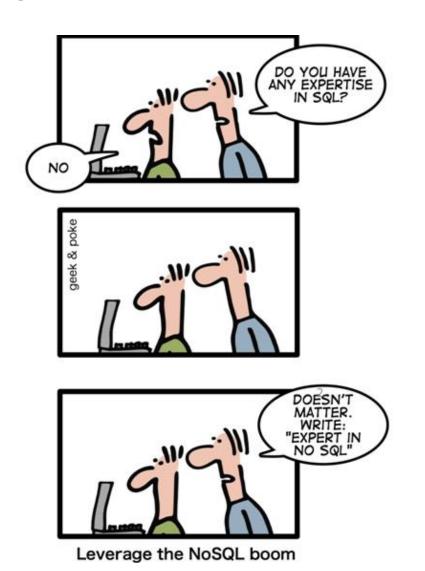


How to leverage the NOSQL boom?



Overview

- Part I: Structured, unstructured, semi-structured data
- Part II: What is NOSQL?
- Part III: NOSQL taxonomy

Part I: Structured, Unstructured and Semi-structured Data



Structured vs. unstructured data

- Databases are highly structured
 - Well-known data format: relations and tuples
 - Every tuple conforms to a known schema
 - Data independence? Woe unto you if you lose the schema
- Plain text is unstructured
 - Cannot assume any predefined format
 - Apparent organization makes no guarantees
 - Self-describing: little external knowledge needed
 - ... but have to infer what the data means

Structured vs. unstructured data (examples)

Data Format

Structured







01234 56789

Human-Generated

- · Survey ratings
- · Aptitude testing

Machine-Generated

- · Web metrics from Web logs
- Product purchase from sales Records
- Process control measures

Unstructured









Human-Generated

- Emails, letters, text messages
- · Audio transcripts
- · Customer comments
- Voicemails
- Corporate video/communications
- · Pictures, illustrations
- · Employee reviews

255 CONTROL II

Human-Generated



- · Ratings on Yelp
- Patient ratings ratings

Machine-Generated

- · GPS for tweets
- Time of tweet/updates/postings

Human-Generated

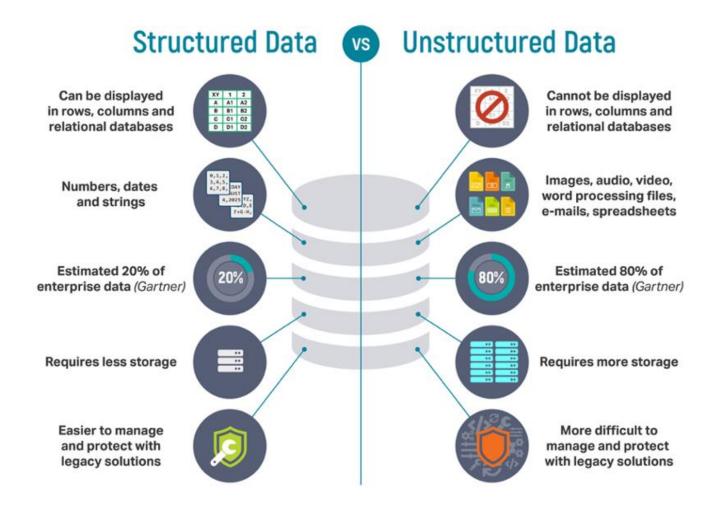
- Content of social media updates
- · Comments in online forums
- Comments on Yelp
- · Video reviews
- · Pinterest images
- · Surveillance video

ata Source

Ternal American Ameri



Structured vs unstructured data



Semi-structured data

- Observation: most data has some structure
 - Text: sentences, paragraphs, sections, ...
 - Books: chapters
 - Web pages: HTML
- Idea of semistructured data:
 - Enforce "well-formatted" data
 - => Always know how to read/parse/manipulate it
 - Optionally, enforce "well-structured" data also
 - => Adheres to a less-strict schema
 - => Might help us interpret the data, too

Semi-structured data: JSON

Describing a menu:

```
File Edit Search View Encoding Language Se

New
Open...

{"menu": {
```

