

Delivering a Modern Data Warehouse in Azure

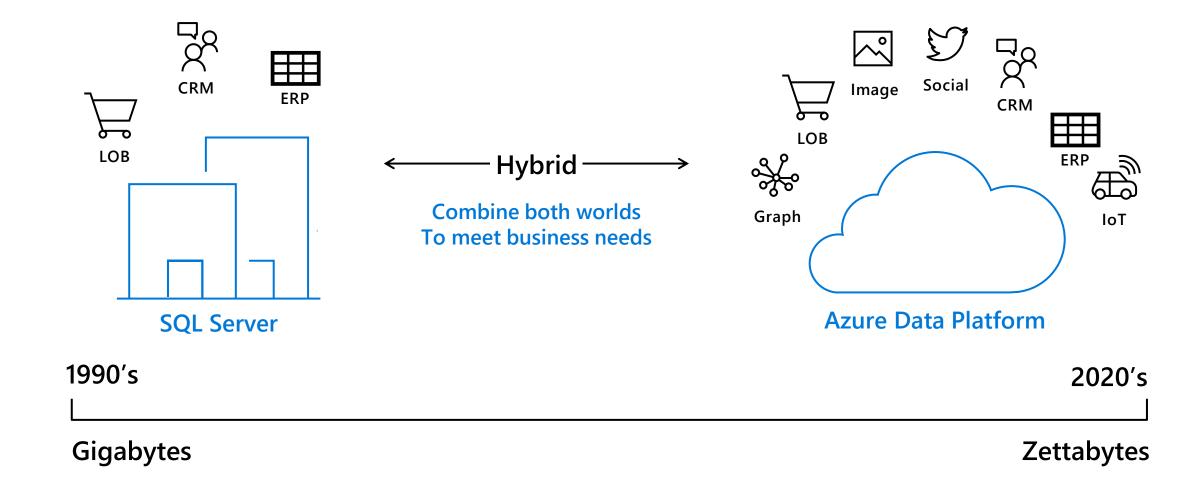
Junghwan Lee Infinov



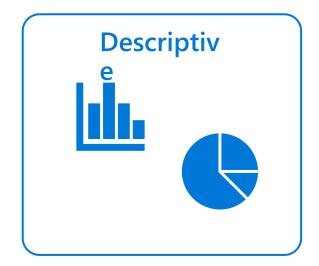
Why modernize?

aka.ms/DATA10 #MSIgnite

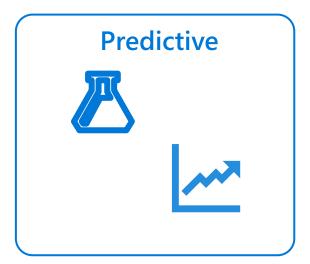
The evolving world of data

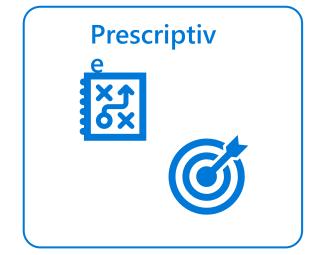


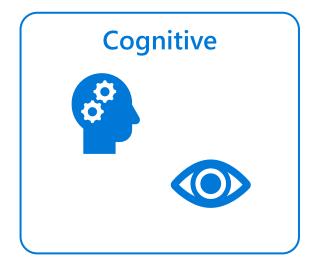
The evolving world of analytics



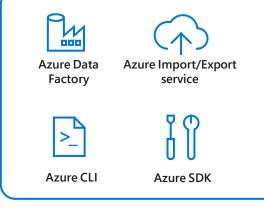


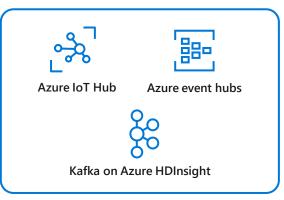




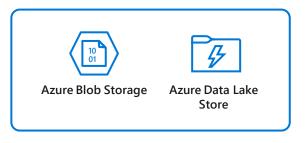


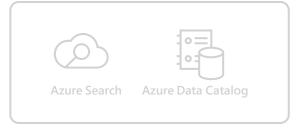
The Azure Big Data Landscape



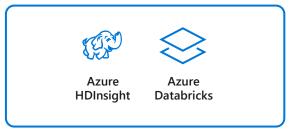


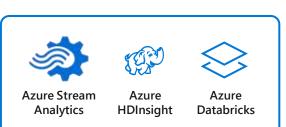






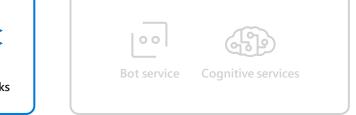








Azure Analysis Services









Azure network security groups



Azure key management service



Operations Management Suite



Azure Functions



Visual Studio

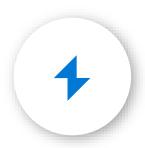
Azure Modern Data Warehouse benefits



Elastic Architectures



Hybrid



Workload Optimized Compute



No Data Silos



Analyze All Data



Governed Self-Service

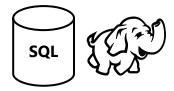
aka.ms/DATA10

Solution scenarios

aka.ms/DATA10

Solution scenarios

Big Data and advanced analytics



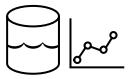
Modern data warehousing

"We want to integrate all our data—including Big Data—with our data warehouse"



