



# Apache Griffin

Data Quality Solution for both streaming and batch

刘力力 @ eBay

# Agenda

- Background
- Apache Griffin
- Demo
- What is coming
- How to contribute
- Q/A

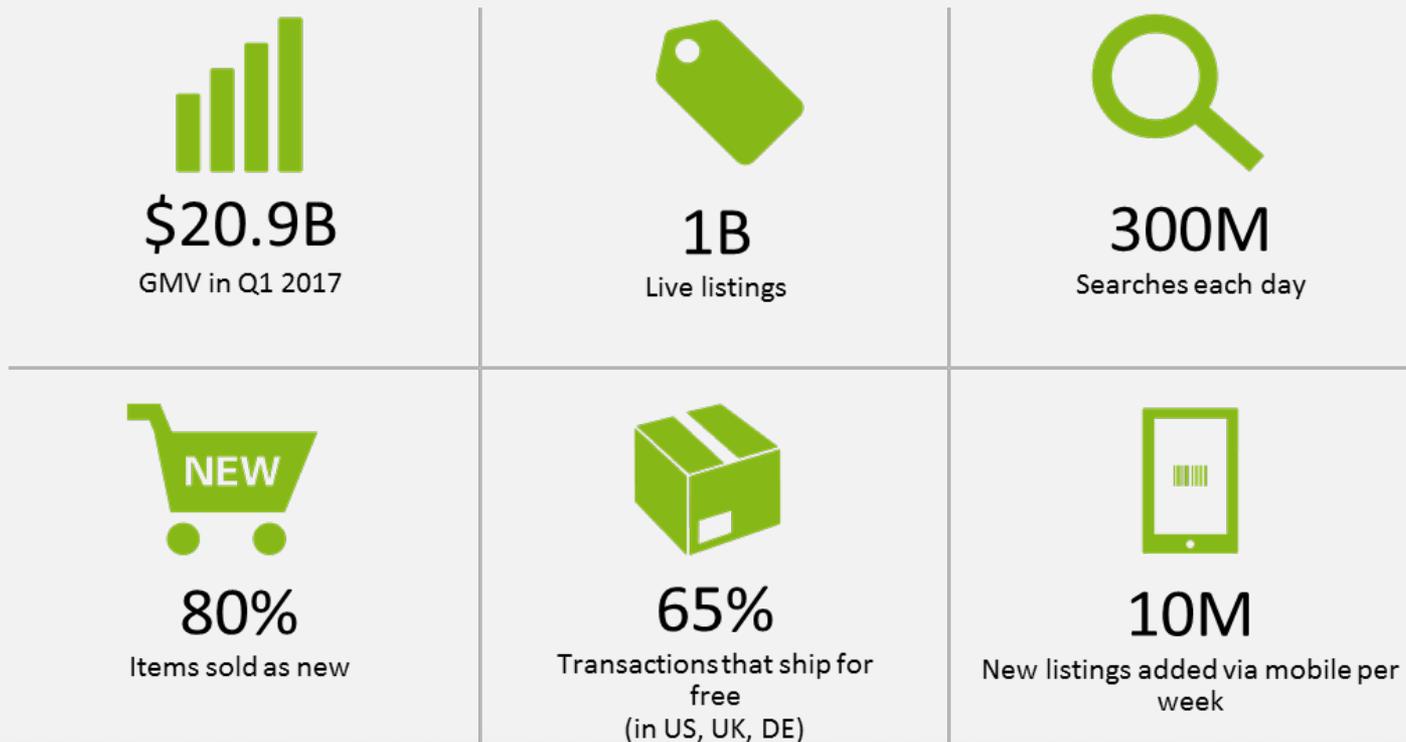
# Background





# eBay Marketplace at a Glance

One of the world's largest and most vibrant marketplaces





# Velocity Stats



**US**

3 car parts or accessories are sold every	1 sec
 A smartphone is sold every	4 sec
 A dress is sold every	6 sec



**UK**

A make-up product is sold every	3 sec
 A necklace is sold every	10 sec
A Lego product is sold every	19 sec



**GERMANY**

A truck or car is sold every	5 min
 A pair of women's jeans is sold every	4 sec
 A video game is sold every	11 sec



**AUSTRALIA**

A pair of men's sunglasses is sold every	1 min
 A home décor item is sold every	12 sec
A car or truck part is sold every	4 sec