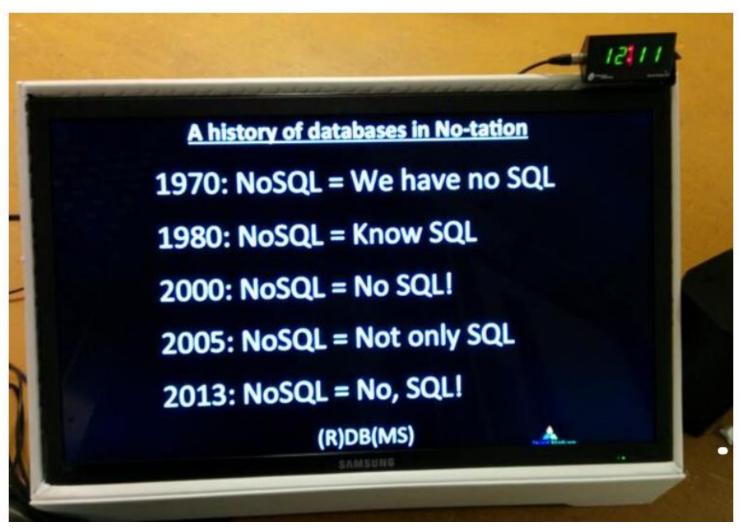
Semi-structured data: XML

Describing a menu:

Part II: What is NOSQL?



NoSQL



source: Mark Madsen

NoSQL Definition

From www.nosql-database.org:

Next generation databases mostly addressing some of the points: being *non-relational*, *distributed*, *open-source* and *horizontal scalable*. The original intention has been modern web-scale databases. The movement began early 2009 and is growing rapidly. Often more characteristics apply as: *schemafree*, *easy replication support*, *simple API*, *eventually consistent* / BASE (not ACID), a huge data amount, and more.

Motivation: avoid RDBMS/SQL limitations

- Harder to scale expensive
- Joins across multiple nodes hard
- How does RDBMS handle data growth hard
- Rigid schema design not manageable
- Need for a DBA expensive

NoSQL Distinguishing Characteristics

- Can handle large data volumes
 - "big data"
- Scalable replication and distribution
 - Thousands of machines distributed around the world
 - "Queries" can return answers quickly
- Schema-less (schema-at-read vs schema-at-write)
- ACID transaction properties are not needed BASE
- CAP Theorem

Scaling vertically vs. horizontally

Vertical Scaling / Scale Up

- Upgrade to more powerful hardware
- Issues:
 - additional investment
 - single point of failure (SPOF)



Horizontal Scaling / Scale Out

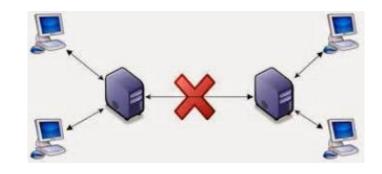
- Add extra identical boxes to server
- Issues
 - network communication
 - workload balancing
 - additional Investment



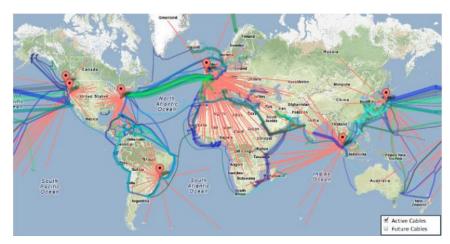
Network partition

To scale out, you need a distributed store (cluster of servers)

- => can lead to network partition
- => refers to failures of network that causes communication interruptions



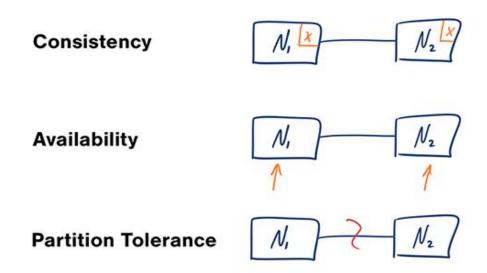
AWS data centers with worldwide underwater cables



(src: http://turnkeylinux.github.io/aws-datacenters/)

CAP Theorem

It is impossible for a distributed data store to simultaneously provide more than two out of the following three guarantees

