

Apache Pig for Data Science

Casey Stella



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Introduction

- I'm a Principal Architect at Hortonworks
- I work primarily doing Data Science in the Hadoop Ecosystem
- Prior to this, I've spent my time and had a lot of fun
 - Doing data mining on medical data at Explorys using the Hadoop ecosystem
 - Doing signal processing on seismic data at Ion Geophysical using MapReduce
 - Being a graduate student in the Math department at Texas A&M in algorithmic complexity theory
- I'm going to talk about Apache Pig's role for doing scalable data science.

Apache Hadoop: What is it?

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- Vast – Many ecosystem projects surrounding data ingestion, processing and export
- Economical – Use commodity hardware and open source software
- Not a one-trick-pony – Not just MapReduce anymore

Apache Hadoop: Who is using it?

facebook

YAHOO!

The New York Times


Adobe

amazon.com

hulu

Baidu 百度



AOL

Microsoft

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- Compiles scripting language into MapReduce operations
- Optimizes such that the minimal number of MapReduce jobs need be run
- Familiar relational primitives available
- Extensible via User Defined Functions and Loaders for customized data processing and formats

Apache Pig: An Familiar Example

```
SENTENCES= load '...' as (sentence:chararray);
WORDS = foreach SENTENCES
        generate flatten(TOKENIZE(sentence))
        as word;
WORD_GROUPS = group WORDS by word;
WORD_COUNTS = foreach WORD_GROUPS
        generate group as word, COUNT(WORDS);
store WORD_COUNTS into '...';
```

Understanding Data

“80% of the work in any data project is in cleaning the data.”

— D.J. Patel in *Data Jujitsu*

Understanding Data

A core pre-requisite to analyzing data is understanding data's shape and distribution. This requires (among other things):

- Computing distribution statistics on data
- Sampling data

Understanding Data: Datafu

An Apache Incubating project called **datafu**¹ provides some of these tooling in the form of Pig UDFs:

- Computing quantiles of data

¹<http://datafu.incubator.apache.org/>

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 - Weighted sampling without replacement
 - Random Sample with replacement

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Case Study: Bootstrapping

Bootstrapping is a resampling technique which is intended to measure accuracy of sample estimates. It does this by measuring an estimator (such as mean) across a set of random samples with replacement from an original (possibly large) dataset.

Case Study: Bootstrapping

Datafu provides two tools which can be used together to provide that random sample with replacement:

- SimpleRandomSampleWithReplacementVote – Ranks multiple candidates for each position in a sample
- SimpleRandomSampleWithReplacementElect – Chooses, for each position in the sample, the candidate with the lowest score

The datafu docs provide an example² of generating a bootstrap of the mean estimator.

²<http://datafu.incubator.apache.org/docs/datafu/guide/sampling.html>

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- Unsupervised Learning
 - Clustering
 - Outlier detection
 - Market Basket Analysis
- Supervised Learning
 - Classification
 - Regression
 - Recommendation

Building Machine Learning Models with Pig

Machine Learning at scale in Hadoop generally falls into two categories:

- Build one large model on all (or almost all) of the data
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Pig can assist in intelligently sampling down the large data into a training set. You can then use your favorite ML algorithm (which can be run on the JVM) to generate a machine learning model.

Applying Models with Pig

Pig shines at batch application of an existing ML model. This generally is of the form:

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- Train a model out-of-band
- Write a UDF in Java or another JVM language which can apply the model to a data point
- Call the UDF from a pig script to distribute the application of the model across your data in parallel

What is Natural Language Processing?

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 - Historically, linguists hand-coded rules to accomplish much analysis
 - Most modern approaches involves using Machine Learning

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 - Historically, linguists hand-coded rules to accomplish much analysis
 - Most modern approaches involves using Machine Learning

- Mature field with many useful libraries on the JVM
 - Apache OpenNLP
 - Stanford CoreNLP
 - MALLET

Natural Language Processing with Large Data

- Generally low-volume, complex analysis
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 - Dropped previously because they were unable to analyze

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 - Big companies often don't have a ton of natural language data
 - Dropped previously because they were unable to analyze
- Sometimes high-volume, complex analysis
 - Search Engines
 - Social media content analysis
- Typically many small-data problems in parallel
 - Often requires only the context of a single document
 - Ideal for encapsulating as Pig UDFs

Natural Language Processing: Demo

- Stanford CoreNLP integrated the work of Richard Socher, et al [2] using recursive deep neural networks to predict sentiment of movie reviews.
- There is a large set of IMDB movie reviews used to analyze sentiment analysis [1].
- Let's look at how to encapsulate this into a Pig UDF and run on some movie review data.

Results

- Executing on a sample of size 1022 Positive and Negative documents.
- Overall Accuracy of 77.2%

		Actual		Total
		Positive	Negative	
Predicted	Positive	367	114	481
	Negative	119	422	541
Total		486	536	1022

Questions

Thanks for your attention! Questions?

- Code & scripts for this talk available on my github presentation page.³
- Find me at <http://caseystella.com>
- Twitter handle: @casey__stella
- Email address: cstella@hortonworks.com

³<http://github.com/cestella/presentations/>

Bibliography

- [1] Andrew L. Maas, Raymond E. Daly, Peter T. Pham, Dan Huang, Andrew Y. Ng, and Christopher Potts. Learning word vectors for sentiment analysis. In *Proceedings of the 49th Annual Meeting of the Association for Computational Linguistics: Human Language Technologies*, pages 142–150, Portland, Oregon, USA, June 2011. Association for Computational Linguistics.
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