

FROM BIG DATA TO BIG INFORMATION

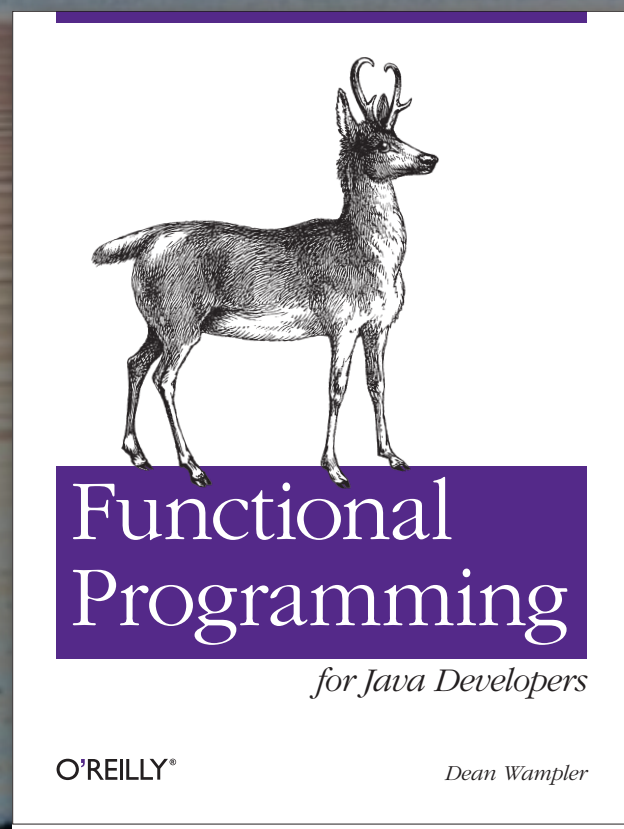
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polyglotprogramming.com/talks



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Tuesday, October 1, 13

Photo: San Francisco Bay, just south of the airport in Burlingame, before sunrise.

Why this talk?

Hadoop hype cycle:

But what gives us

actual value?

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This talk reflects my experiences working on “Big Data” projects, mostly using Hadoop, with many clients.

People sometimes jump on this bandwagon to avoid “being left behind” or to boost their career. Sometimes, it doesn’t make sense for their actual needs. Big Data itself doesn’t do you any good. It’s the information we extract that’s important, so let’s see how different technologies address specific problems.

Photo: Photo: San Francisco Bay, Burlingame, around sunrise.

What Is Big Data?



DevOps Borat @DEVOPS_BORAT

8 Jan

Big Data is any thing which is crash Excel.

Expand



DevOps Borat @DEVOPS_BORAT

6 Feb

Small Data is when is fit in RAM. Big Data is when is crash because is not fit in RAM.

Expand

Big Data

Data so big that traditional solutions are too slow, too small, or too expensive to use.



Hat tip: Bob Korbus

It's a buzz word, but generally associated with the problem of data sets too big to manage with traditional SQL databases. A parallel development has been the NoSQL movement that is good at handling semistructured data, scaling, etc.

3 Trends



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Three trends to organizer our thinking...

Photo: Gull on a pier near Fort Mason, SF

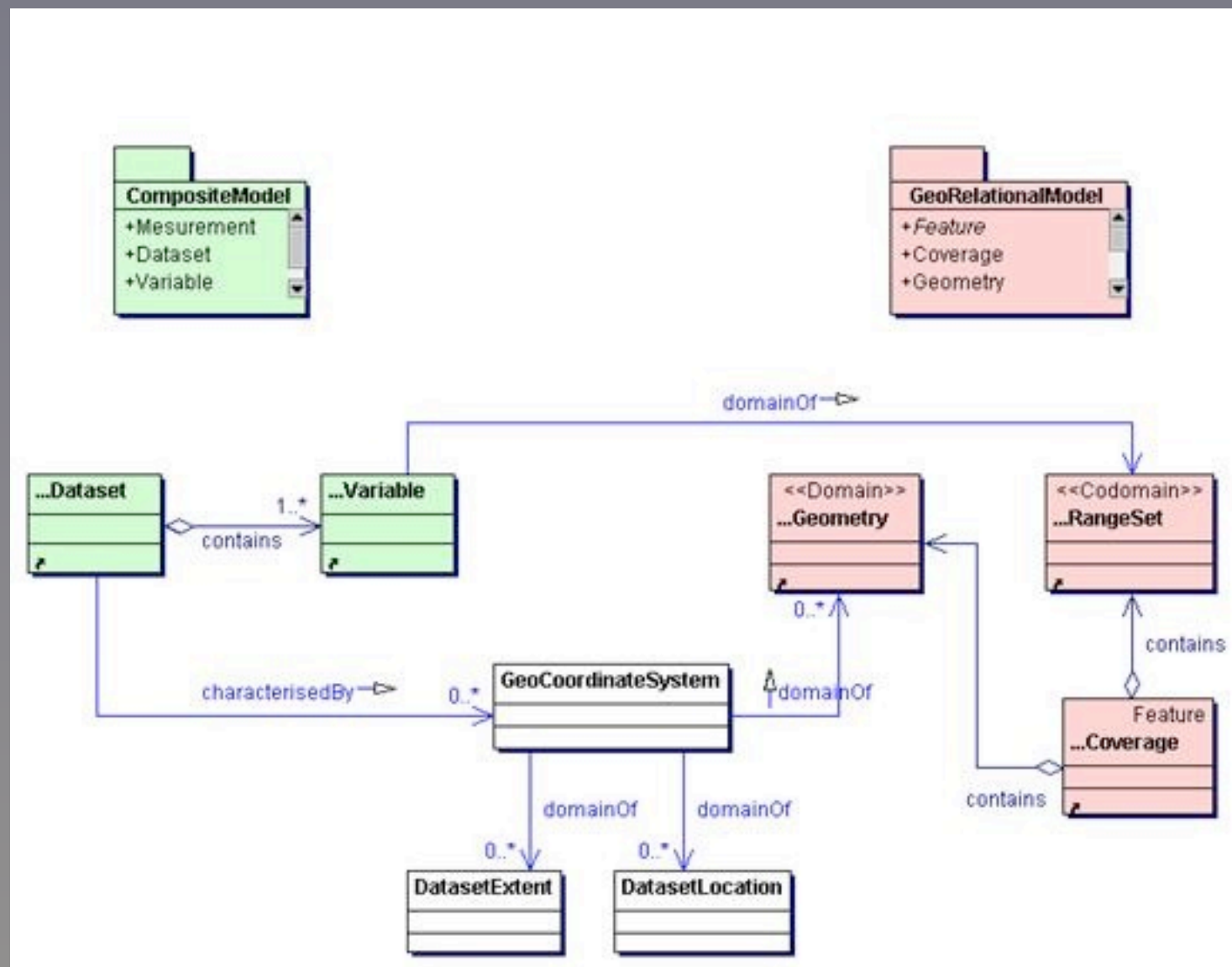
Data Size ↑



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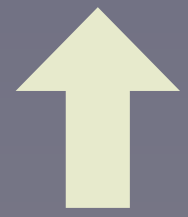
Data volumes are obviously growing... rapidly.
Facebook now has over 600PB (Petabytes) of data in Hadoop clusters!

Formal Schemas ↓



There is less emphasis on “formal” schemas and domain models, i.e., both relational models of data and OO models, because data schemas and sources change rapidly, and we need to integrate so many disparate sources of data. So, using relatively-agnostic software, e.g., collections of things where the software is more agnostic about the structure of the data and the domain, tends to be faster to develop, test, and deploy. Put another way, we find it more useful to build somewhat agnostic applications and drive their behavior through data...

Data-Driven Programs



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This is the 2nd generation "Stanley", the most successful self-driving car ever built (by a Google-Stanford) team. Machine learning is growing in importance. Here, generic algorithms and data structures are trained to represent the "world" using data, rather than encoding a model of the world in the software itself. It's another example of generic algorithms that produce the desired behavior by being application agnostic and data driven, rather than hard-coding a model of the world. (In practice, however, a balance is struck between completely agnostic apps and some engineering towards for the specific problem, as you might expect...)

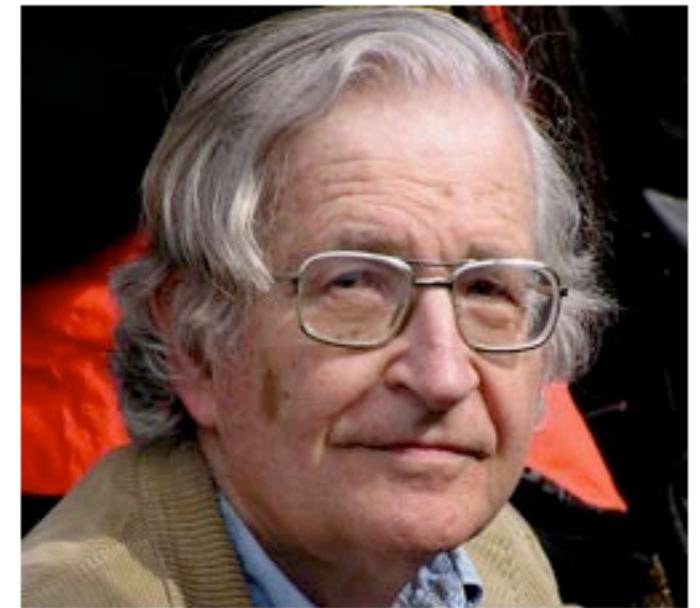
Probabilistic Models vs. Formal Grammars

[tor.com/blogs/...](http://www.tor.com/blogs/...)

Norvig vs. Chomsky and the Fight for the Future of AI

KEVIN GOLD

When the Director of Research for Google compares one of the most highly regarded linguists of all time to Bill O'Reilly, you know it is *on*. Recently, Peter Norvig, Google's Director of Research and co-author of the most popular artificial intelligence textbook in the world, wrote a webpage extensively criticizing Noam Chomsky, arguably the most influential linguist in the world. Their disagreement points to a revolution in artificial intelligence that, like many revolutions, threatens to destroy as much as it improves. Chomsky, one of the old guard, wishes for an elegant theory of intelligence and language that looks past human fallibility to try to see simple structure underneath. Norvig, meanwhile, represents the new philosophy: truth by statistics,



Chomsky photo by Duncan Rawlinson and his Online Photography School. Norvig photo by Peter Norvig

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An interesting manifestation of the last two points is the public argument between Noam Chomsky and Peter Norvig on the nature of language. Chomsky long ago proposed a hierarchical model of formal language grammars. Peter Norvig is a proponent of probabilistic models of language. Indeed all successful automated language processing systems are probabilistic.