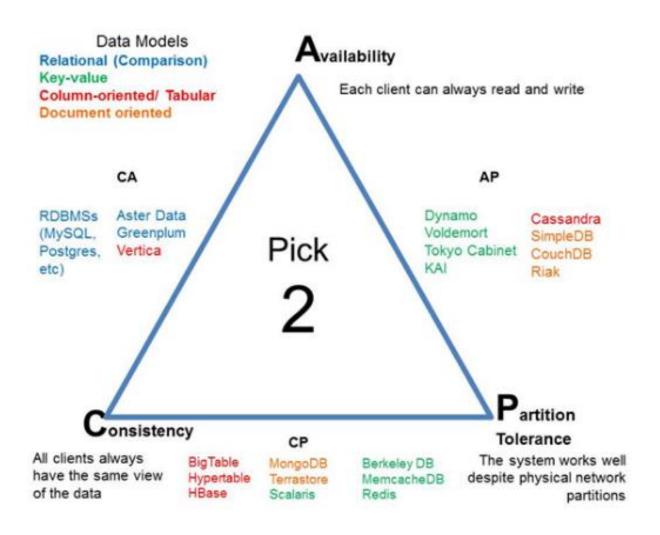


Consistency: Every read receives the most recent write or an error

Availability: Every request receives a (non-error) response – without guarantee that it contains the most recent write

Partition tolerance: The system continues to operate despite an arbitrary number of messages being dropped (or delayed) by the network between nodes

CAP Theorem & example data stores



CAP Theorem in real-life

Amazon shopping cart: adding to the shopping cart

- Availability
 - always want to honor requests to add items to a shopping cart
- Consistency





CAP Theorem in real-life

Amazon shopping cart: checkout process



Proceed to checkout (1 item)

- Availability
- Consistency
 - you favor consistency because several services are simultaneously accessing the data (credit card processing, shipping and handling, reporting)

amazon.ca	WELCOME ADDRESS ITEMS WRAP SI
Sign In	
E-mail or mobile number:	
0	I am a new customer. (You'll create a password later)
•	I am a returning customer, and my password is:
	\square Keep me signed in. <u>Details</u>
	Sign in using our secure server
	Forgot your password? Click here

ACID vs. BASE

Relational

- Atomicity
- Consistency
- Isolation
- Durability



NoSQL

- Basically
- Available (CP)
- **S**oft-state
- Eventually consistent (AP)

Recap: Transactions – ACID Properties

- Atomic: all of the work in a transaction completes (commit) or none of it completes
- Consistent: a transaction transforms the database from one consistent state to another consistent state; consistency is defined in terms of constraints
- Isolated: the results of any changes made during a transaction are not visible until the transaction has committed
- Durable: the results of a committed transaction survive failures

BASE Transactions

Acronym contrived to be the opposite of ACID

- Basically Available: system seems to work all the time some parts of system remain available on failure
- Soft state: it does not have to be consistent all the time
- Eventually Consistent: as the data is written, the latest version is on at least one node. The data is then versioned/replicated to other nodes within the system.
 Eventually, the same version is on all nodes

BASE Transactions

- Characteristics
 - Availability first
 - Best effort
 - Weak consistency stale data OK
 - Approximate answers OK
 - Simpler and faster

NoSQL advantages

- Cheap, easy to implement (open source)
- Data are replicated to multiple nodes (therefore identical and fault-tolerant) and can be partitioned
 - Down nodes easily replaced
 - No single point of failure
- Can scale up and down
- Doesn't require a schema

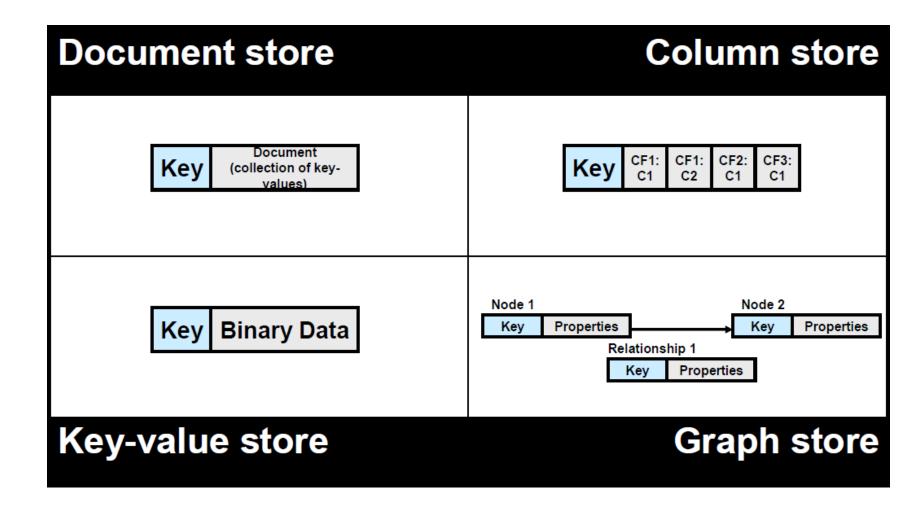
What am I giving up?

