



APM... for the Data Lake

Paul Lappas – CEO, [intermix.io](https://www.intermix.io)
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Who am I?

Intermix.io is a single dashboard for data teams to keep an eye on mission-critical data flows



Paul Lappas

CEO / CTO

Previously built APM
for Mobile at
Aptelligent

About intermix.io

We work with innovative companies
that process billions of events / day

Our stack: S3, EMR, Amazon
Redshift, RDS, ElasticSearch,
Lambda, Kinesis

EVERY COMPANY IS A DATA COMPANY



Delivery



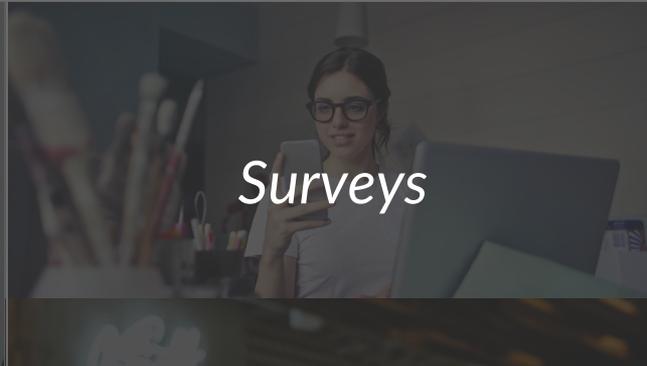
Real Estate



Hardware



Design



Surveys



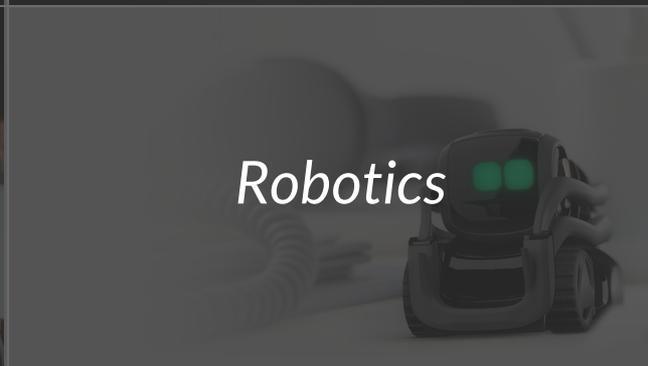
Transportation



Fashion



Education



Robotics



POSTMATES

The logo for WeWork, featuring the word "wework" in a lowercase, white, sans-serif font. A registered trademark symbol (®) is located to the upper right of the word.

The logo for Eero, featuring the word "eero" in a lowercase, white, sans-serif font.

The logo for InVision, featuring the word "in" in a white, lowercase, sans-serif font inside a white square, followed by the word "VISION" in a white, uppercase, sans-serif font.

The logo for Typeform, featuring the word "Typeform" in a white, lowercase, sans-serif font, enclosed within a white circle.

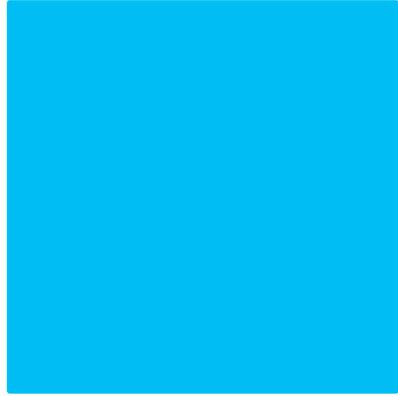
The logo for Turo, featuring the word "TURO" in a white, uppercase, sans-serif font, enclosed within a white arrow-shaped border pointing to the right.

The logo for ThredUp, featuring the word "THREDUP" in a white, uppercase, sans-serif font.

The logo for Udemy, featuring a stylized white "u" icon followed by the word "Udemy" in a white, lowercase, sans-serif font.

The logo for Anki, featuring the word "anki" in a lowercase, white, sans-serif font, followed by a trademark symbol (™).

