



# Oracle Big Data Discovery (BDD) Hadoop Visualization

ORACLE' Big Data Discovery

Kshitij Kumar Wilfrido Solano



### Agenda

#### Evolution of Data

- Product Position
- Data Lakes

#### Big Data Discovery

- Technical Overview
- Product Walkthrough

#### Closing

Resources

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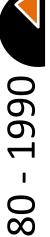
### We are back where we started (sort of)

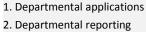






### **Evolution of Computing**





- 3. Minimal integration
- 4. Evolution of data center
- 5. Structured data
- 6. No Big Data



#### 1. Evolution of ERP (monolithic)

- 2. Collect lot of data
- 3. Integrated cross departmental business applications
- 4. Mostly departmental reporting
- 5. Some cross departmental
- 6. Data (center) grew
- 7. Purchase for peak capacity -Capital lock
- 8. Start of unstructured data
- 9. Start of mobile devices
- 10. Big Data only for large organizations



#### 1. Explosion of data

- 2. Explosion of devices
- 3. Social media
- 4. Just ERP no value
- 5. Just reports no value
- 6. DW / BI critical for competition
- 7. Cloud prominent
- 8. Start of laaS, SaaS, PaaS
- 9. Beginning of decoupling of
- 10. Back to purpose built business application on cloud -SFDC, Workday
- 11. Part ERP on Prem. Part ERP on cloud - Hybrid
- 12. Big Data seen as valuable by most organizations (cost)
- 12. Too much data



#### 1. Era of Hybrid computing (on-prem and cloud compute)

- 2. FRP and BI
- 3. More and more applications on cloud
- 4. Building custom integration between apps acceptable
- 5. More and more BI on cloud
- 6. Big Data necessity for most
- 7. Integrated cloud applications by mega vendors
- 8. Integration of traditional DW with Big Data
- 9. Data lakes dump everything
- 10. Cannot define what analysis upfront



#### Performance. Growth. Excellence.

#### > Global Reach for Global Customers

- Founded in 2002 in Boston 650+ employees
- US (East, Central, West),
- Europe, India, Middle East

#### > Most Recognized & Credentialized Oracle BI & EPM Partner

- P3 Partner Group Certified, Specialized and Recognized by Oracle for BI/EPM.
- Beta program for OBI 12c, ODI 12c
- Onsite, Remote and Offshore Delivery Models
- BICS Accelerators including BICS and PBCS integration
- AWS Certified for Oracle on AWS (only 2 partners worldwide)
- First Oracle Exalytics Certified Delivery Partner
- One of the First partner to be trained on BDD



Business Intelligence Pillar Partner

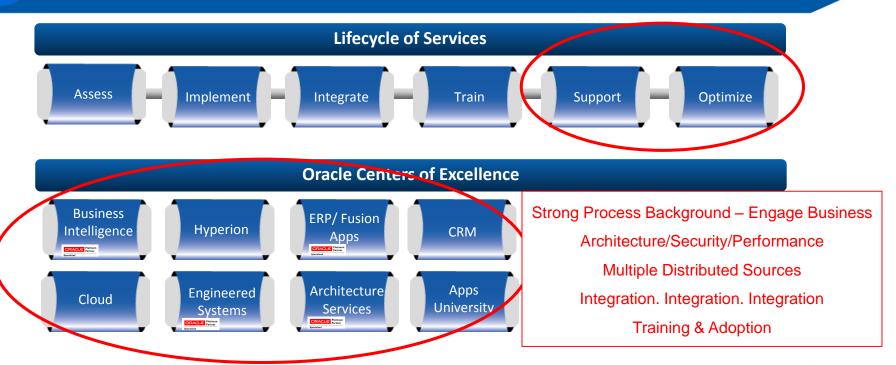
Oracle Selected and Verified







#### Multi-Pillar Partner Engaging Across the IT Lifecycle





**Exalytics Certified Delivery Partner** 



**Oracle Specialized/Validated** 





### Complete BI and EPM Service Offerings (all platforms)

#### **Advise**

- Big Data Discovery
- BI / EPM Assessment and Roadmaps
- OBI Architecture Assessment
- Data Governance Process
   Design and Implement
- MDM for BI / EPM
- OBI / Hyperion and R12 Planning
- Integration of structured and unstructured data

#### <u>Implement</u>

- OBI Foundation Suite
- BI Apps (ODI, Informatica)
- FPM
- BDD
- User Adoption & Training
- BI / EPM on the Cloud
- Endeca Information
   Discovery (EID)
- EID for EBS (connectors)
- BIFS
- Exalytics