<http://www.tor.com/blogs/2011/06/norvig-vs-chomsky-and-the-fight-for-the-future-of-ai>

Big Data Architectures

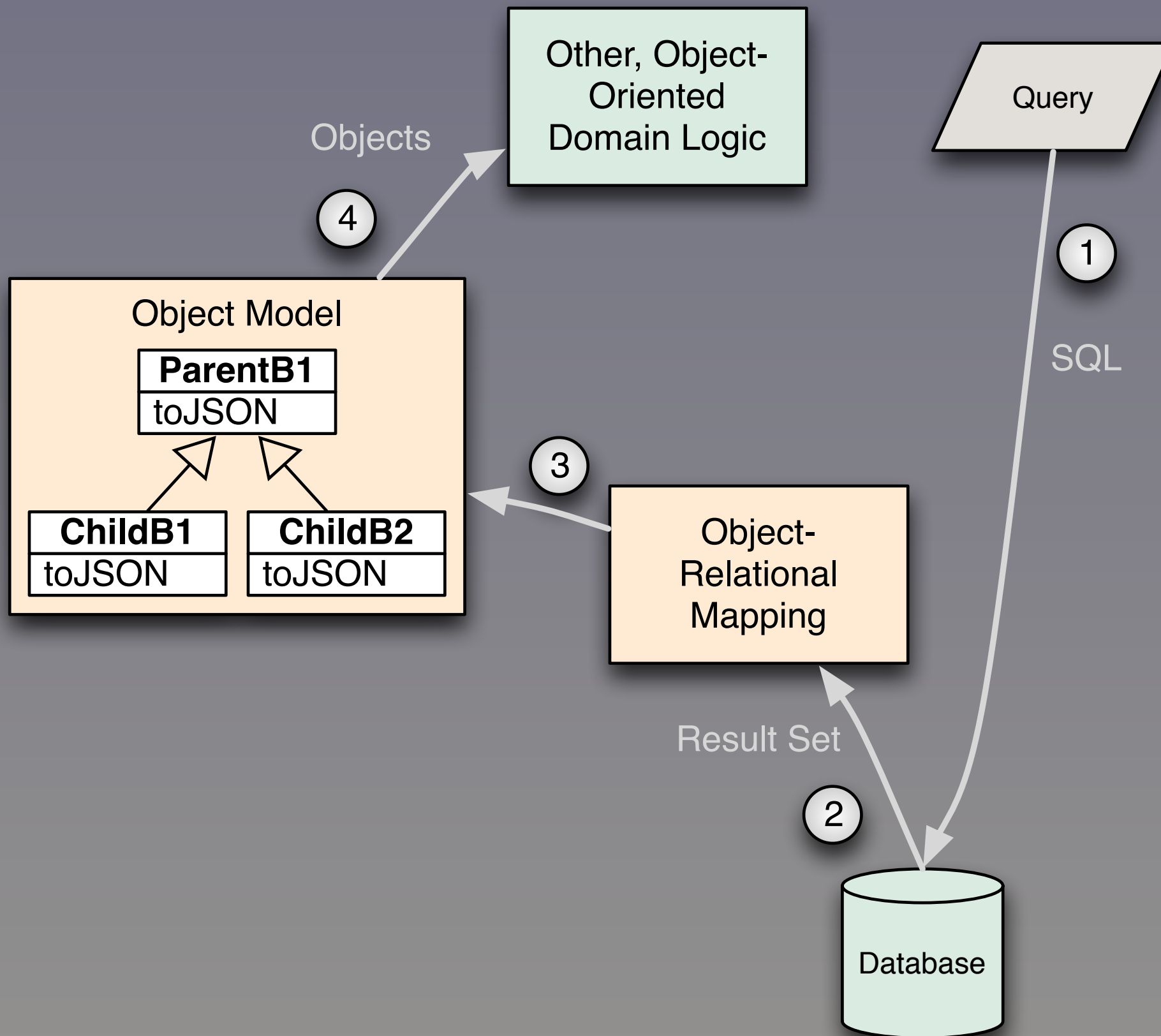


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What should software architectures look like for these kinds of systems?

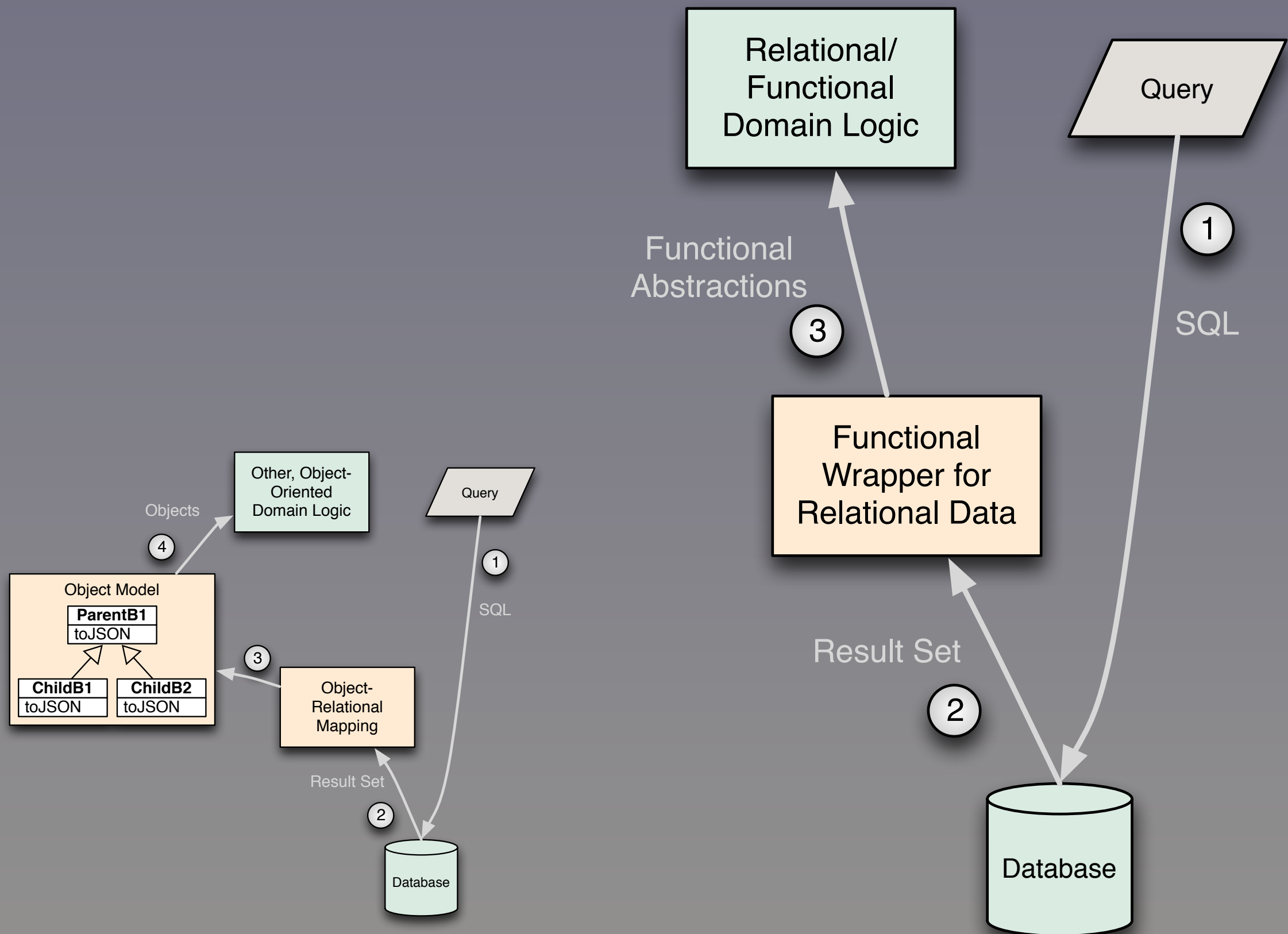
Photo: Light on the Boardwalk and Coit Tower.



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Traditionally, we've kept a rich, in-memory domain model requiring an ORM to convert persistent data into the model. This is resource overhead and complexity we can't afford in big data systems. Rather, we should treat the result set as it is, a particular kind of collection, do the minimal transformation required to exploit our collections libraries and classes representing some domain concepts (e.g., Address, StockOption, etc.), then write functional code to implement business logic (or drive emergent behavior with machine learning algorithms...)

The toJSON methods are there because we often convert these object graphs back into fundamental structures, such as the maps and arrays of JSON so we can send them to the browser!



- Focus on:

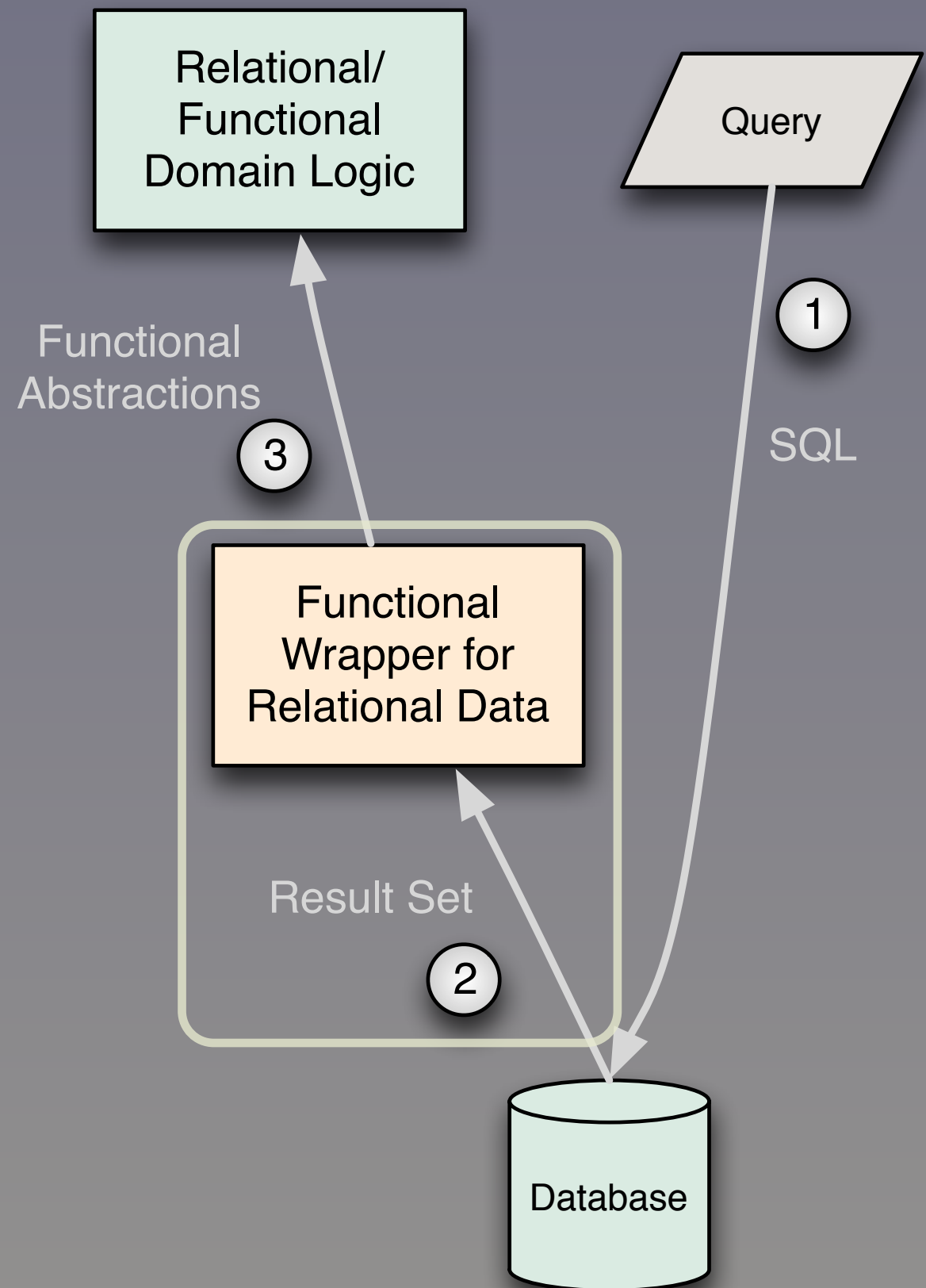
- Lists

- Maps

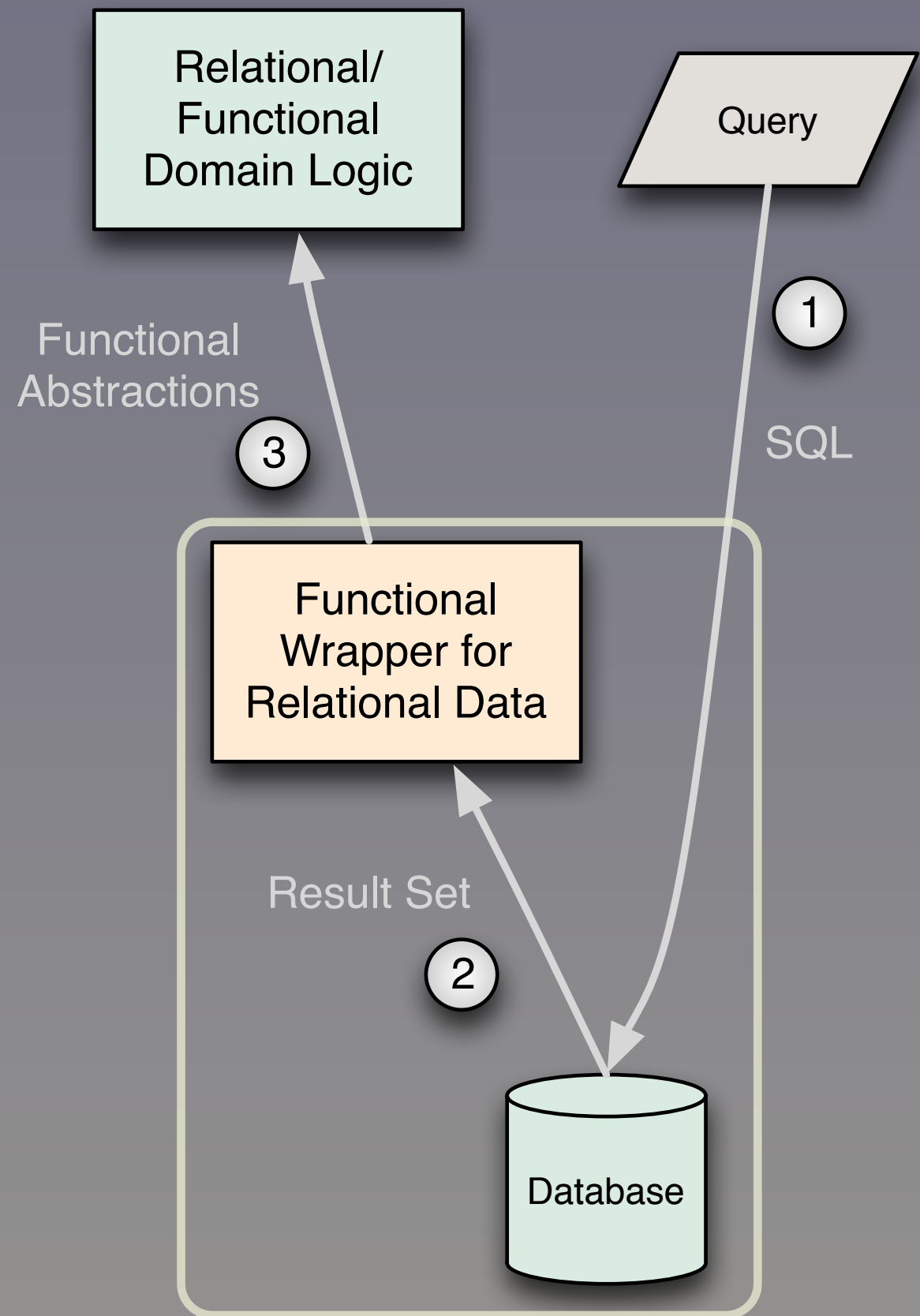
- Sets

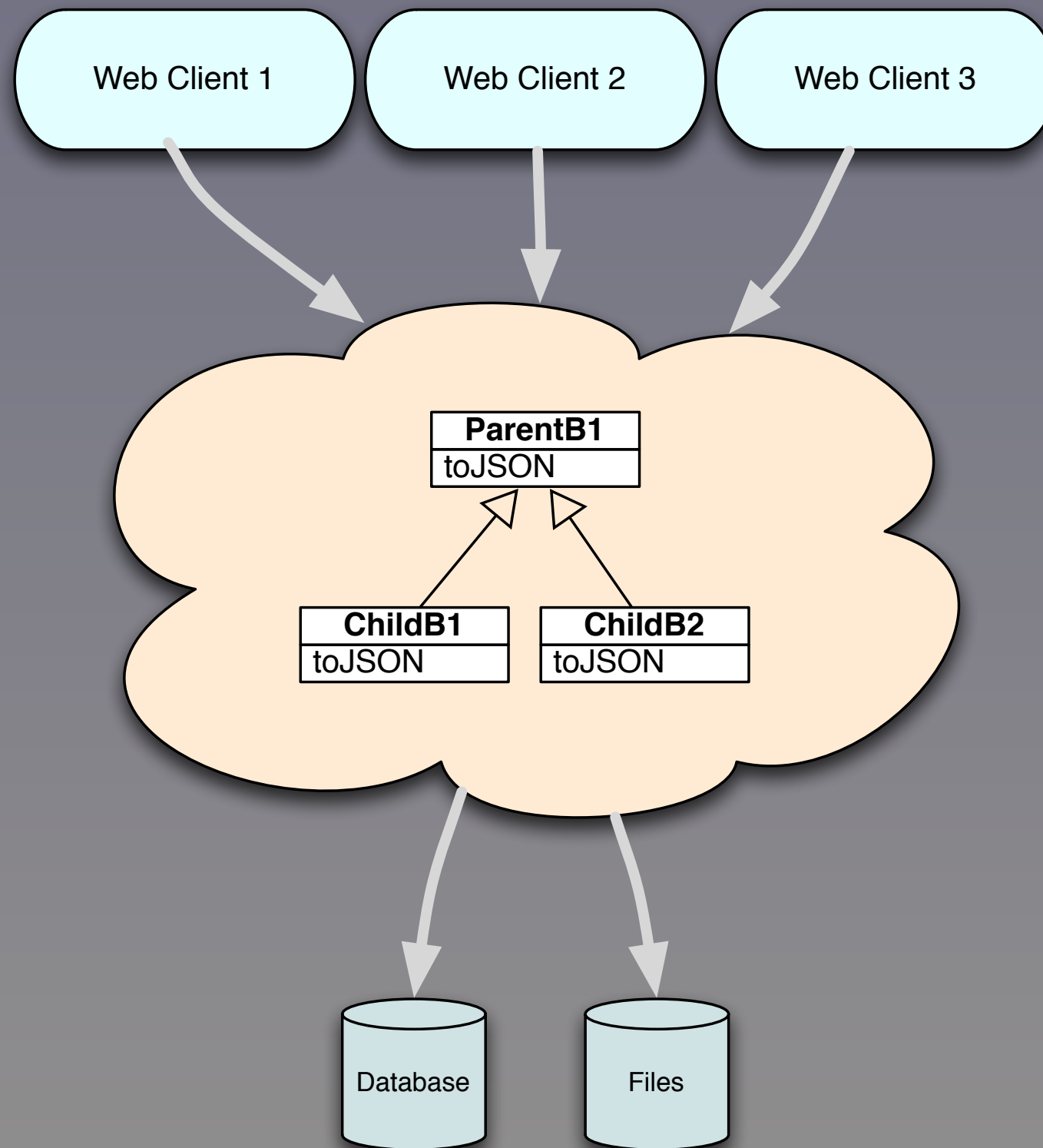
- Trees

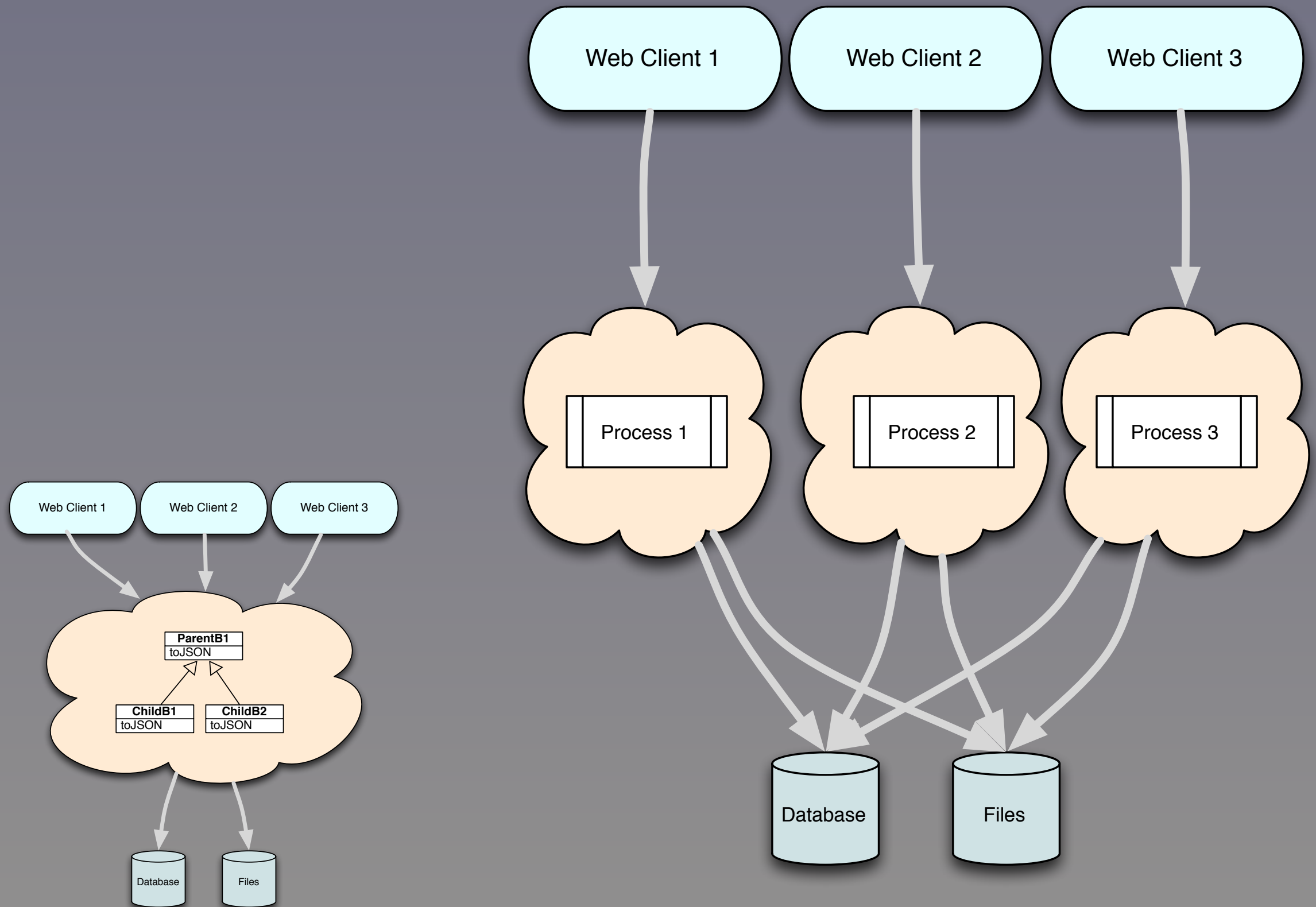
- ...