- Joins (in many cases)
- ACID transactions
- SQL, as a sometimes frustrating, but still powerful query language
- Easy integration with other SQL-based applications

Part III: NOSQL Taxonomy



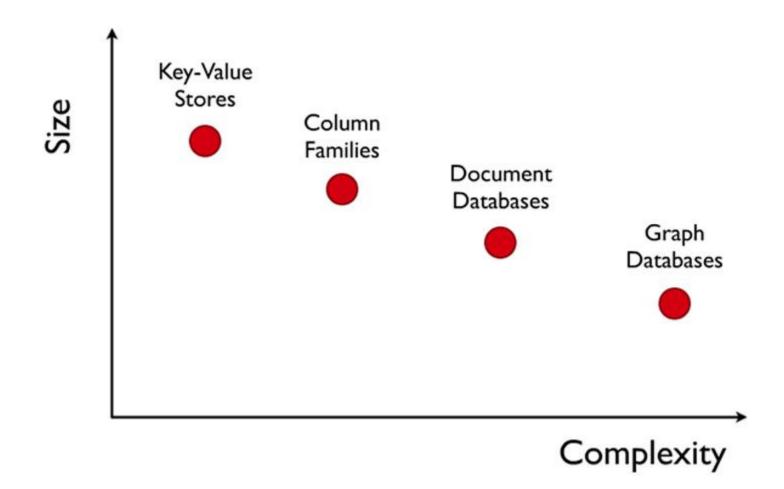
NoSQL Taxonomy



NoSQL Taxonomy - example data stores

Туре	Examples
Document store	CouchDB
Column store	Cassandra HBASE
Key-value store	redis **riak
Graph store	InfiniteGraph Neo4j

Complexity vs size



Key-Value store

Туре	Examples
Document store	CouchDB
Column store	Cassandra HBASE
Key-value store	redis **riak
Graph store	InfiniteGraph Neo4j

Key-Value stores

- Very simple interface
 - Data model: (key, value) pairs
 - Operations:
 - put(key, value)
 - value = get(key)
- Implementation: efficiency, scalability, fault-tolerance
 - Records distributed to nodes based on key
 - Replication: scalability and fault-tolerance
- Examples
 - Redis, Memcached, Riak

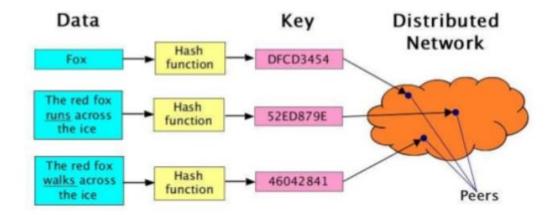
Redis

- History
 - Started in early 2009 Salvatore Sanfilippo, an Italian developer
 - He was working on a real-time web analytics solution and realized that MySQL could **not** provide necessary performance
- Distributed data structure server
- Simple API
- Automatic data partitioning across multiple nodes



Distributed data structure

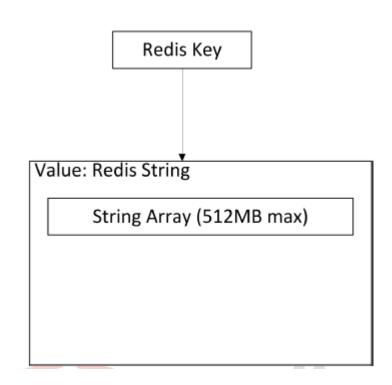
- Distributed hash table (DHT)
 - Decentralized hash lookup service
 - (key, value) pairs are stored in DHT and any participating node can retrieve the value given a key
 - The key-space is spread across many buckets on the network
 - Each bucket is replicated (for fault-tolerance)



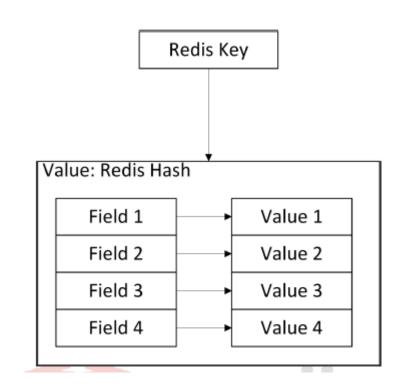
Logical data model

- Key
 - Printable ASCII
- Value
 - Primitives
 - Strings
 - Containers (of strings)
 - Hashes
 - Lists
 - Sets
 - Sorted Sets

