# Managing and Analyzing Big Data in the Cloud

**Klaus M. Miller**
Goethe University Frankfurt

German Academic Association for Business Research
Annual Meeting

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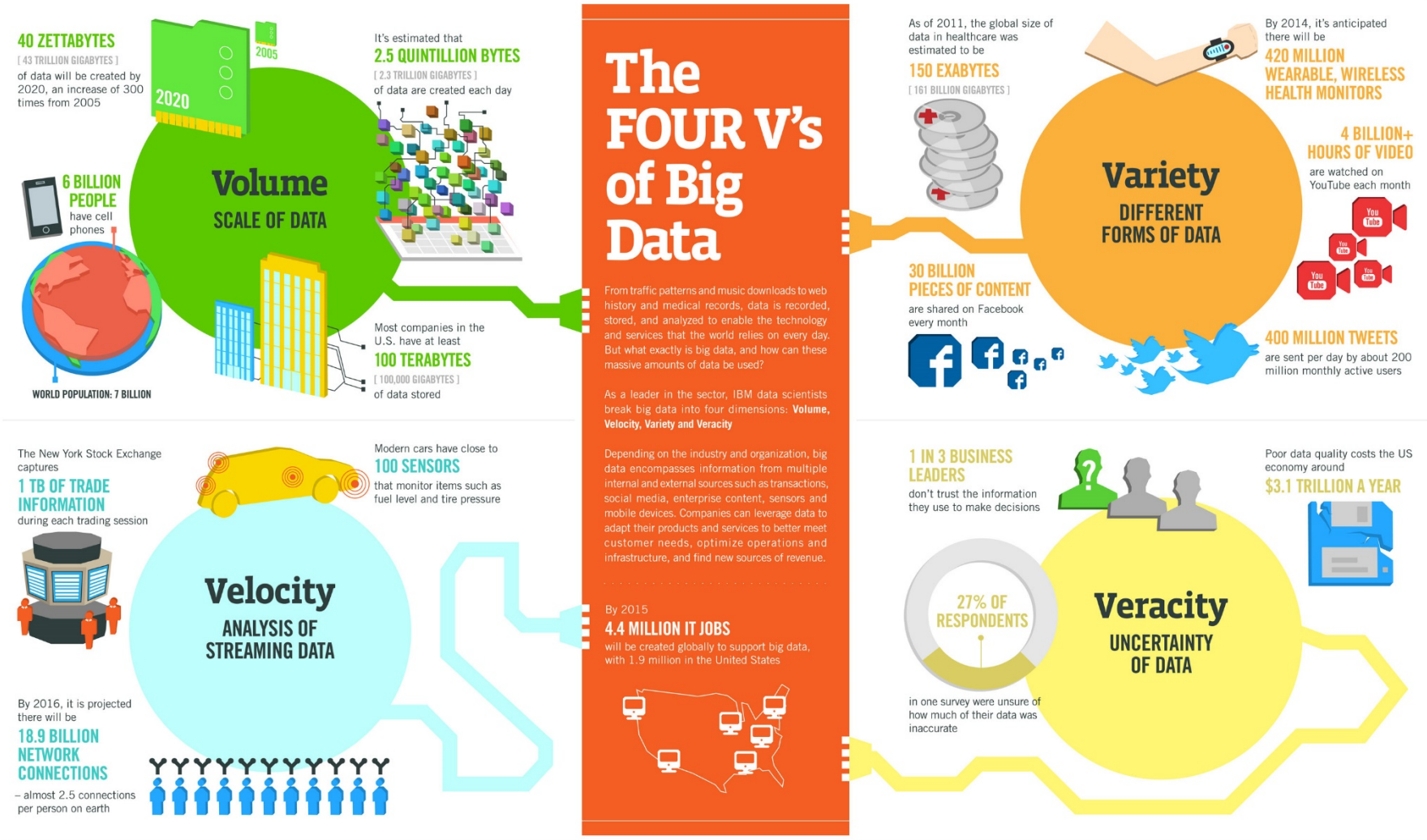
Materials available at: https://github.com/stm/vhb_2020

# Description of Problem

# Definition of Big Data




**Sources:** McKinsey Global Institute, Twitter, Cisco, Gartner, EMC, SAS, IBM, MEPTEC, QAS

# Definition of Big Data

Data is big anytime it makes you feel it is.

# Example of Big Data: Cookie Data Set (I)

Data Provider: Large European Ad Exchange

- 84% reach of internet users in relevant market
- Desktop and mobile browsing traffic

Observation Period:

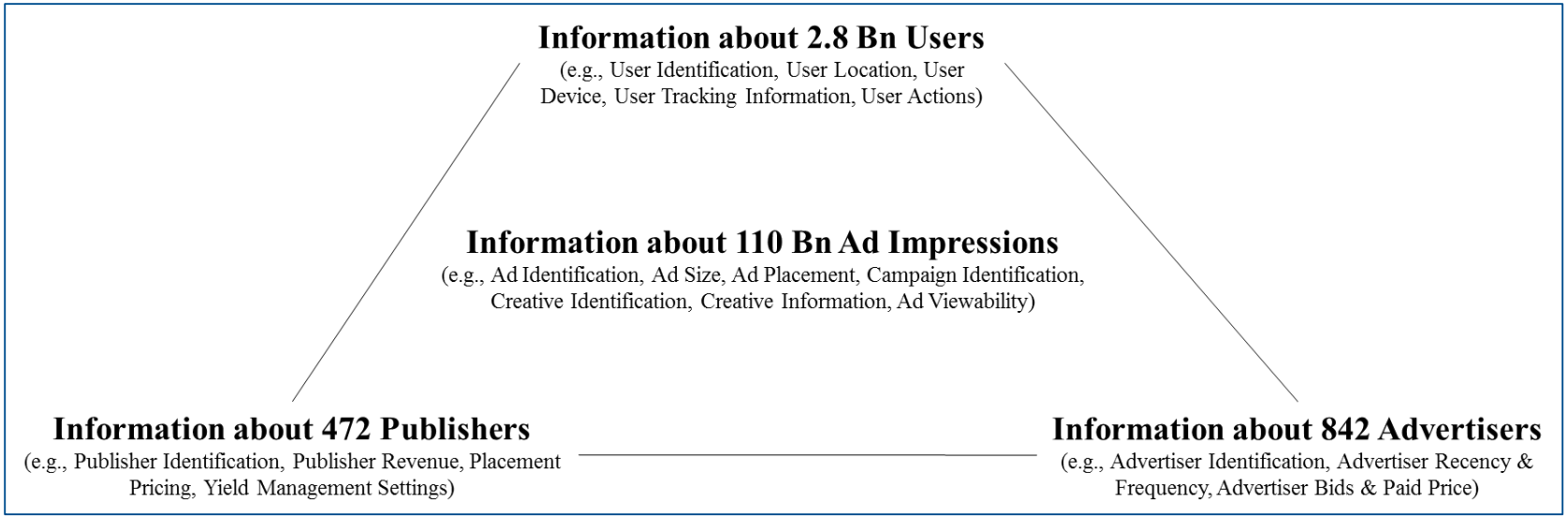
- ~2.5 years

Dimensions

- Log-level data set
- ~ 130 columns
- 550 million auctions (= rows) per day
- Total size: 60-65 TB

# Example of Big Data: Cookie Data Set (II)

## Overview of Type of Information Embedded in the Data



# Possibilities to Deal with Large Data Sets in R

1. Allocate more memory („memory.limit“)
2. Vectorize (use „apply“ family instead of „for loops“)
3. Collect garbage („gc“)
4. Parallelize („parApply“, „doParallel“)
5. Use Command Line Interface (e.g., GIT Bash)
6. Scale to the Cloud