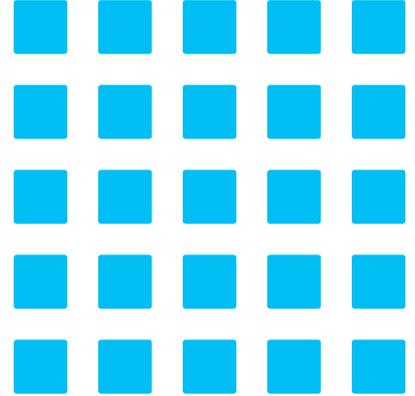
Shift to Data Lakes



Monolithic
Analytics Tools



Cloud-based
Data Warehouse



S3-based
Data Lake

Why Now?



Cheap Storage

Only pay for speed when
you need it



Tool Proliferation

The right processing
engine for the job



Data Services

Flexible data access for
engineers, analysts and
scientists.

A Common Architecture

-  interactive
-  batch



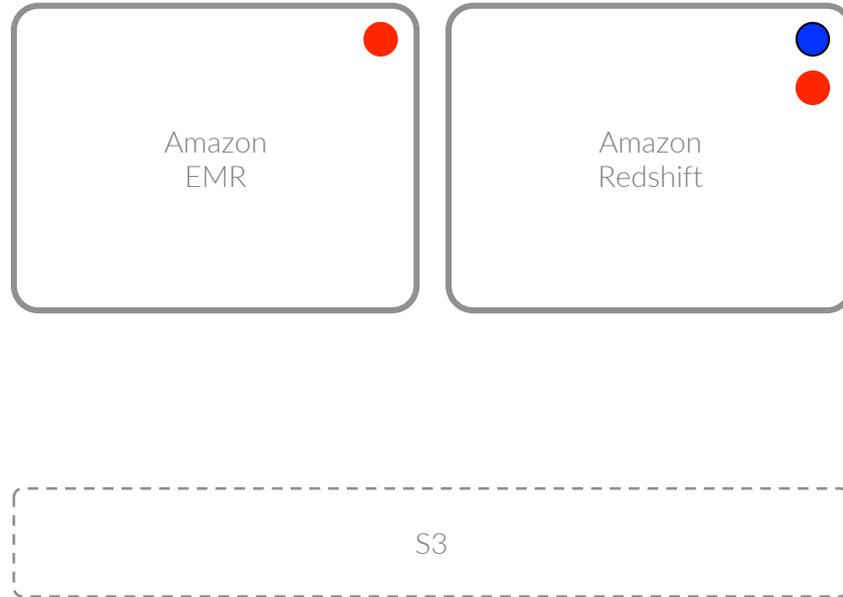
A Common Architecture

-  interactive
-  batch



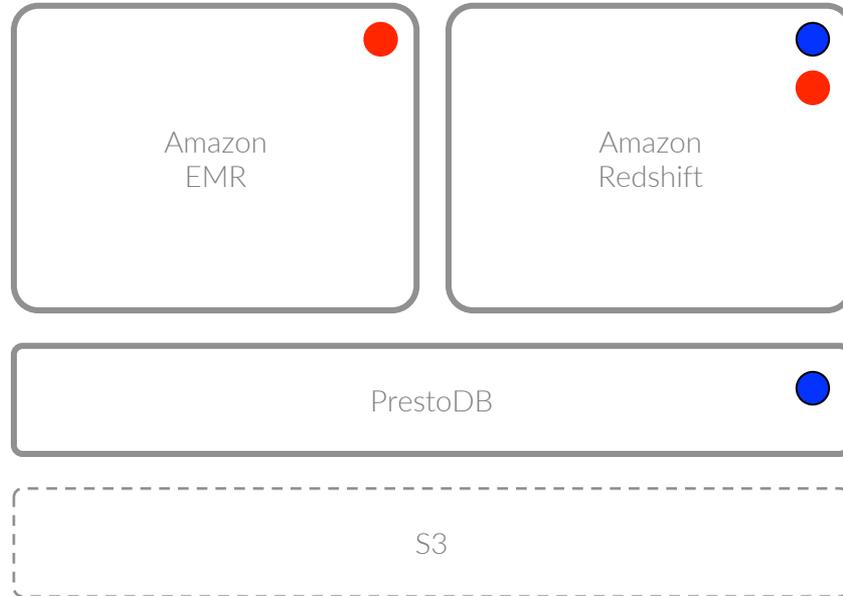
A Common Architecture

- interactive
- batch



A Common Architecture

- interactive
- batch



A Common Architecture

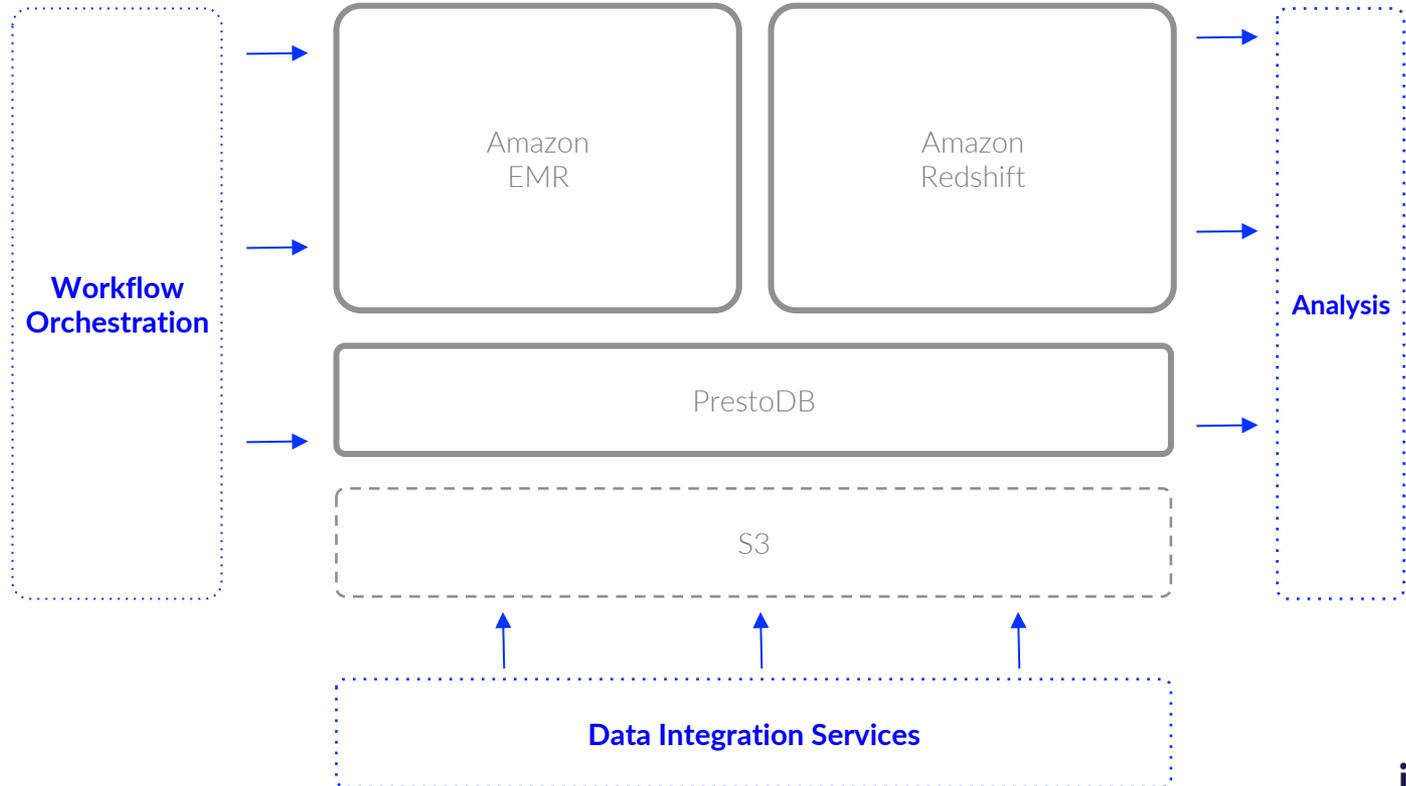
- interactive
- batch



The P.E.A.R. Stack



Three Categories of “Data Apps”



Data Lake Problems

Cost

Understanding the costs of processing and storing data

Efficiency

Reacting to problems wastes time troubleshooting issues that could have been prevented.

SLA

Data App users expect a minimum level of service (query speed, freshness, and availability)

Data Lake Metrics

Traditional metrics like CPU / Network utilization don't work