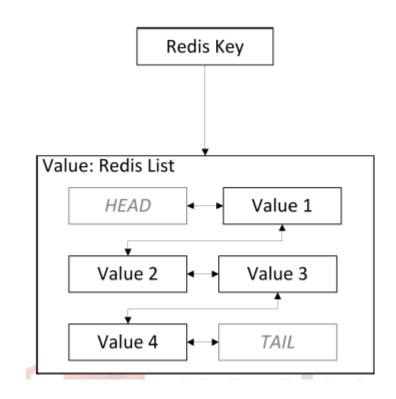
- Key
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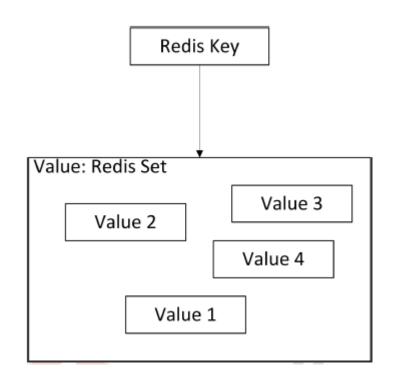
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- Key
 - Printable ASCII
- Value
 - Primitives
 - Strings
 - Containers (of strings)
 - Hashes
 - Lists
 - Sets
 - Sorted Sets



Redis-cli

- API: primitive
 - SET foo bar
 - GET foo
 - => bar
- API: list
 - LPUSH mylist a
 - LPUSH mylist b
 - LPUSH mylist c
 - LRANGE mylist 0 1=> c,b

```
// now mylist holds 'a'
// now mylist holds 'b','a'
// now mylist holds 'c','b','a'
```

Redis-cli

- API: hash
 - HMSET myuser name Salvatore surname Filippo country Italy
 - HGET myuser surname
 - ⇒ Filippo
- API: set
 - SADD myset a
 - SADD myset b
 - SADD myset foo
 - SADD myset bar
 - SMEMBERS myset
 - => bar,a,foo,b

Column stores

Туре	Examples	
Document store	CouchDB	
Column store	Cassandra HBASE	
Key-value store	redis **riak	
Graph store	InfiniteGraph Neo4j	

Column family store

- Not to be confused with the relational-db version of it
 - Sybase-IQ, etc.
- Multi-dimensional map
- Sparsely populated table whose rows can contain arbitrary columns

 Column families
- Examples
 - Cassandra
 - Hbase
 - Amazon SimpleDB

Some statistics

- Facebook Search
- MySQL > 50 GB Data
 - Writes Average : ~300 ms
 - Reads Average : ~350 ms
- Rewritten with Cassandra > 50 GB Data
 - Writes Average: 0.12 ms
 - Reads Average : 15 ms

Document stores

	Туре	Examples	
Docui	ment store	CouchDB	
Colun	nn store	Cassandra HBASE	
Key-v	alue store	redis **riak	
Graph	n store	InfiniteGraph Neo4j	

Document store

- Key-document store
 - the document can be seen as a value so you can consider this is a super-set of key-value
- Big difference with key-value store
 - that in document stores one can query also on the document, i.e. the document portion is structured (not just a blob of data)
- Examples
 - MongoDB
 - CouchDB

MongoDB

- A document-oriented database
 - documents encapsulate and encode data
- Uses BSON/JSON format
- Schema-less
 - No more configuring database columns with types
- No transactions
- No joins



MongoDB basics

- A MongoDB instance may have zero or more databases
- A database may have zero or more collections
 - Can be thought of as the relation (table) in RDBMS, but with differences
- A collection may have zero or more documents
 - Docs in the same collection don't even need to have the same fields
 - Docs are the records in RDBMS
 - Docs can embed other documents
 - Documents are addressed in the database via a unique key
- A document may have one or more fields
- MongoDB Indexes is much like their RDBMS counterparts

RDBMS vs MongoDB

RDBMS	MongoDB
Database	Database
Table, View	Collection
Row	Document (JSON, BSON)
Column	Field

RDBMS vs MongoDB

RDBMS	MongoDB
Database	Database
Table, View	Collection
Row	Document (JSON, BSON)
Column	Field

JSON is a human-readable format

BSON (Binary Structured Object Notation) is a serialization encoding format for **JSON** used for storing and accessing documents

Example JSON document

```
{
  "_id": ObjectId("5114e0bd42..."),
  "first": "John",
  "last": "Doe",
  "age": 39,
  "interests": ["Mountain Biking"]
}
```

