

Christopher M. Judd



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CTO and Partner at WS





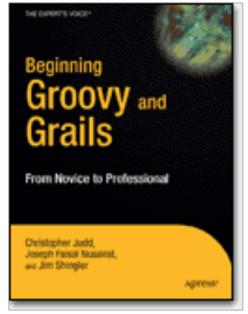


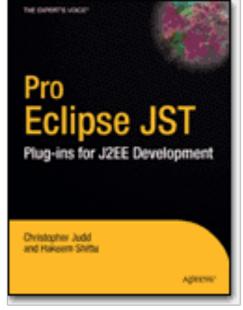
Central Ohio Java Users Group leader

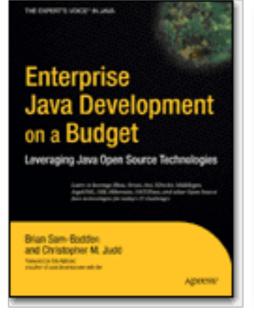
Columbus



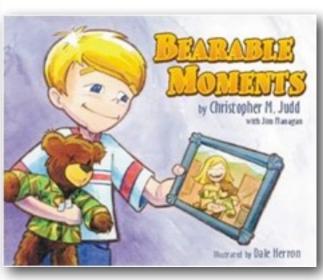
Developer User Group (CIDUG)





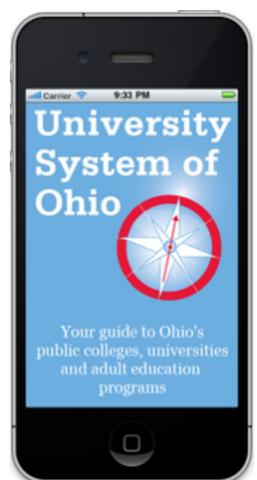






























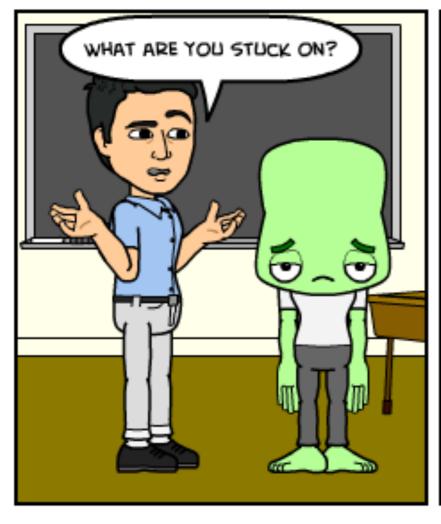


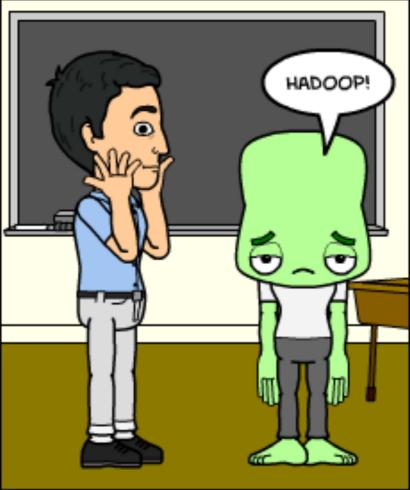




'WHAT IS HADOOP?'

BY HADOOPWIZARD







WWW.BITSTRIPS.COM

INTRODUCTION



What Is Apache Hadoop?

The Apache™ Hadoop® project develops open-source software for reliable, scalable, distributed computing.

The Apache Hadoop software library is a framework that allows for the distributed processing of large data sets across clusters of computers using simple programming models. It is designed to scale up from single servers to thousands of machines, each offering local computation and storage. Rather than rely on hardware to deliver high-availability, the library itself is designed to detect and handle failures at the application layer, so delivering a highly-available service on top of a cluster of computers, each of which may be prone to failures.

The project includes these modules:

- Hadoop Common: The common utilities that support the other Hadoop modules.
- Hadoop Distributed File System (HDFS™): A distributed file system that provides high-throughput access to application data.
- Hadoop YARN: A framework for job scheduling and cluster resource management.
- Hadoop MapReduce: A YARN-based system for parallel processing of large data sets.





Scale up



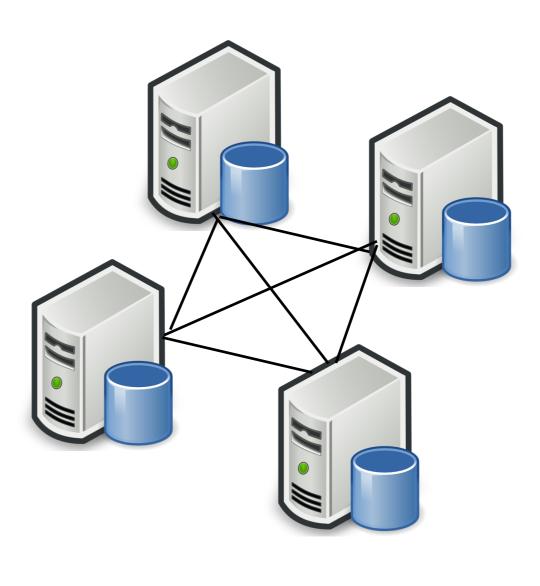
Scale up





Scale up

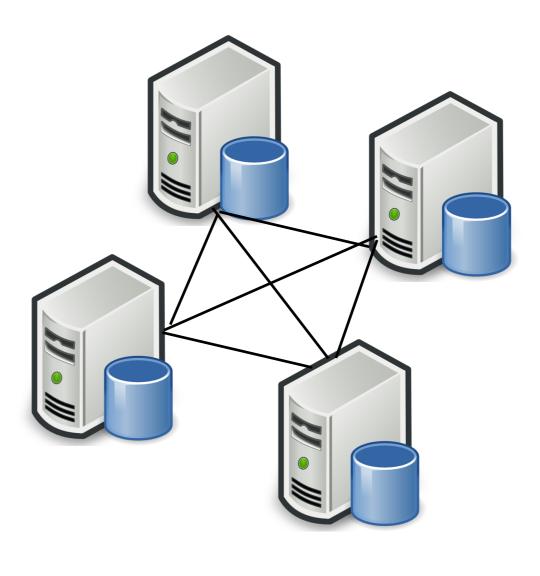




Scale-up

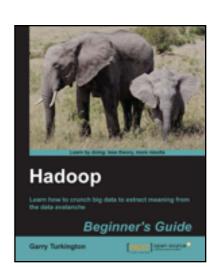


Scale-out



Hadoop Approach

- scale-out
- share nothing
- expect failure
- smart software, dumb hardware
- move processing, not data
- build applications, not infrastructure



What is Hadoop good for?

Don't use Hadoop - your data isn't that big

```
<100 mb - Excel</p>
100 mb > 10 gb - Add memory and use Pandas
100 gb > 1 TB - Buy big hard drive and use Postgres
> 5 TB - life sucks consider Hadoop
```

http://www.chrisstucchio.com/blog/2013/hadoop_hatred.html

if your data fits in RAM it is not Big Data



Madoop is an evolving project





old api

org.apache.hadoop.mapred

new api

org.apache.hadoop.mapreduce



M Hadoop is an evolving project in



MapReduce 1 Classic MapReduce

MapReduce 2 YARN

SETUP





Hadoop Tutorial user/fun4all /opt/data

Configure SSH

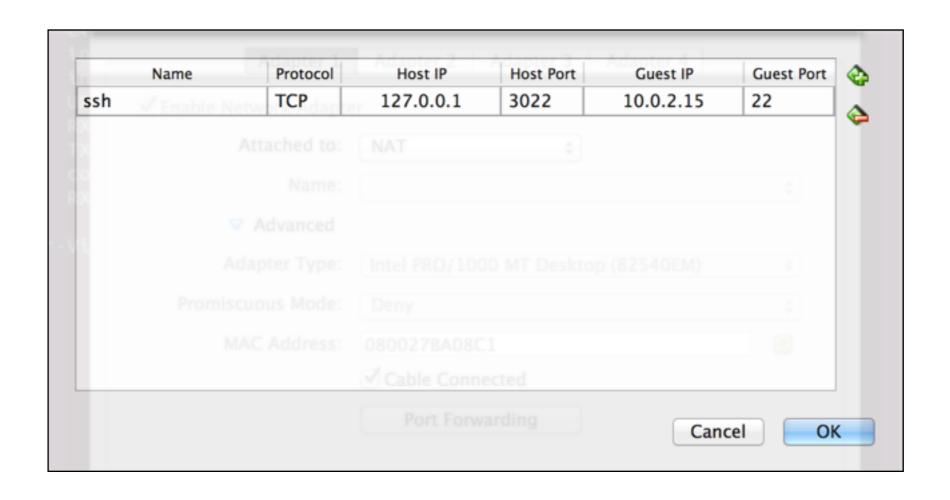
Hadoop Tutorial Practice - Network									
General	System	Display	Storage	Audio	Network	Ports	Shared Folders		
Adapter 1 Adapter 2 Adapter 3 Adapter 4									
✓ Enable Network Adapter									
Attached to: NAT ‡									
	Name:						\$		
▼ Advanced									
	Ada	pter Type:	Intel F	Intel PRO/1000 MT Desktop (82540EM)					
	ous Mode:	Deny	Deny						
	C Address:	08002	080027BA08C1						
✓ Cable Connected									
Port Forwarding									
?							Cancel	ОК	

attach to NAT

Configure SSH

```
user@user-VirtualBox: ~
user@user-VirtualBox:~$ ifconfig
eth0
         Link encap:Ethernet HWaddr 08:00:27:ba:08:c1
          inet addr: 10.0.2.15 | Bcast: 10.0.2.255 | Mask: 255.255.255.0
          inet6 addr: fe80::a00:27ff:feba:8c1/64 Scope:Link
         UP BROADCAST RUNNING MULTICAST MTU:1500 Metric:1
         RX packets:186 errors:0 dropped:0 overruns:0 frame:0
          TX packets:210 errors:0 dropped:0 overruns:0 carrier:0
         collisions:0 txqueuelen:1000
          RX bytes:50163 (50.1 KB) TX bytes:26221 (26.2 KB)
         Link encap:Local Loopback
lo
         inet addr:127.0.0.1 Mask:255.0.0.0
         inet6 addr: ::1/128 Scope:Host
         UP LOOPBACK RUNNING MTU:65536 Metric:1
          RX packets:102 errors:0 dropped:0 overruns:0 frame:0
          TX packets:102 errors:0 dropped:0 overruns:0 carrier:0
          collisions:0 txqueuelen:0
          RX bytes:16666 (16.6 KB) TX bytes:16666 (16.6 KB)
user@user-VirtualBox:~$
```

Configure SSH



add port forwarding rule

SSH'ing

```
$ ssh -p 3022 user@127.0.0.1
user@127.0.0.1's password:
Welcome to Ubuntu 12.04.3 LTS (GNU/Linux 3.8.0-29-generic x86_64)

* Documentation: https://help.ubuntu.com/
Last login: Wed Jun 25 22:53:10 2014 from 10.0.2.2
user@user-VirtualBox:~$
```