Query Information

- Query text
- Exec. time
- Resources used (DB specific)
- WLM it ran in, etc.
- Errors

App Context

- App name
- User name
- Dag / task name
- Dashboard id
- Model name
- Etc...

Data "metadata"

- Tables (size, row)
- Numeric columns (min, max, avg)
- String columns (Sum_chars, count_distinct, null_count)
- compression

Problem #1: SLA

Data App users expect a minimum level of service across query speed, recency and availability

Am I meeting my SLAs?

Is this model faster / slower than before?

What are my biggest bottlenecks?

Problem #2: Team Efficiency

Reacting to problems wastes time troubleshooting issues that could have been prevented.

Why is this data old?

Why is this DAG slow?

Why is this query failing?

Problem #3: Cost

Understanding the costs of processing and storing data is hard (and getting more important)

“Why are we spending so much?”

“Which Models are the most expensive?”

Are we over-subscribed? Where?

Problems Grow

More Demand

Increase in #
dashboards, models,
and jobs.

More Data

And need to
store it “forever”

3rd Party Tools

More vectors for
performance / data
problems



SLA

Data Apps

Category

**Data Integration
Services**



Fivetran, Aloomo, Stitch, AWS Pipeline, Segment, ETLep, Kafka, Amazon Kinesis, Amazon Glue

**Workflow
Orchestration**



Apache Airflow, Pinball, Luigi, AWS Data Pipeline

Analysis



Mode, Looker, Chartio, Periscope Data, Tableau, Jupyter

Dashboard

- Performance Monitoring
 - Latency of key workflows
 - Resource utilization
- Ranks
 - Slowest Dashboards & Models
 - Most Expensive Users
 - Cold / Unused Tables & Models
- Issues
 - Contention / Queuing
 - Resource issues
 - Aborted / stuck jobs

QUERY ANNOTATIONS

- Vendor-agnostic way to add context to SQL text
- You can annotate anything:
 - App name
 - User
 - DAG / Task name
 - Dashboard ID
 - Username / email
 - Model name
 - Etc...

CAN QUICKLY ANSWER

- which user is responsible for this spike in concurrency?
- what is the average latency/error rate of a dashboard or model? Of all dashboards executed by a particular user?
- What is the aborted rate of this Task?
- Overall Airflow DAG latency is increasing - which Task is contributing to this?