# Mobile Velocity Stats



**US**

A woman's handbag is sold every **10 sec**



A car or truck is sold every **5 min**

An action figure is sold every **10 sec**



**UK**

A cookware item is sold every **6 sec**



A tablet is sold every **1 min**

A car is sold every **2 min**



**GERMANY**

A pair of women's shoes is sold every **20 sec**



A watch is sold every **48 sec**

A tire or car part is sold every **35 sec**



**AUSTRALIA**

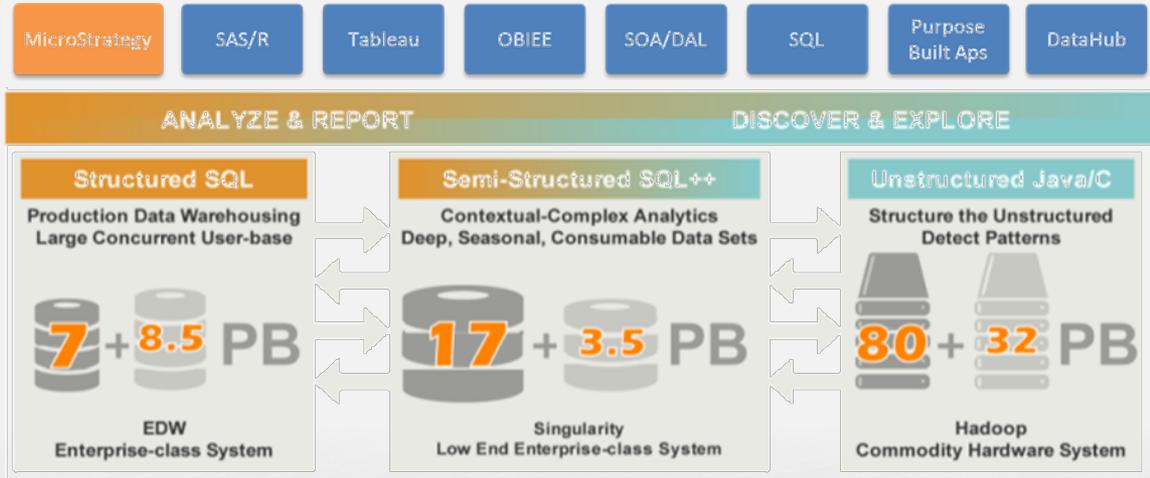
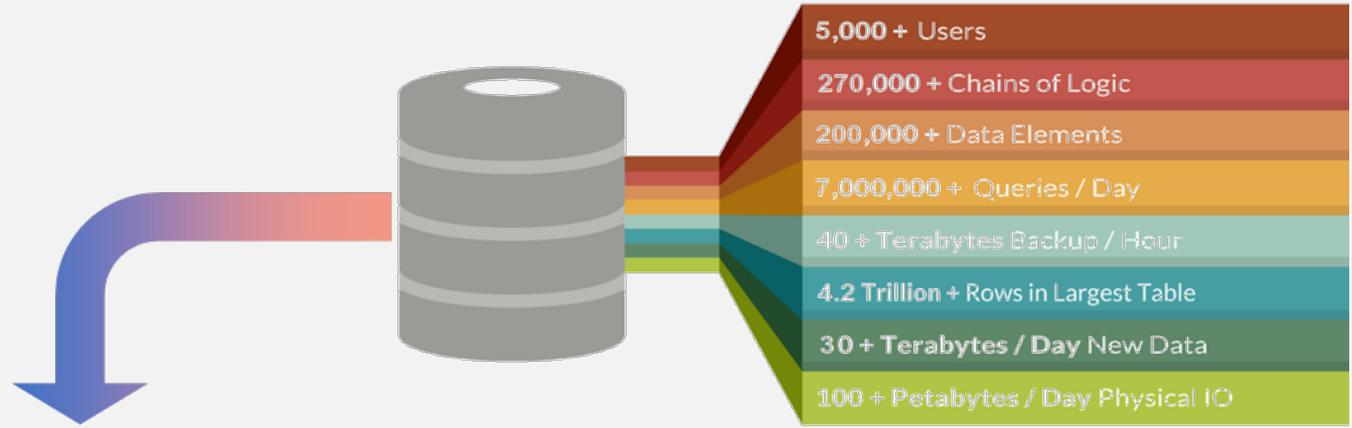
A piece of jewelry is sold every **12 sec**



A baby clothing item is sold every **46 sec**

A motorcycle part is sold every **51 sec**

# Big Data @ ebay™



We utilize one of the largest data platforms in the world

# Apache Griffin

“ At eBay, when people play with big data in Apache Hadoop (or other streaming data), data quality often becomes one big challenge.