#### **Optimize & Support**

- Upgrades
- Support Services for OBI and FPM
- User Training
- Functional Design
- Tool Adoption Methods
- Report Rationalization
- New Module Development
- Managed Services

#### **Integrate**

#### (Representative sources)

- EBS, PSFT, JDE, SAP, LAWSON
- Salesforce (Bi Directional)
- Siebel
- Clarity
- Kronos
- PPM
- ADP
- Demantra
- Oracle Governance (GRC)
- Oracle Learning Management







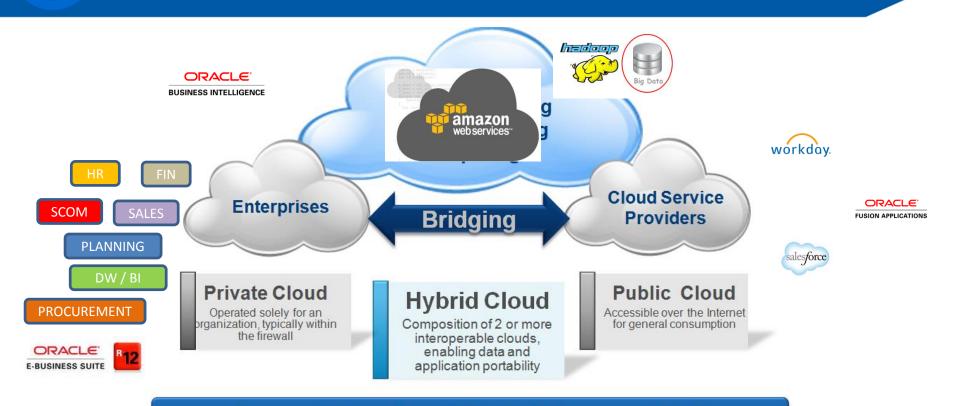




Oracle Database Appliance



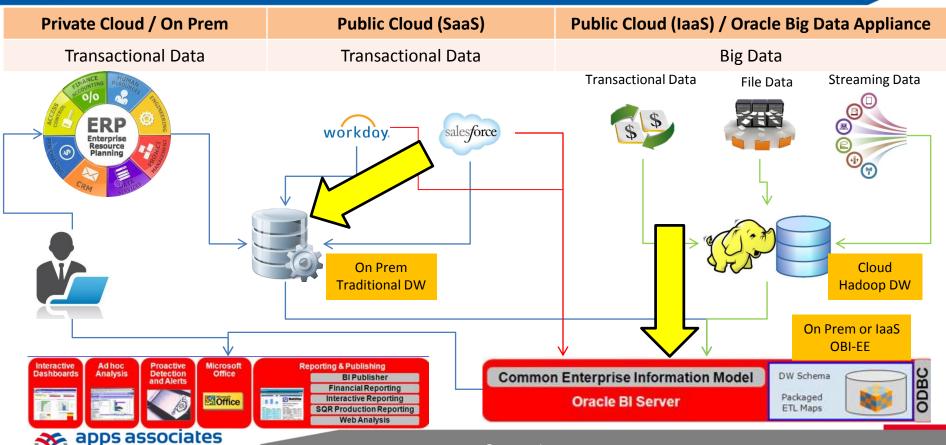
### Hybrid Cloud Framework



Common Platform, Security Model, & Management Model



### Analytics In Hybrid Cloud: Problem with this



extreme expertise

#### What is a Data Lake





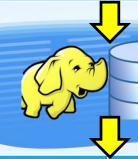






#### Structured

Store all data
No need to model
Define relationship when needed
Allow access thru tools
Store results back or into D/W



#### Unstructured

Cloud best suited
Scalability and Performance
Can be just Structured
Achieve or Staging for D/W