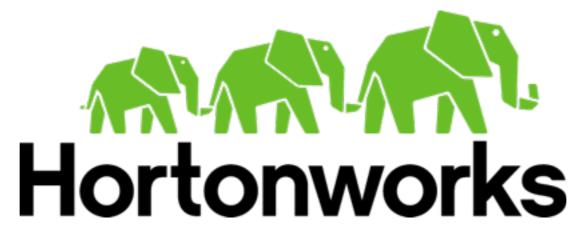
HADDDP



http://hadoop.apache.org/

cloudera®

http://www.cloudera.com/



http://hortonworks.com/



http://www.mapr.com/













































54 distributed stream computing platform

HCatalog



Tez







Add Hadoop User and Group

```
$ sudo addgroup hadoop
$ sudo adduser --ingroup hadoop hduser
$ sudo adduser hduser sudo
$ su hduser
$ cd ~
```

Install Hadoop

```
$ sudo mkdir -p /opt/hadoop
$ sudo tar vxzf /opt/data/hadoop-2.2.0.tar.gz -C /opt/hadoop
$ sudo chown -R hduser:hadoop /opt/hadoop/hadoop-2.2.0
$ vim .bashrc
```

```
# other stuff
# java variables
export JAVA_HOME=/usr/lib/jvm/java-7-openjdk-amd64

# hadoop variables
export HADOOP_HOME=/opt/hadoop/hadoop-2.2.0
export PATH=$PATH:$HADOOP_HOME/bin
export PATH=$PATH:$HADOOP_HOME/sbin
export HADOOP_MAPRED_HOME=$HADOOP_HOME
export HADOOP_COMMON_HOME=$HADOOP_HOME
export HADOOP_COMMON_HOME=$HADOOP_HOME
export HADOOP_HOFS_HOME=$HADOOP_HOME
export YARN_HOME=$HADOOP_HOME
```

- \$ source .bashrc
- \$ hadoop version

Run Hadoop Job

\$ hadoop jar \$HADOOP_HOME/share/hadoop/mapreduce/hadoop-mapreduce-examples-2.2.0.jar pi 4 1000

Quasi-Monte Carlo method

From Wikipedia, the free encyclopedia

In numerical analysis, quasi-Monte Carlo method is a method for numerical integration and solving some other problems using low-discrepancy sequences (also called quasi-random sequences or sub-random sequences). This is in contrast to the regular Monte Carlo method or Monte Carlo integration, which are based on sequences of pseudorandom numbers.

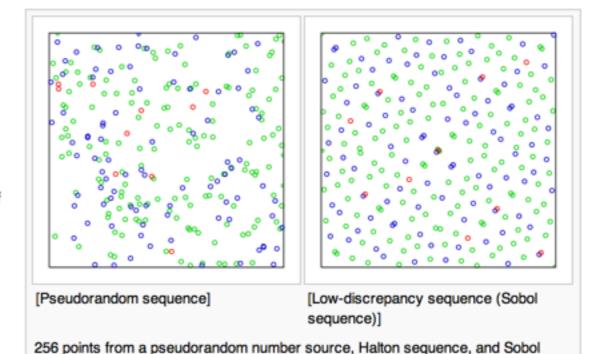
Monte Carlo and quasi-Monte Carlo methods are stated in a similar way. The problem is to approximate the integral of a function f as the average of the function evaluated at a set of points $x_1, ..., x_N$:

$$\int_{[0,1]^s} f(u) \, du \approx \frac{1}{N} \sum_{i=1}^N f(x_i).$$

Since we are integrating over the s-dimensional unit cube, each x_i is a vector of s elements. The difference between quasi-Monte Carlo and Monte Carlo is the way the x_i are chosen. Quasi-Monte Carlo uses a low-discrepancy sequence such as the Halton sequence, the Sobol sequence, or the Faure sequence, whereas Monte Carlo uses a pseudorandom

sequence. The advantage of using low-discrepancy sequences is a faster rate of convergence. Quasi-Monte Carlo has a rate of convergence close to O(1/N), whereas the rate for the Monte Carlo method is O(N^{-0.5}).^[1]

The Quasi-Monte Carlo method recently became popular in the area of mathematical finance or computational finance.^[1] In these areas, high-dimensional numerical integrals, where the integral should be evaluated within a threshold ε, occur frequently. Hence, the Monte Carlo method and the quasi-Monte Carlo method are beneficial in these situations.



sequence (red=1,..,10, blue=11,..,100, green=101,..,256). Points from Sobol

sequence are more evenly distributed.

\$ hadoop jar \$HADOOP_HOME/share/hadoop/mapreduce/hadoop-mapreduce-examples-2.2.0.jar

aggregatewordcount: An Aggregate based map/reduce program that counts the words in the input files.

aggregatewordhist: An Aggregate based map/reduce program that computes the histogram of the words in the input files.

bbp: A map/reduce program that uses Bailey-Borwein-Plouffe to compute exact digits of Pi.

dbcount: An example job that count the pageview counts from a database.

distbbp: A map/reduce program that uses a BBP-type formula to compute exact bits of Pi.

grep: A map/reduce program that counts the matches of a regex in the input.

join: A job that effects a join over sorted, equally partitioned datasets

multifilewc: A job that counts words from several files.

pentomino: A map/reduce tile laying program to find solutions to pentomino problems.

pi: A map/reduce program that estimates Pi using a quasi-Monte Carlo method.

randomtextwriter: A map/reduce program that writes IOGB of random textual data per node.

randomwriter: A map/reduce program that writes IOGB of random data per node.

secondarysort: An example defining a secondary sort to the reduce.

sort: A map/reduce program that sorts the data written by the random writer.

sudoku: A sudoku solver.

teragen: Generate data for the terasort

terasort: Run the terasort

teravalidate: Checking results of terasort

wordcount: A map/reduce program that counts the words in the input files.

wordmean: A map/reduce program that counts the average length of the words in the input files.

wordmedian: A map/reduce program that counts the median length of the words in the input files.

wordstandarddeviation: A map/reduce program that counts the standard deviation of the length of the words in the input files.

\$ hadoop jar \$HADOOP_HOME/share/hadoop/mapreduce/hadoop-mapreduce-examples-2.2.0.jar pi
Usage: org.apache.hadoop.examples.QuasiMonteCarlo <nMaps> <nSamples>

Lab I

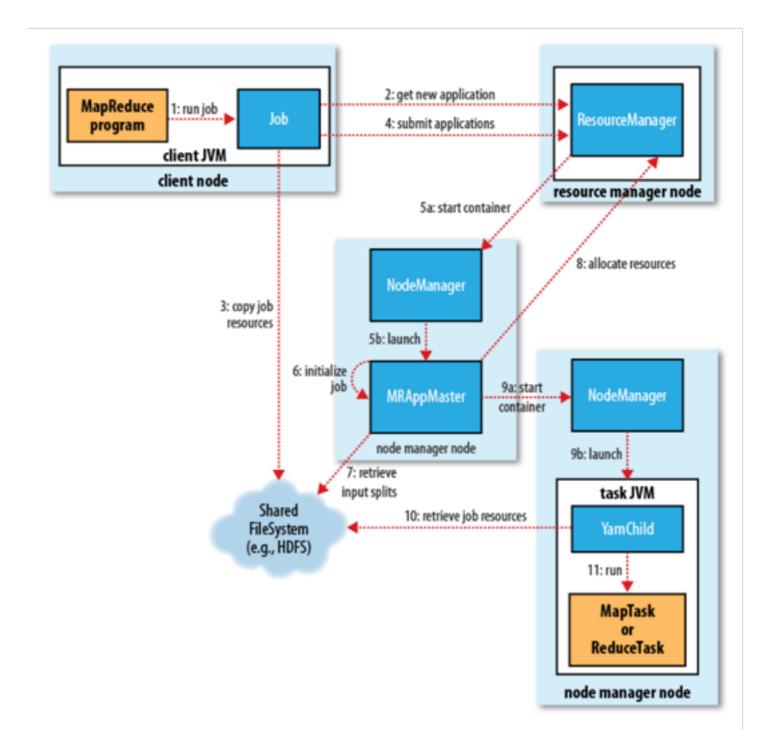
- I. Create Hadoop user and group
- 2. Install Hadoop
- 3. Run example Hadoop job such as pi

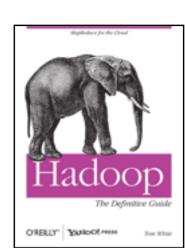
Local Standalone mode

Pseudo-distributed mode

Fully distributed mode

HADDDP PSEUDO-DISTRIBUTED





Configure YARN

\$ sudo vim etc/hadoop/yarn-site.xml

Configure Map Reduce

\$ sudo mv etc/hadoop/mapred-site.xml.template etc/hadoop/mapred-site.xml
\$ sudo vim etc/hadoop/mapred-site.xml

```
<configuration>
  configuration>
     <name>mapreduce.framework.name</name>
     <value>yarn</value>
     </property>
</configuration>
```

Configure passwordless login

```
$ ssh-keygen -t rsa -P ''
$ cat ~/.ssh/id_rsa.pub >> ~/.ssh/authorized_keys
$ ssh localhost
$ exit
```

Configure JAVA_HOME

\$ vim etc/hadoop/hadoop-env.sh

```
# other stuff
export JAVA_HOME=/usr/lib/jvm/java-7-openjdk-amd64
# more stuff
```