We want to have an open source data quality solution which takes **platform approach** to provide **generic features** to solve common data quality validation pain points particularly in streaming data context.

The data quality measurement infrastructure should be **extendable**, **pluggable** and easily contributed by Apache community developers.

Finally we can build “**trusted datasets**” to unlock data value. ”



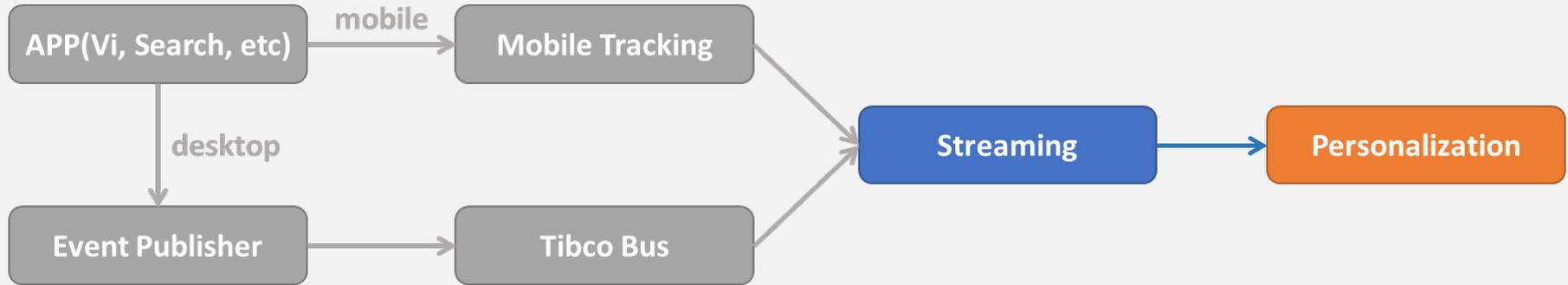
# A story - problem

One day, personalization team found a large decrease in data quality metrics

Date	Schema Name	Accuracy Rate	Target Rate
2016-02-13	viewitem	93.42%	99.99%
2016-02-13	search	77.13%	99.99%
2016-02-13	bid_new	98.66%	99.99%
2016-02-13	transaction_new	100.0%	99.99%
2016-02-13	item_watch	96.08%	99.99%



# A story - analysis



For large decrease in metrics, **candidates** include:

- The report are broken after streaming transfer due to minor changes in fields
- We are missing data from pipeline
- Our data queue is not working

P

We **didn't change anything**.

Hey Streaming team: Could you check from your side for this issue?

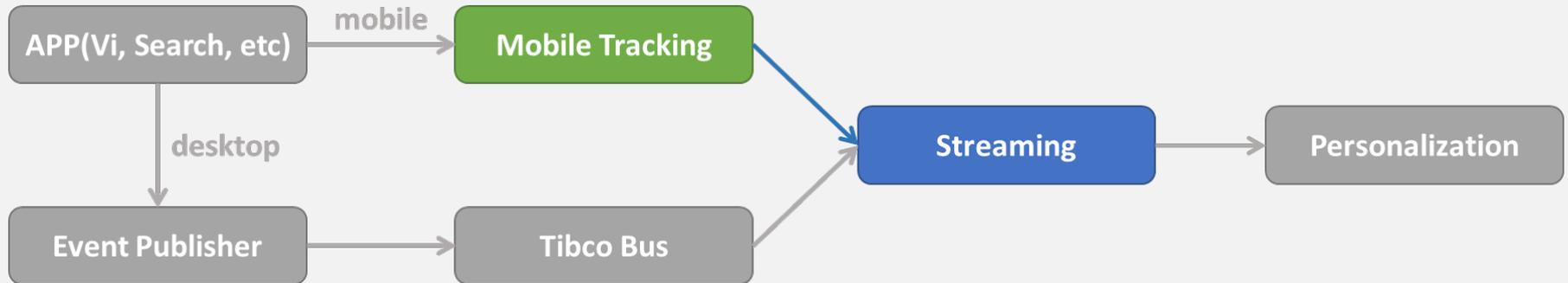
P

S Let's check our metrics.

S Oh... ok, we need to **add a new metrics** for this?