# Scaling to the Cloud

# Cloud Services

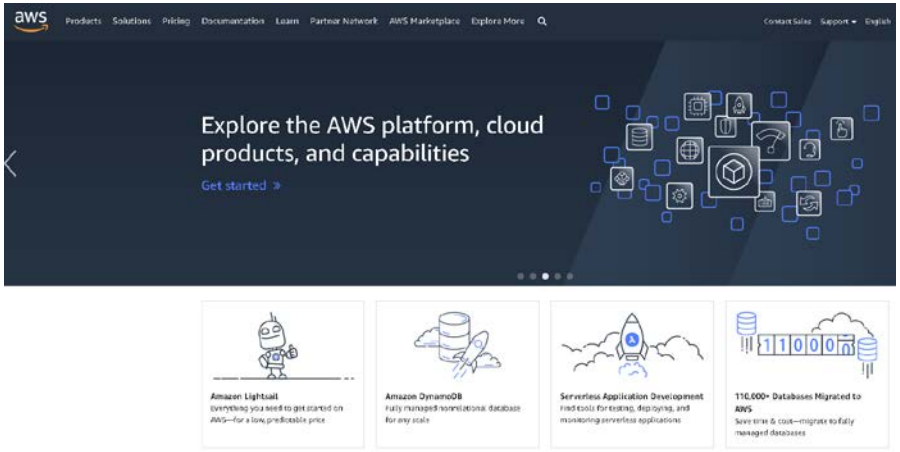





# Creating an AWS Account

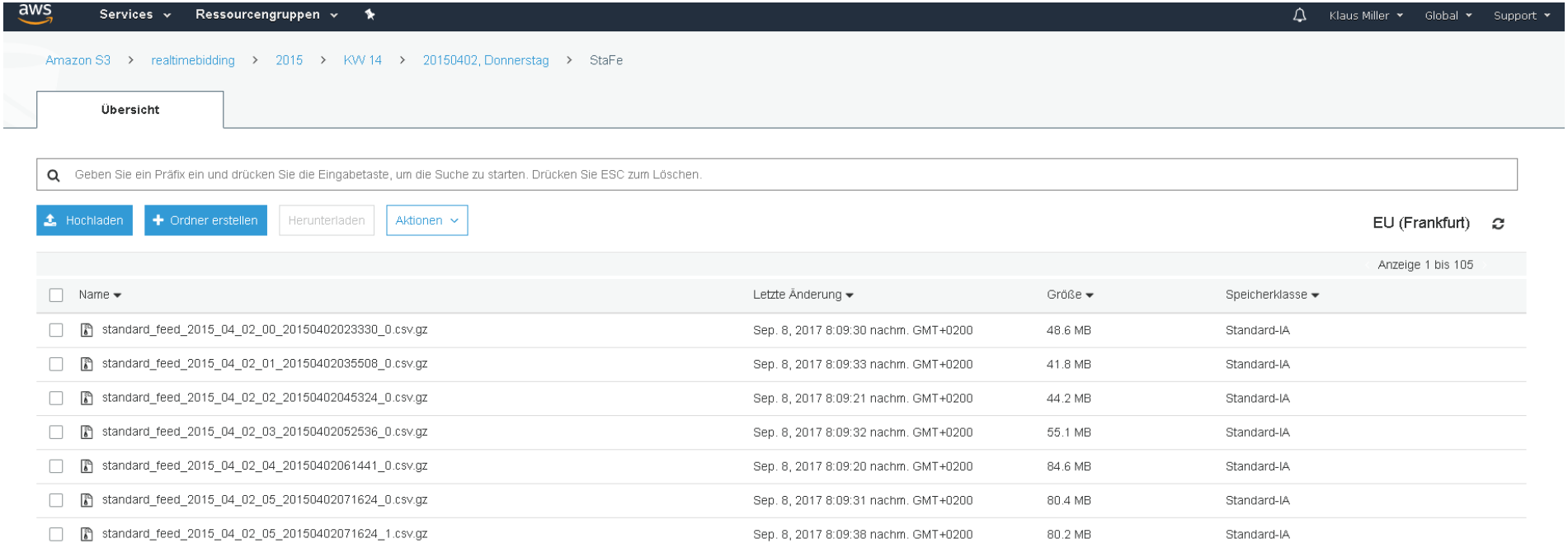
- Free Basic Account and Credits
- Choose Region (e.g., EU (Frankfurt))
- Access AWS Services:
  - Data Storage (S3)
  - Elastic Map Reduce (EMR)

- AWS Educate for Usage in Class



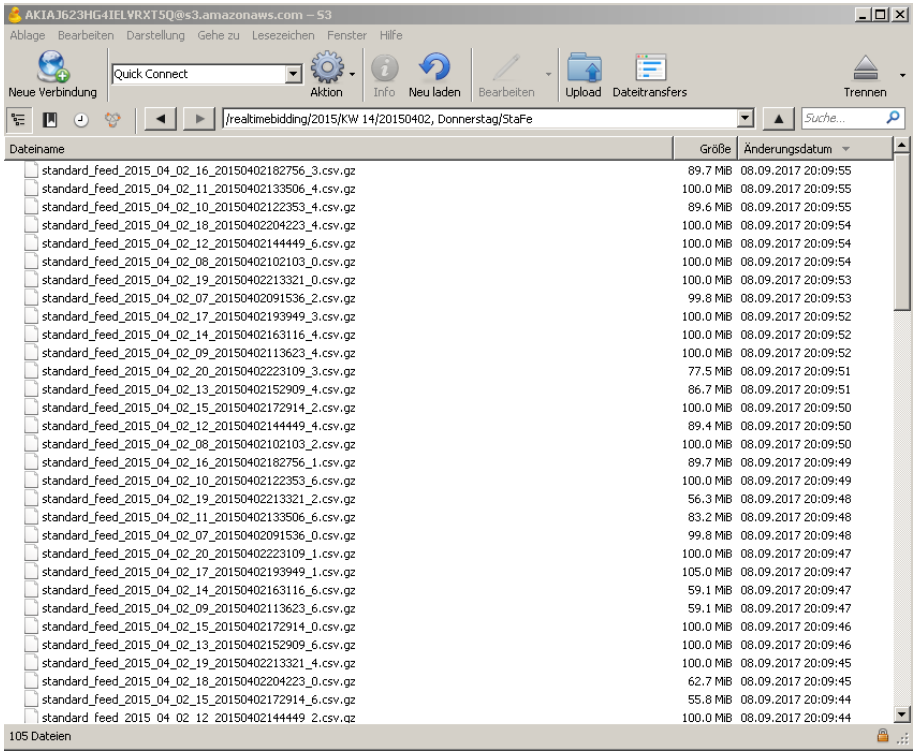

https://aws.amazon.com/

# Data Storage: AWS S3

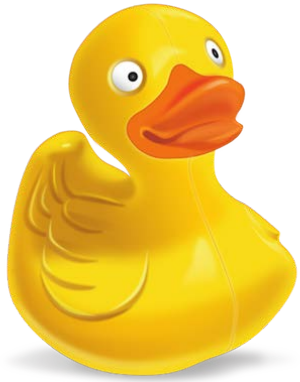


# Data Access

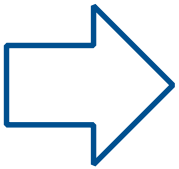
- AWS Console Access (Browser)
- API Access
  - Data sharing with collaborators worldwide
  - Obtaining data from data providers
- Cloud Storage Browsers
  (e.g., S3 Browser, Cyberduck)