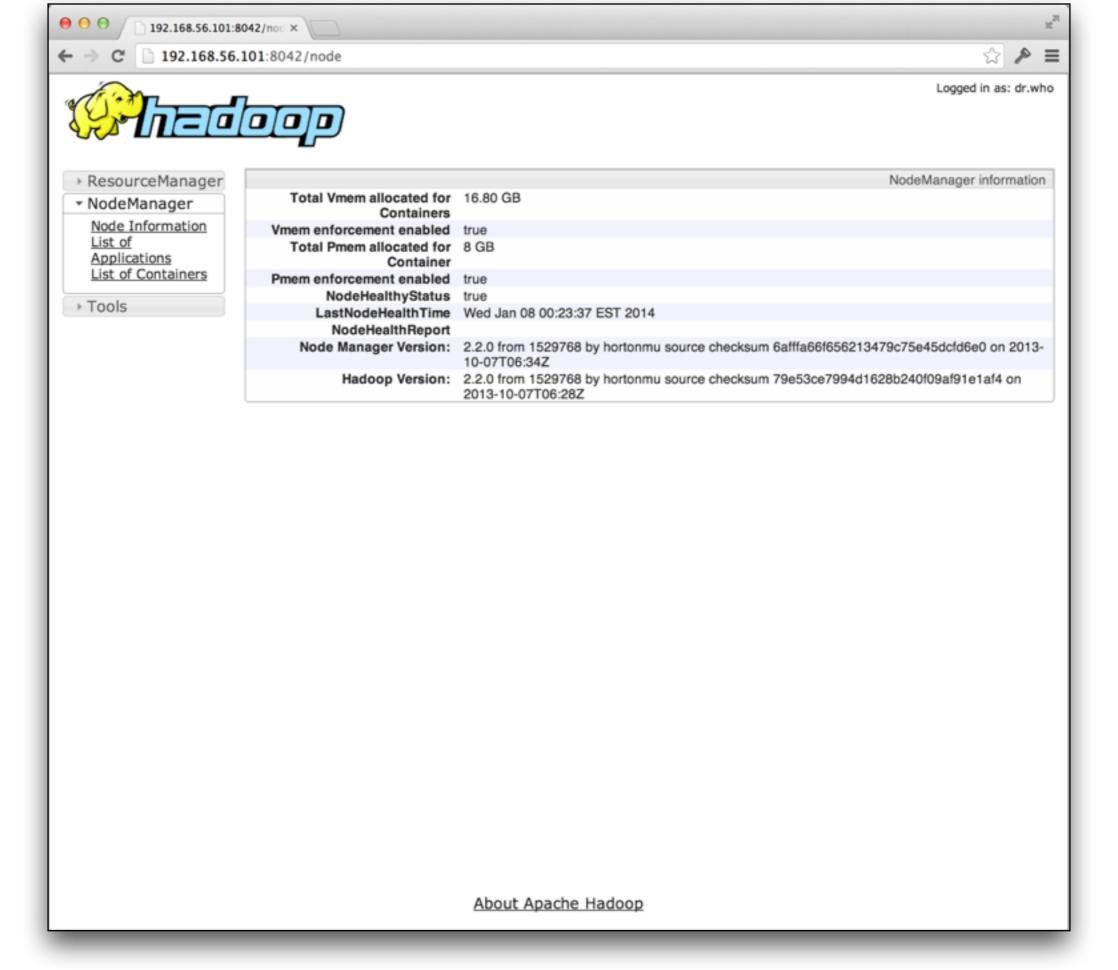
Start YARN

\$ start-yarn.sh

```
$ jps
8355 Jps
8318 NodeManager
8090 ResourceManager
```

Run Hadoop Job

\$ hadoop jar \$HADOOP_HOME/share/hadoop/mapreduce/hadoop-mapreduce-examples-2.2.0.jar pi 4 1000

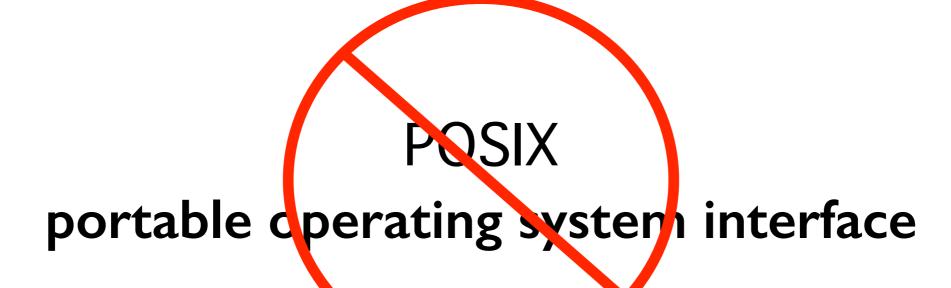


http://localhost:8042/node

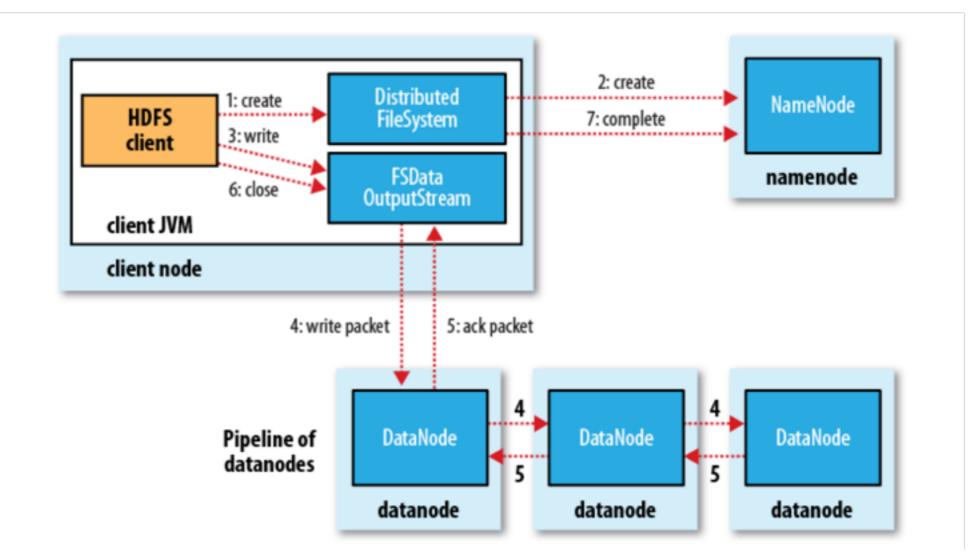
Lab 2

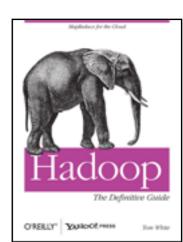
- I. Configure YARN
- 2. Configure Map Reduce
- 3. Configure passwordless login
- 4. Configure JAVA_HOME
- 5. Start YARN
- 6. Run pi job

HDF5

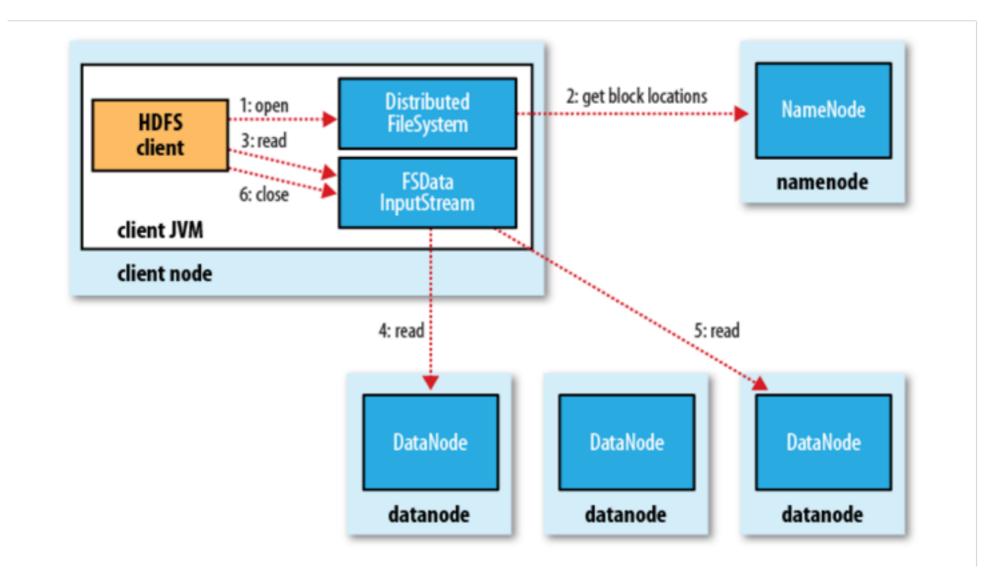


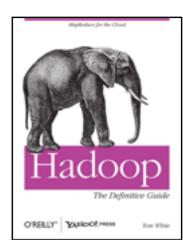
Writing Data





Reading Data





Configure HDFS

```
$ sudo mkdir -p /opt/hdfs/namenode
$ sudo mkdir -p /opt/hdfs/datanode
$ sudo chmod -R 777 /opt/hdfs
$ sudo chown -R hduser:hadoop /opt/hdfs
$ cd /opt/hadoop/hadoop-2.2.0
$ sudo vim etc/hadoop/hdfs-site.xml
```

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-stylesheet type="text/xsl" href="configuration.xsl"?>
<configuration>
 cproperty>
   <name>dfs.replication</name>
   <value>1</value>
 </property>
 cproperty>
   <name>dfs.namenode.name.dir
   <value>file:/opt/hdfs/namenode</value>
 </property>
 property>
   <name>dfs.datanode.data.dir</name>
   <value>file:/opt/hdfs/datanode</value>
 </property>
</configuration>
```

Format HDFS

\$ hdfs namenode -format

Configure Core

\$ sudo vim etc/hadoop/core-site.xml

Start HDFS

\$ start-dfs.sh

```
$ jps
6433 DataNode
6844 Jps
6206 NameNode
6714 SecondaryNameNode
```

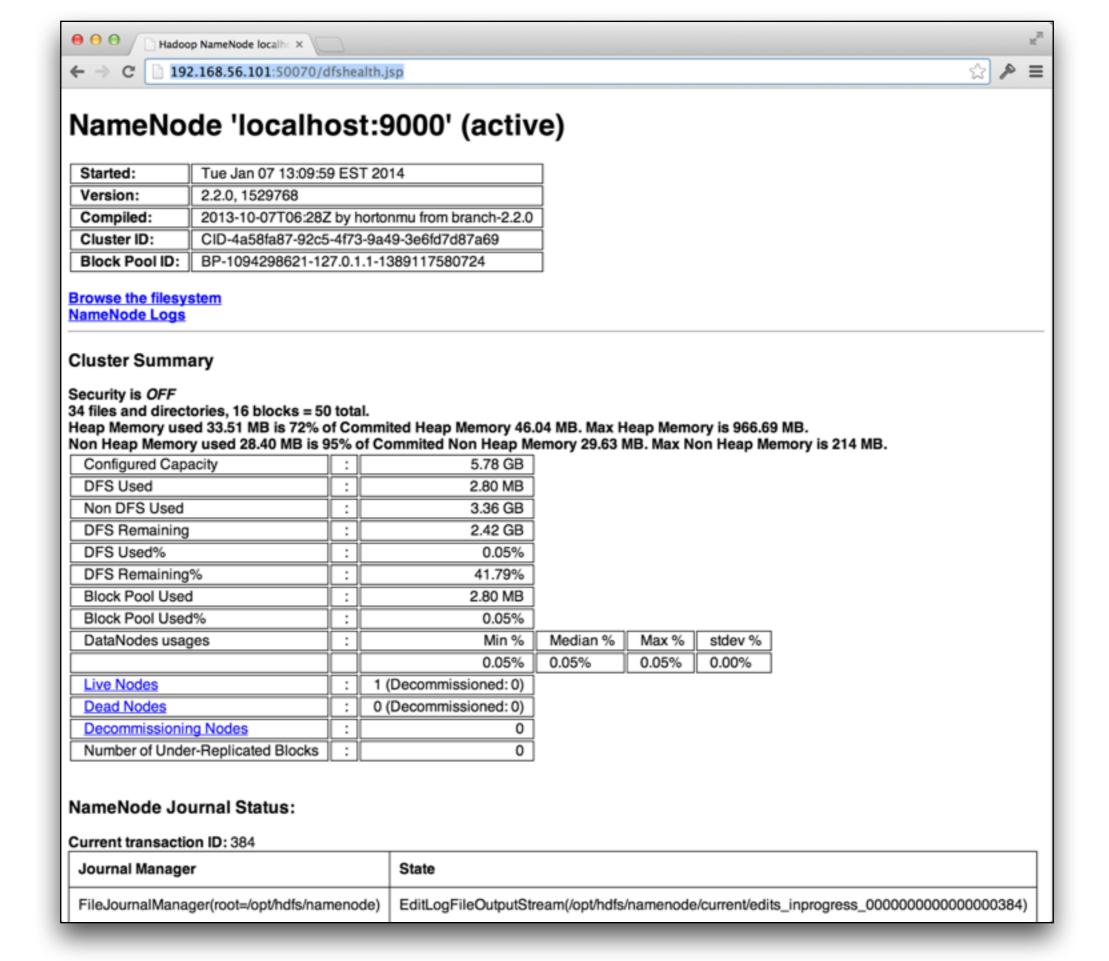
Use HDFS commands