S uh,... it seems data are already lost, let me check with our **upper streaming**

# A story – analysis continued



Hi Mobile,  
 Can we temporarily switch/**restore** to old version? S

M What is your logic for data quality from your side, show us your sql...

Select \* from ... a left outer join b on ...  
 where... and ... S

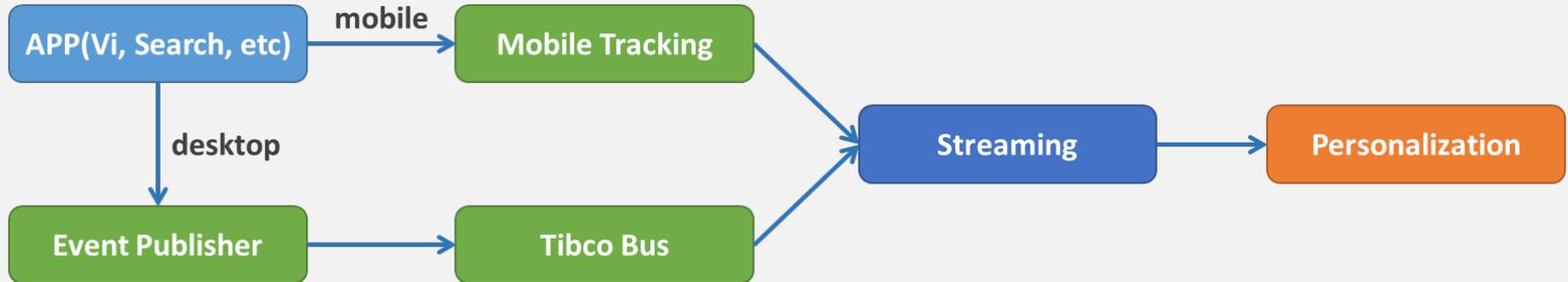
M uh, ...

... S

M **mobiles app will never send rq in version 4.1.5**

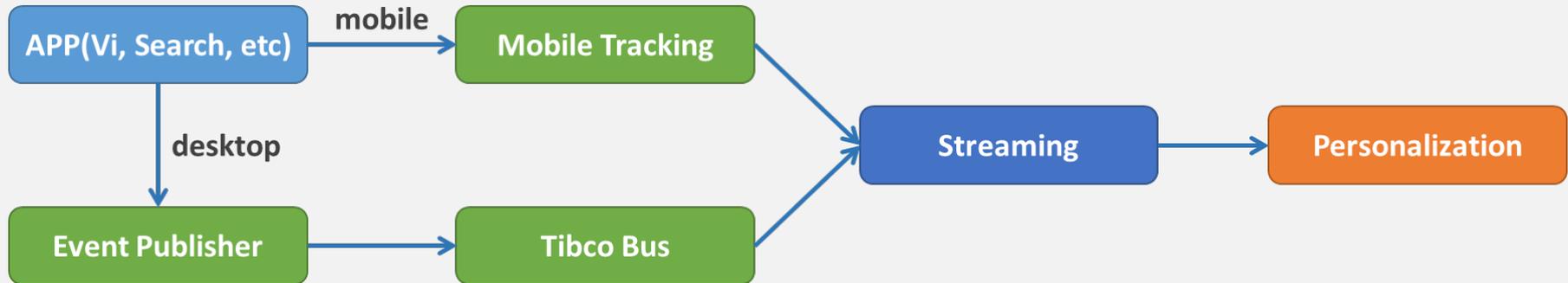
**Right! That's root cause.** S

# A story – analysis continued



- **Isolated** system looks good from their own perspective.
- **Communication** is always hard when crossing teams.
- We took **3 weeks** to find the root cause.

# A story - conclusion



- No **unified** view of data quality across multiple systems and teams
- No **platform approach** to manage data quality
- No systematic way to measure **near real-time** data quality



# Apache Griffin

- **Data Quality Platform built on Hadoop and Spark**
  - Batch data
  - Real-time data
- **A unified process to detect DQ issues**
  - Inaccurate
  - Incomplete
  - Invalid
  - .....
- **An open source solution**

