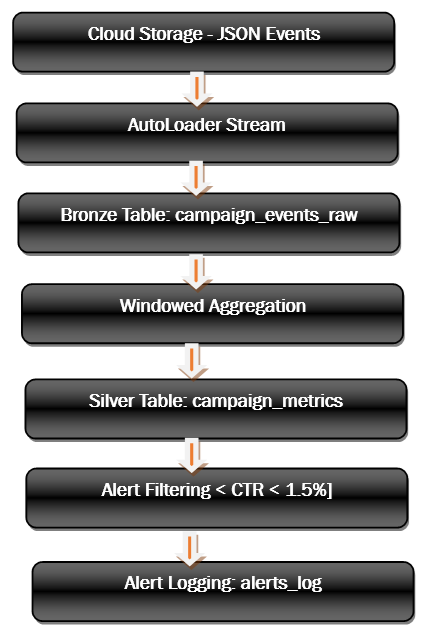
**User Engagement Alerts on Campaign Performance**

**Use Case Summary**

**Real-time detection of campaign performance drop based on key user engagement metrics (CTR, impressions, conversions). Alerts are triggered when performance falls below defined thresholds.**

**Alerts are triggered at the *Silver Layer* — specifically after the aggregated campaign metrics (like CTR, impressions, conversions) are computed using a time window (e.g., 5 minutes).**

**Architecture Flow**

****

**Silver Layer**

|  |  |  |
| --- | --- | --- |
| **Layer** | **Location** | **What Happens** |
| **Silver Layer** | **silver.campaign\_metrics Delta Table** | **Aggregated metrics are calculated per campaign and time window.** |
| **Threshold Logic** | **e.g., CTR < 1.5** | **A condition is evaluated on the computed metric columns (ctr, cvr, etc.).** |
| **Alert Trigger** | **If condition is met** | **Record is passed to alerting logic to log and notify downstream systems.** |

**Output (per 5-min window per campaign)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **window\_start** | **window\_end** | **campaign\_id** | **impressions** | **clicks** | **conversions** | **ctr** | **cvr** |
| **2025-07-09 10:00** | **2025-07-09 10:05** | **cmp\_101** | **100** | **12** | **3** | **12.0** | **25.0** |

**1. Test Plan Overview**

|  |  |  |  |
| --- | --- | --- | --- |
| **Test Case ID** | **Description** | **Input** | **Expected Output** |
| **TC001** | **Validate schema of campaign events** | **Raw stream** | **Valid structured schema** |
| **TC002** | **Detect performance drop** | **CTR below 1.5%** | **Alert flagged = True** |
| **TC003** | **Trigger alert logging** | **Performance breached** | **Entry in alerts\_log table** |
| **TC004** | **Ensure streaming write to Delta** | **Valid batch** | **Data appended to campaign\_metrics** |

**2. Delta Table Design**

**a) campaign\_events\_raw (Bronze)**

**sql**

**CopyEdit**

**CREATE TABLE IF NOT EXISTS bronze.campaign\_events\_raw (**

**campaign\_id STRING,**

**event\_time TIMESTAMP,**

**user\_id STRING,**

**event\_type STRING, -- 'impression', 'click', 'conversion'**

**channel STRING,**

**region STRING**

**) USING DELTA;**

**b) campaign\_metrics (Silver)**

**sql**

**CopyEdit**

**CREATE TABLE IF NOT EXISTS silver.campaign\_metrics (**

**campaign\_id STRING,**

**window\_start TIMESTAMP,**

**window\_end TIMESTAMP,**

**impressions LONG,**

**clicks LONG,**

**conversions LONG,**

**ctr DOUBLE,**

**cvr DOUBLE**

**) USING DELTA;**

**c) alerts\_log (Monitoring)**

**sql**

**CopyEdit**

**CREATE TABLE IF NOT EXISTS monitoring.alerts\_log (**

**campaign\_id STRING,**

**alert\_time TIMESTAMP,**

**metric STRING,**

**value DOUBLE,**

**threshold DOUBLE,**

**alert\_type STRING**

**) USING DELTA;**

**3. Unit Test Cases (Pytest Style)**

**python**

**CopyEdit**

**def test\_schema\_validation():**

**df = spark.read.json("path/to/sample\_data.json")**

**expected\_columns = {"campaign\_id", "event\_time", "user\_id", "event\_type"}**

**assert expected\_columns.issubset(set(df.columns))**

**def test\_ctr\_below\_threshold():**

**from pyspark.sql import Row**

**data = [Row(campaign\_id="cmp1", clicks=10, impressions=200, conversions=3)]**

**df = spark.createDataFrame(data)**

**df = df.withColumn("ctr", (df.clicks / df.impressions) \* 100)**

**assert df.collect()[0]["ctr"] < 1.5**

**4. Streaming Ingestion & Aggregation (Bronze → Silver)**

**python**

**CopyEdit**

**from pyspark.sql.functions import col, window, count**

**raw\_stream = (**

**spark.readStream.format("cloudFiles")**

**.option("cloudFiles.format", "json")**

**.load("/mnt/campaign\_events")**

**)**

**# Write to bronze table**

**raw\_stream.writeStream.format("delta").outputMode("append") \**

**.option("checkpointLocation", "/mnt/checkpoints/campaign\_bronze") \**

**.table("bronze.campaign\_events\_raw")**

**Aggregation Logic (Silver)**

**from pyspark.sql.functions import count, sum, expr**

**bronze\_df = spark.readStream.table("bronze.campaign\_events\_raw")**

**agg\_df = bronze\_df.groupBy(**

**window("event\_time", "5 minutes"), col("campaign\_id")**

**).agg(**

**count(expr("event\_type = 'impression'")).alias("impressions"),**

**count(expr("event\_type = 'click'")).alias("clicks"),**

**count(expr("event\_type = 'conversion'")).alias("conversions")**

**).withColumn(**

**"ctr", (col("clicks") / col("impressions")) \* 100**

**).withColumn(**

**"cvr", (col("conversions") / col("clicks")) \* 100**

**)**

**agg\_df.selectExpr("campaign\_id", "window.start as window\_start", "window.end as window\_end",**

**"impressions", "clicks", "conversions", "ctr", "cvr")**

**.writeStream.format("delta").outputMode("append") .option("checkpointLocation", "/mnt/checkpoints/campaign\_silver") .table("silver.campaign\_metrics")**