```
$ hdfs dfs -ls /
$ hdfs dfs -mkdir /books
$ hdfs dfs -ls /
$ hdfs dfs -ls /books
$ hdfs dfs -copyFromLocal /opt/data/moby_dick.txt /books
$ hdfs dfs -cat /books/moby_dick.txt
```

- appendToFile
- cat
- chgrp
- chmod
- chown
- copyFromLocal
- copyToLocal
- count
- cp
- du
- get

- Isr
- mkdir
- moveFromLocal
- moveToLocal
- mv
- put
- rm
- rmr
- stat
- tail

- test
- text
- touchz



http://localhost:50070/dfshealth.jsp

Lab 3

- I. Configure HDFS
- 2. Format HDFS
- 3. Configure Core
- 4. Start HDFS
- 5. Experiment HDFS commands

(Is, mkdir, copyFromLocal, cat)

COMBINE HADOP & HDFS

Run Hadoop Job

```
$ hadoop jar share/hadoop/mapreduce/hadoop-mapreduce-examples-2.2.0.jar wordcount /books out
$ hdfs dfs -ls out
$ hdfs dfs -cat out/_SUCCESS
$ hdfs dfs -cat out/part-r-00000
```

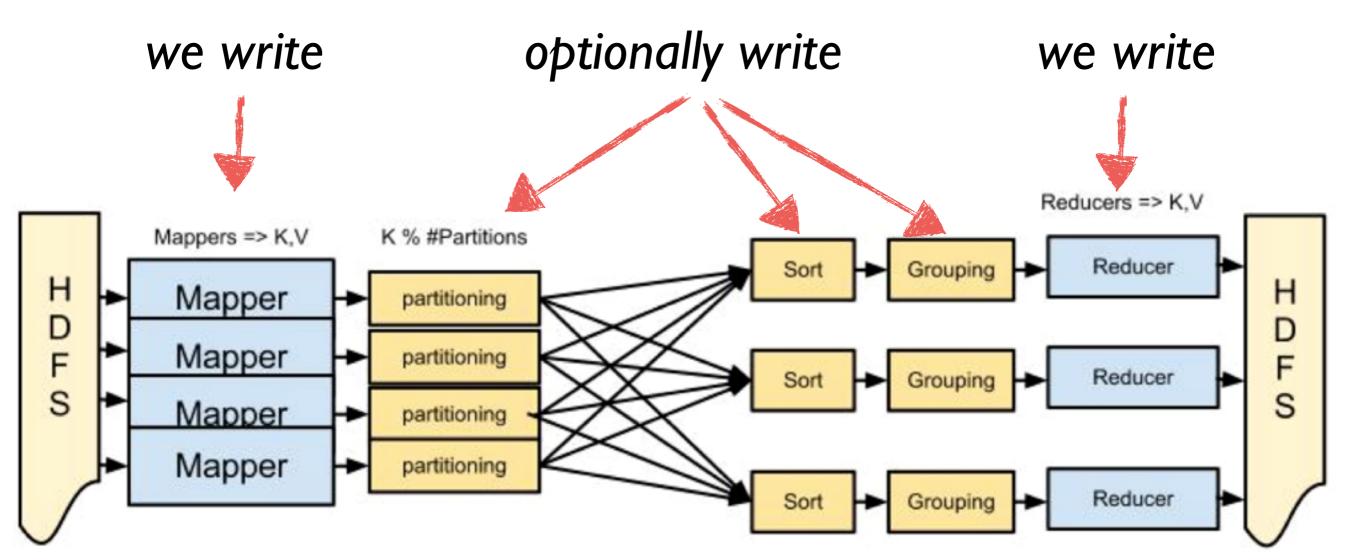
```
young-armed 1
young;
younger 2
youngest 1
youngish 1
your 251
your@login
yours
yours?
yourselbs
             1
yourself 14
yourself,
yourself,"
yourself.'
yourself;
yourself?
yourselves
yourselves!
yourselves,
yourselves," 1
yourselves;
youth
youth,
youth.
youth;
youthful 1
```

Lab 4

- I. Run wordcount job
- 2. Review output
- 3. Run wordcount job again with same parameters

WRITING MAP REDUCE JOBS

γιχ1, ν 1



The MapReduce Pipeline

A mapper receives (Key, Value) & outputs (Key, Value)
A reducer receives (Key, Iterable[Value]) and outputs (Key, Value)
Partitioning / Sorting / Grouping provides the Iterable[Value] & Scaling

$$\{KI,VI\}$$
 \longrightarrow $\{K2, List < V2 >\} \rightarrow \{K3,V3\}$

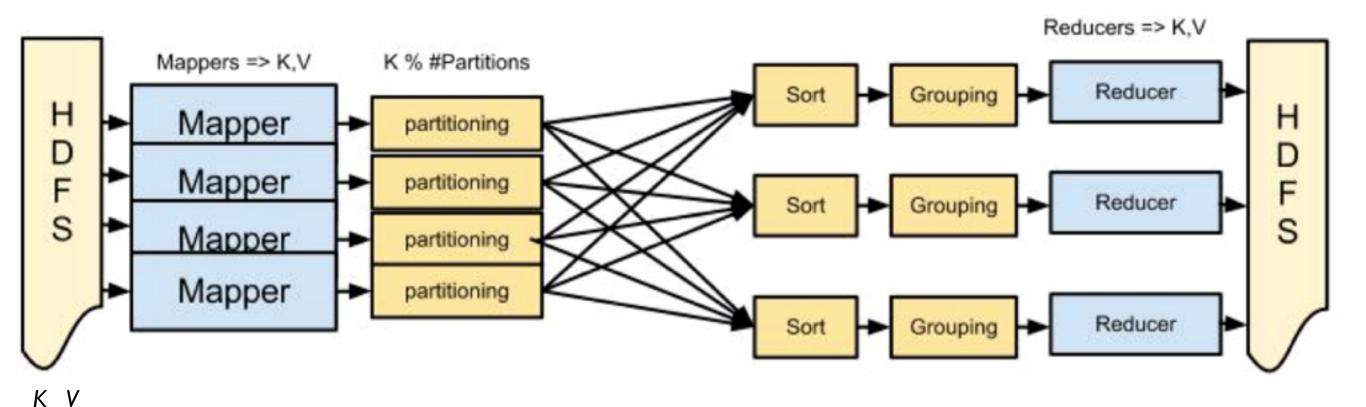
MOBY DICK; OR THE WHALE

By Herman Melville

CHAPTER 1. Loomings.

Call me Ishmael. Some years ago -- never mind how long precisely -- having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off--then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

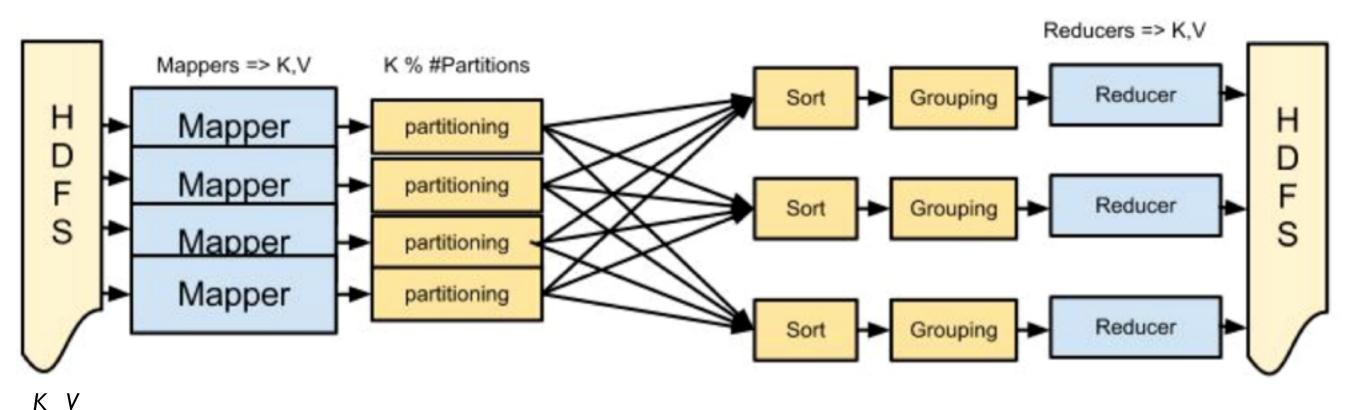
There now is your insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs--commerce surrounds it with her surf. Right and left, the streets take you waterward. Its extreme downtown is the battery, where that noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.



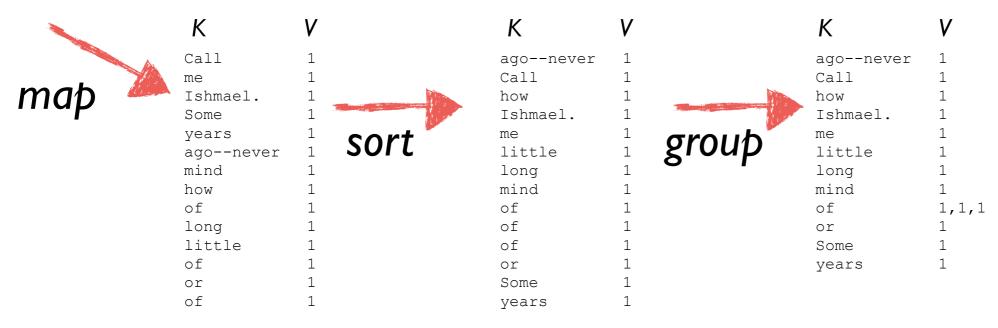
- 1 Call me Ishmael. Some years ago--never mind how long precisely--having
- 2 little or no money in my purse, and nothing particular to interest me on
- 3 shore, I thought I would sail about a little and see the watery part of
- 4 the world. It is a way I have of driving off the spleen and regulating
- 5 the circulation.

Mapper