- NoSQL?
- Cassandra, HBase
- Riak, Redis
- MongoDB
- Neo4J
- ...





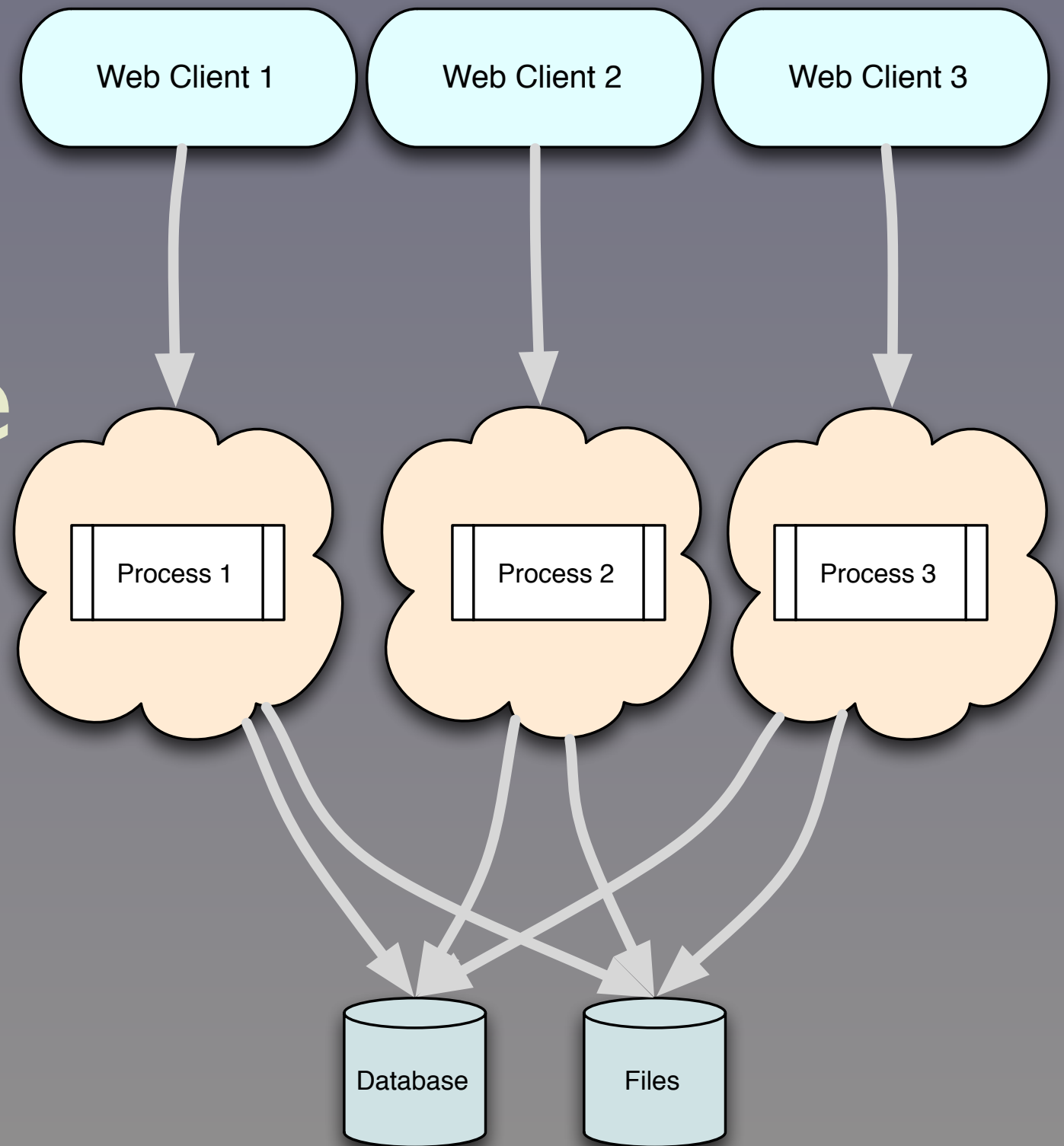


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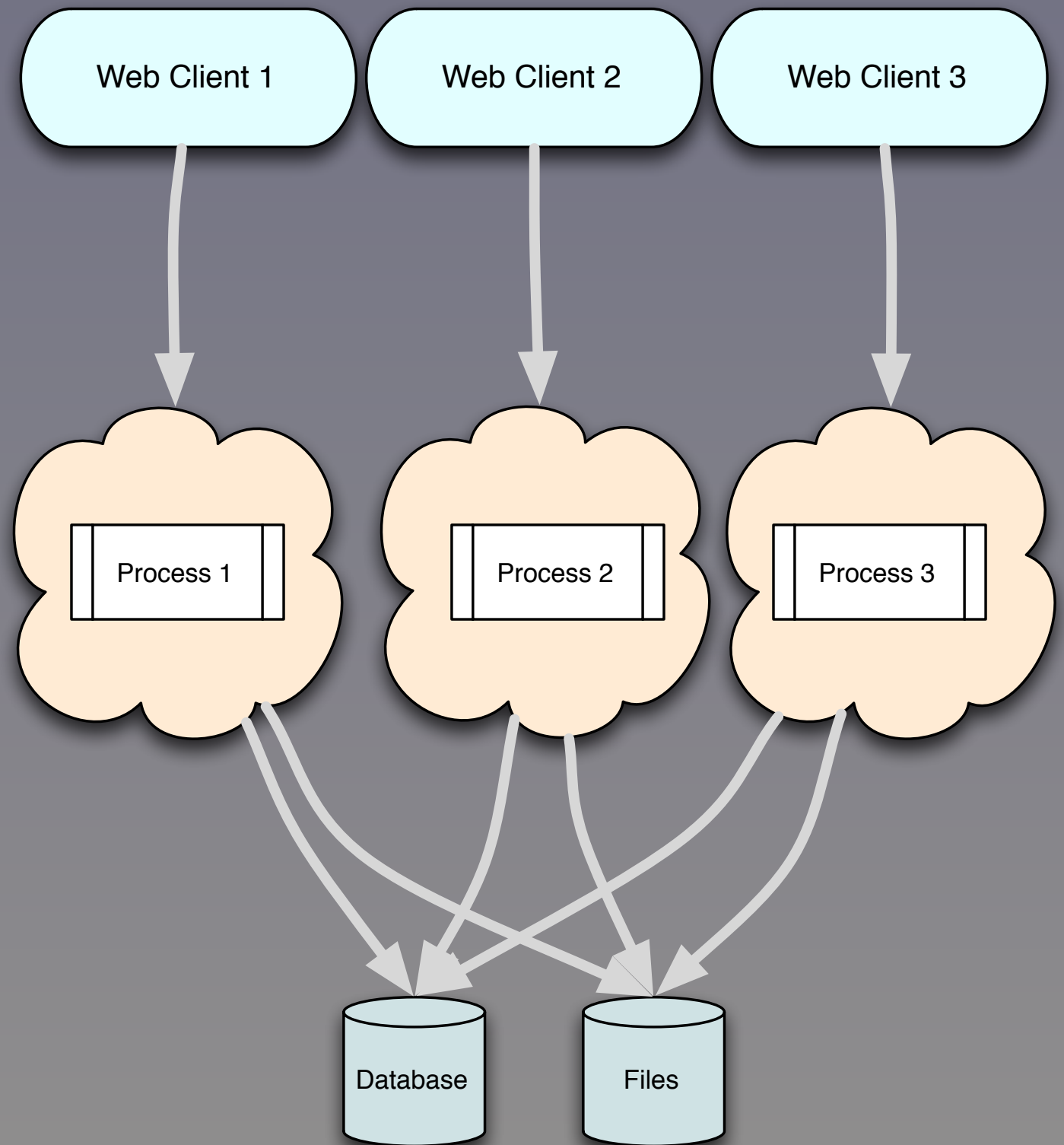
In a broader view, object models tend to push us towards centralized, complex systems that don't decompose well and stifle reuse and optimal deployment scenarios. FP code makes it easier to write smaller, focused services that we compose and deploy as appropriate. Each "ProcessN" could be a parallel copy of another process, for horizontal, "shared-nothing" scalability, or some of these processes could be other services...

Smaller, focused services scale better, especially horizontally. They also don't encapsulate more business logic than is required, and this (informal) architecture is also suitable for scaling ML and related algorithms.