Visualize

**Process** 

**ORACLE** Big Data Discovery



#### The Need





### Key Challenges in Managing Big Data

#### Key Big Data Challenges

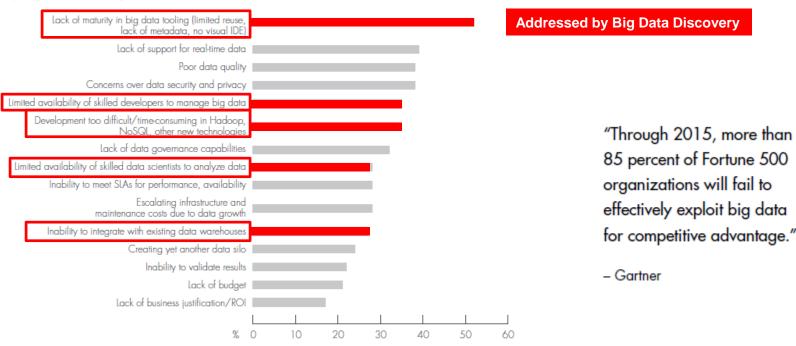
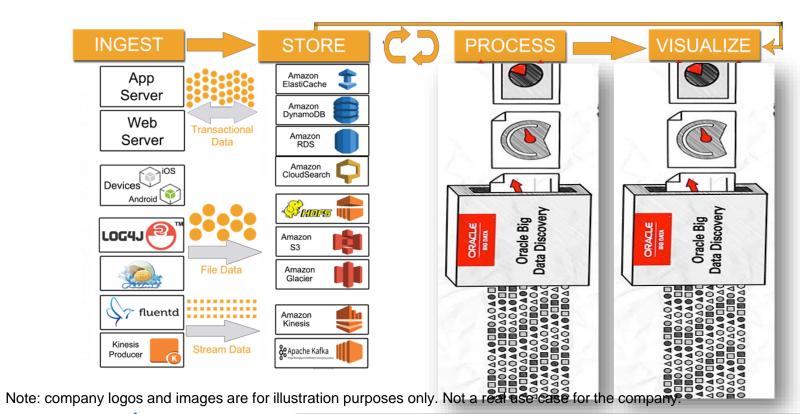


Figure 1: What key challenges do you face or foresee in managing big data?

Informatica Study May 2013



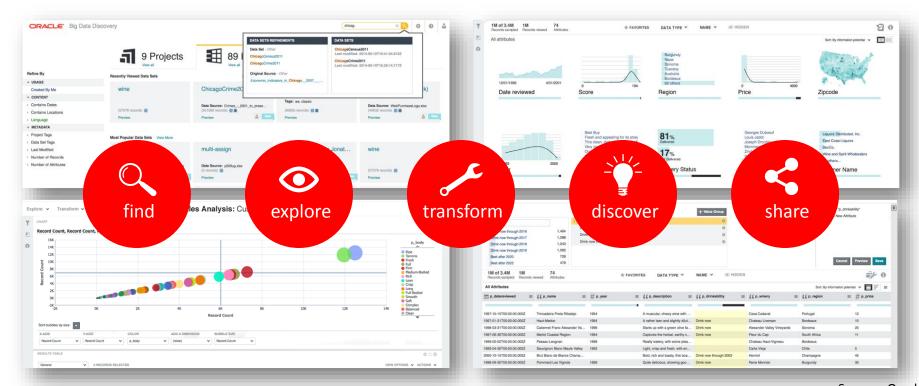
### **BDD Value Proposition**



Source : AWS

## **3**

### The Visual Face of Hadoop



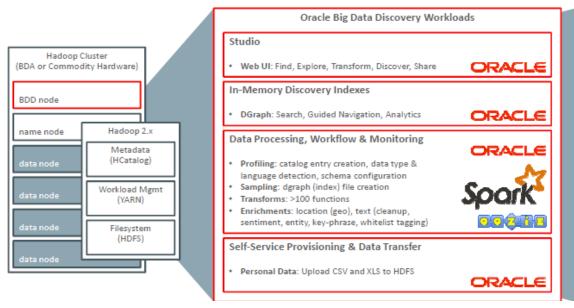




### Behind the Scenes Components

- Hadoop
- MapReduce
- HDFS
- Hive
- HCatalog
- Spark
- Impala
- Pig
- YARN
- Oozie

Oracle Big Data Discovery. Technical Innovation on Hadoop







### Supported Hadoop Distributions

- 1. CDH 5.3.x 5.4.x Cloudera Distribution for Hadoop
- 2. HDP 2.2.4 2.3.x Hortonworks Data Platform