<https://github.com/apache/incubator-griffin>

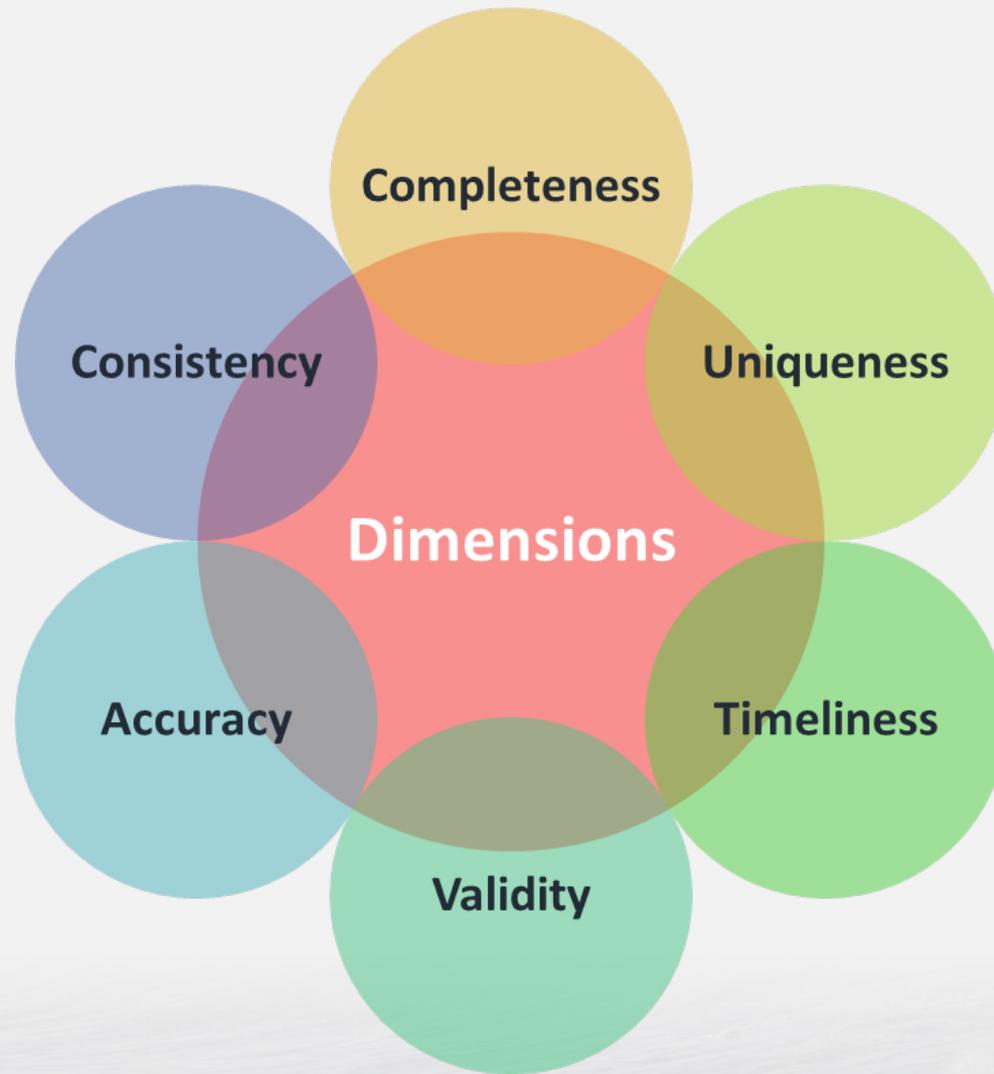
# Griffin Goal

A solution with all the below capabilities

Capability	Commercial DQ software	Open source DQ software	Apache Griffin
Support eBay's scale	X	X	✓
Data Quality measurement	✓	X	✓
Support real-time data	X	X	✓
Support unstructured data	X	X	✓
Service based API	✓	X	✓
Data Profiling	✓	✓	✓
Pluggable measurement types	X	X	✓