Collection example

```
"_id": ObjectId("5114e0bd42..."),
     "first": "John",
     "last": "Doe",
     "age": 39,
     "interests": ["Mountain Biking "]
},
     "_id": ObjectId("4a14e0f361...")
     "first": "Caroline",
     "last": "Smith",
     "age": 32,
     "interests": ["Reading", "Yoga"]
```

Obligatory, and automatically generated by MongoDB

DB Operations

Inserting a record

```
> db.comedy.insert({name:"Wayne's World", year:1992})
> db.comedy.insert({name:'The School of Rock', year:2003})
```

Query (the whole collection)

```
> db.comedy.find()
{ "_id" : ObjectId("4e9ebb318c02b838880ef412"), "name" : "Bill & Ted's Exc
{ "_id" : ObjectId("4e9ebb478c02b838880ef413"), "name" : "Wayne's World",
{ "_id" : ObjectId("4e9ebd5d8c02b838880ef414"), "name" : "The School of Ro
```

Query (all titles released earlier than 1994)

```
> db.comedy.find({year:{$lt:1994}})
{ "_id" : ObjectId("4e9ebb318c02b838880ef412"), "name" : "Bill & Ted's Exc
{ "_id" : ObjectId("4e9ebb478c02b838880ef413"), "name" : "Wayne's World",
```

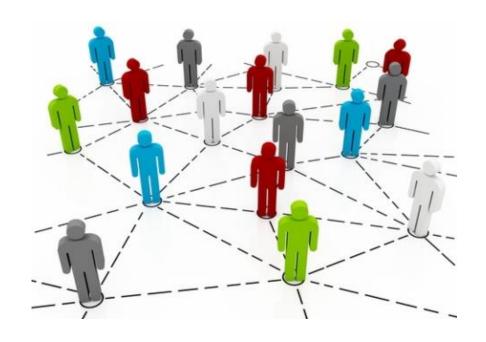
Graph stores

Туре	Examples	
Document store	CouchDB	
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Graph store	InfiniteGraph Neo4j	

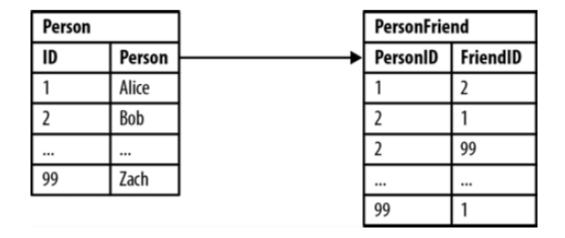


Graph store

- Based on Graph Theory
- Scale vertically
- You can use graph algorithms easily
- Example, Neo4j



Finding friends



Finding friends

Bob's friends

SELECT p1.Person FROM Person p1

JOIN PersonFriend
ON PersonFriend.FriendID = p1.ID

JOIN Person p2 ON PersonFriend.PersonID = p2.ID

WHERE p2.Person = 'Bob'

Finding friends

Bob's friends-of-friends

SELECT p1.Person AS PERSON, p2.Person AS FRIEND_OF_FRIEND FROM PersonFriend pf1

JOIN Person p1 ON pf1.PersonID = p1.ID

JOIN PersonFriend pf2 ON pf2.PersonID = pf1.FriendID

JOIN Person p2 ON pf2.FriendID = p2.ID

WHERE p1.Person = 'Bob' AND pf2.FriendID <> p1.ID

Finding friends

Bob's friends-of-friends-of-....