```
package com.manifestcorp.hadoop.wc;
import java.io.IOException;
import org.apache.hadoop.io.IntWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Mapper;
                                             KI VI K2
public class WordCountMapper extends Mapper<Object, Text, Text, IntWritable> {
   private static final String SPACE = " ";
   private static final IntWritable ONE = new IntWritable(1);
   private Text word = new Text();
   public void map(Object key, Text value, Context context)
                              throws IOException, InterruptedException {
      String[] words = value.toString().split(SPACE);
      for (String str: words) {
         word.set(str); K2 V2
         context.write(word, ONE);
```



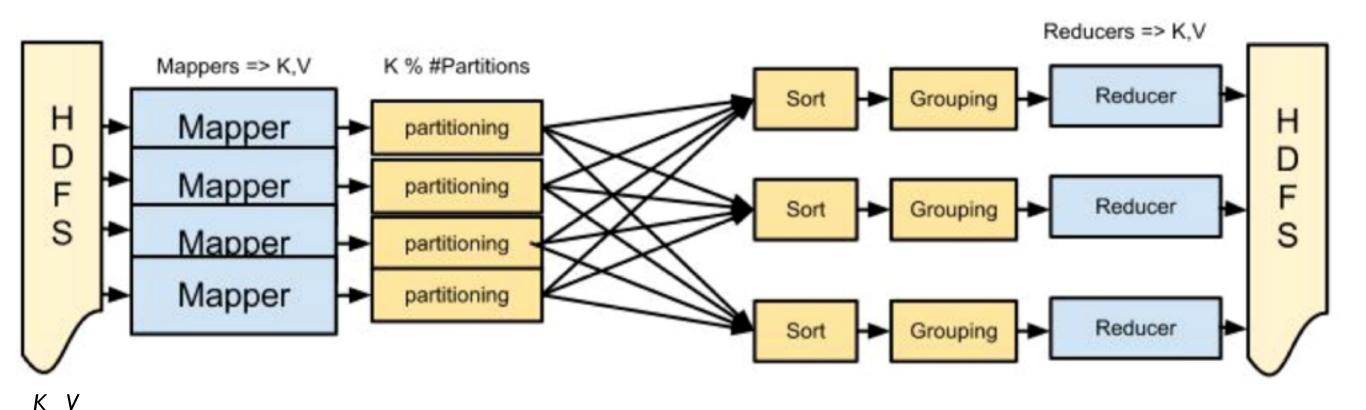
- 1 Call me Ishmael. Some years ago--never mind how long precisely--having
- 2 little or no money in my purse, and nothing particular to interest me on
- 3 shore, I thought I would sail about a little and see the watery part of
- 4 the world. It is a way I have of driving off the spleen and regulating
- 5 the circulation.



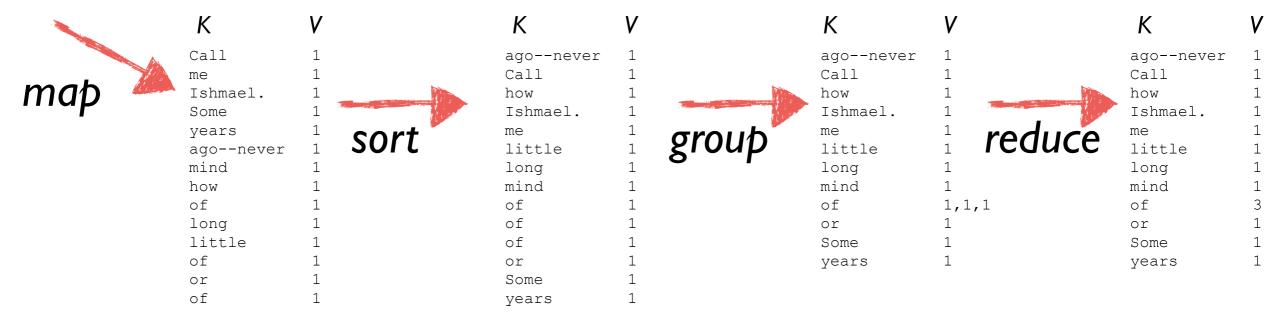
 $\{KI,VI\} \longrightarrow \{K2, List < V2 >\} \longrightarrow \{K3,V3\}$

Reducer

```
package com.manifestcorp.hadoop.wc;
import java.io.IOException;
import org.apache.hadoop.io.IntWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Reducer;
                                                                  K3
                                              K2
                                                      V2
public class WordCountReducer extends Reducer<Text, IntWritable, Text, IntWritable> {
   public void reduce(Text key, Iterable<IntWritable> values, Context context)
                                        throws IOException, InterruptedException {
      int total = 0;
      for (IntWritable value : values) {
          total++;
       }
      context.write(key, new IntWritable(total));
```



- 1 Call me Ishmael. Some years ago--never mind how long precisely--having
- 2 little or no money in my purse, and nothing particular to interest me on
- 3 shore, I thought I would sail about a little and see the watery part of
- 4 the world. It is a way I have of driving off the spleen and regulating
- 5 the circulation.



 $\{KI,VI\} \longrightarrow \{K2, List < V2 >\} \longrightarrow \{K3,V3\}$

Driver

```
package com.manifestcorp.hadoop.wc;
import org.apache.hadoop.fs.Path;
import org.apache.hadoop.io.IntWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.mapreduce.Job;
import org.apache.hadoop.mapreduce.lib.input.FileInputFormat;
import org.apache.hadoop.mapreduce.lib.output.FileOutputFormat;
public class MyWordCount {
   public static void main(String[] args) throws Exception {
       Job job = new Job();
       job.setJobName("my word count");
       job.setJarByClass(MyWordCount.class);
      FileInputFormat.addInputPath(job, new Path(args[0]));
      FileOutputFormat.setOutputPath(job, new Path(args[1]));
       job.setMapperClass(WordCountMapper.class);
       job.setReducerClass(WordCountReducer.class);
       job.setOutputKeyClass(Text.class);
       job.setOutputValueClass(IntWritable.class);
       System.exit(job.waitForCompletion(true) ? 0 : 1);
```

pom.xml