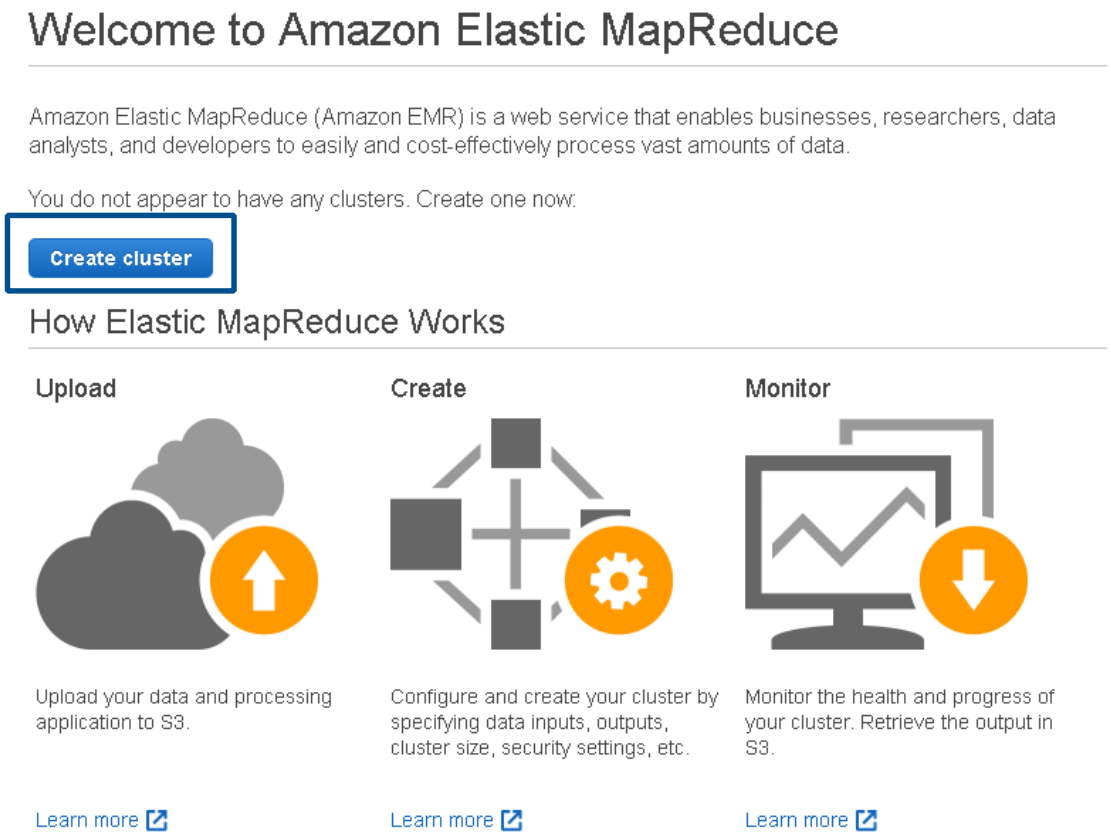




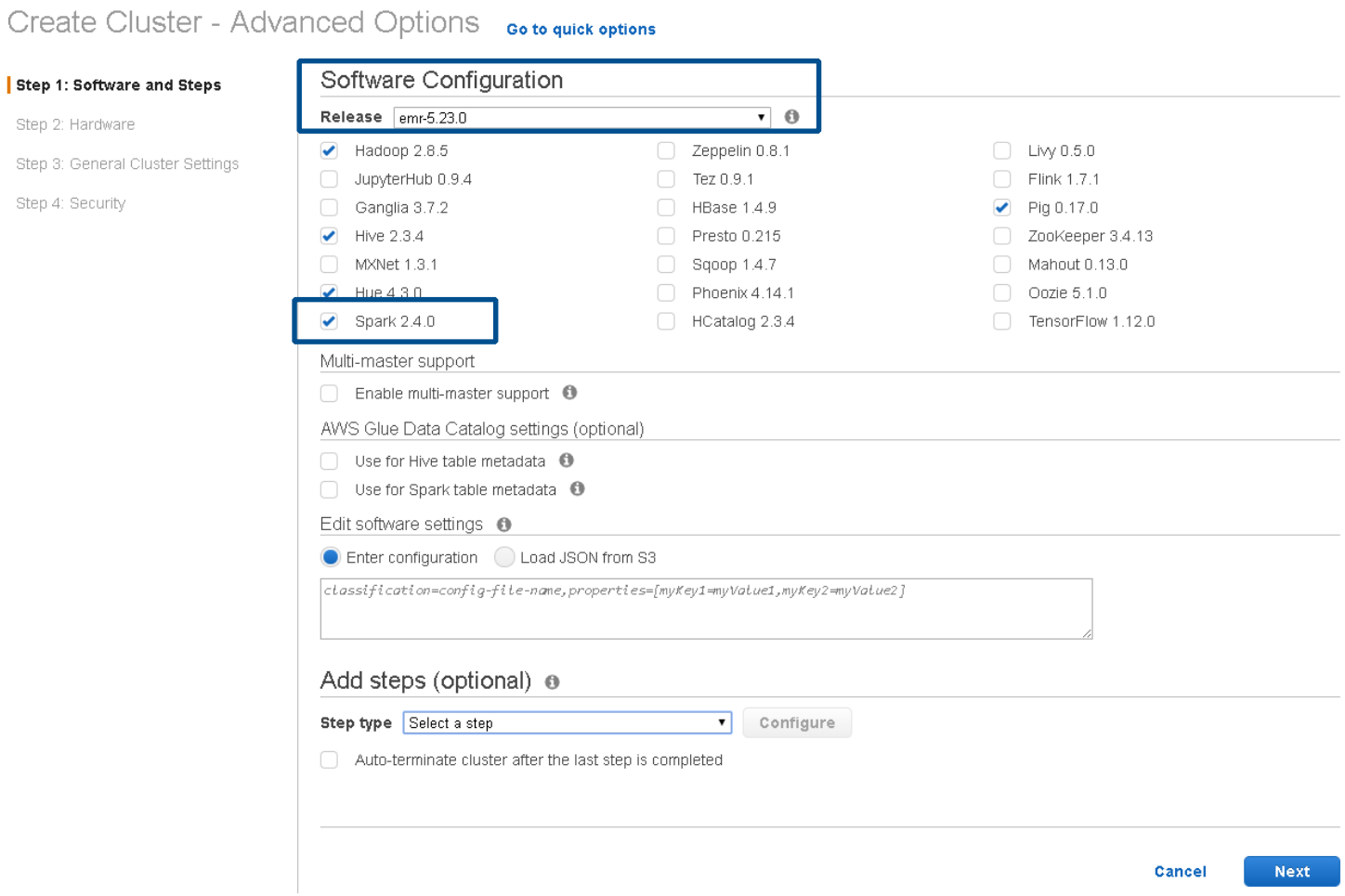


# Create EMR Cluster

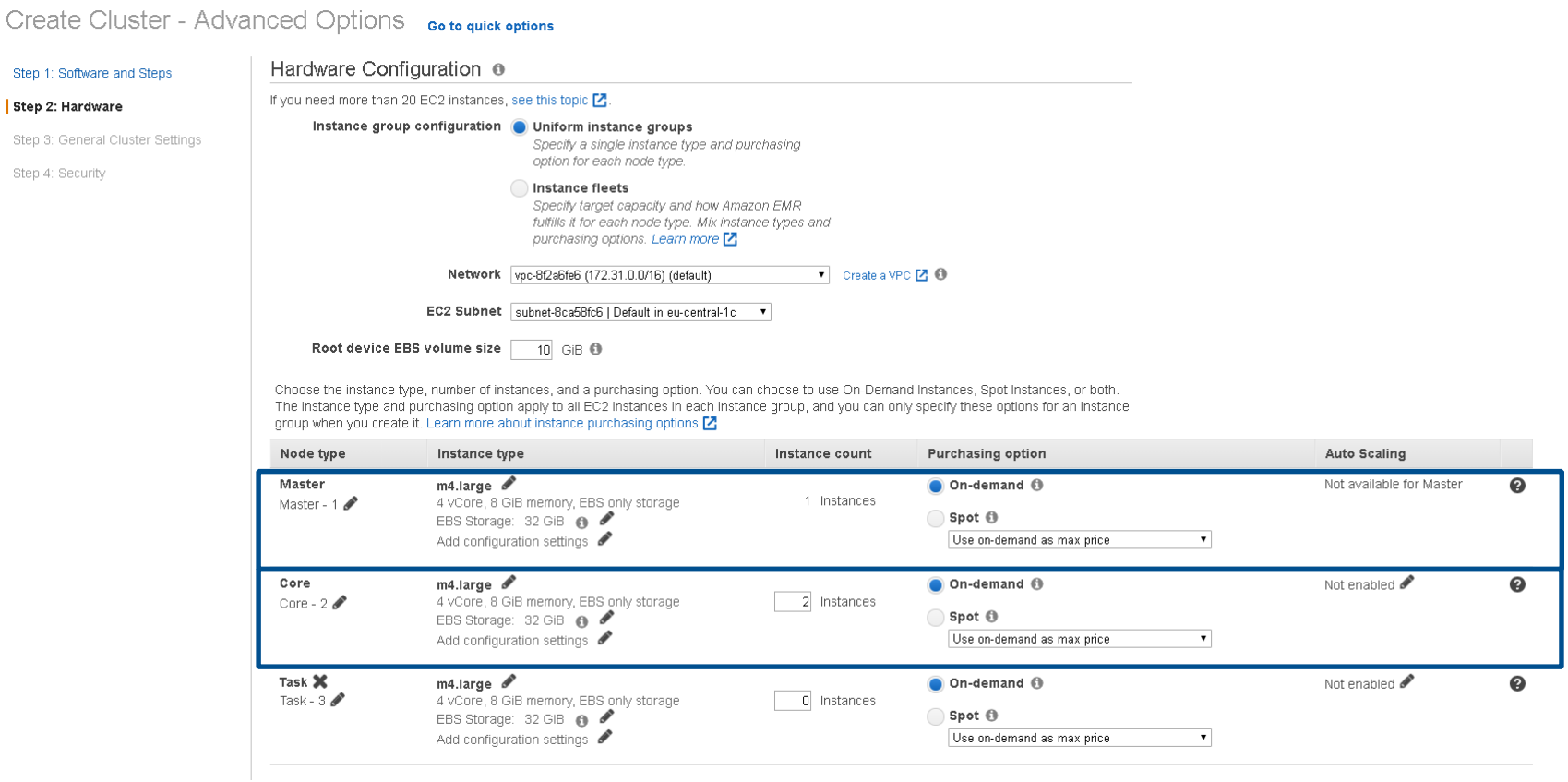




# Step 1: Software and Steps



# Step 2: Hardware



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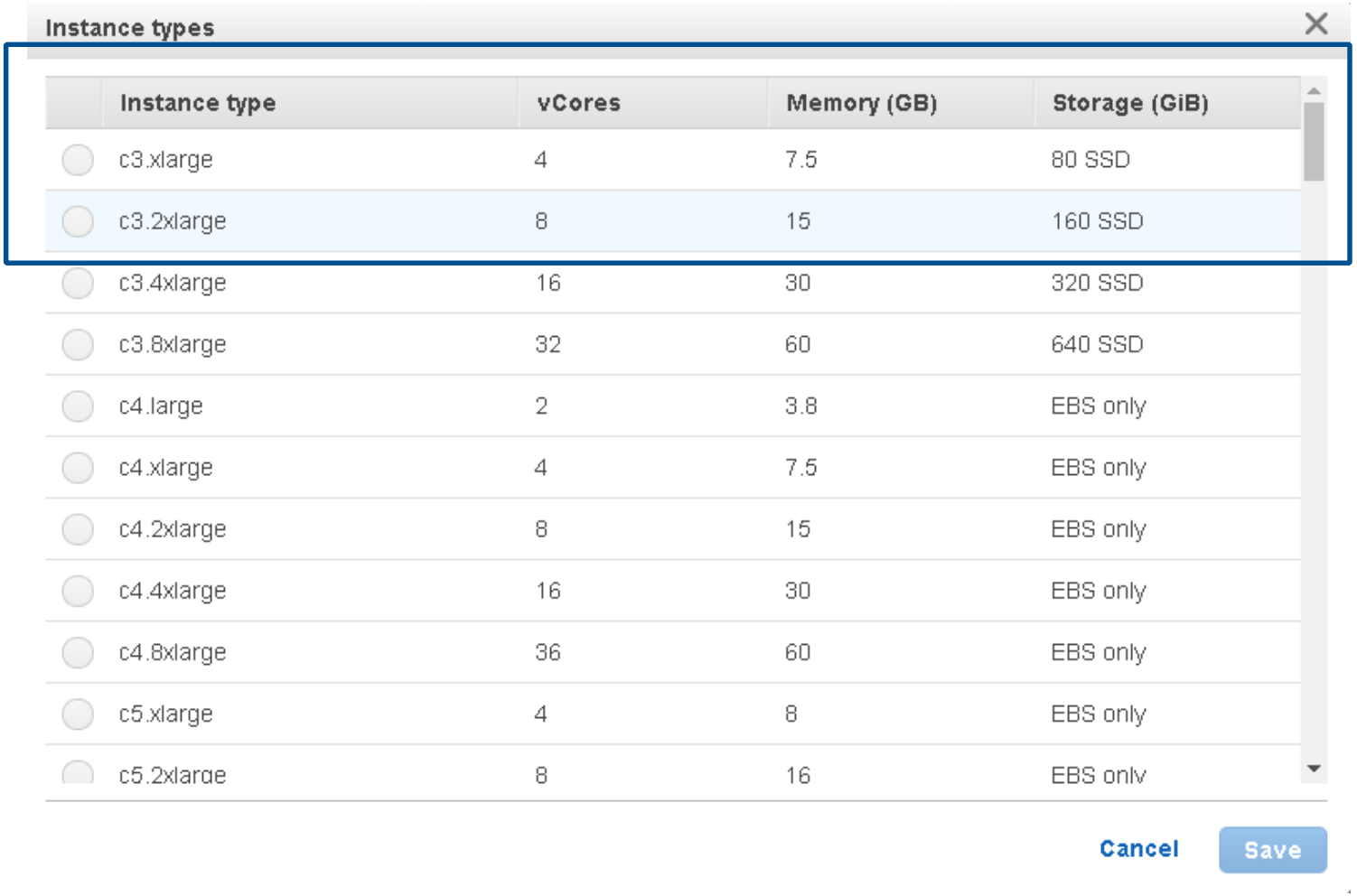

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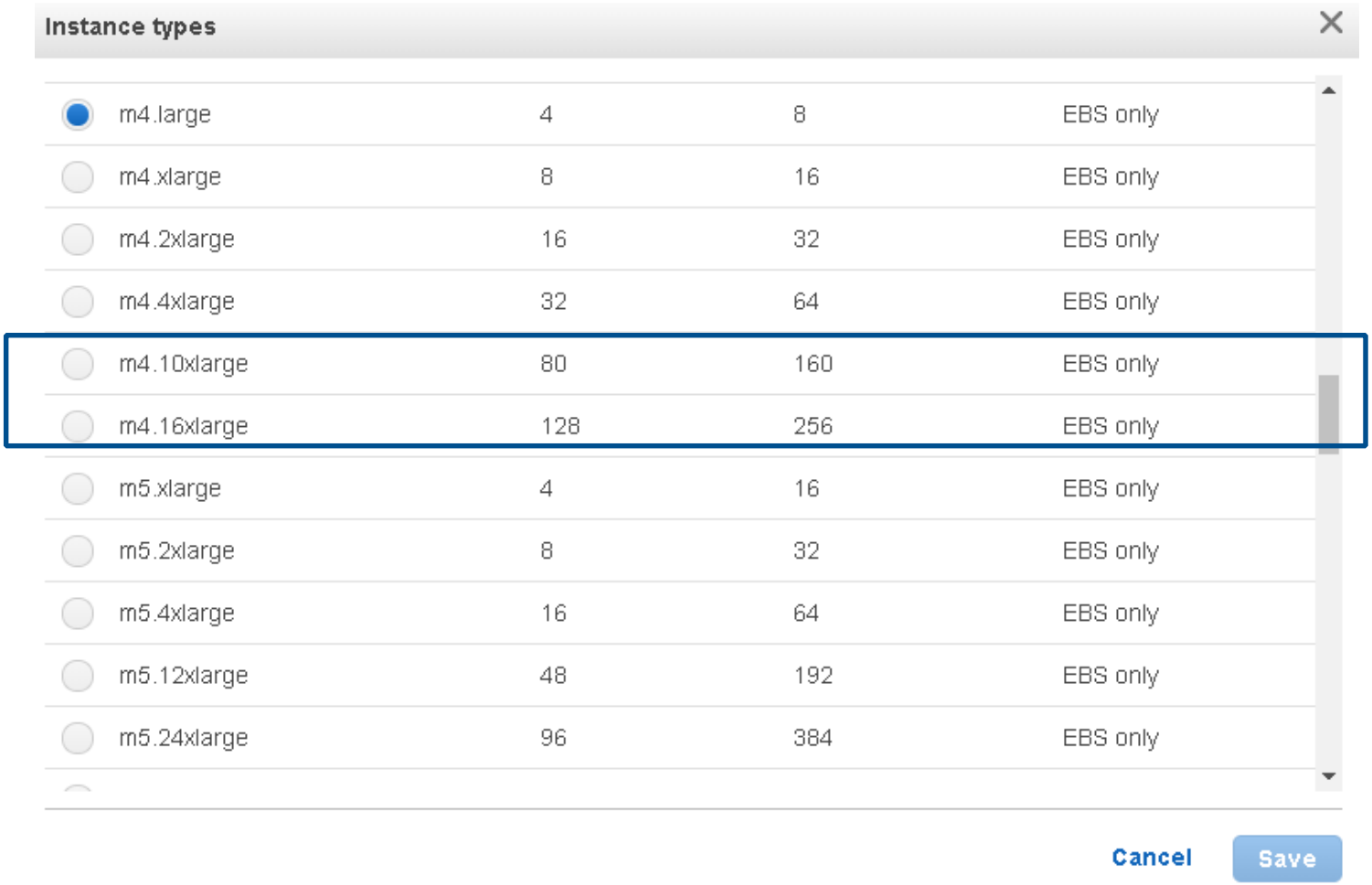