- Smaller, more focused middleware

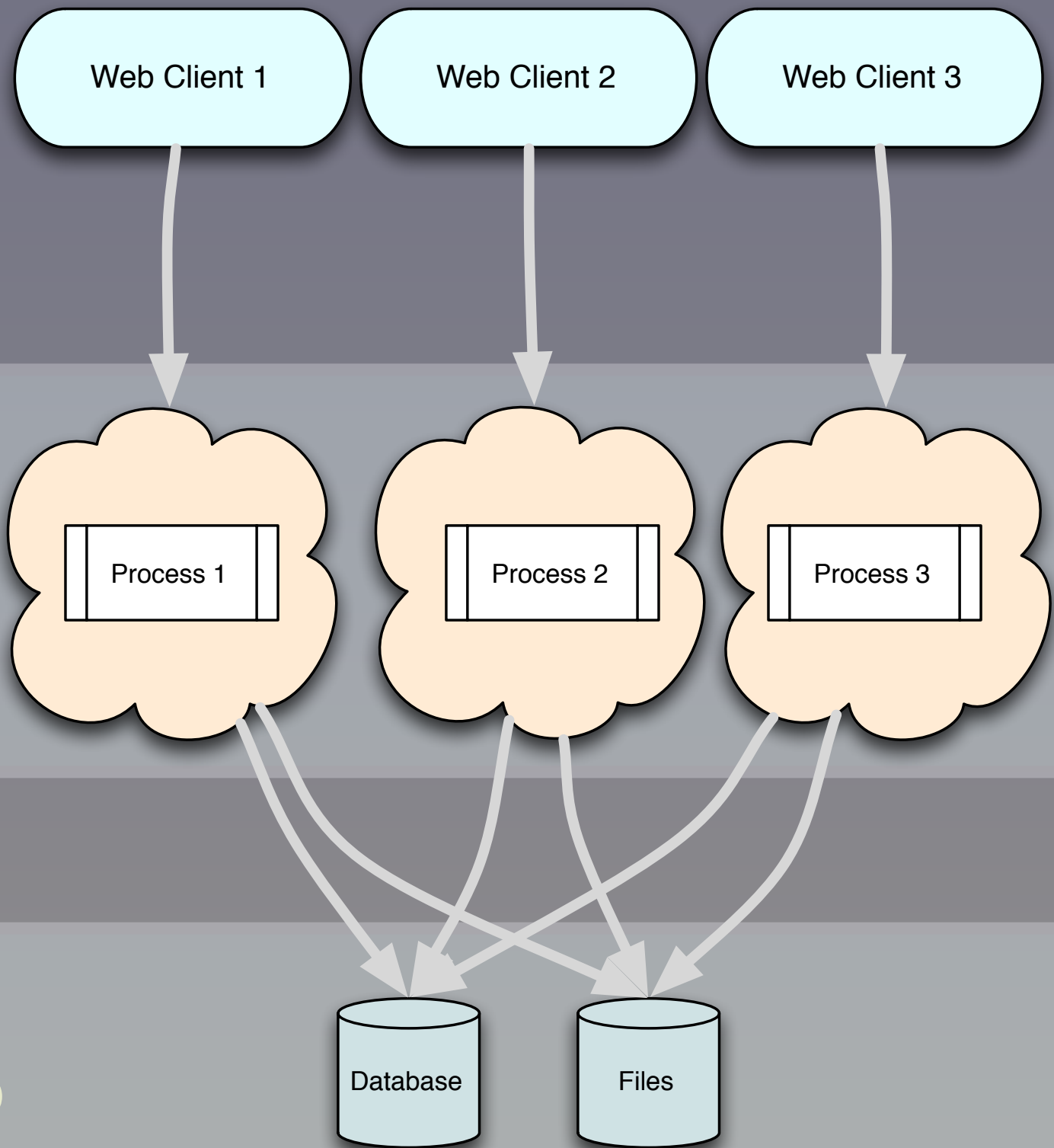


- Data Size ↑
- Formal Schema ↓
- Data-Driven Programs ↑



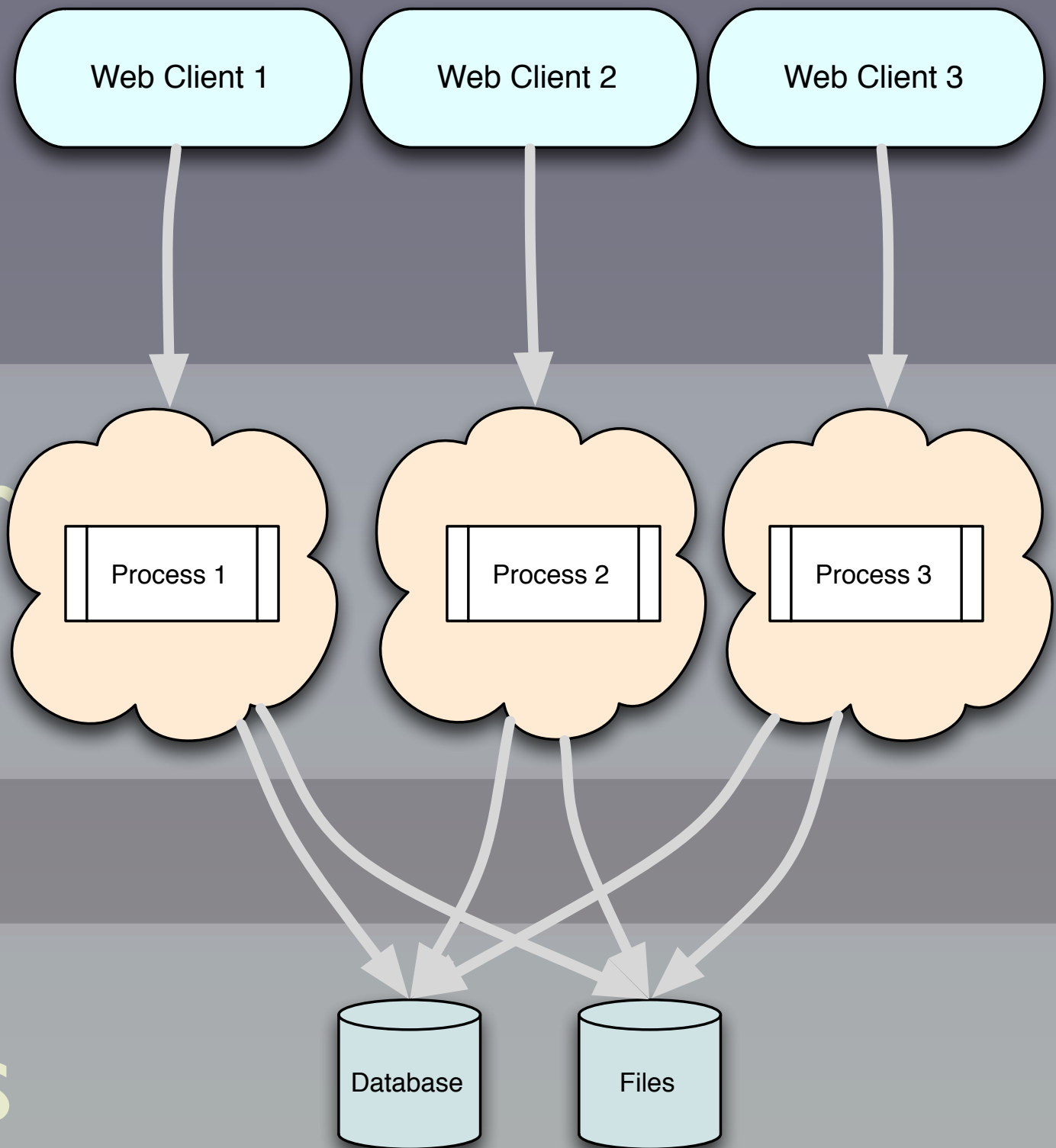
- MapReduce

- Distributed FS



- Hadoop, other middleware

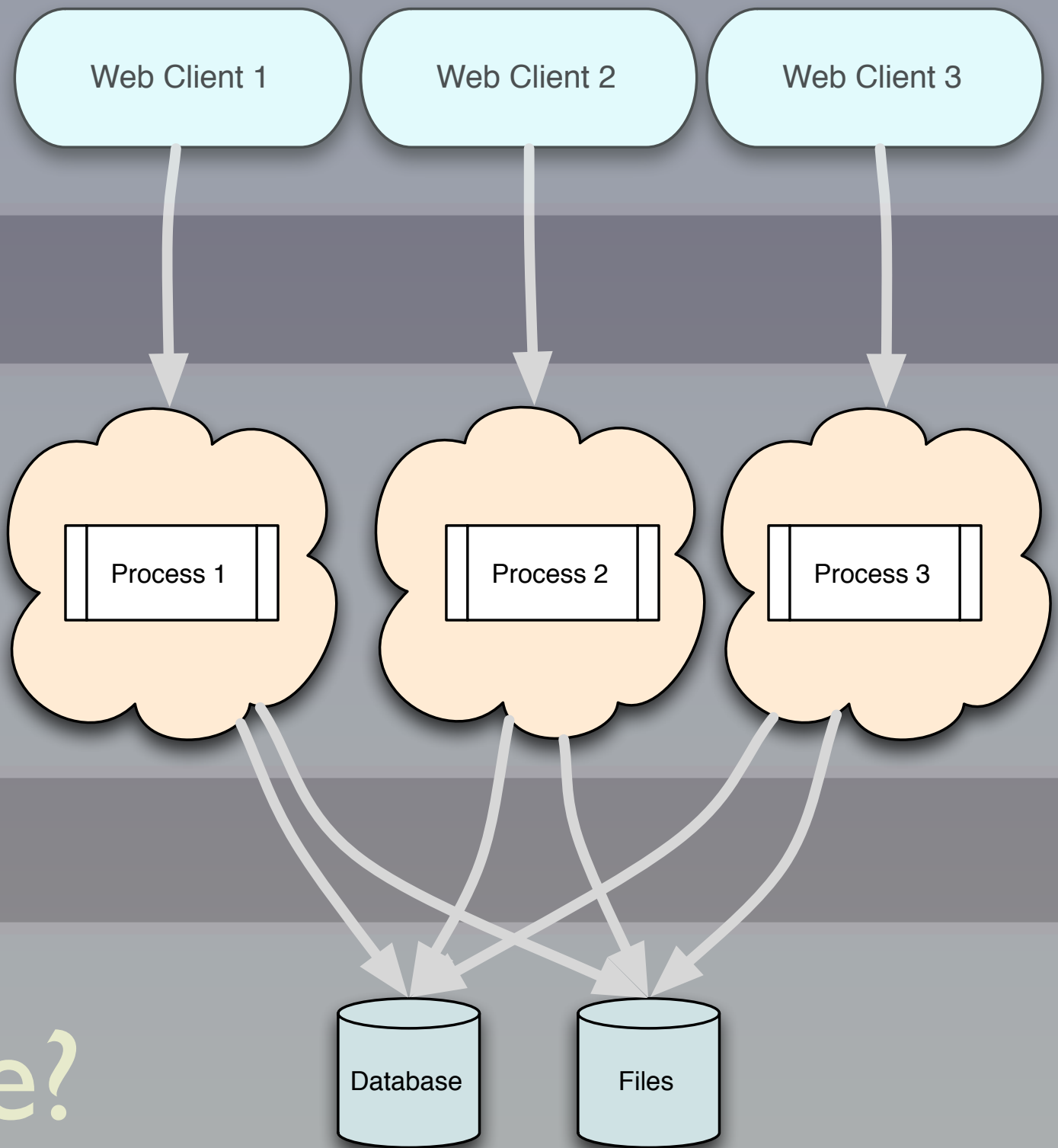
- NoSQL stores




- JSON

- Node.js?

- JSON database?





What Is MapReduce?