**5. Alerting Logic**

**python**

**CopyEdit**

**from pyspark.sql.functions import current\_timestamp, lit**

**threshold\_ctr = 1.5**

**silver\_df = spark.readStream.table("silver.campaign\_metrics")**

**alerts\_df = silver\_df.filter(col("ctr") < threshold\_ctr)**

**.withColumn("alert\_time", current\_timestamp())**

**.withColumn("metric", lit("CTR"))**

**.withColumn("threshold", lit(threshold\_ctr))**

**.withColumn("alert\_type", lit("performance\_drop"))**

**.select("campaign\_id", "alert\_time", "metric", "ctr", "threshold", "alert\_type")**

**alerts\_df.writeStream.format("delta")**

**.outputMode("append")**

**.option("checkpointLocation", "/mnt/checkpoints/alerts\_log")**

**.table("monitoring.alerts\_log")**

**Components Explained**

|  |  |  |
| --- | --- | --- |
| **Layer** | **Component** | **Purpose** |
| **Ingestion** | **Auto Loader** | **Real-time detection of new JSON data** |
| **Bronze** | **campaign\_events\_raw** | **Raw event logs (impression, click, conversion)** |
| **Silver** | **campaign\_metrics** | **Aggregated campaign KPIs per window** |
| **Alerting** | **alerts\_log** | **Logged alerts when performance drops** |
| **Consumption** | **Power BI, Email, Slack (Optional)** | **Notify marketing teams or display dashboard** |

**Final Note:**

This project demonstrates how to build a real-time, scalable alerting system in Databricks using the Delta Lake architecture (Bronze, Silver, Gold) and Structured Streaming. It empowers marketing teams to react quickly to campaign underperformance, improving agility and ROI.

Key Takeaways:

* Auto Loader simplifies real-time ingestion from cloud sources.
* Delta format ensures ACID compliance and time travel across layers.
* Windowed aggregation enables rolling KPI calculations.
* Streaming alerts are lightweight and actionable.
* Can be extended with ML for anomaly detection, Power BI dashboards, or Slack/email notifications via webhooks.

**Appendix:**

**Brands & Campaigns Using Engagement Alerts**

**Spotify – “Spotify Wrapped”**

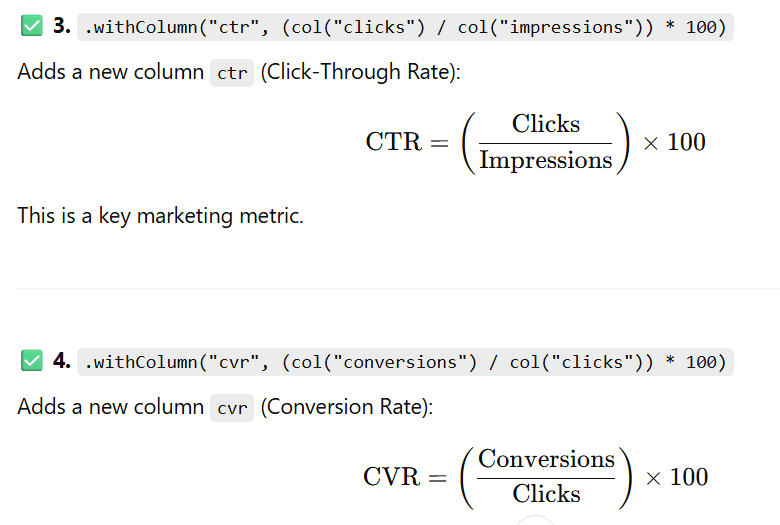
* **Campaign: Annual personalized summary of user listening behavior.**
* **Engagement Alerts: Real-time tracking of user interaction across platforms, with alerts on performance drop—e.g., shares or views dipping compared to previous launches.**
* **Impact:**
  + **156 million users engaged in 2022**
  + **425 million tweets in the first 3 days** [**amraandelma.com+2empathyfirstmedia.com+2keyword.wordtracker.com+2**](https://empathyfirstmedia.com/20-best-digital-marketing-campaigns/?utm_source=chatgpt.com)
* **Relevance to us: Mirrors real‑time CTR/CVR tracking; we could set up alerts for drops in share rates or completion rates.**

**How This Aligns with Our Databricks Exercise**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Our Implementation** | **Industry Comparison** |
| **Real-Time Metrics** | **Compute CTR/CVR every 5 minutes via streaming aggregation** | **Similar to Spotify and Softonic tracking audience interactions over time** |
| **Threshold-Based Alerts** | **Trigger alert when CTR < 1.5%** | **Softonic alerts on drops, Zomato tracks CTR dips** |
| **Segment-Level Latency** | **Per-campaign threshold checks** | **Softonic segmentation, Zomato personalization** |
| **Data Storage & Audit** | **Silver campaign\_metrics + alert log table** | **Enables trend analysis, similar to Spotify’s historic comparisons** |

**Summary**

* **Spotify: Measures vast user interaction, alerts on share/view dips.**
* **Zomato: Monitors push notification CTR in real-time; alerts on drops.**
* **Softonic: Uses behavior/time segmentation with CTR alerts.**

****