### Required Hadoop Components

Component	Description
Cloudera Manager (CDH)/Ambari (HDP)	The BDD installer uses a RESTful API to query Cloudera Manager (if you're using CDH) or Ambari (If you're using HDP) for information about specific Hadoop nodes, such as their hostnames and port numbers.  Cloudera Manager/Ambari must be installed on at least one node in your cluster, although it doesn't have to be on any that will host BDD.
ZooKeeper	BDD uses ZooKeeper services to manage the Dgraph instances and ensure high availability of Dgraph query processing. ZooKeeper must be installed on at least one node in your cluster, although it doesn't have to be on any that will host BDD. For more information on ZooKeeper and how it affects the cluster deployment's high availability, see the Administrator's Guide.  All Managed Servers must be able to connect to a node running ZooKeeper.
HDFS	BDD stores the Hive tables that contain your source data in HDFS. HDFS must be installed on at least one node in your cluster, although it doesn't need to be on any that will host BDD. HDFS must be installed on all nodes that will run Data Processing.
HCatalog	The Data Processing Hive Table Detector monitors HCatalog for new and deleted tables that require processing. HCatalog must be installed on at least one node in your cluster, although it doesn't have to be one that will host BDD.



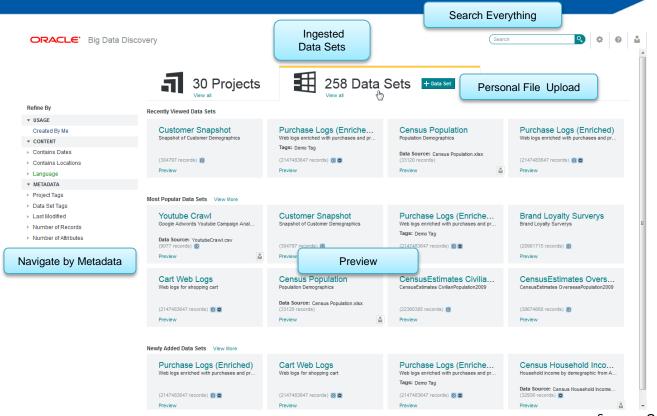
### Required Hadoop Components

Component	Description
Hive	All of your data is stored as Hive tables on HDFS. When BDD discovers a new or modified Hive table, it launches a Data Processing workflow for that table.  Hive must be installed on all nodes that will run Data Processing.
Spark on YARN	BDD uses Spark on YARN to run all Data Processing jobs. Spark on YARN must be installed on all nodes that will run Data Processing.
Hue	You can use Hue to load your source data into Hive and to view data exported from Studio.  Note: HDP doesn't include Hue. If you have an HDP cluster, you must install it separately and set the HUE_URI property in BDD's configuration file. You can also use the bdd-admin script to update this property after installation, if necessary. For more information, see the Administrator's Guide.
YARN	YARN worker nodes run all Data Processing jobs. YARN must be installed on all nodes that will run Data Processing.
Sentry	BDD doesn't require Sentry. However, if your Hadoop cluster uses it, you must configure it to allow BDD access to the tables it requires in Hive.



### Find (Catalog) – Data Sets Tab

- Searchable
- Navigable
- Recently Viewed, Most Popular, Newly Added
- Preview

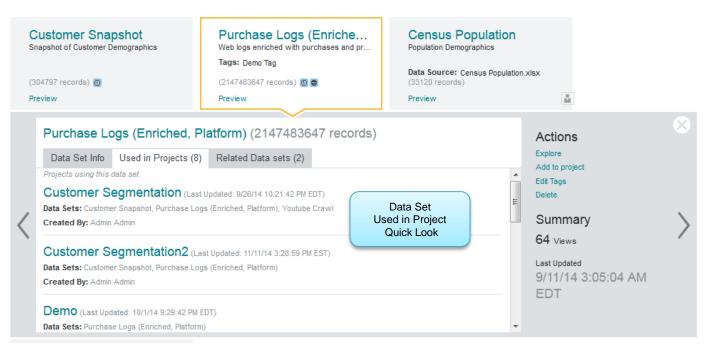


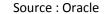




### Find (Catalog) – Data Set Quick Look

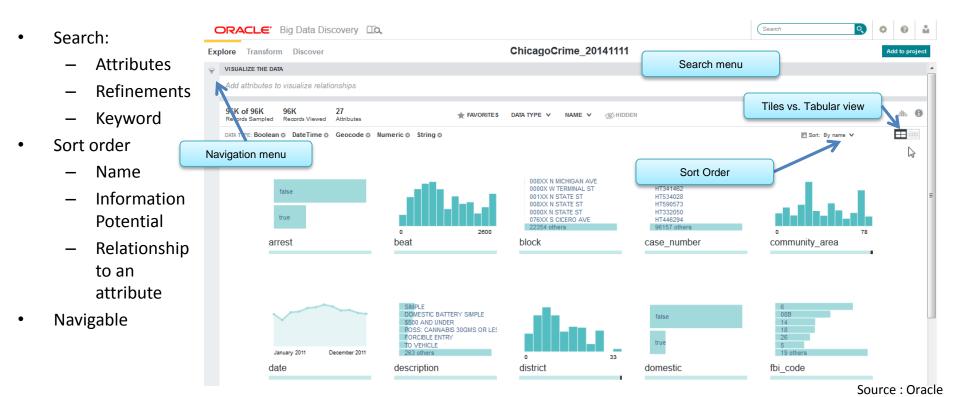
- Used in Projects
  - Project name
  - Data Sets used
  - Created by







