Spark and Hadoop at Yahoo: Brought to you by YARN

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British prime minister loses Syria war vote

David Cameron says it is clear to him that the British people do not want to see military action. His response to Parliament » 1 – 5 of 95



Good deed - with a catch



Gaga's see-through getup



decision?

Man charging telemarketers



Stunning vote on Syria war

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Although the Yosemite Rim Fire is still raging and expanding - now at 193,000 acres - there are reasons for optimism, several officials and fire experts say. But given that Yosemite is a Christian Science Monitor



Midwest hot, dry spell brings back drought worries

DES MOINES, Iowa (AP) — A growing season that began unusually wet and cold in the Midwest is finishing hot and dry, renewing worries of drought and its impact on crops.

Associated Press

Hortonworks to seek IPO within two years, CEO says

(Reuters) - Enterprise software start-up Hortonworks plans to seek a public listing in 15 to 24

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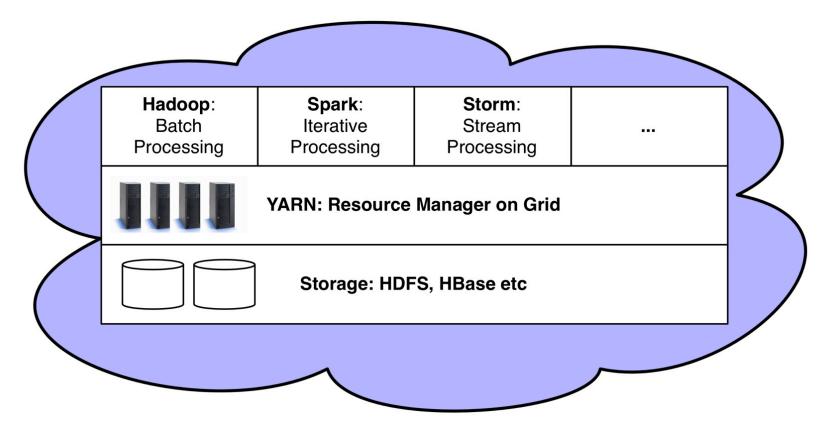
Big-Data in Yahoo!

 Ω DCCEDO Raw User Event Data Categorized User Activity **Analytics** Personalization **Targeting** Inferred User Knowledge

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Hadoop + Spark: Empowered by YARN



30k+ Yahoo! production nodes on YARN since Q1 2013



Shark Pilot: Advertising Data Analytics

Business questions

- Are two sets of audience cohorts similar to each other?
- What audience segment is most likely to be interested in this ad campaign?
- In what way was the new front page rollout different than the previous front page as far as audience engagement goes?
- What are the right metrics to define user engagement?

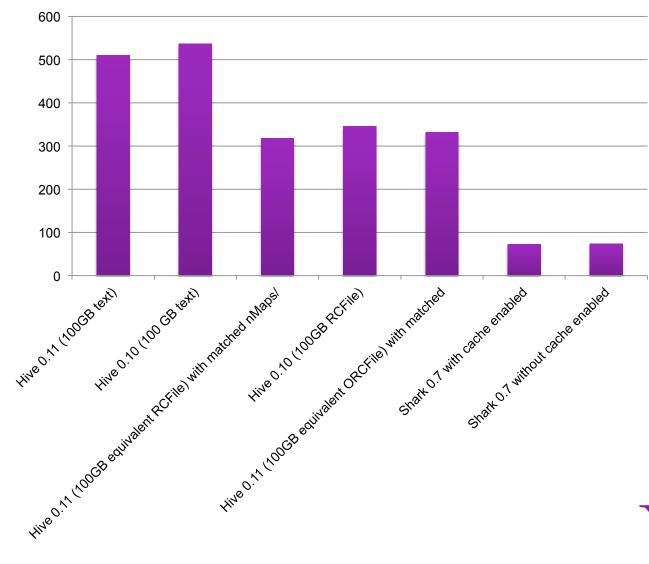
Shark pilot

- > 50 nodes, each w/ 96GB RAM
 - Currently loaded w/ 3.2 TB sample data in memory
- Homegrown BI tools for ad-hoc queries
 - Using <u>Shark Server</u> (contributed to community by Yahoo!)