Included By Default

- ```
/* ' Query generated by Chartio
{"reason":"dashboard_load","user_email":"myname@company.com","datasource_id":
32736,"dashboard_slug":"revenue","chart_id":4101698,"organization_id":
16523,"is_manual":true,"dashboard_id":240257} ' */
```
- ```
/*' Query generated by Periscope Data {"chart_name":"New
Sales","dashboard_id":"210863","user_email":"myname@company.com","query_source":"user
_chart_refresh"} '*/
```
- ```
{"user":"@my_user_name","url":"https://modeanalytics.com/reports/9f8267bb8c90/runs/
64984b99a42c/queries/8b5f370b92e3","scheduled":false}
```
- ```
-- Query Context '{"user_id":1161,"history_id":21707088}'
```
- ```
/* Username: me@company.com, Task ID: 2b182101-f26e-48ca-b172-bb26889e3457, Query ID:
1306, Queue: queries, Query Hash: d98f7ad29a8218799c8940c2af5152b1 */
```

# Example for Airflow

```
{
 "dag": "daily_aggregations",
 "app_ver": "1.0",
 "at": "2018-08-28T19:15:21.070423Z",
 "app": "airflow",
 "task": "aggregate_daily-transfer",
 "meta": {
 "key1": "val1",
 "key2": "val2",
 },
}
```

# RESOURCES

Python SDK to add annotations

<https://docs.intermix.io/hc/en-us/articles/360004408853-intermix-io-Python-Plugin>

Airflow Plugin for Annotations (PostgresOperator & Hooks)

<https://docs.intermix.io/hc/en-us/articles/360004415973-intermix-io-Apache-Airflow-Plugin>



# TEAM EFFICIENCY

# I WONDER...

- Is query latency growing for a particular app?
- Do I have contention issues and what is causing them?
- Are queries failing, and why?

# Troubleshooting Scenario

DAG latency increases by 20%

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DAG latency increases by 20%

| <b>Why?</b> | <b>Root Cause Analysis</b>                    |
|-------------|-----------------------------------------------|
| 1           | "task ABC" is experiencing 400% latency spike |

# Troubleshooting Scenario

DAG latency increases by 20%

| <b>Why?</b> | <b>Root Cause Analysis</b>                    |
|-------------|-----------------------------------------------|
| 1           | "task ABC" is experiencing 400% latency spike |
| 2           | "query XYZ" in this task went from 10s to 3m  |

# Troubleshooting Scenario

DAG latency increases by 20%

| <b>Why?</b> | <b>Root Cause Analysis</b>                                                                 |
|-------------|--------------------------------------------------------------------------------------------|
| 1           | “task ABC” is experiencing 400% latency spike                                              |
| 2           | “query XYZ” in this task went from 10s to 3m                                               |
| 3           | A table selected by this query suddenly went from 10M rows to 1B rows over course of a day |

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| 4           | Separate query “query 123” inserted data into this table                                   |

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| 5    | This query was executed by Jordan via Redash - let's go ask them                           |

# Troubleshooting Scenario

DAG latency increases by 20%

| Why? | Root Cause Analysis                                                                        | Metrics Used                |
|------|--------------------------------------------------------------------------------------------|-----------------------------|
| 1    | “task ABC” is experiencing 400% latency spike”                                             | query latency + annotations |
| 2    | “query XYZ” in this task went from 10s to 3m                                               | query latency + annotations |
| 3    | A table selected by this query suddenly went from 10M rows to 1B rows over course of a day | table row counts over time  |
| 4    | Separate query “query 123” inserted data into this table                                   | Query <-> Table mappings    |
| 5    | This query was executed by Jordan via Redash - let’s go ask them                           | annotations                 |