SELECT p1.Person AS PERSON, p2.Person AS FRIEND_OF_FRIEND

Join complexity increases with each additional depth

ON pt2.PersonID = pt1.FriendID

JOIN Person p2 ON pf2.FriendID = p2.ID

WHERE p1.Person = 'Bob' AND pf2.FriendID <> p1.ID

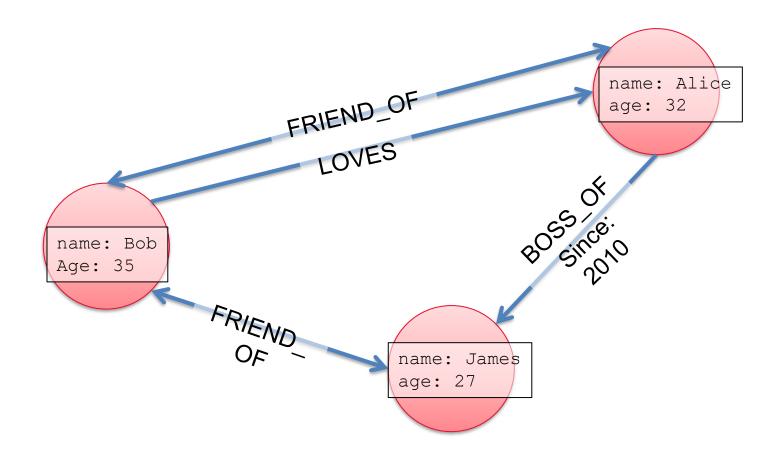
Relational model and connected data

- Relational model deals with connected data by means of join
- Join tables add complexity; they mix business data with foreign key metadata
- Foreign key constraints add additional development and maintenance overhead just to make the database work
- Things get more complex and more expensive the deeper we go into the network

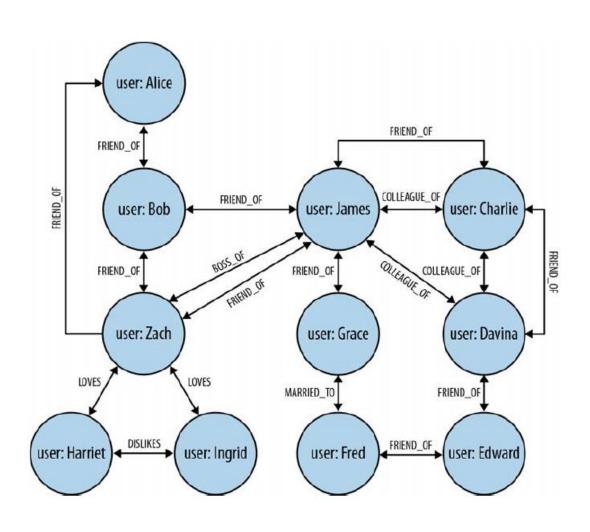
Enter, property graph model...

- Node
 - contain properties
- Relationship
 - connect nodes
 - a start node and an end node
 - always has a direction
 - a label
- Properties
 - keys are strings and the values are arbitrary data types

Property graph model



Finding relations is easy!



Advantages of property graph model

Flexibility

- Allow us to add new nodes and new relationships without compromising the existing network or migrating data
- Original data and its intent remain intact

Expressive power

- We can see who LOVES whom (and whether that love is requited!)
- We can see who's MARRIED TO someone else
- We can see who is a COLLEAGUE_OF of whom and who is BOSS_OF them all

Performance

Relational vs. Graph: performance

- Finding friends-of-friends in a social network
 - Maximum depth 5
 - 1 million people, each with approximately 50 friends

Depth	RDBMS execution time (s)	Neo4j execution time (s)	Records returned
2	0.016	0.01	~2500
3	30.267	0.168	~110,000
4	1543.505	1.359	~600,000
5	Unfinished	2.132	~800,000

Cypher: graph query language of NEO4J

- Declarative graph pattern matching language
 - "SQL for graphs"
 - Tabular results
- Cypher is evolving steadily
 - Syntax changes between releases
- Supports queries
 - Including aggregation, ordering and limits
 - Mutating operations in product roadmap

Two nodes, one relationship



Two nodes, one relationship



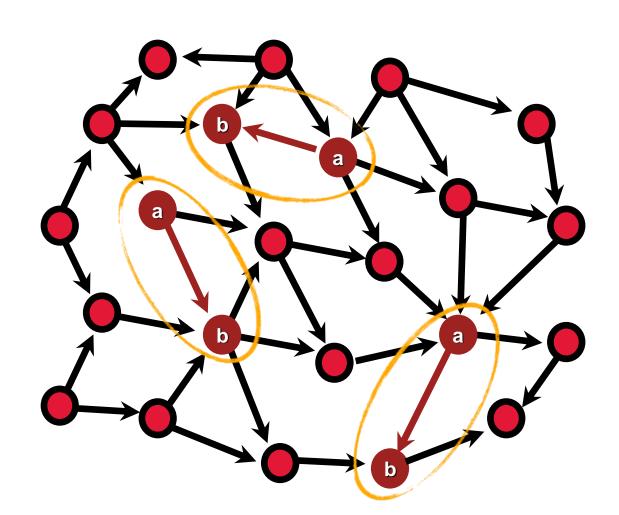
START a=node(*)

MATCH (a)-->(b)

RETURN a, b;