```
project xmlns="http://maven.apache.org/POM74.0.0"
        xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
        xsi:schemaLocation="http://maven.apache.org/POM/4.0.0 http://maven.apache.org/xsd/maven-4.0.0.xsd">
 <modelVersion>4.0.0</modelVersion>
  <groupId>com.manifestcorp.hadoop</groupId>
 <artifactId>hadoop-mywordcount</artifactId>
 <version>0.0.1-SNAPSHOT
  <packaging>jar</packaging>
 properties>
   <hadoop.version>2.2.0</hadoop.version>
 </properties>
 <build>
   <plugins>
     <plugin>
       <artifactId>maven-compiler-plugin</artifactId>
       <version>2.3.2
       <configuration>
         <source>1.6</source>
         <target>1.6</target>
       </configuration>
     </plugin>
   </plugins>
 </build>
 <dependencies>
   <dependency>
     <groupId>org.apache.hadoop</groupId>
     <artifactId>hadoop-client</artifactId>
     <version>${hadoop.version}</version>
     <scope>provided</scope>
   </dependency>
 </dependencies>
```

</project>

Run Hadoop Job

\$ hadoop jar target/hadoop-mywordcount-0.0.1-SNAPSHOT.jar com.manifestcorp.hadoop.wc.MyWordCount /books out

Lab 5

- I. Unzip /opt/data/hadoop-mywordcount-start.zip
- 2. Write Mapper class
- 3. Write Reducer class
- 4. Write Driver class
- 5. Build (mvn clean package)
- 6. Run mywordcount job
- 7. Review output

HADOOP IN THE CLOUD







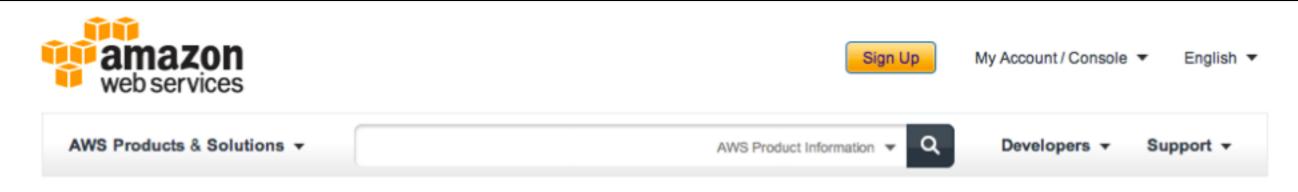
http://aws.amazon.com/elasticmapreduce/

Pricing for Amazon EMR and Amazon EC2 (On-Demand)

Standard On-Demand Instances Small (Default) \$0.06 per hour \$0 Medium \$0.12 per hour \$0 Large \$0.24 per hour \$0 Extra Large \$0.48 per hour \$0 Hi-Memory On-Demand Instances Extra Large \$0.41 per hour \$0 Double Extra Large \$0.82 per hour \$0 Quadruple Extra Large \$1.64 per hour \$0 Hi-CPU On-Demand Instances Medium \$0.145 per hour \$0 Extra Large \$0.58 per hour \$0 Extra Large \$0 E	nazon Elastic pReduce Price
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Eight Extra Large \$2.40 per hour \$0	
	0.27 per hour
Cluster GPU On-Demand Instances	0.50 per hour
Quadruple Extra Large \$2.10 per hour \$6	0.42 per hour
High-I/O On-Demand Instances	
Quadruple Extra Large \$3.10 per hour \$6	
High-Storage On-Demand Instances	0.47 per hour
Eight Extra Large \$4.60 per hour \$6	0.47 per hour

MAKING IT MORE REAL

http://aws.amazon.com/architecture/



Architecture Center

- Overview
- AWS Simple Icons

Related Resources

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AWS Architecture Center

The AWS Architecture Center is designed to provide you with the necessary guidance and best practices to build highly scalable and reliable applications in the AWS Cloud. These resources will help you understand the AWS platform, its services and features, and will provide architectural guidance for design and implementation of systems that run on the AWS infrastructure.

Featured



SHAVV) MEDIA

Reference Implementation: Deploy a Microsoft SharePoint 2010 Server Farm in the AWS Cloud in 6 Simple Steps Read Shaw Media Case Study "Our average uptime increased rapidly from 98.8% to 99.9% without rearchitecting applications"

AWS Support

Please visit AWS Support for more details on getting one on one support for your architecture questions.

AWS Reference Architectures

The flexibility of AWS allows you to design your application architectures the way you like. AWS Reference Architecture Datasheets provide you with the architectural guidance you need in order to build an application that takes full advantage of the AWS cloud. Each datasheet includes a visual representation of the architecture and basic description of how each service is used.



Large Scale Processing and Huge Data sets Build high-performance computing systems that involve Big Data (PDF)



Ad Serving
Build highly-scalable online
ad serving solutions (PDF)



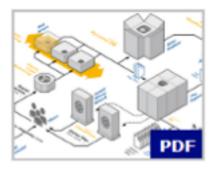
Disaster Recovery for Local Applications Build cost-effective Disaster Recovery solutions for on-premises applications (PDF)



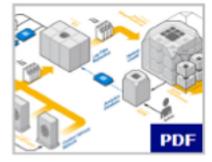
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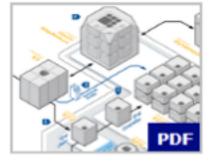


Online Games
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games (PDF)



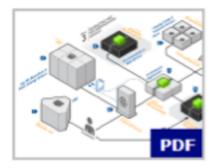
Log Analysis

Analyze massive volumes
of log data in the cloud
(PDF)



Computing
Build highly scalable and
elastic grids for the
Financial Services Sector
(PDF)

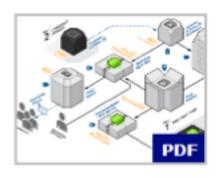
Financial Services Grid



E-Commerce Website Part 1: Web Frontend Build elastic Web Frontends for an e-Commerce website (PDF)



E-Commerce Website
Part 2: Checkout
Pipeline
Build highly scalable
checkout pipeline for an eCommerce website (PDF)



E-Commerce Website
Part 3: Marketing and
Recommendations
Build highly scalable
recommendation engine
for an e-Commerce
website (PDF)

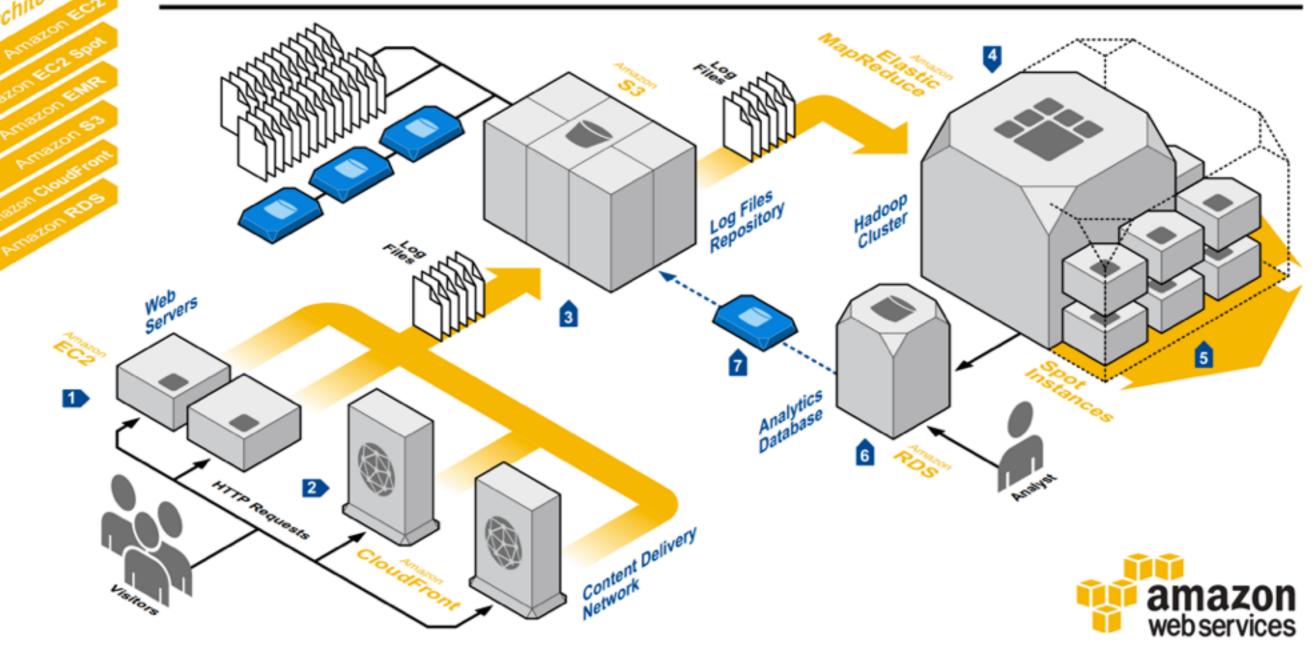
WEB LOG ANALYSIS

Amazon Web Services provides services and infrastructure to build reliable, fault-tolerant, and highly available web applications in the cloud. In production environments, these applications can generate huge amounts of log information.

This data can be an important source of knowledge for any company that is operating web applications. Analyzing logs can reveal information such as traffic patterns, user behavior, marketing profiles, etc.

However, as the web application grows and the number of visitors increases, storing and analyzing web logs becomes increasingly challenging.

This diagram shows how to use Amazon Web Services to build a scalable and reliable large-scale log analytics platform. The core component of this architecture is Amazon Elastic MapReduce, a web service that enables analysts to process large amounts of data easily and cost-effectively using a Hadoop hosted framework.



System Overview

The web front-end servers are running on Amazon Elastic Compute Cloud (Amazon EC2) instances.

Amazon CloudFront is a content delivery network that uses low latency and high data transfer speeds to distribute static files to customers. This service also generates valuable log information.

Log files are periodically uploaded to Amazon Simple Storage Service (Amazon S3), a highly available and reliable data store. Data is sent in parallel from multiple web servers or edge locations.

An Amazon Elastic MapReduce cluster processes the data set. Amazon Elastic MapReduce utilizes a hosted Hadoop framework, which processes the data in a parallel job flow.