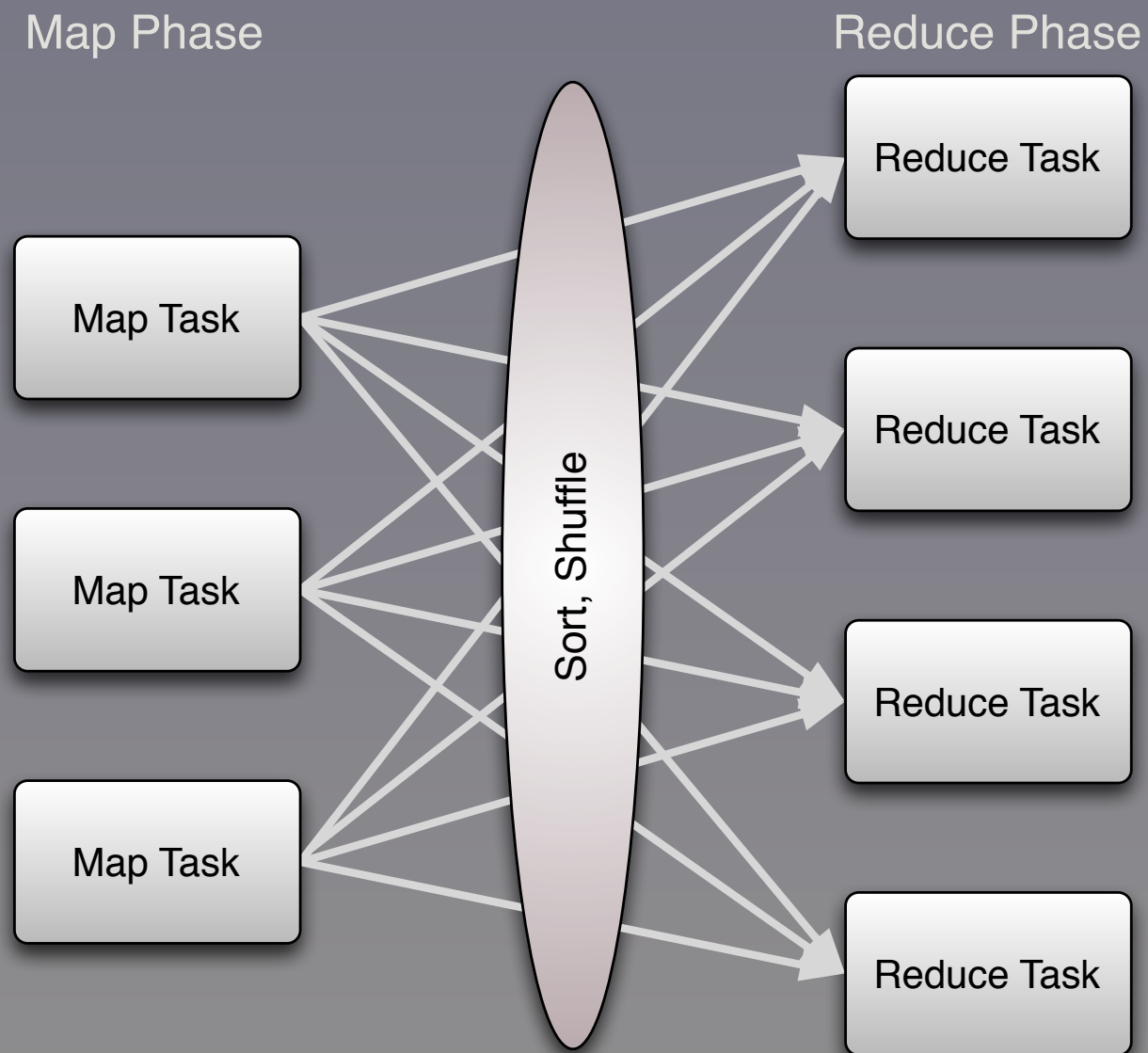
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Let's be clear about what MR actually is.

Photo: Near the Maritime Museum

Anatomy: *MapReduce* Job



Map (or Flatmap):

- Transform *one* input to *0-N* outputs.

Reduce:

- Collect *multiple* inputs into *one* output.



Andrew Whang
@whangsf



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MapReduce without the Reducer
pic.twitter.com/5lQSFYmhAT

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Arguably, Hadoop is our
best, generic* tool for
scaling Big Data
horizontally
(at least today).

By design, Hadoop is
great for batch mode
data crunching.

Not so great for event-
stream processing.

By design, Hadoop is
great for batch mode
data crunching.

Not so great for
transactions.

MapReduce is very
course-grained.

1-Map and
1-Reduce phase...

Spark is a Hadoop MapReduce alternative:

- Distributed computing with in-memory caching.
- Up to 30x faster than MapReduce.
- Developed by Berkeley AMP.

For *Hadoop* in
particularly,
the *Java API* is
hard to use.

Word Count: Hadoop Java API

```
import org.apache.hadoop.io.*;
import org.apache.hadoop.mapred.*;
import java.util.StringTokenizer;

class WCMapper extends MapReduceBase
    implements Mapper<LongWritable, Text, Text, IntWritable> {

    static final IntWritable one = new IntWritable(1);
    static final Text word = new Text; // Value will be set in a non-thread-safe way!

    @Override
    public void map(LongWritable key, Text text,
        OutputCollector<Text, IntWritable> output, Reporter reporter) {
        String[] tokens = text.toString.split("\\s+");
        for (String wordString: tokens) {
            if (wordString.length > 0) {
                word.set(wordString.toLowerCase());
                output.collect(word, one);
            }
        }
    }
}
```

The '90s called. They
want their EJBs back!

```
class Reduce extends MapReduceBase
    implements Reducer[Text, IntWritable, Text, IntWritable] {

    public void reduce(Text keyWord, java.util.Iterator<IntWritable> valuesCounts,
        OutputCollector<Text, IntWritable> output, Reporter reporter) {
        int totalCount = 0;
        while (valuesCounts.hasNext) {
            totalCount += valuesCounts.next.get();
        }
        output.collect(keyWord, new IntWritable(totalCount));
    }
}
```

Word Count: Scalding Scala API

```
import com.twitter.scalding._

class WordCountJob(args: Args) extends Job(args)
{
  TextLine( args("input") )
  .read
  .flatMap('line -> 'word) {
    line: String =>
      line.trim.toLowerCase
        .split("\\W+")
  }
  .groupBy('word) {
    group => group.size('count)
  }
}
.write(Tsv(args("output")))
```

That's It!!

Word Count: Spark Scala API

```
object WordCountSpark {  
  def main(args: Array[String]) {  
    val file = spark.textFile(args(0))  
    val counts = file.flatMap(  
      line => line.split("\\W+"))  
      .map(word => (word, 1))  
      .reduceByKey(_ + _)  
    counts.saveAsTextFile(args(1))  
  }  
}
```

Also small and concise!



Usage Scenarios

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Let's look at some usage scenarios to understand the strengths and weaknesses of Hadoop-oriented solutions vs. NoSQL-oriented solutions.

Photo: Transamerica Building in San Francisco

TL;DR

- *Hadoop*
- Very flexible compute model
- “Table” scans
- Batch mode
- *NoSQL / SQL*
- Focused on a data model
- Transactional
- Event driven

TL;DR

Need both?

Hadoop is often used
with a *NoSQL* store.

Low-cost Data Warehouse



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Data warehouse systems hit scalability limits and cost/TB concerns at large scale...
Some SQL-based data warehouse systems can cost 100x (per TB) what Hadoop costs. You trade off maturity for cost and flexibility.

Problem:

Your current *data warehouse* can only store *6-months* of data without a *\$1M upgrade*.

Traditional DW

- *Pros*
- Mature
- Rich SQL, analytics
- Mid-size Data
- *Cons*
- Expensive - \$/TB
- Scalability limits

Solution?

Replace the
data warehouse
with *NoSQL*?

*SQL is very important
for data warehouse
applications.*

NoSQL does give you the more cost-effective storage, but SQL is very important for most DW applications, so your “NoSQL” store would need a powerful query tool to support common DW scenarios. However, DW experts usually won’t tolerate anything that isn’t SQL. Note that Cassandra is one of several NoSQL and “NewSQL” databases with a SQL dialect.

Solution?

Replace the
data warehouse
with *Hadoop*?

- *Traditional DW*

- + Mature

- + Rich SQL, analytics

- Scalability

- \$\$/TB

- *Hadoop*

- Less mature

- + Improving SQL

- + Scalable!

- + Low \$/TB

Hadoop has become a popular *data warehouse* supplement/replacement.

Many of my projects have offloaded an overburdened or expensive traditional data warehouse to Hadoop. Sometimes a wholesale replacement, but more often a supplemental strategy, at least for a transitional period of some duration.

SQL on Hadoop

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Let's discuss the SQL options now, as I consider them very important. Otherwise, the majority of Data Analysts and casual SQL users would not find Hadoop very useful.

Use SQL when you can!

- Hive: SQL on top of MapReduce.
- Shark: Hive ported to Spark.
- Impala: HiveQL with new, faster back end.
- Lingual: ANSI SQL on Cascading.

Word Count in Hive SQL!

```
CREATE TABLE docs (line STRING);  
LOAD DATA INPATH '/path/to/docs'  
INTO TABLE docs;
```

```
CREATE TABLE word_counts AS  
SELECT word, count(1) AS count FROM  
(SELECT explode(split(line, '\W+'))  
AS word FROM docs) w  
GROUP BY word  
ORDER BY word;
```

Works for Hive, Shark, and Impala

Hive

- SQL dialect.
- Uses MapReduce (today...).
- So annoying latency.
- First SQL on Hadoop.
- Developed by Facebook.

Shark

- HiveQL front end.
- Spark back end.
- Provides better performance.
- Developed by Berkeley AMP.

Impala

- HiveQL front end.
- C++ and Java back end.
- Provides up to 100x performance improvement!
- Developed by Cloudera.

MapReduce EoL??

- Impala is one of many examples where MapReduce is being replaced with more performant and flexible compute models.

Lingual

- ANSI SQL front end.
- Cascading back end.
- Same strengths/weaknesses for runtime performance as Hive.

Search



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Improving information search and retrieval, usually through some means of indexing. An example of a return to a technology customized for a particular class of problems, as opposed to relying on something very generic, like Hadoop.

Lucene with Solr or ElasticSearch

*A specific solution
for search.*

Event Stream Processing



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Data warehouse systems hit scalability limits and cost/TB concerns at large scale...

Recall, Hadoop is *great*
for *batch mode* data
crunching.

Not so great for *event-*
stream processing.



Storm!