Pattern matching

START a=node(*)
MATCH (a)-->(b)
RETURN a, b;



Two nodes, one relationship

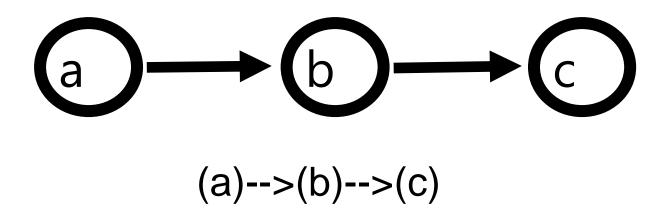
START a=node(*)

MATCH (a)-[:ACTED_IN]->(m)

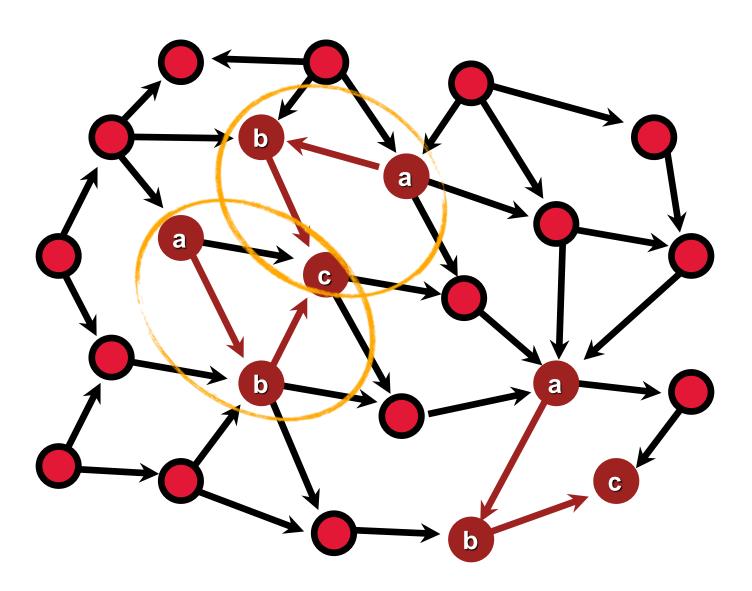
RETURN a.name, r.roles, m.title;



Paths



Pattern matching



Sort & Limit

```
START a=node(*)

MATCH (a)-[:ACTED_IN]->(m)<-[:DIRECTED]-(d)

RETURN a.name, d.name, count(*) AS count

ORDER BY(count) DESC

LIMIT 5;
```

Constraints on properties

START tom=node:node_auto_index(name="Tom Hanks")

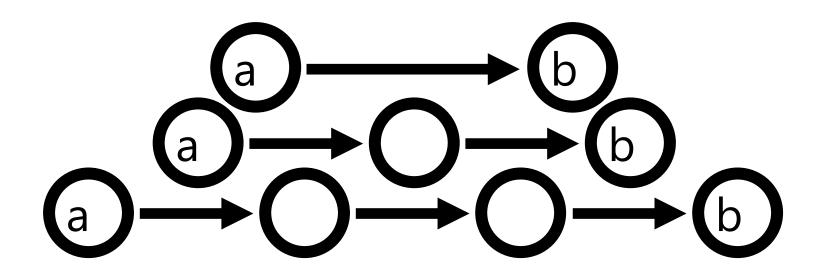
MATCH (tom)-[:ACTED_IN]->(movie)

WHERE movie.released < 1992

RETURN DISTINCT movie.title;

(Movies in which Tom Hanks acted, that were released before 1980)

Variable length paths



$$(a)-[*1..3]->(b)$$

Friends-of-Friends

START keanu=node:node_auto_index(name="Keanu Reeves")

MATCH (keanu)-[:KNOWS*2]->(fof)

RETURN DISTINCT fof.name;

NoSQL summary

- NoSQL databases reject:
 - Overhead of ACID transactions
 - "Complexity" of SQL
 - Burden of up-front schema design
- Programmer responsible for
 - Determining the consistency level
 - Navigating access path

Should I be using NoSQL Databases?

- NoSQL Data storage systems make sense for applications that need to deal with very large semistructured data
 - log analysis
 - social networking feeds
- Most organizational databases are not that large and have low update/query rates
 - regular relational databases are the right solution for such environments

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- MongoDB. Mohamed Zahran. NYU
- Handling an 1,800 Percent Traffic Spike During Super Bowl XLVI. Jim Houska and Jim Houska