# Step 2: Hardware

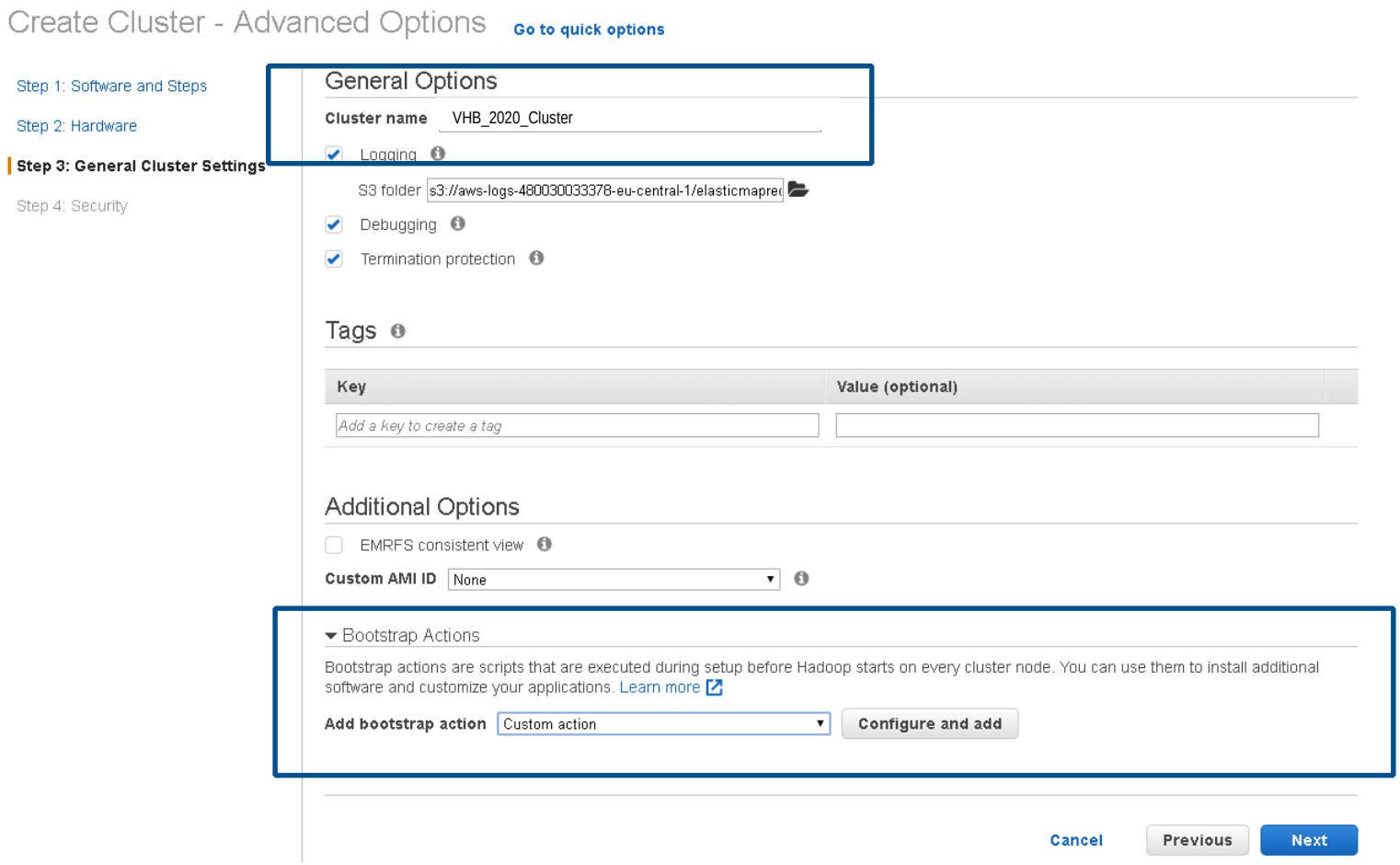
## Pricing for Amazon EMR and Amazon EC2 (On-Demand)

Region: EU (Frankfurt)

| | Amazon EC2 Price | Amazon EMR Price |
|---|---|---|
| **General Purpose - Current Generation** | | |
| m5.xlarge | $0.23 per Hour | $0.048 per Hour |
| m5.2xlarge | $0.46 per Hour | $0.096 per Hour |
| m5.4xlarge | $0.92 per Hour | $0.192 per Hour |
| m5.12xlarge | $2.76 per Hour | $0.27 per Hour |
| m5.24xlarge | $5.52 per Hour | $0.27 per Hour |
| m5a.xlarge | $0.208 per Hour | $0.043 per Hour |
| m5a.2xlarge | $0.416 per Hour | $0.086 per Hour |
| m5a.4xlarge | $0.832 per Hour | $0.172 per Hour |
| m5a.12xlarge | $2.496 per Hour | $0.27 per Hour |
| m5a.24xlarge | $4.992 per Hour | $0.27 per Hour |
| m5d.xlarge | $0.272 per Hour | $0.057 per Hour |
| m5d.2xlarge | $0.544 per Hour | $0.113 per Hour |
| m5d.4xlarge | $1.088 per Hour | $0.226 per Hour |
| m5d.12xlarge | $3.264 per Hour | $0.27 per Hour |
| m5d.24xlarge | $6.528 per Hour | $0.27 per Hour |
| m4.large | $0.12 per Hour | $0.03 per Hour |
| m4.xlarge | $0.24 per Hour | $0.06 per Hour |

Prices range between $.03 - $.27 for EMR

# Step 3: Cluster Settings



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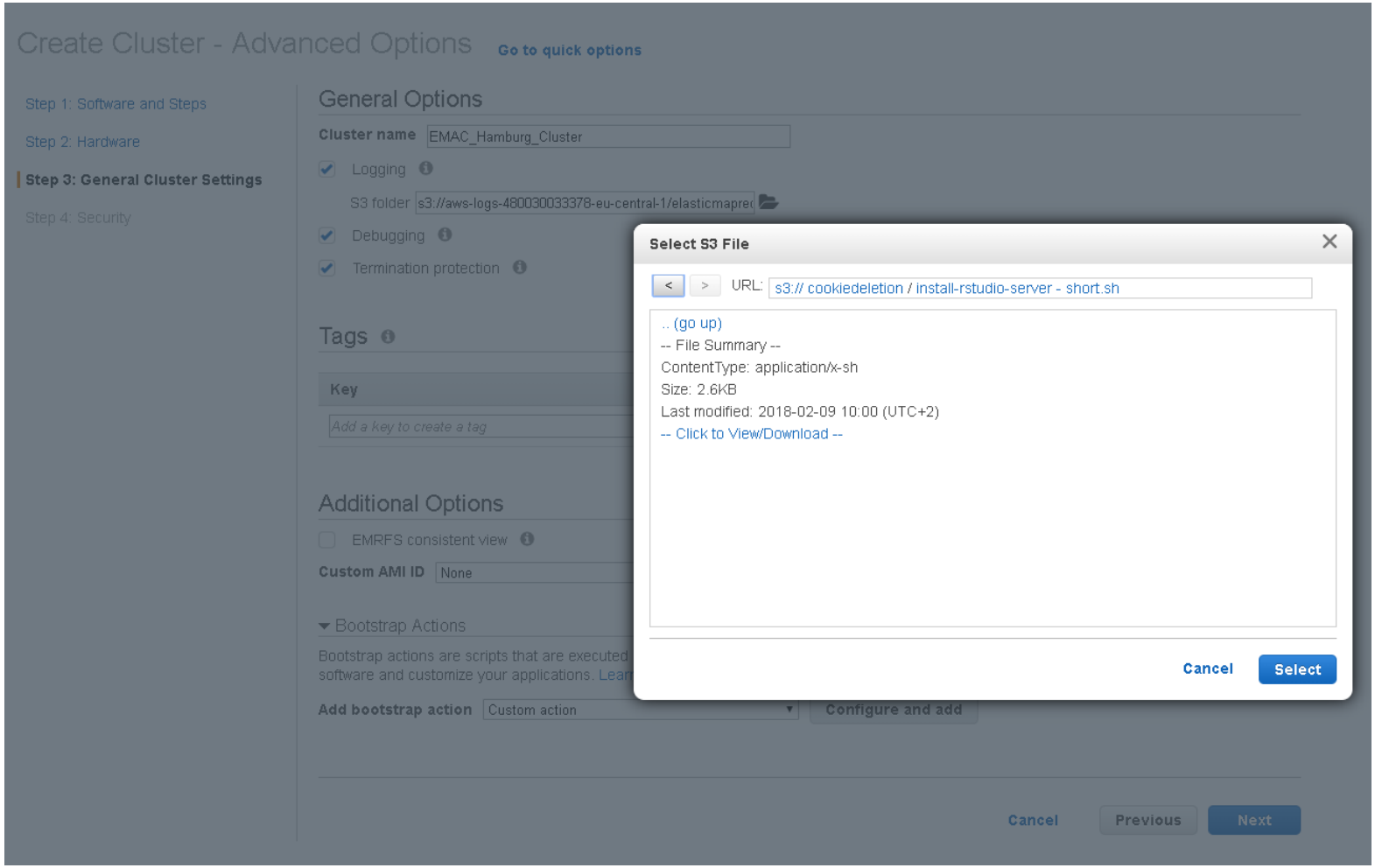