# What is Data Quality?



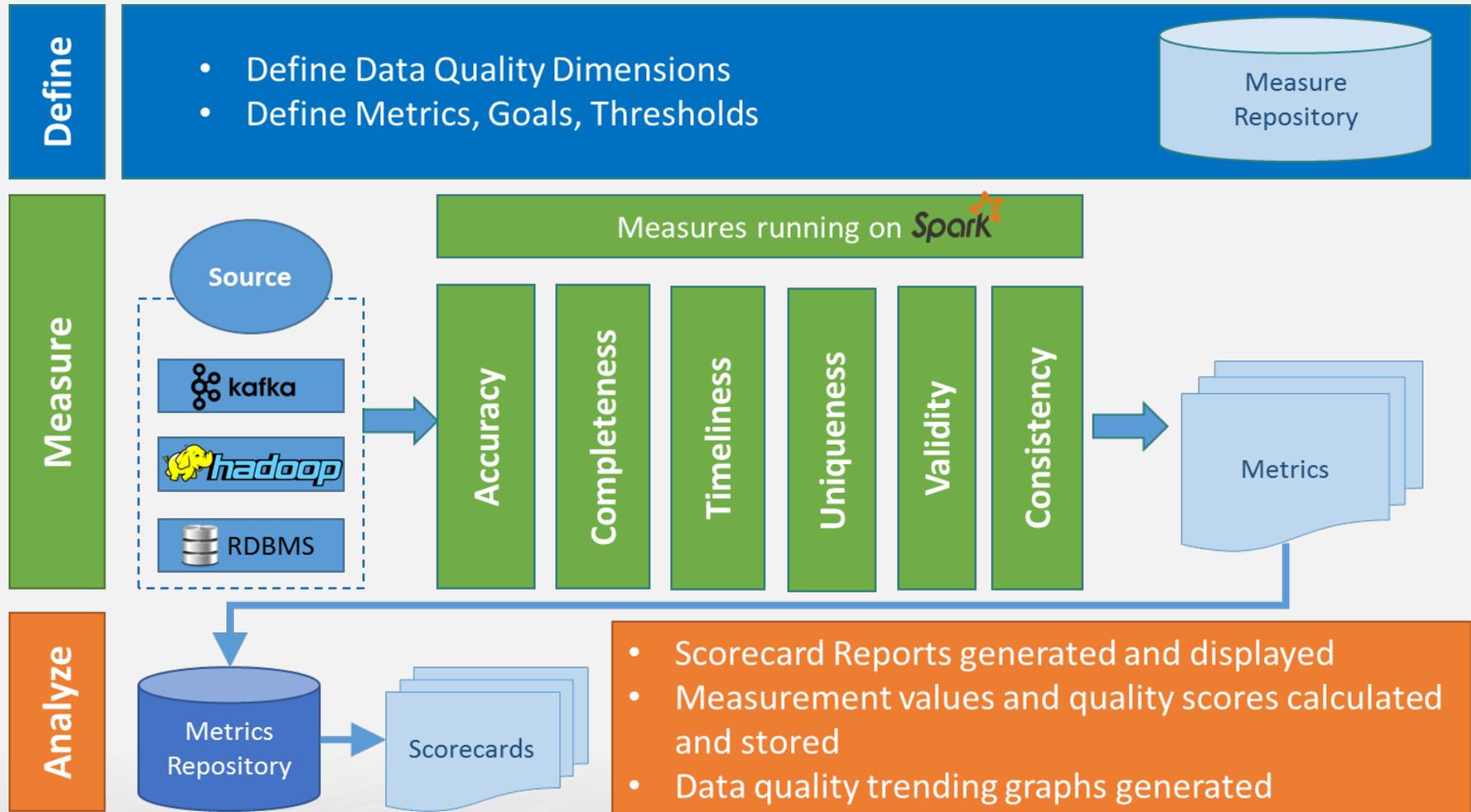


# Virtuous Cycle of Data Quality

- Define the scope, dimensions, goals, thresholds, etc.
- Measure data quality values
- Analyze data quality results
- Improve data quality