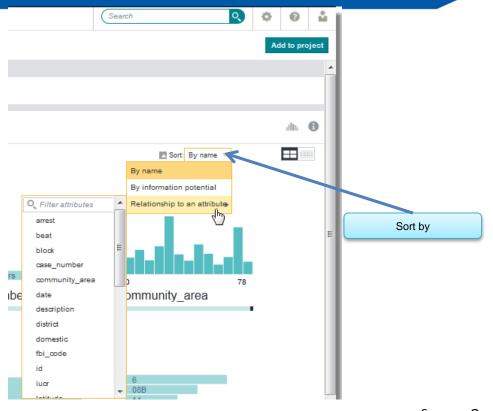
### Explore





### Explore – Sort Attributes

- Sort order
  - Name (alpha)
  - Information Potential
    - Based on Entropy
  - Relationship to an attribute
    - Based on Information
       Gain

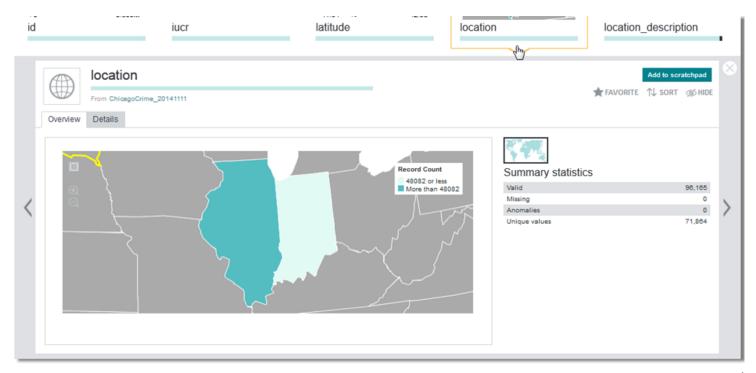






### Explore – Quick Look –Geocode

- Overview
- Details
- Summary stats
- Refine-able

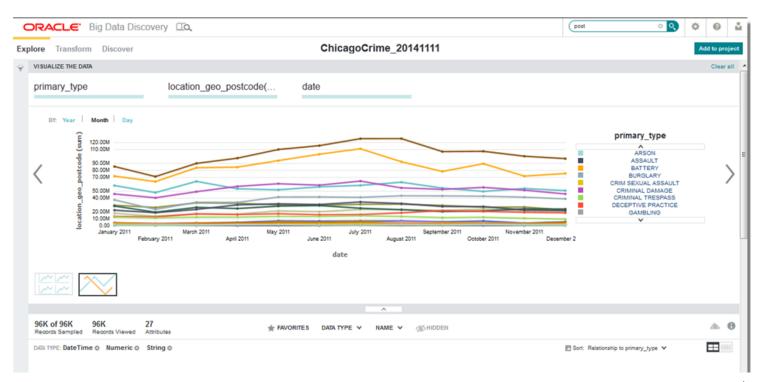


Source: Oracle



### Explore – Scratchpad

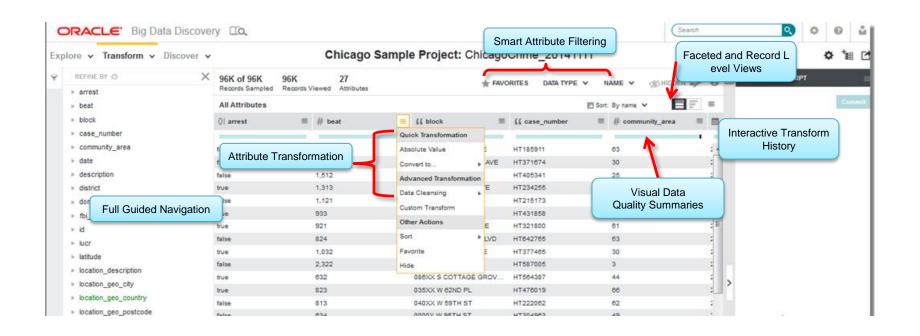
- Graphic type changes as additional attributes are added
- Autoselects best visualization
- Offers next best graphics option(s)