Install RStudioServer on Cluster

# Step 3: Cluster Settings

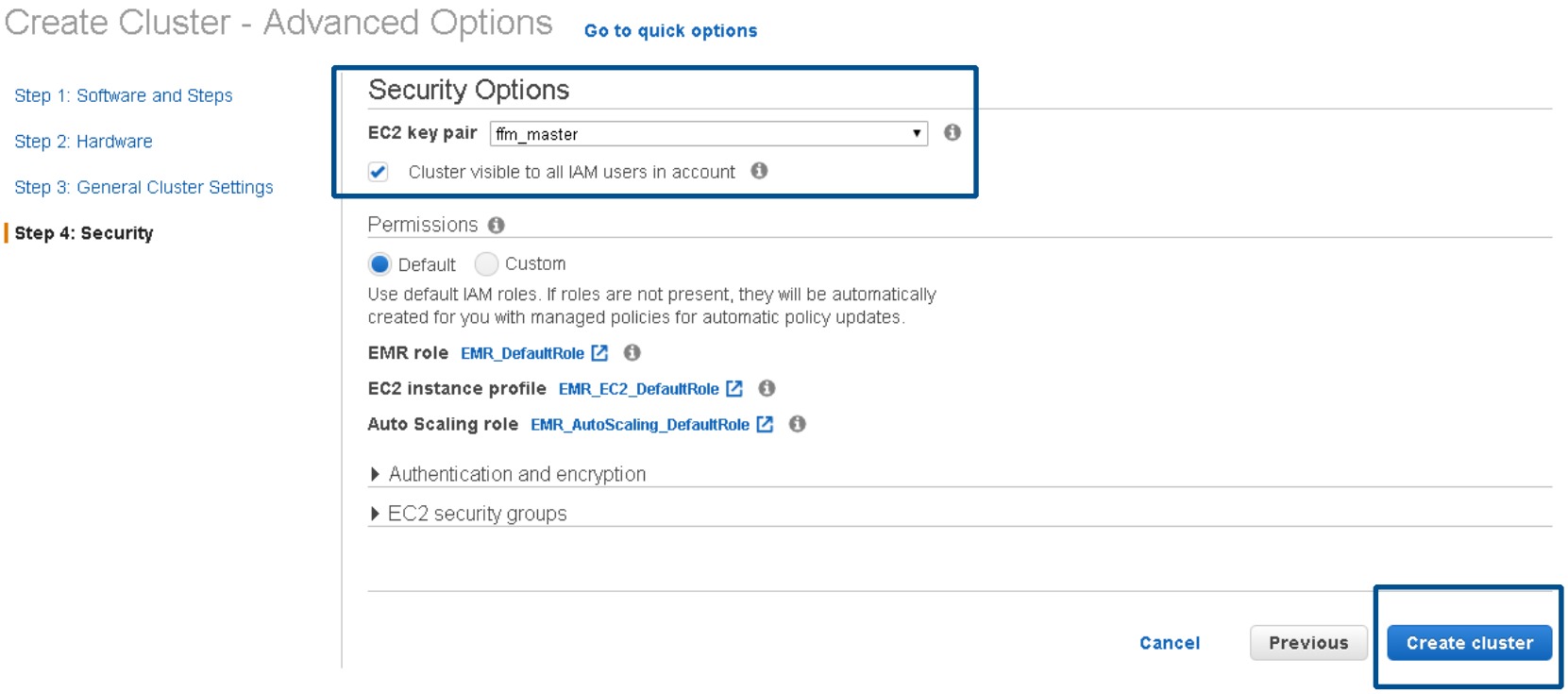
install-rstudio-server - short.sh - Editor

Datei Bearbeiten Format Ansicht ?

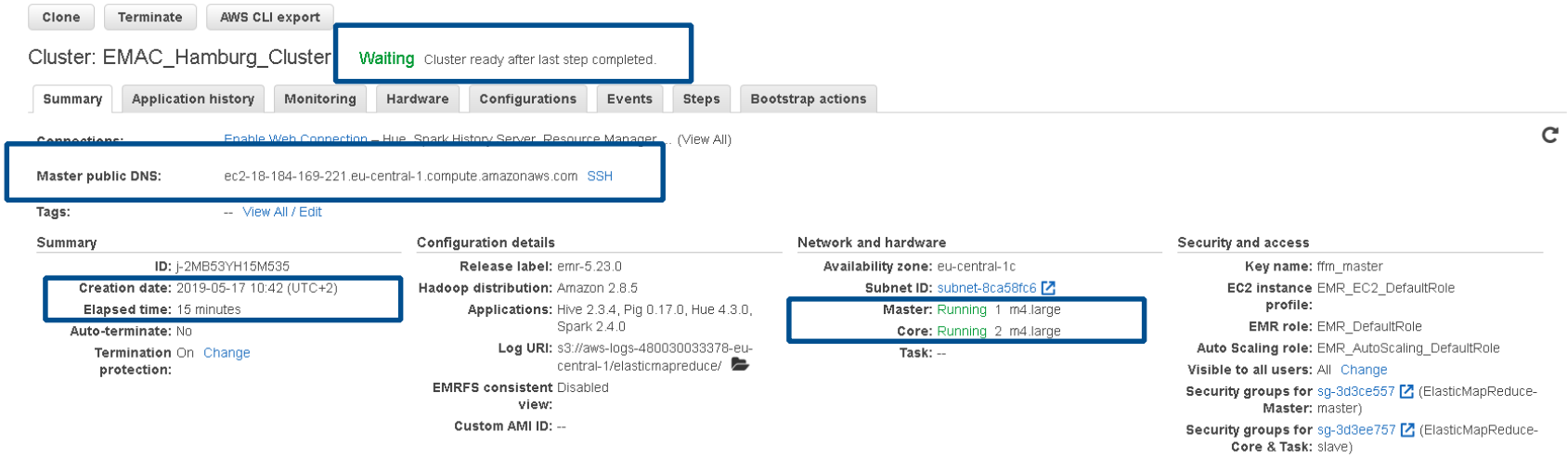
```
#Installation of the specified RStudio Server Version with the defined User and Password.
#These Variables can be changed above, if needed.

grep -Fq "\"isMaster\": true" /mnt/var/lib/info/instance.json
if [ $? -eq 0 ];
then
    while [[ $# > 1 ]]; do
        key="$1"

        case $key in
           # The above specified RStudio Server Version
                        --sd-version)
                VERSION="$2"
                shift
                ;;
           # The above specified user
            --sd-user)
                USER="$2"
                shift
                ;;
            # The password for the above specified user
            --sd-user-password)
                PASS="$2"
                shift
                ;;

            *)
                echo "Unknown option: ${key}"
                exit 1;
        esac
        shift
    done
    echo "*****************************************"
    echo "  1. Download RStudio Server ${VERSION}   "
    echo "*****************************************"
    wget https://s3.amazonaws.com/rstudio-dailybuilds/rstudio-server-rhel-${VERSION}-x86_64.rpm
    echo "         2. Install dependencies          "
    echo "*****************************************"
    # This is needed for installing devtools
    sudo yum -y install libcurl libcurl-devel 1>&2
    echo "        3. Install RStudio Server         "
    echo "*****************************************"
    sudo yum -y install --nogpgcheck rstudio-server-rhel-${VERSION}-x86_64.rpm 1>&2
    echo "      4. Create R Studio Server user      "
    echo "*****************************************"
    epass=$(perl -e 'print crypt($ARGV[0], "password")' ${PASS})
    sudo useradd -m -p ${epass} ${USER}
    # This is to allow access to HDFS
    sudo usermod -a -G hadoop ${USER}
    echo "  5. Create environment variables file   "
    echo "*****************************************"
```