# Apache Griffin Architecture



# Apache Griffin – Tech Stack

Front end – AngularJS

Griffin Server - Spring IO

Hive

Kafka

Computing - Spark Cluster

Elastic Search

# Apache Griffin – Measure insights

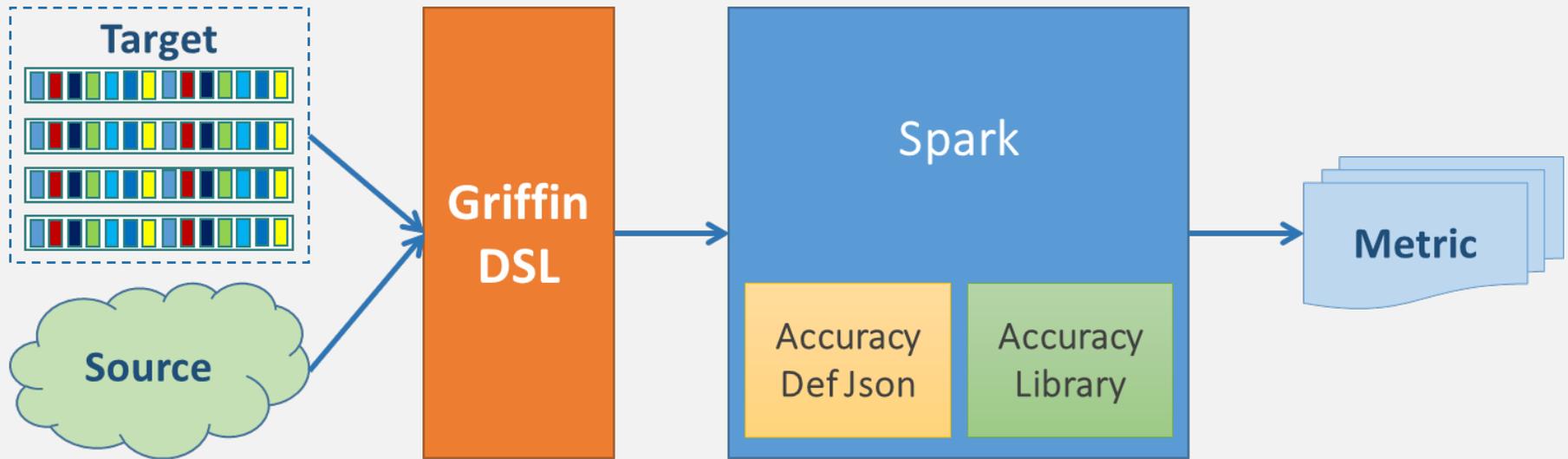
- Uniform Data Quality DSL
- DSL support both streaming and batch
- Configurable data source connectors

## Accuracy DSL example:

Where: “\$source.uid = \$target.uid  
and \$source.itemid = \$target.itemid  
and \$source.tmp > \$target.tmp”

# Apache Griffin – Accuracy Measure

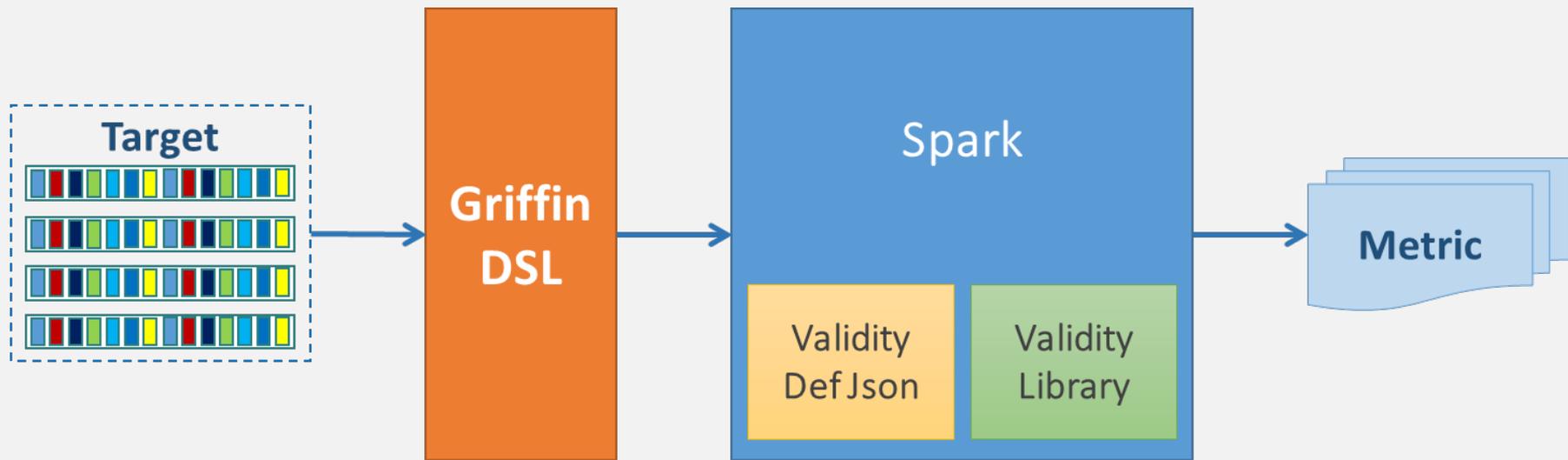
~300M customer view events per day



$$Accuracy\ Rate(\%) = \frac{Count(source.field1 == target.field1 \ \&\& \ \dots)}{Count(source)} \times 100\%$$



# Apache Griffin – Validity Measure



# Apache Griffin – Time Series Metrics

Elasticsearch :

- Offer aggregations
- Visualization(kibana, Grafana)
- Restful to integrate with

# Apache Griffin

Life is easier after Griffin ...