Shark Perf: TCP-H Benchmark

Average Seconds



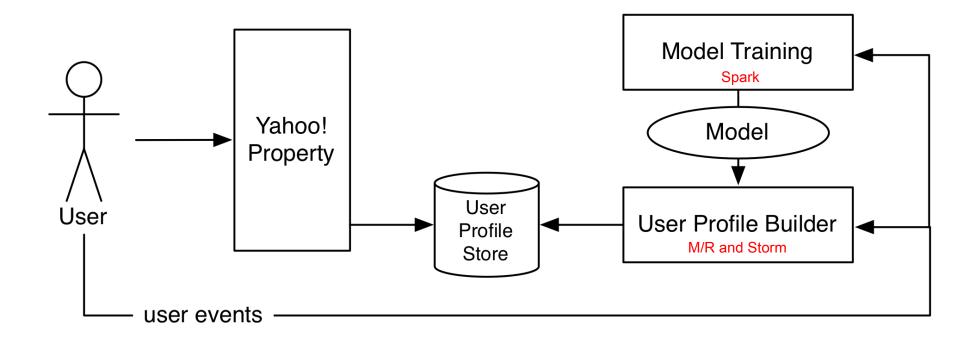


Spark Pilot: Model Training Pipeline

- A DAG of M/R jobs in Hadoop Streaming
 - Feature extraction
 - Train models
 - Score and analyze models
- Initial Spark prototype
 - 3x speedup on feature extraction
- Production launch
 - Apply Spark against complete pipeline
 - Spark on 80 node cluster
 - Thanks to the enhanced UI and metrics in Spark 0.8

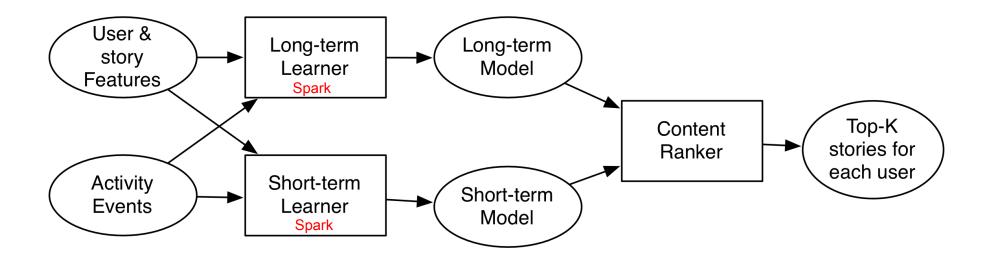


Use Case: Ad Targeting



Use Case: Content Recommendation w/ Collaborative Filtering

Input CF Learning Ranking Output



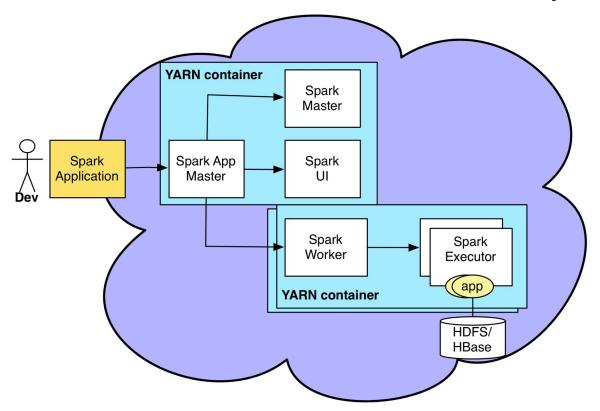
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Spark-YARN: Deployment Simplified

run spark.deploy.yarn.Client --jar ... --class ... --args ...

--queue ...--num-workers ... --worker-memory ...



Spark-YARN (contributed by Yahoo!) is being adopted by community (ex. Taobao) for production use. You should try it on your Hadoop cluster.

10 9/10/13 YAHOO!

Acknowledgement

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 - Supreeth, Ram, Tim, ...
- Yahoo! spark users
 - Gavin, Jay, Hirakendu, ...



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