#### Transform - Overview

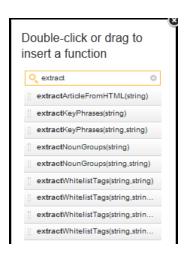


Source : Oracle



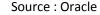
#### Transform – Function Families

- Text Enrichment functions (partial)
  - Key Phrase
  - Whitelist
  - Entity
  - Sentiment
    - TFIDF sentiment
  - Language detection
  - Noun Groups











#### Transform – Function Families

66 block

Convert to...

Data Cleansing

Custom Transform

Quick Transformation Absolute Value

Advanced Transformation

HT1859

HT3716

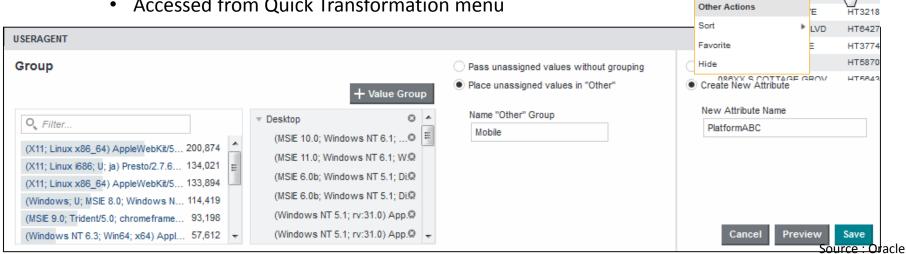
HT4053

8 د د سلم

Bin Values

Group Values

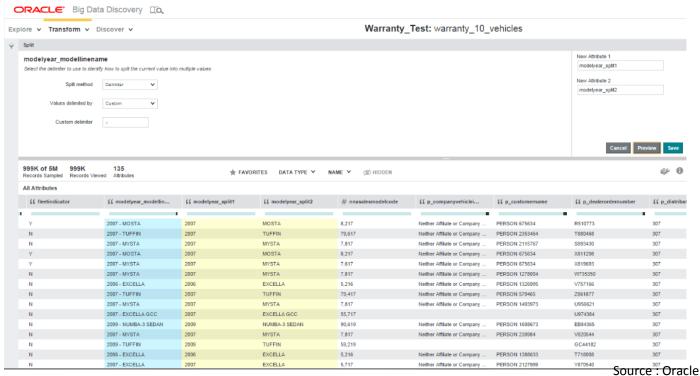
- Data Cleansing
  - Grouping
    - Applies to string type attributes
    - Can be applied to existing attribute or create a new one
    - Accessed from Quick Transformation menu



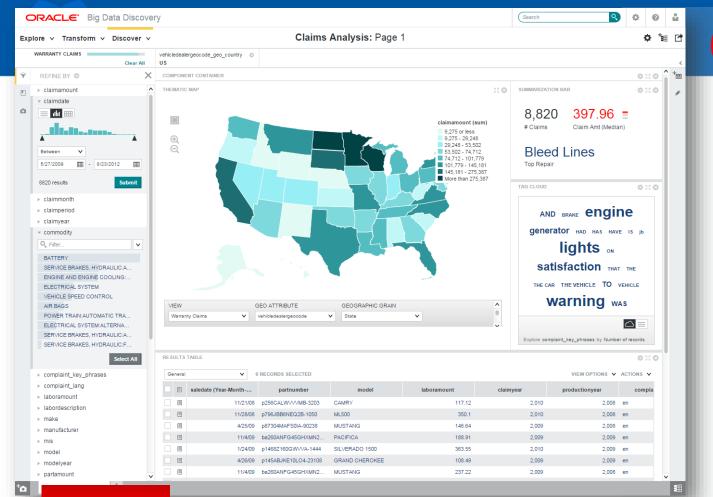


#### Transform – Function Families

- Data Cleansing
  - Splitting
    - Used to separate multi-value attributes







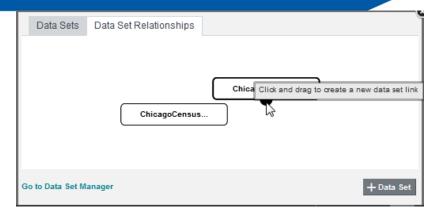


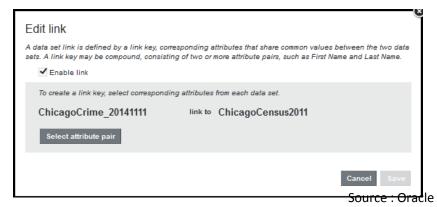
- Join and blend data for deeper perspectives
- Compose project pages via drag and drop
- Use powerful search and guided navigation to ask questions
- See new patterns in rich, interactive data visualizations