# Apache Griffin – Tech Challenges

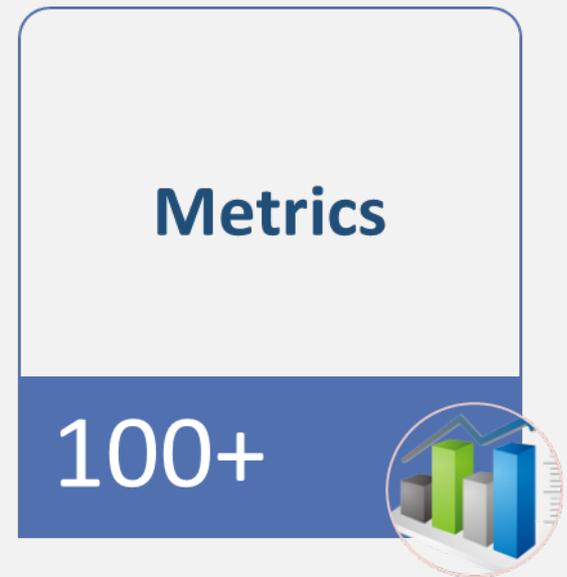
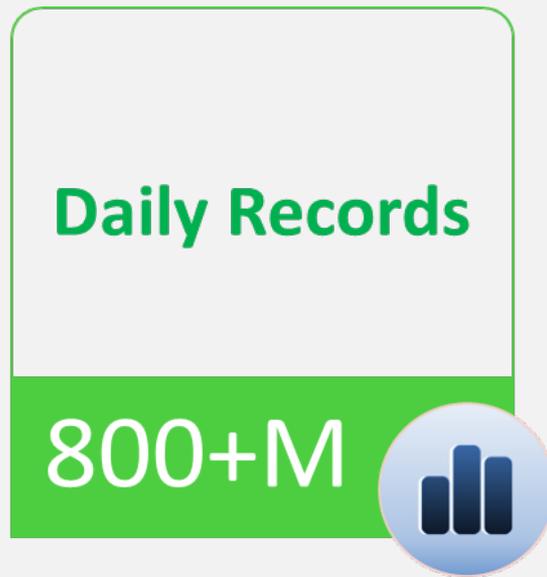
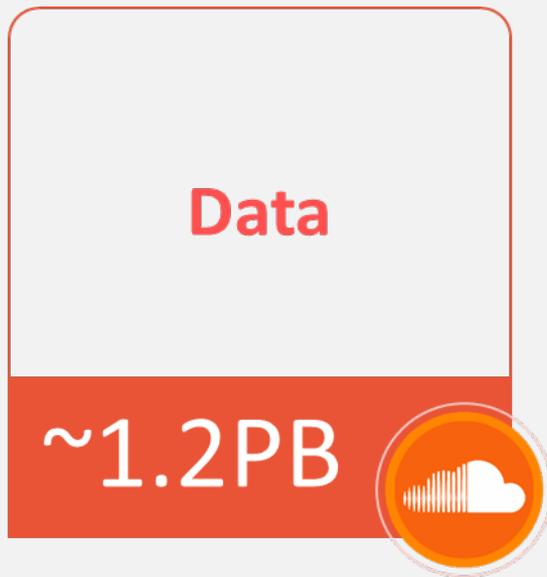
- Unified model for both streaming and batch
- Extensible/Pluggable measure algorithms
- Others

# Demo



# Use Cases

Griffin has been deployed in production at eBay and provided the centralized data quality service for several eBay systems.



# What is coming

- DSL to support more dimensions
  - ✓ Completeness
  - ✓ Consistency
  - ✓ Anomaly detection
- Provide more data source connectors
  - ✓ Raw Hadoop data
  - ✓ Hybrid data source connectors

# How to Contribute

- Community over code
- Meritocracy

# How to Contribute

We are open source and PR are welcomed

GitHub : <https://github.com/apache/incubator-griffin>

Website : <https://griffin.incubator.apache.org>

Contact: <mailto://subscribe-dev@griffin.incubator.apache.org>

Apache Griffin JIRA: <https://issues.apache.org/jira/browse/GRIFFIN>

Apache Griffin Wiki : <https://cwiki.apache.org/confluence/display/GRIFFIN/Griffin>



# Q / A



# Thanks