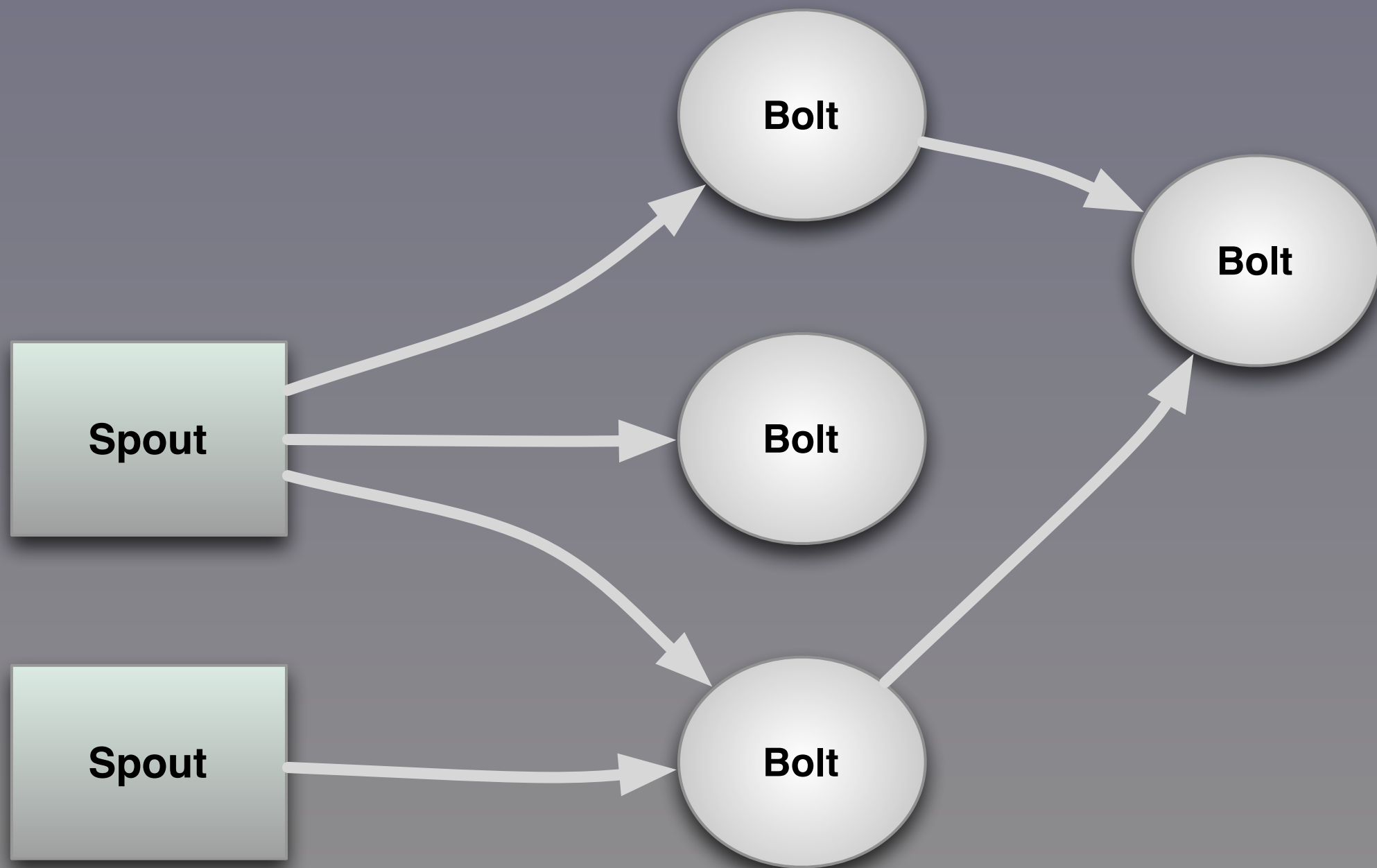
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Nathan Marz's Storm system for scalable, distributed event stream processing. A complement to Hadoop, as he describes in detail in his book "Big Data" (Manning).

Photo: Top of the AON Building in Chicago after a Storm passed through.

Storm implements
reliable, distributed
event processing.



In Storm terminology, Spouts are data sources and bolts are the event processors. There are facilities to support reliable message handling, various sources encapsulated in Sprouts and various targets of output. Distributed processing is baked in from the start.

- *Hadoop*

- + Cheap

- + Scalable

- + Commercial Support

- Batch mode

- *Storm*

- Less mature

- + Robust

- Commercial Support

- + Event Streams

If you need to respond to event streams, Hadoop simply isn't suitable. Storm is one possible solution. It was designed for this problem, but it is less mature and commercial support is just starting to appear.

Databases to the Rescue?



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Photo: Actually, this is another Chicago photo, looking out my condo window. (These heavy-lift helicopters are used to lift new heating and air conditioning units from the street to the tops of buildings.)

SQL or NoSQL Databases?

Databases are designed for fast, transactional updates.

So, consider a database for event processing.

Using Hadoop?

Combine HBase
(a NoSQL database)
with Hadoop.

Machine Learning



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ML includes recommendation engines (e.g., the way Netflix recommends movies to you or Amazon recommends products), classification (e.g., SPAM classifiers, character and image recognition), and clustering. Other specialized examples include text mining and other forms of natural language processing (NLP).

- *Recommendations*: Netflix movies, Amazon products, ...
- *Classification*: SPAM filters, character recognition, ...
- *Clustering*: Find groups in social networks, ...

Arbitrary ML algorithms
can be implemented
using *MapReduce*,
but they tend to be
iterative.

Pattern

A new toolkit for writing
models in SAS , etc.,
then run them on
Cascading.

Spark

Alternative to
MapReduce with more
flexible and composable
abstractions.

Spark

Originally designed for
Machine Learning.

Train with Hadoop, etc.
Serve requests with
NoSQL store.

A common model is to use Hadoop to train models (e.g., recommendation engine) over very large data set, then store the model in an event-processing system (NoSQL, Storm) to serve requests in real time. (Problem: how do you update the model to reflect new inputs? Rerun training periodically or use an “online” algorithm – out of scope here!)

Social Network Data



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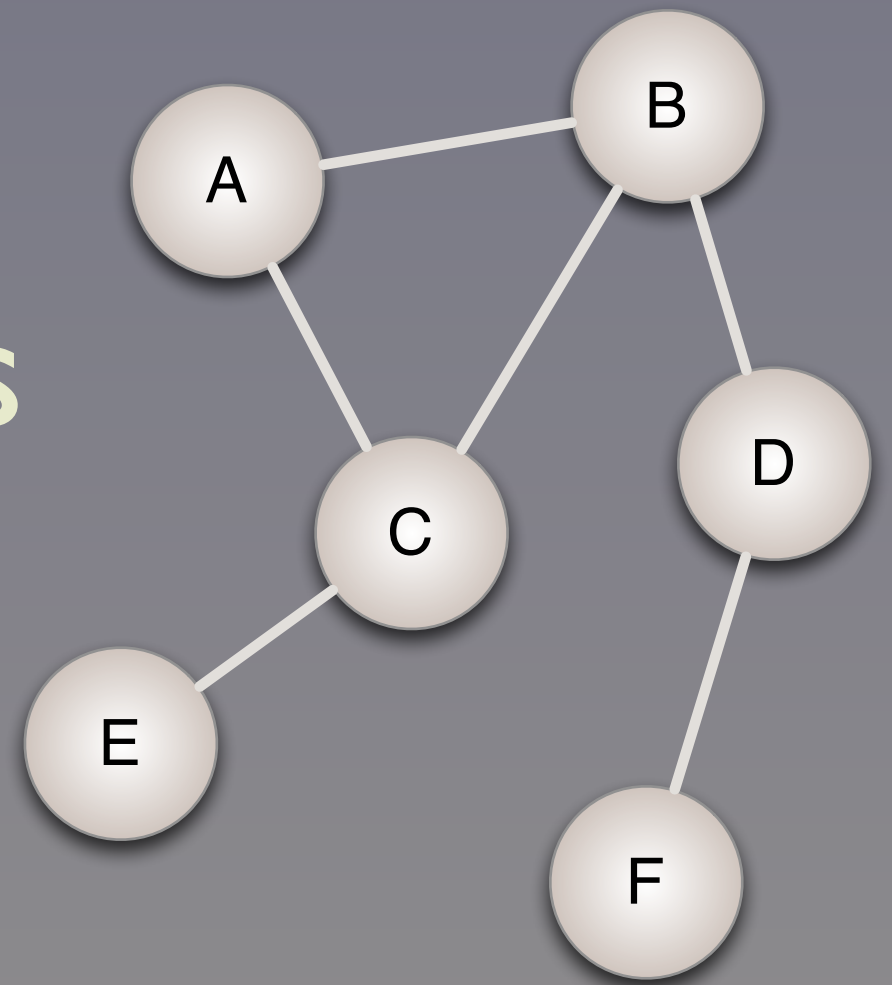
How should you represent associations in social networks, e.g., friends on Facebook, followers on Twitter, ...

Google's Page Rank

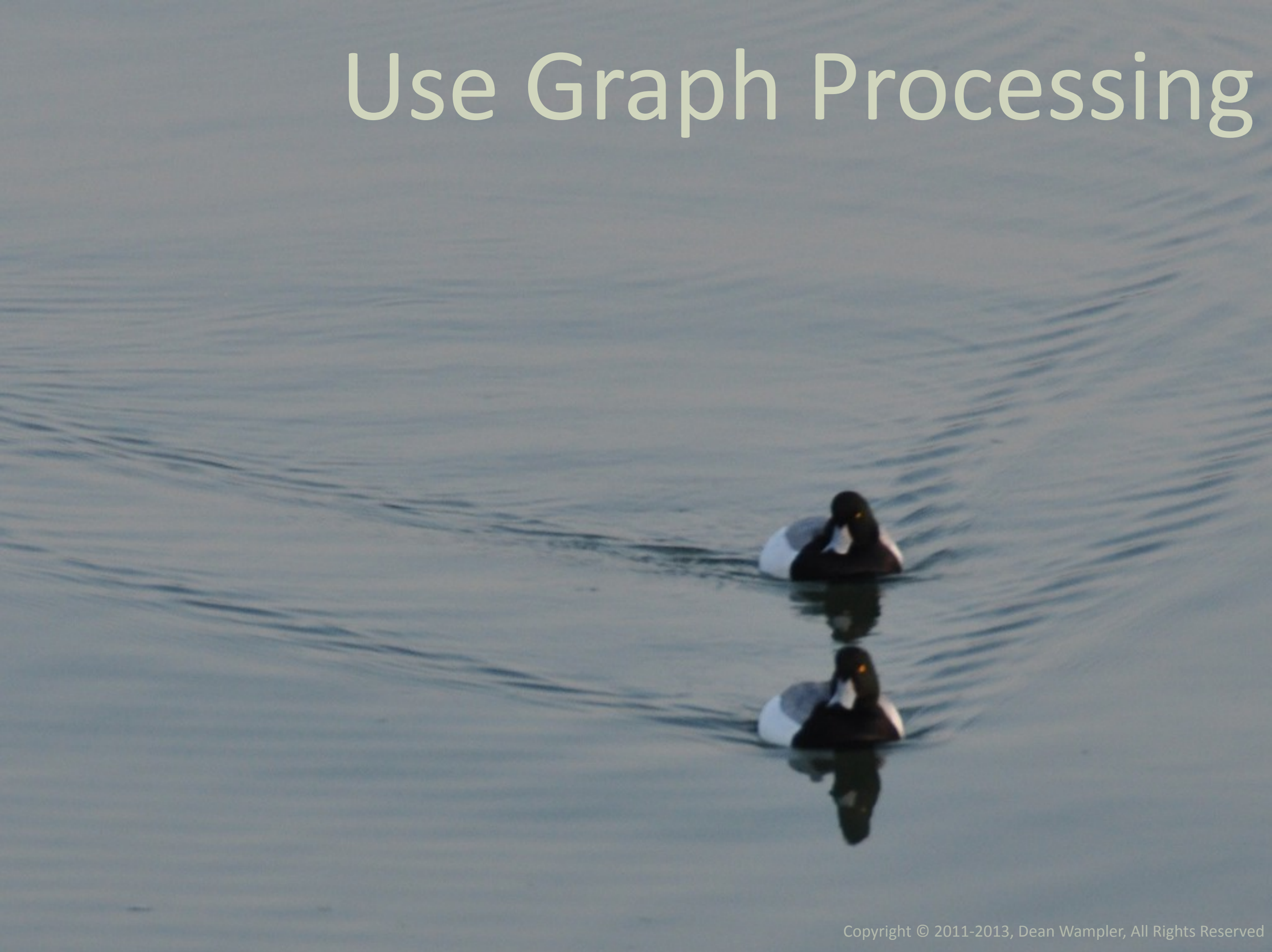
Google invented MapReduce,
... but MapReduce is not ideal for
Page Rank and other graph
algorithms.