Bootstrap Script to Install RStudioServer

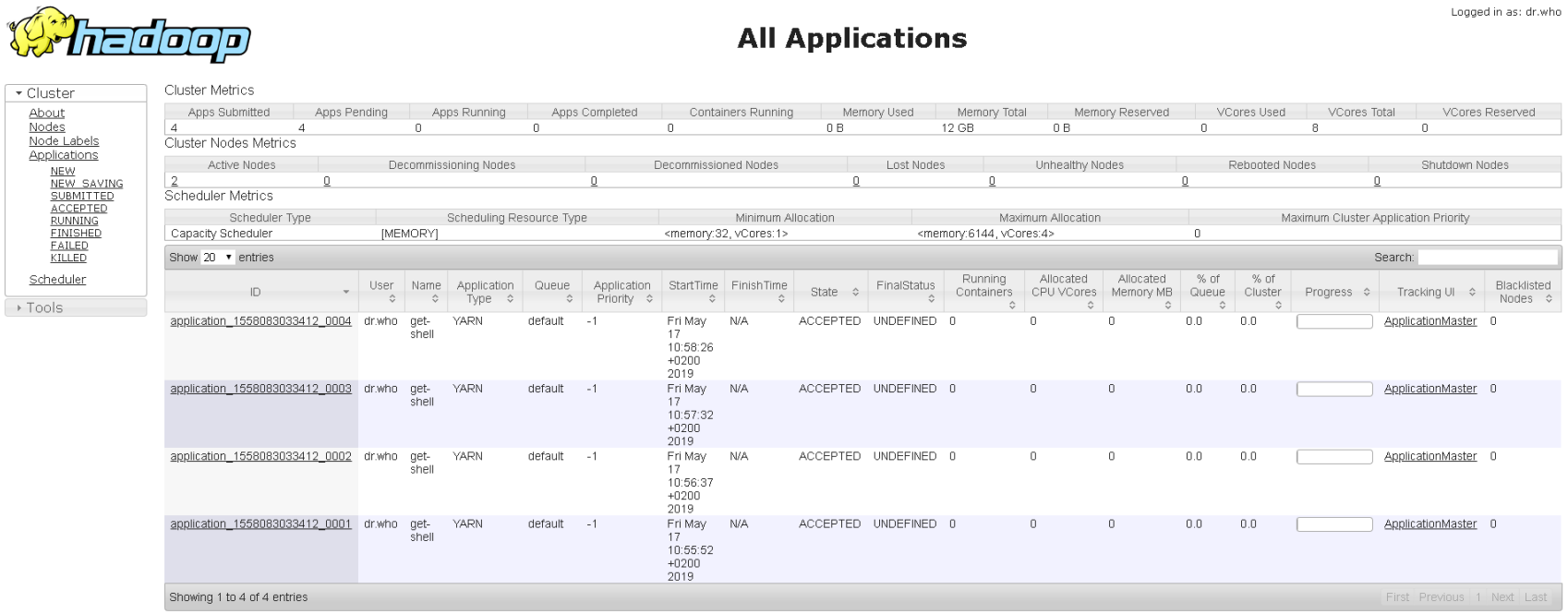
# Step 4: Security



# Cluster Ready to Use

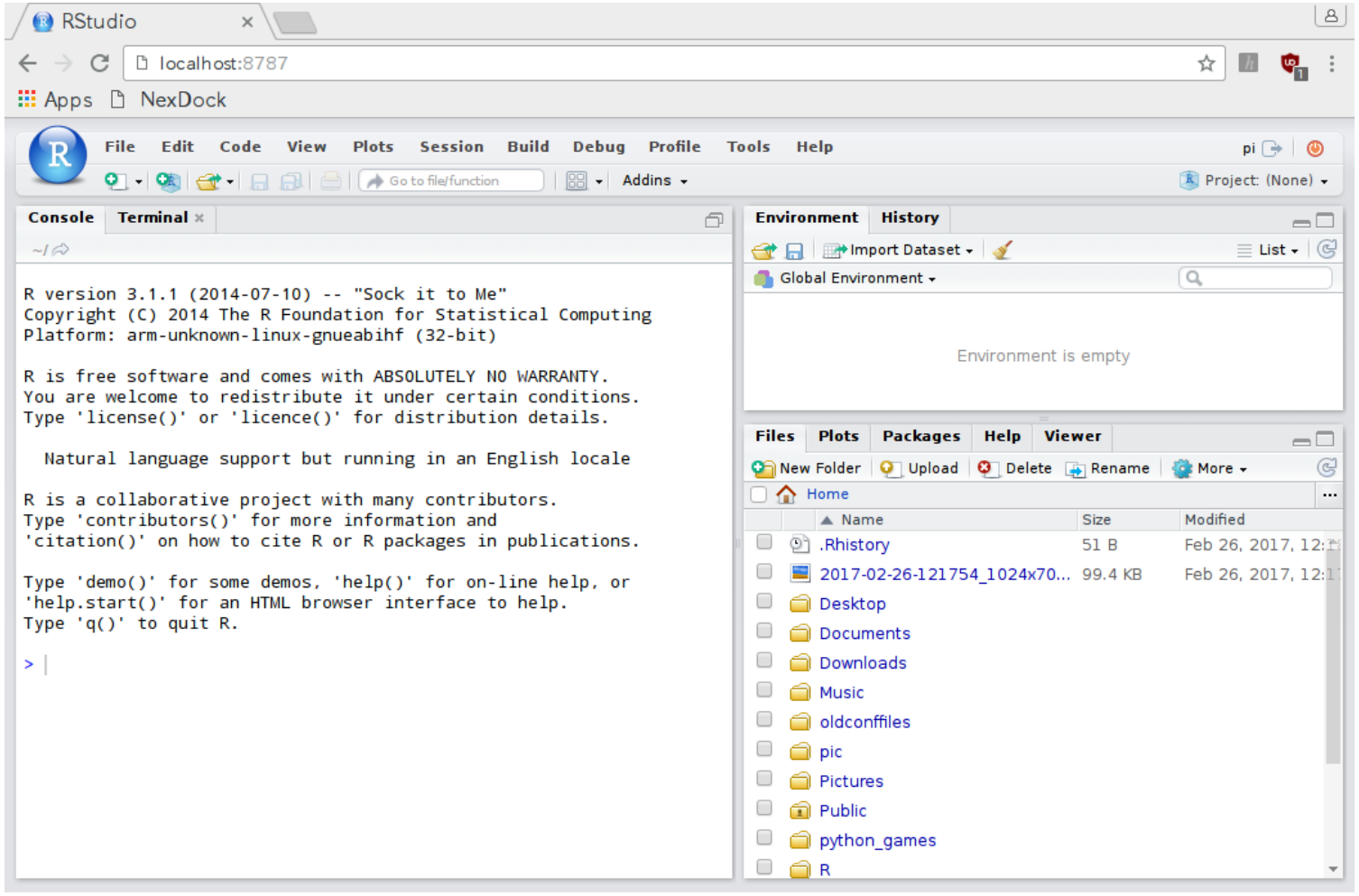


# Hadoop Cluster Manager Overview




http://ec2-18-184-169-221.eu-central-1.compute.amazonaws.com:8088

# Accessing RStudioServer




http://ec2-18-184-169-221.eu-central-1.compute.amazonaws.com:8787

# Run Analysis

# Sparklyr: R Interface for Apache Spark

sparklyr from RStudio

dplyr MLib Extensions

- Using sparklyr
  - Configuring connections
  - Troubleshooting
- Guides
  - Manipulating data
  - Machine Learning
  - Understanding Caching
  - Deployment Options
  - Distributed R
  - Data Lakes
  - ML Pipelines
  - Text mining
  - Stream Analysis

## sparklyr: R interface for Apache Spark

build passing | CRAN 1.0.1 | codecov 80% | chat on gitter

- Connect to Spark from R. The sparklyr package provides a complete dplyr backend.
- Filter and aggregate Spark datasets then bring them into R for analysis and visualization.
- Use Spark's distributed machine learning library from R.
- Create extensions that call the full Spark API and provide interfaces to Spark packages.