Source: Oracle

### Discovery

- Data Set Linking
  - Links 2 or more data sets within a project
- Highlights
  - Visual attribute linking
  - Automatic view creation
  - Auto-widening of datasets
  - Linked Navigation

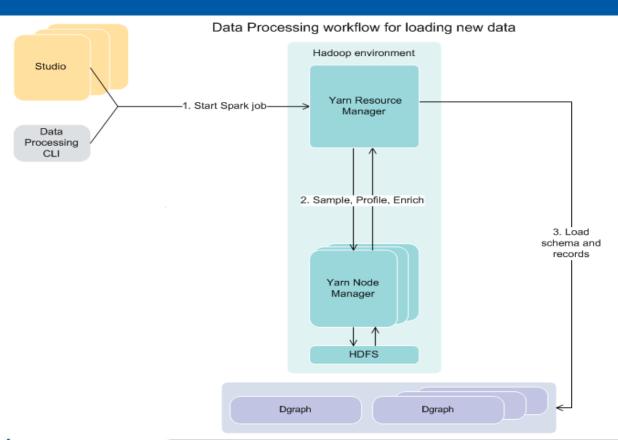








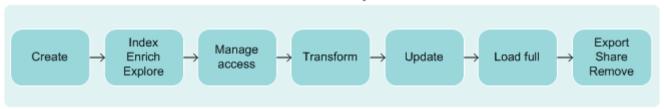
### **Data Processing Workflow**





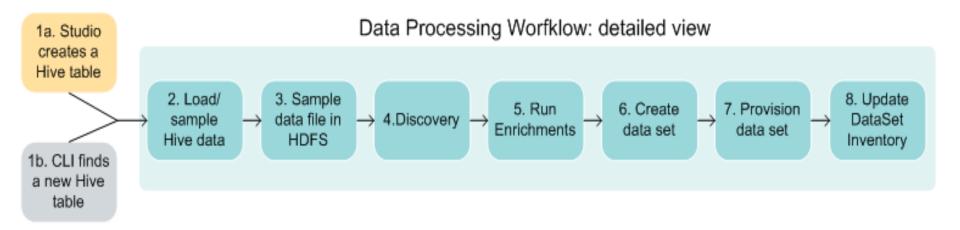
### Data Set Lifecycle

#### Data set lifecycle



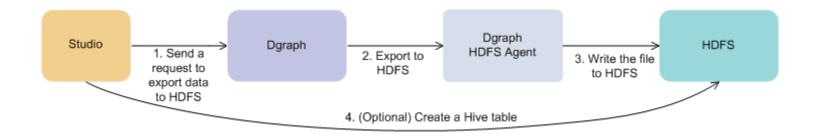


#### New Hive Table Workflow





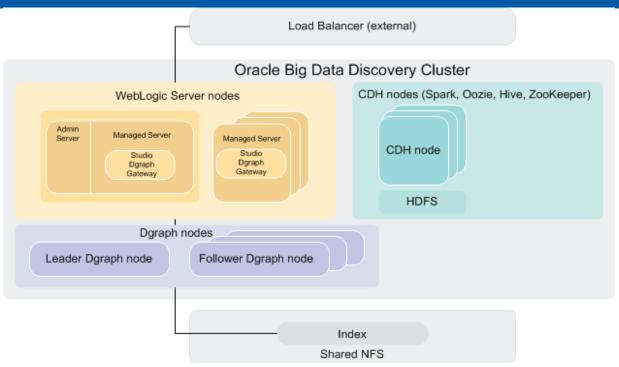
### **Exporting from Studio**



- 1. From Transform in Studio, you can select to export the data into HDFS. This sends an internal request to export the data to the Dgraph.
- 2. The Dgraph communicates with the Dgraph HDFS Agent, which launches the data exporting process and writes the file to HDFS.
- 3. Optionally, you can choose to create a Hive table from the data. If you do so, the Hive table is created in HDFS.