Why not MapReduce?

- 1 MR job for each iteration that updates all n nodes/edges.
- Graph saved to disk after each iteration.
- ...



Use Graph Processing



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A good summary presentation: <http://www.slideshare.net/shatteredNirvana/pregel-a-system-for-largescale-graph-processing>

Photo: San Francisco Bay

Google's Pregel

- Pregel: New graph framework for Page Rank.
- Bulk, Synchronous Parallel (BSP).
 - Graphs are first-class citizens.
 - Efficiently processes updates...

Open-source Alternatives

- Apache Giraph.
- Apache Hama.
- Aurelius Titan.

Open-source Alternatives

- Neo4J.
 - Mature, single machine graphs.

Neo4J

- Not the same kind of distributed system like Pregel, but
 - More mature.
 - Commercially supported.
 - Maybe you don't need distributed?


So, where are we??



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Some thoughts about where the industry is and where it's headed.



Hadoop works
for batch-
mode
analytics.

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Hadoop MapReduce is the Enterprise Java Beans of our time.

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I worked with EJBs a decade ago. The framework was completely invasive into your business logic. There were too many configuration options in XML files. The framework “paradigm” was a poor fit for most problems (like soft real time systems and most algorithms beyond Word Count). Internally, EJB implementations were inefficient and hard to optimize, because they relied on poorly considered object boundaries that muddled more natural boundaries. (I’ve argued in other presentations and my “FP for Java Devs” book that OOP is a poor modularity tool...)

The fact is, Hadoop reminds me of EJBs in almost every way. It’s a 1st generation solution that mostly works okay and people do get work done with it, but just as the Spring Framework brought an essential rethinking to Enterprise Java, I think there is an essential rethink that needs to happen in Big Data, specifically around Hadoop. The functional programming community, is well positioned to create it...

NoSQL scales well, fits
non-relational problems.



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Purpose-built Tools for special Scenarios



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I see that a trend where completely generic tooling is giving way to more “purpose-built” tooling, e.g., search and event processing.

Batch Mode + Event-Stream Processing?



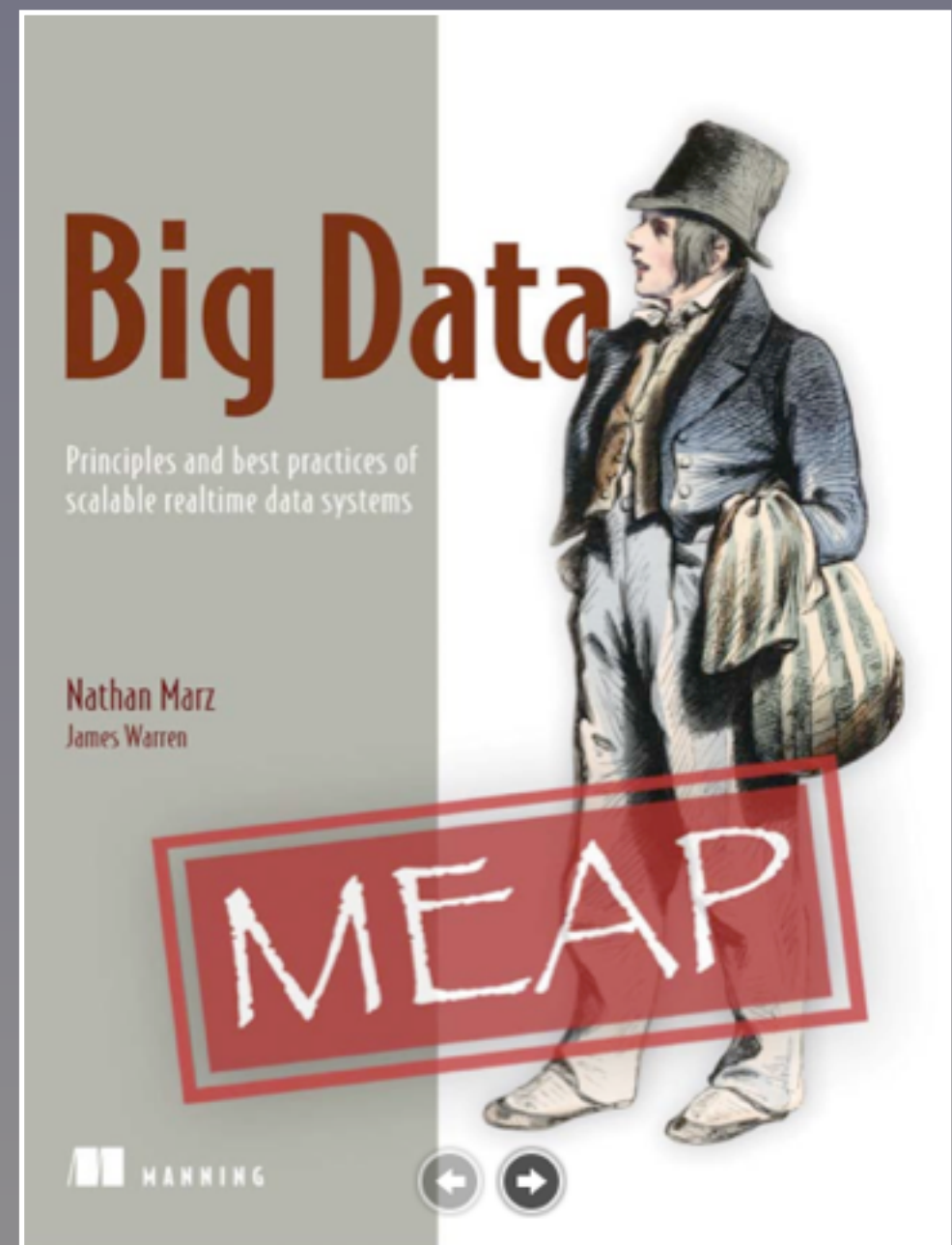
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Now that we have cataloged some issues and solutions, let's recap and look forward.
Photo: Grebe and distorted post reflection.

“Big Data”

Nathan Marz’s
vision for data
systems...



- Use Hadoop for batch-mode processing of very large data sets.
- Use Storm for event handling, e.g., increment updates.
- Use NoSQL for flexible, scalable storage.
- Stir...

SQL Strikes Back!



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NoSQL solves meets lots of requirements better than traditional RDBMSs, but people loves them some SQL!!

Don't overlook SQL

- It's entrenched.
- Organizations want a SQL solution if they can have it.

Hadoop owes a lot of
its popularity to Hive!

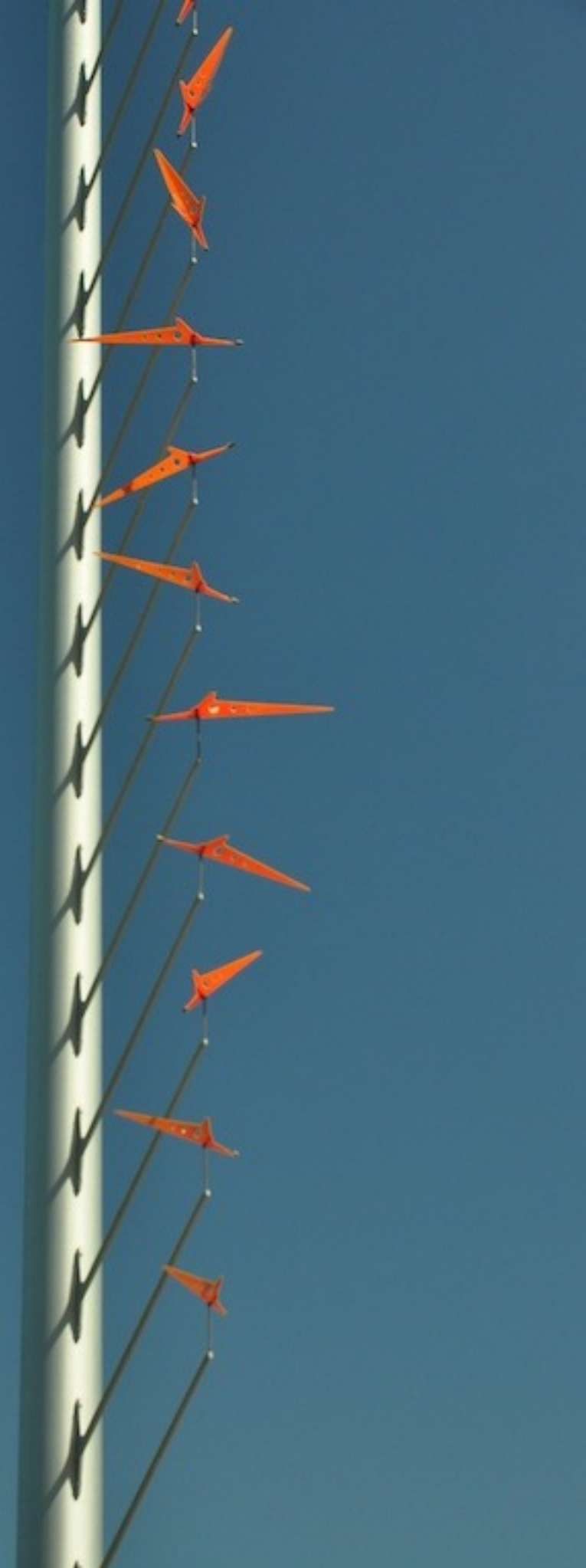
Some “NoSQL”
databases have query
languages (e.g.,
Cassandra, MongoDB).

“NewSQL” databases
are bringing NoSQL
performance to the
relational model.

Examples

- Google Spanner and F1.
- NuoDB.
- VoltDB.

A Final Emerging Trend...



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Both are examples of technologies focused on particular problems.
photo: Trump hotel and residences on the Chicago River.

Probabilistic Programming

- Languages for Probabilistic Graphical Models??
- Bayesian Networks.
- Markov Chains.



Questions?

GOTO Aarhus 2013

October 1, 2013

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polyglotprogramming.com/talks



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Photo: Same sunrise, in Burlingame.

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