### Installation

You can install the sparklyr package from CRAN as follows:

```
install.packages("sparklyr")
```

You should also install a local version of Spark for development purposes:

Source: https://spark.rstudio.com/

# Sparklyr Demo

## Sparklyr Demo: R Interface with Apache Spark

*Klaus Miller, Goethe University Frankfurt*

*May 2019*

Example: Cluster Analysis Using Spark.ML to predict cluster membership with the iris dataset

Slightly adapted from source: https://spark.rstudio.com/

Load Packages

```
library(tidyverse)
```

Installation

```
#install.packages("sparklyr")

# Upgrade to latest version
#devtools::install_github("rstudio/sparklyr")
```

Connecting to Spark

```
library(sparklyr)
```

```
##
## Attaching package: 'sparklyr'
```

```
## The following object is masked from 'package:purrr':
##
##     invoke
```

```
sc <- spark_connect(master = "local")
```

Source: https://github.com/stm/vhb_2020

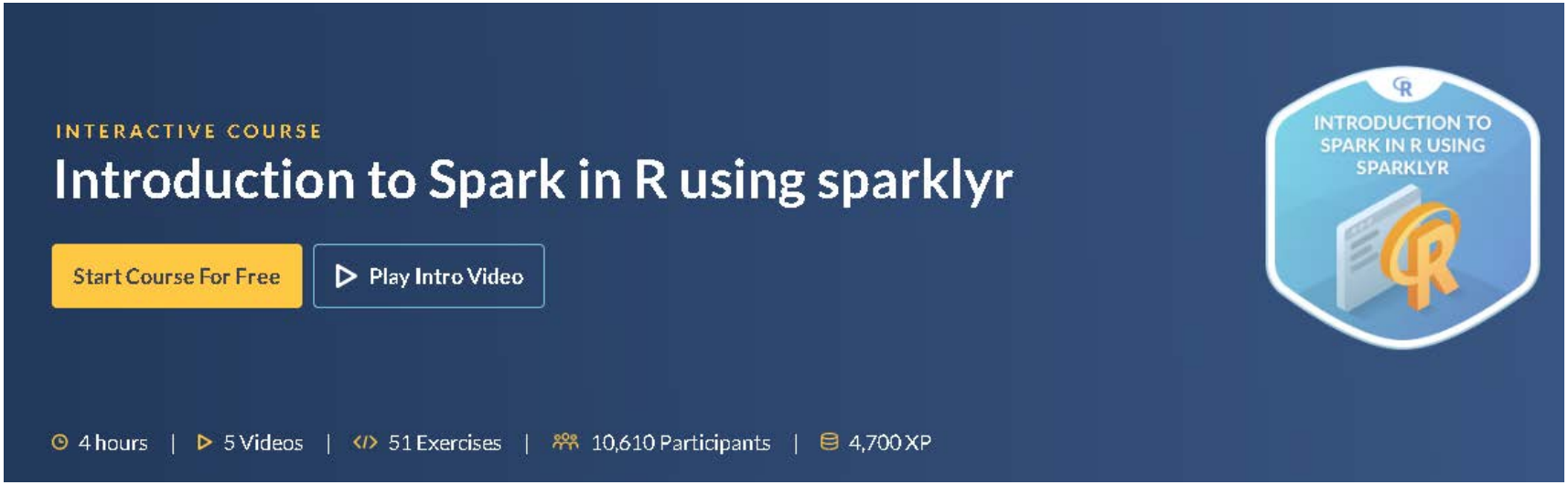
# Sparklyr Machine Learning Library

## Algorithms

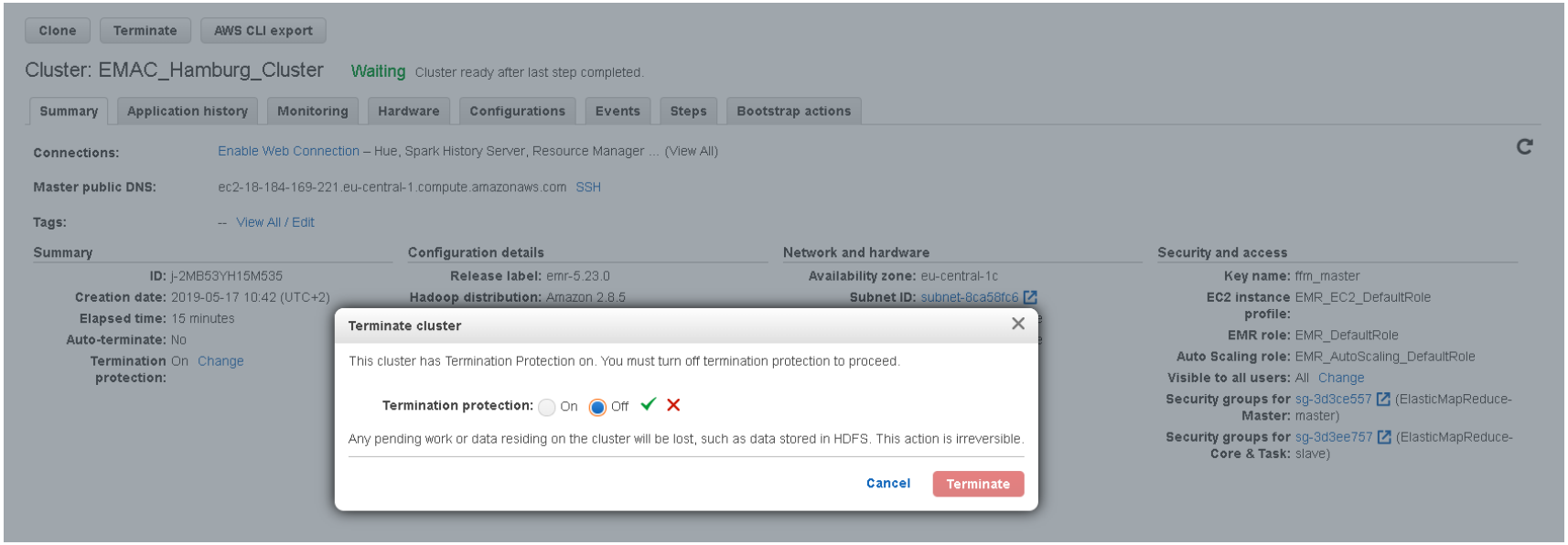
Spark's machine learning library can be accessed from sparklyr through the `ml_*` set of functions:

| Function | Description |
|---|---|
| `ml_kmeans` | K-Means Clustering |
| `ml_linear_regression` | Linear Regression |
| `ml_logistic_regression` | Logistic Regression |
| `ml_survival_regression` | Survival Regression |
| `ml_generalized_linear_regression` | Generalized Linear Regression |
| `ml_decision_tree` | Decision Trees |
| `ml_random_forest` | Random Forests |
| `ml_gradient_boosted_trees` | Gradient-Boosted Trees |
| `ml_pca` | Principal Components Analysis |
| `ml_naive_bayes` | Naive-Bayes |
| `ml_multilayer_perceptron` | Multilayer Perceptron |
| `ml_lda` | Latent Dirichlet Allocation |
| `ml_one_vs_rest` | One vs Rest |

# Introduction to Spark in R



# Terminating Cluster



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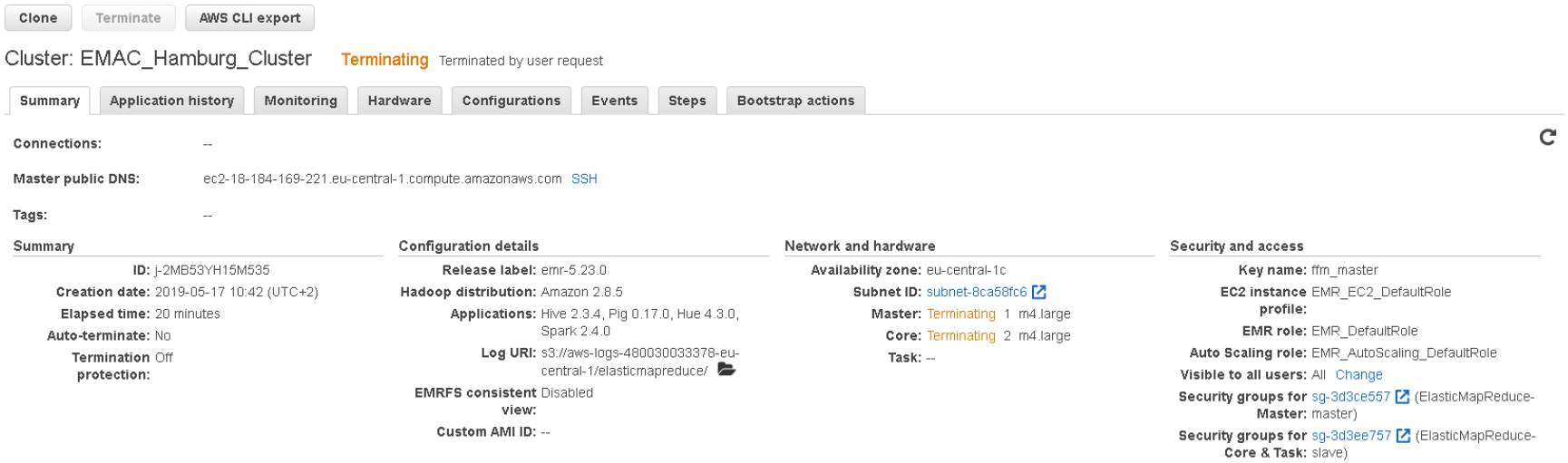

# Big Data Not So „Big“ After All

# Thank You for Your Attention!


Klaus Miller

Theodor-W.-Adorno-Platz 4

60323 Frankfurt am Main

Tel: +49-(0)69-798-33-865

Email: klaus.miller@wiwi.uni-frankfurt.de

Web: fromdatatodecisions.com

@klausmiller