#### **OBDD Cluster**



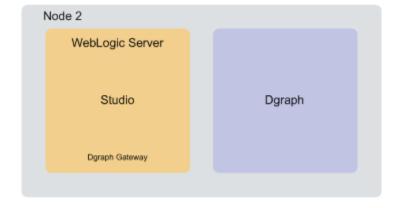
- 1. Nodes that host WebLogic Server with Studio and Dgraph Gateway.
- 2. CDH only nodes. These nodes do not host WebLogic Server or Dgraph instances. They run Data Processing jobs, within a BDD deployment.
- 3. Dgraph nodes. These nodes are solely dedicated to hosting Dgraph instances.



#### Two Node Development Deployment

Node 1

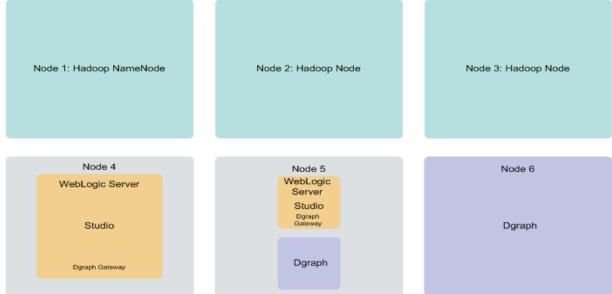
Hadoop NameNode and
DataNode
(Spark on YARN, Hive,
ZooKeeper)



- 1. You can deploy BDD to two nodes for a development environment. This configuration can handle a slightly larger index than a single-node configuration, but is not recommended for production as it does not provide high availability of Dgraph or Studio services and also has limited capacity for processing queries on high volumes of data.
- 2. In a two-node configuration, Hadoop (including the NameNode and one DataNode) is hosted on the first node. The WebLogic Server (including Studio and the Dgraph Gateway) and the Dgraph instance are hosted on the second node.



#### Six Node Production Deployment



- . Nodes 1, 2 and 3 are running Hadoop. Note that BDD is also deployed on these nodes. After the installation, Data Processing jobs are launched from these nodes and run on other BDD nodes. Having three Hadoop nodes ensures enhanced availability of BDD services, including query processing performed by the Dgraph.
- 2. Nodes 4 and 5 are running WebLogic Server with Studio. This ensures minimal redundancy of the Studio instances.
- Nodes 5 and 6 are running the Dgraph instances. This creates a Dgraph cluster within the BDD cluster, which in turn increases the

#### Benefits of BDD for Data Lakes













- Give power of analysis on big data to power users
- Reduced dependency on Data Scientists
- Data Scientists can focus on core analysis
- Easy to define structure on data using GUI based
- GUI will answer over 70% of scenarios.
- Works on commercial hardware
- Works on Oracle Big Data Appliance
- Works as a service (coming soon)

- Allows to integrate RDBMS
- Allows to integrate 'My Data'
- Allows to save results back in Hadoop
- Allows to save results in WDW
- Allows to perform full 360 degree analysis
  - Tie back key discovery from BDD to actual transaction for the company



#### Five Phases of Value

#### **Five Easy Steps from Data to Insight**



Find relevant data



the data to understand its potential



Transform and enrich the data to make it ready for analysis



Discover powerful new insights



Share those insights for enterprise leverage



#### **Getting Started**

#### Oracle Big Data Discovery Videos, Training and Manuals

- 1. <a href="https://www.oracle.com/big-data/big-data-discovery/index.html">https://www.oracle.com/big-data/big-data-discovery/index.html</a>
- 2. <a href="https://apexapps.oracle.com/pls/apex/f?p=44785:141:101487530416965::NO::P141\_PA">https://apexapps.oracle.com/pls/apex/f?p=44785:141:101487530416965::NO::P141\_PA</a>

GE\_ID%2CP141\_SECTION\_ID:157%2C1816

OBDD Learning Library

3. <a href="https://www.youtube.com/channel/UC0B-dhxifP7R\_1Py-2IS2iw">https://www.youtube.com/channel/UC0B-dhxifP7R\_1Py-2IS2iw</a>

More videos: Linking Data

4. <a href="https://docs.oracle.com/cd/E64107\_01/index.html">https://docs.oracle.com/cd/E64107\_01/index.html</a>

Version 1.1 Documentation





#### **OBDD Cloud**

#### ORACLE Cloud



#### Big Data Discovery

Coming Soon





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solution provider



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- ▶ New York
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- ▶ Chicago

#### Asia

► India Global Development Center

#### Europe

- ► Germany
- ► Netherlands

#### Middle East

▶ Oman

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