# ADVANCED TESTING

Data  
Validation

*Is this join doing the  
right thing?  
Am I capturing all rows?*

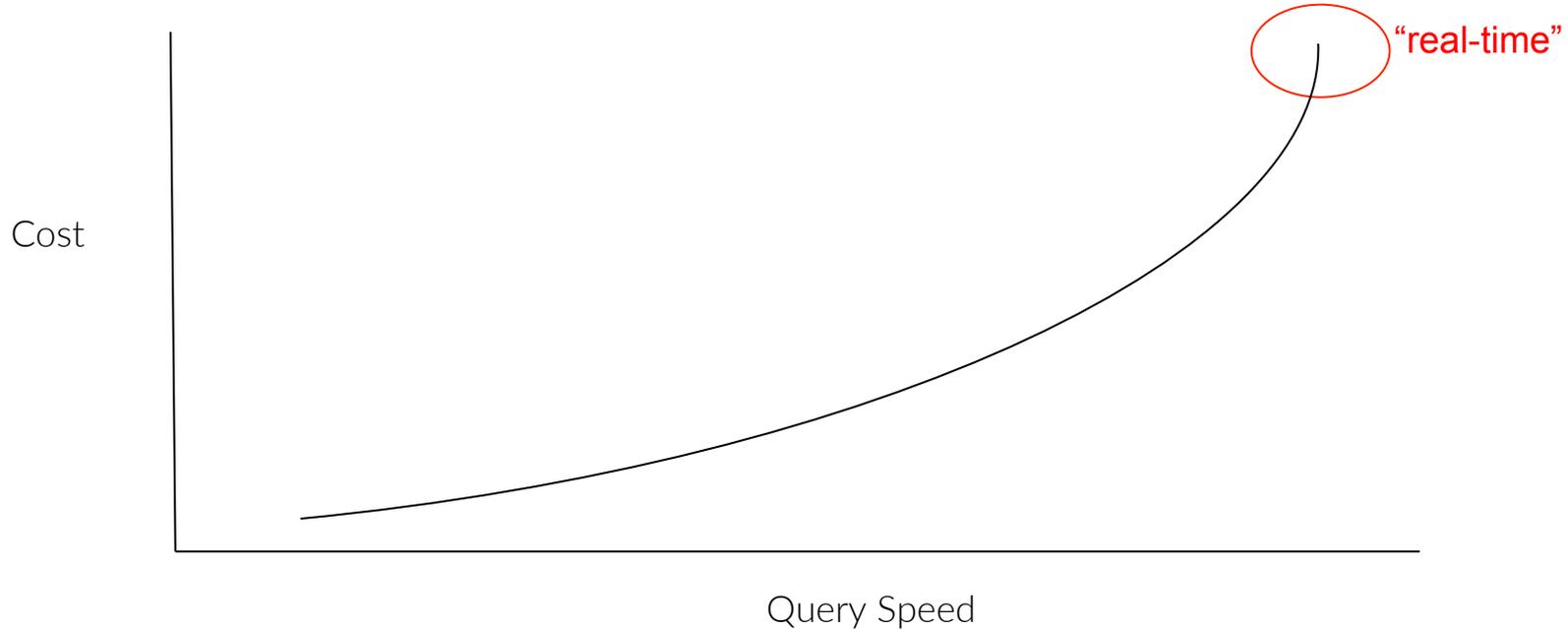
Anomaly  
Detection

*Unexpected things*



COST

# COST V QUERY PERFORMANCE



# WHY TRACK QUERY COST

- Informed decisions on where to invest \$\$ to improve performance
- Department chargebacks
- Budget justification
- Respond to feature requests (“I need real-time”)

# REAL-WORLD SCENARIO

Moving 'raw' data processing from Redshift -> EMR

# COST METRICS DIFFER BY DATABASE

| Cost            |   | Cost Drivers     | Per-query cost metric                                                                                          |
|-----------------|---|------------------|----------------------------------------------------------------------------------------------------------------|
| Amazon Redshift | ▶ | Cluster Nodes    | <ul style="list-style-type: none"><li>• # of rows processed</li><li>• # of memory allocated</li></ul>          |
| Amazon Athena   | ▶ | S3               | <ul style="list-style-type: none"><li>• # of rows processed * bytes / row</li><li>• columns accessed</li></ul> |
| PrestoDB        | ▶ | Worker instances | <ul style="list-style-type: none"><li>• Aggregate per-DB costs</li><li>• Internal statement handling</li></ul> |



## SF Data Weekly

A weekly email of useful links for people interested in building data platforms, curated by the folks at <https://www.intermix.io>

submissions@sfdata.io

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