When Amazon EC2 has unused capacity, it offers EC2 instances at a reduced cost, called the Spot Price. This price fluctuates based on availability and demand. If your workload is flexible in terms of time of completion or required capacity, you can dynamically extend the capacity of your cluster using Spot Instances and significantly reduce the cost of running your job flows.

Data processing results are pushed back to a relational database using tools like Apache Hive. The database can be an Amazon Relational Database Service (Amazon RDS) instance. Amazon RDS makes it easy to set up, operate, and scale a relational database in the cloud.

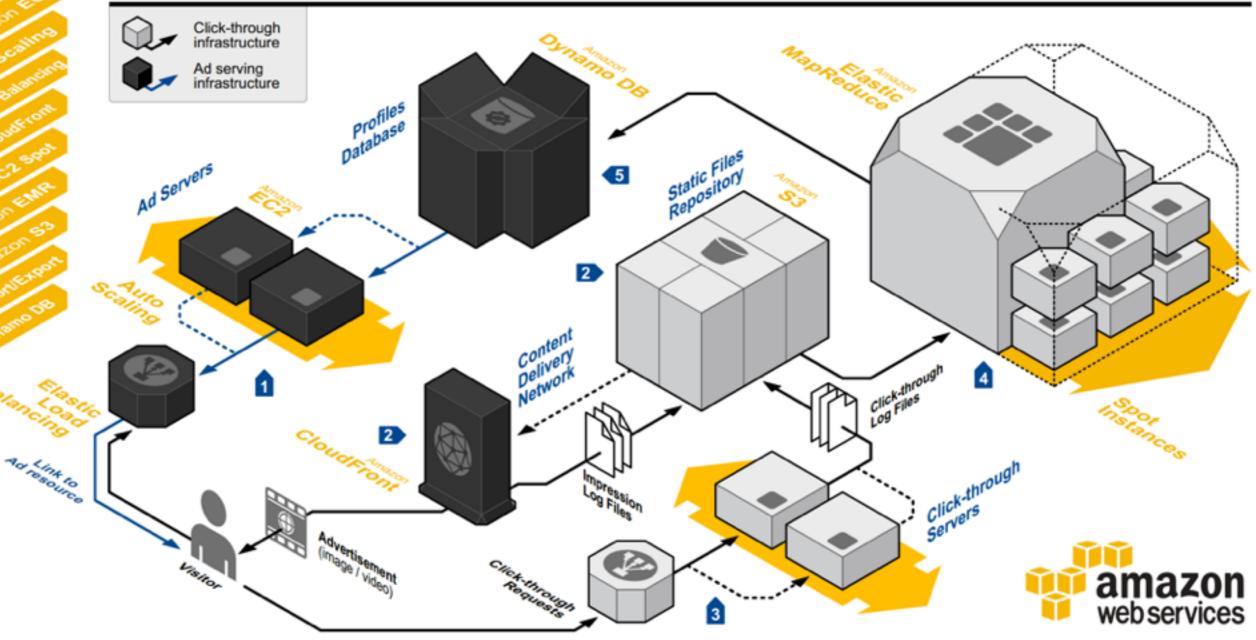
Like many services, Amazon RDS instances are priced on a pay-as-you-go model. After analysis, the database can be backed-up into Amazon S3 as a database snapshot, and then terminated. The database can then be recreated from the snapshot whenever needed.

AWS Reference References Architectures Architectures Amazon gestims Amazon gestims

ADVERTISEMENT SERVING

Internet advertising services need to serve targeted advertising and must do so under limited time. These are just two of multiple technical challenges they face.

Amazon Web Services provides services and infrastructure to build reliable, fault-tolerant, and highly available ad serving platforms in the cloud. In this document, we describe the two main parts of such a system: ad serving infrastructure and click-through collection featuring a data analysis cluster.



System Overview

When visitors load a web page, ad servers return a pointer to the ad resource to be displayed. These servers are running on Amazon Elastic Compute Cloud (Amazon EC2) instances. They query a data set stored in an Amazon DynamoDB table to find relevant ads depending on the user's profile.

Ad files are downloaded from Amazon CloudFront, a content delivery service with low latency, high data-transfer speeds, and no commitments. Log information from displayed ads is stored on Amazon Simple Storage Service (Amazon S3), a highly available data store.

The click-through servers are a group of Amazon EC2 instances dedicated to collecting click-through data. This information is contained in the log files of the click-through web servers, which are periodically uploaded to Amazon S3.

Ad impression and click-through data are retrieved and processed by an Amazon Elastic MapReduce cluster using a hosted Hadoop framework to process the data in a parallel job flow. The cluster's capacity can be dynamically extended using Spot Instances to reduce the processing time and the cost of running the job flow.

Data processing results are pushed back into Amazon DynamoDB, a fully managed NoSQL database service that provides fast and predictable performance with seamless scalability. Amazon DynamoDB tables can store and retrieve any amount of data, and serve any level of request traffic, both of which are specific requirements for storing and quickly retrieving visitors' profile information.

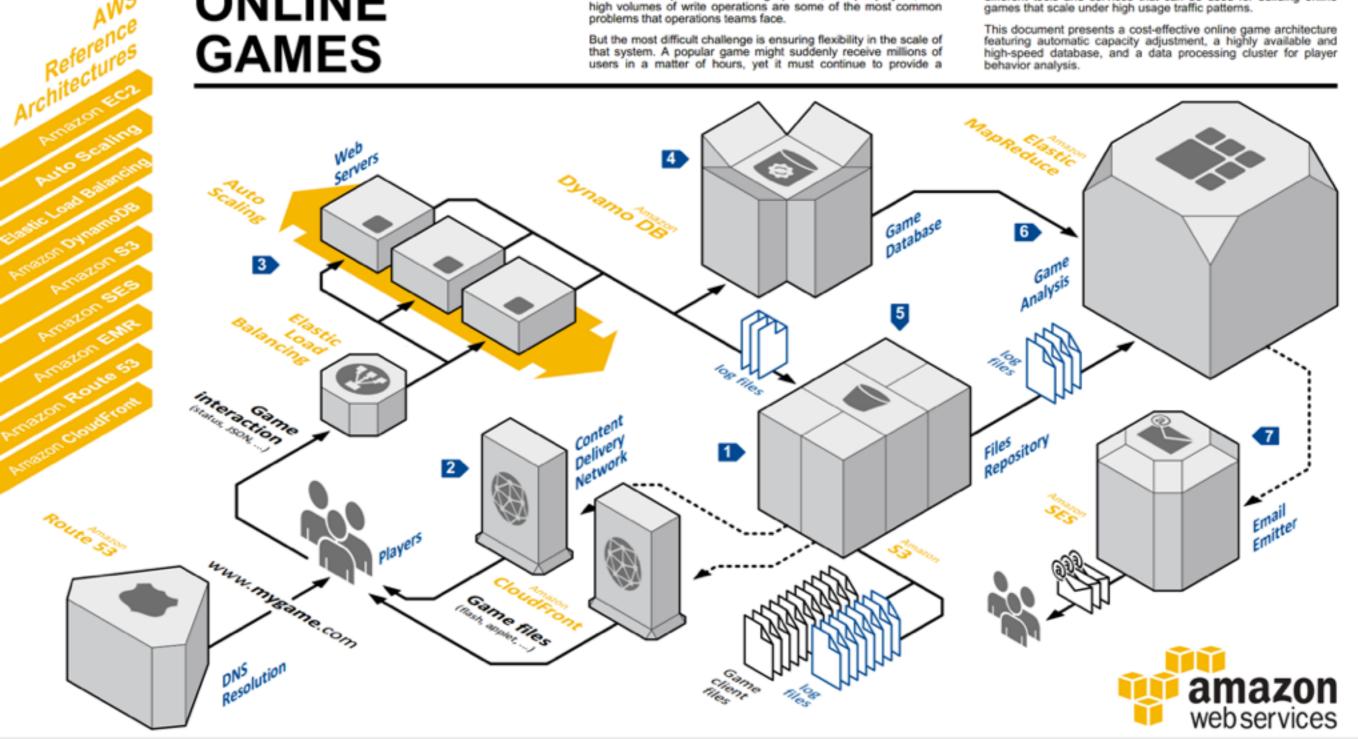
The high availability and fast performance of **Amazon DynamoDB** enable ad server front-ends to serve requests with predictable response time, even with high traffic volumes or large profile's data sets.

ONLINE **GAMES**

Online games back-end infrastructures can be challenging to maintain and operate. Peak usage periods, multiple players, and high volumes of write operations are some of the most common problems that operations teams face.

But the most difficult challenge is ensuring flexibility in the scale of that system. A popular game might suddenly receive millions of users in a matter of hours, yet it must continue to provide a satisfactory player experience. Amazon Web Services provides different tools and services that can be used for building online games that scale under high usage traffic patterns.

This document presents a cost-effective online game architecture featuring automatic capacity adjustment, a highly available and high-speed database, and a data processing cluster for player behavior analysis.



System Overview

1 Browser games can be represented as client-server applications. The client generally consists of static files, such as images, sounds, flash applications, or Java applets. Those files are hosted on Amazon Simple Storage Service (Amazon S3), a highly available and reliable data store.

2 As the user base grows and becomes more geographically distributed, a high-performance cache Amazon CloudFront can provide substantial improvements in latency, fault tolerance, and cost. By using Amazon S3 as the origin server for the Amazon CloudFront distribution, the game infrastructure benefits from fast network data transfer rates and a simple publishing/caching workflow.

3 Requests from the game application are distributed by Elastic Load Balancing to a group of web servers running on Amazon Elastic Compute Cloud (Amazon EC2) instances. Auto Scaling automatically adjusts the size of this group, depending on rules like network load, CPU usage, and so on.

Player data is persisted on Amazon DynamoDB, a fully managed NoSQL database service. As the player population grows, Amazon DynamoDB provides predictable performance with seamless scalability.

Log files generated by each web server are pushed back into Amazon S3 for long-term storage.

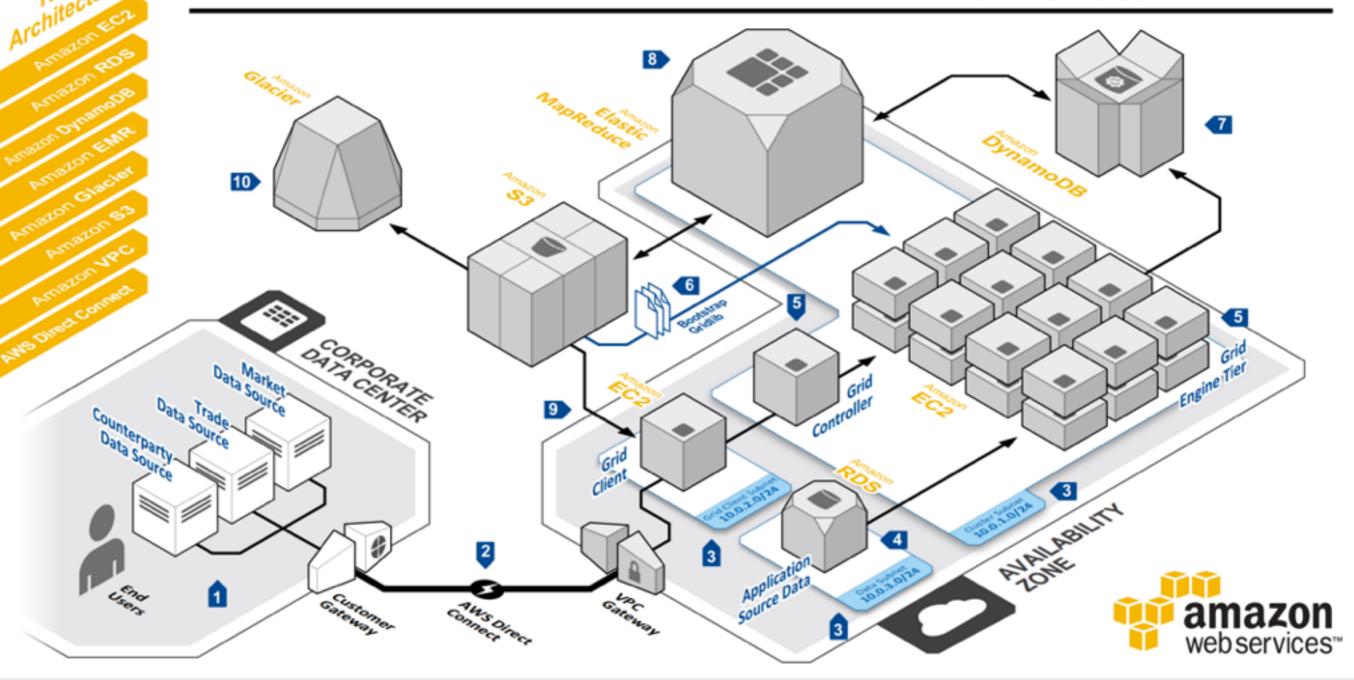
6 Managing and analyzing high data volumes produced by online games platforms can be challenging. Amazon Elastic MapReduce (Amazon EMR) is a service that processes vast amounts of data easily. Input data can be retrieved from web server logs stored on Amazon S3 or from player data stored in Amazon DynamoDB tables to run analytics on player behavior, usage patterns, etc. Those results can be stored again on Amazon S3, or inserted in a relational database for further analysis with classic business intelligence tools.

7 Based on the needs of the game, Amazon Simple Email Service (Amazon SES) can be used to send email to players in a cost-effective and scalable way.

FINANCIAL SERVICES GRID COMPUTING

Financial services grid computing on the cloud provides dynamic scalability and elasticity for operation when compute jobs are required, and utilizing services for aggregation that simplify the development of grid software.

On demand provisioning of hardware, and template driven deployment, combined with low latency access to existing on-premise data sources make AWS a powerful platform for high performance grid computing systems.



System Overview

Date sources for market, trade, and counterparties are installed on startup from on premise data sources, or from Amazon Simple Storage Service (Amazon S3).

2 AWS DirectConnect can be used to establish a low latency and reliable connection between the corporate data center site and AWS, in 1 to 10Gbit increments. For situations with lower bandwidth requirements, a VPN connection to the VPC Gateway can be established.

Private subnetworks are specifically created for customer source data, compute grid clients, and the grid controller and engines.

Application and corporate data can be securely stored in the cloud using the Amazon Relational Database Service (Amazon RDS).

Grid controllers and grid engines are running Amazon Elastic Compute Cloud (Amazon EC2) instances started on demand from Amazon Machine Images (AMIs) that contain the operating system and grid software.

6 Static data such as holiday calendars and QA libraries and additional gridlib bootstrapping data can be downloaded on startup by grid engines from Amazon S3.

Grid engine results can be stored in Amazon DynamoDB, a fully managed database providing configurable read and write throughput, allowing scalability on demand.

demand.

Results in Amazon DynamoDB are aggregated using a map/reduce job in Amazon Elastic MapReduce (Amazon EMR) and final output is stored in Amazon S3.

The compute grid client collects aggregate results from Amazon S3.

Aggregate results can be archived using Amazon Glacier, a low-cost, secure, and durable storage service.

AWS Reference Reference Architectures Architectures Amazon Eliza Amazon Eliza Amazon Rosa Amazon Rosa

E-COMMERCE WEBSITE

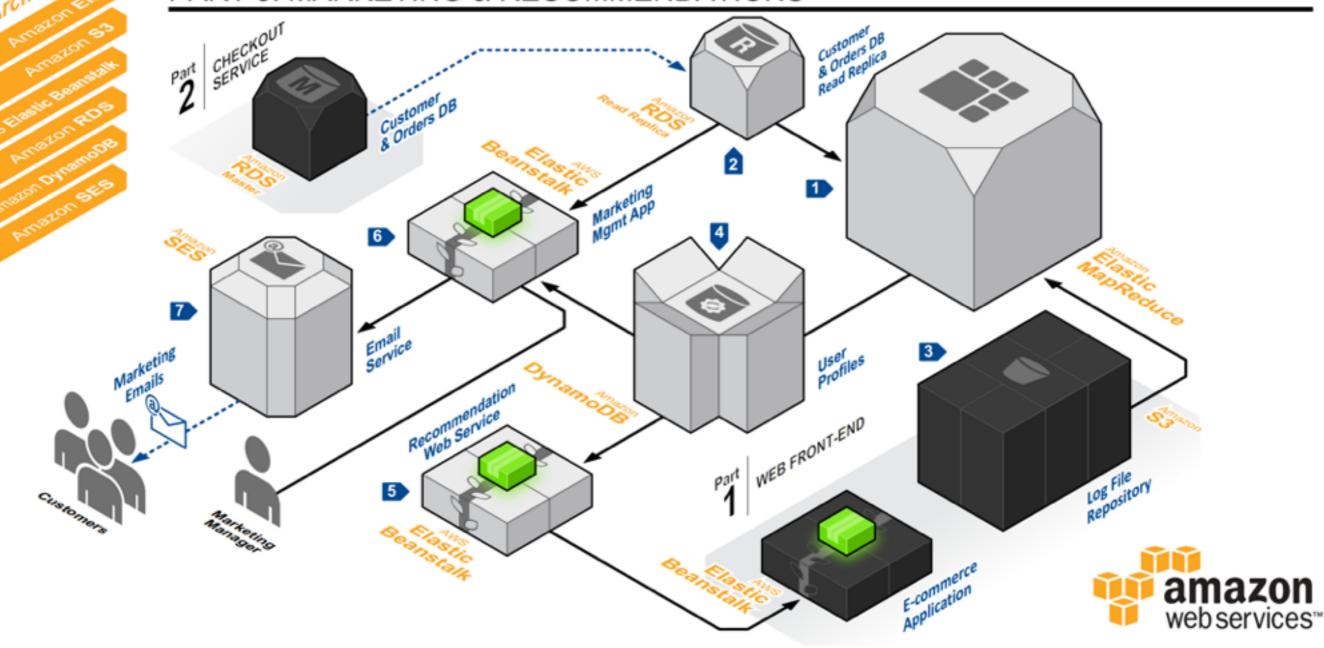
With Amazon Web Services, you can build a recommendation and marketing service to manage targeted marketing campaigns and offer personalized product recommendations to customers who are browsing your e-commerce site.

In order to build such a service, you have to process very large amounts of data from multiple data sources. The resulting user profile information has to be available to deliver real-time product recommendations on your e-commerce website.

The insights that you gain about your customers can also be used to manage personalized marketing campaigns targeted at specific customer segments.

With the tools that AWS provides, you can build highly scalable recommendation services that can be consumed by different channels, such as dynamic product recommendations on the e - commerce website or targeted email campaigns for your customers.

PART 3: MARKETING & RECOMMENDATIONS



System Overview

Amazon Elastic MapReduce (Amazon EMR) is a hosted Hadoop framework that runs on Amazon Elastic Compute Cloud (Amazon EC2) instances. It aggregates and processes user data from server log files and from the customer's purchase history.

An Amazon Relational Database Services (Amazon RDS) Read Replica of customer and order databases is used by Amazon EMR to compute user profiles and by Amazon Simple Email Service (Amazon SES) to send targeted marketing emails to customers.

Log files produced by the e-commerce web front end have been stored on Amazon Simple Storage Service (Amazon S3) and are consumed by the Amazon EMR cluster to compute user profiles.

User profile information generated by the Amazon EMR cluster is stored in Amazon DynamoDB, a scalable, high-performance managed NoSQL database that can serve recommendations with low latency.

A recommendation web service used by the web front end is deployed by AWS Elastic Beanstalk. This service uses the profile information stored on Amazon DynamoDB to provide personalized recommendations to be

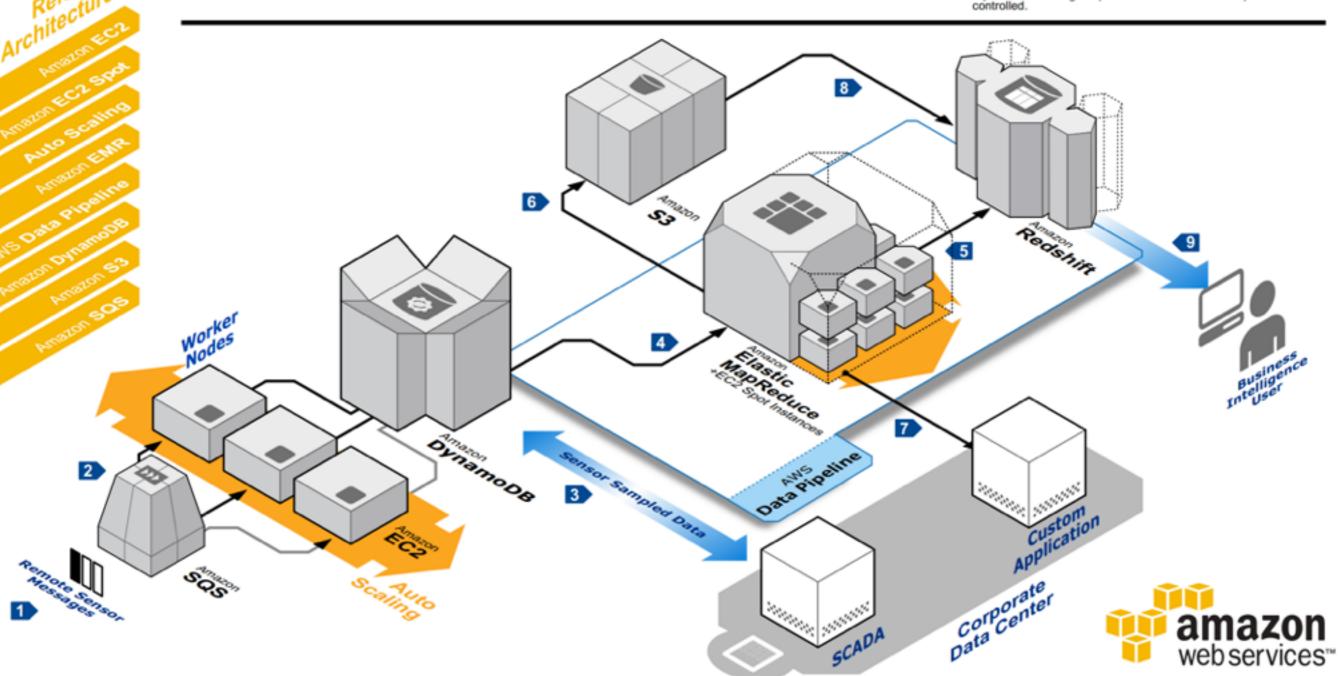
shown on the e-commerce web front end.

A marketing administration application deployed by AWS Elastic Beanstalk is being used by marketing managers to send targeted email campaigns to customers with specific user profiles. The application reads customer email addresses from an Amazon RDS Read Replica of the customer database.

Amazon SES is used to send marketing emails to customers. Amazon SES is based on the scalable technology used by Amazon web sites around the world to send billions of messages a year.

TIME SERIES PROCESSING

When data arrives as a succession of regular measurements, it is known as time series information. Processing of time series information poses systems scaling challenges that the elasticity of AWS services is uniquely positioned to address. This elasticity is achieved by using Auto Scaling groups for ingest processing, AWS Data Pipeline for scheduled Amazon Elastic MapReduce jobs, AWS Data Pipeline for intersystem data orchestration, and Amazon Redshift for potentially massive-scale analysis. Key architectural throttle points involving Amazon SQS for sensor message buffering and less frequent AWS Data Pipeline scheduling keep the overall solution costs predictable and controlled.



System Overview

Remote devices such as power meters, mobile clients, ad-network clients, industrial meters, satellites, and environmental meters measure the world around them and send sampled sensor data as messages via HTTP(S) for processing.

2 Send messages to an Amazon Simple Queue Service queue for processing into Amazon DynamoDB using autoscaled Amazon EC2 workers. Or, if the sensor source can do so, post sensor samples directly to Amazon DynamoDB. Try starting with a DynamoDB table that is a week-oriented, time-based table structure.

If a Supervisory Control and Data Acquisition (SCADA) system exists, create a flow of samples to or from Amazon DynamoDB to support additional cloud processing or other existing systems, respectively.

Using AWS Data Pipeline, create a pipeline with a regular Amazon Elastic MapReduce job that both calculates expensive sample processing and delivers samples and results.

The pipeline places results into Amazon Redshift for additional analysis.

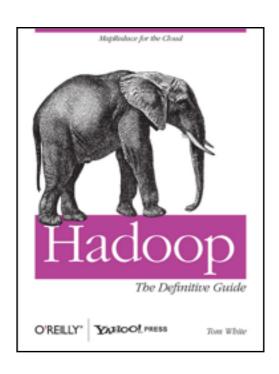
The pipeline exports historical week-oriented sample tables, from Amazon DynamoDB to Amazon Simple Storage Service (Amazon S3)

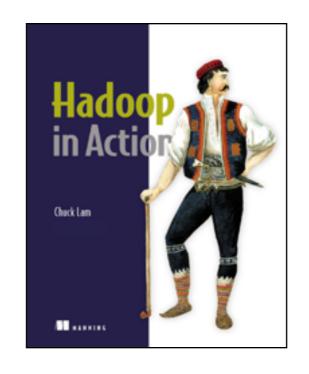
The pipeline also optionally exports results in a format custom applications can accept.

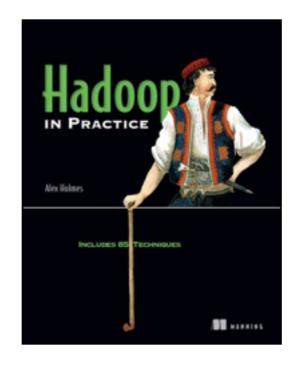
Amazon Redshift optionally imports historic samples to reside with calculated results.

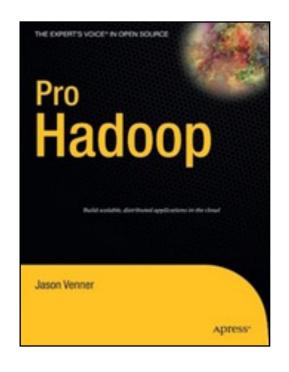
Using in-house or Amazon partner business intelligence solutions, Amazon Redshift supports additional analysis on a potentially massive scale.

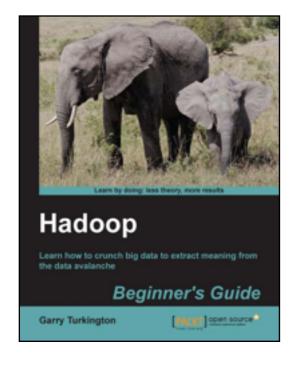
Resources

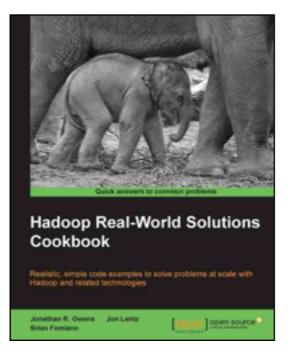


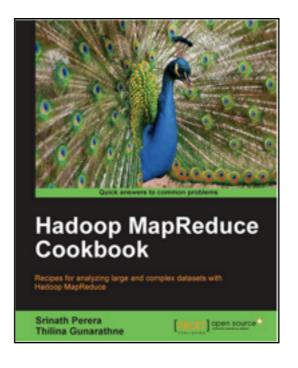


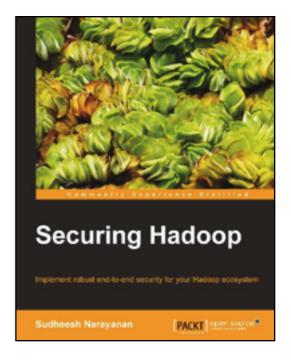






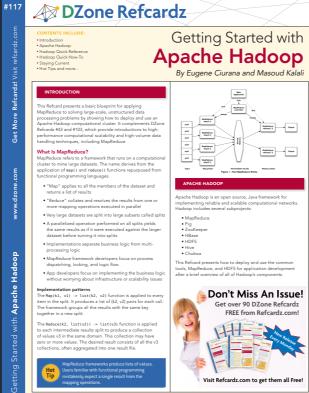


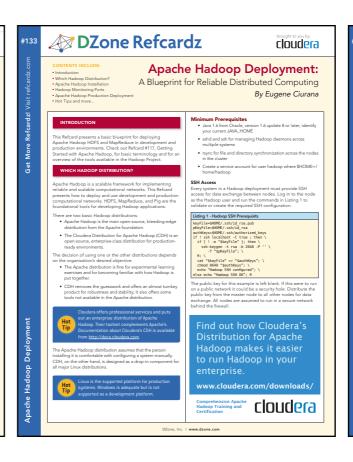




Resources











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