Advanced analytics

"We're trying to predict when our customers churn"

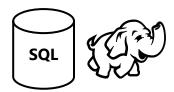


Real-time analytics

"We're trying to get insights from our devices in real-time"

Azure Modern data warehousing

The modern data warehouse extends the scope of the data warehouse to serve Big Data that's prepared with techniques beyond relational ETL







Modern data warehousing

"We want to integrate all our data—including Big Data—with our data warehouse"

Advanced analytics

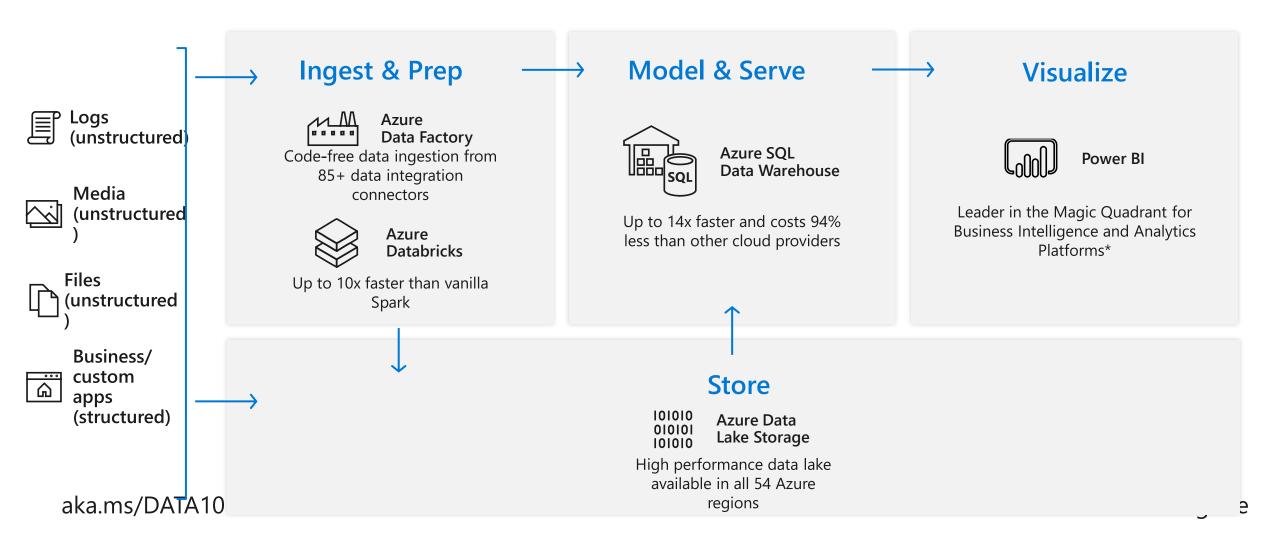
"We're trying to predict when our customers churn"

Real-time analytics

"We're trying to get insights from our devices in real-time"

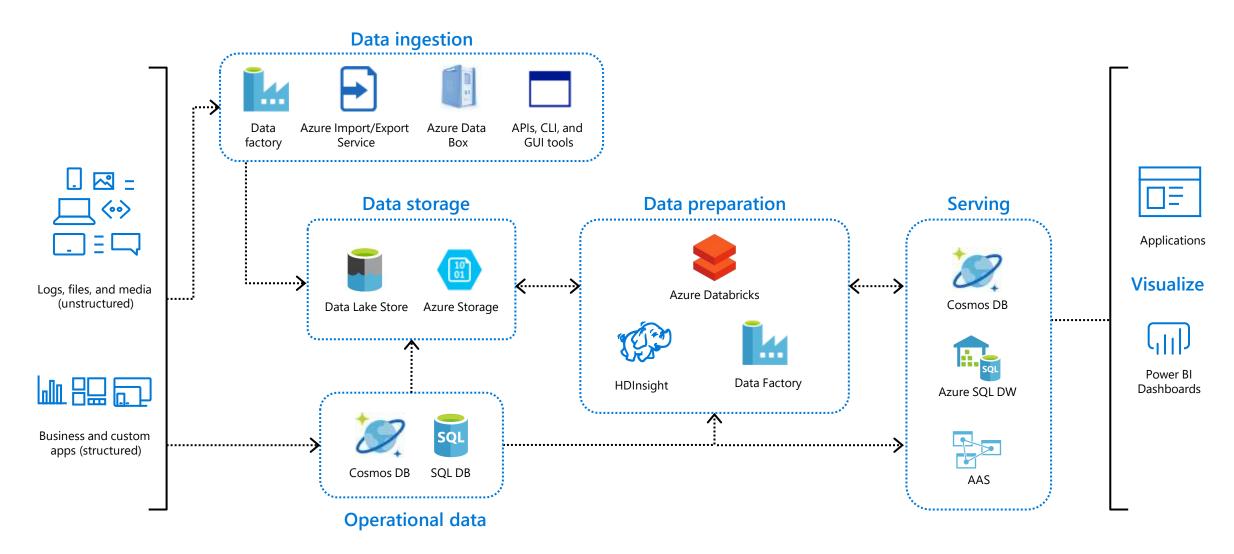
Azure Modern Data Warehouse Processes

Best end-to-end ecosystem to turn your data into actionable insights Unparalleled performance



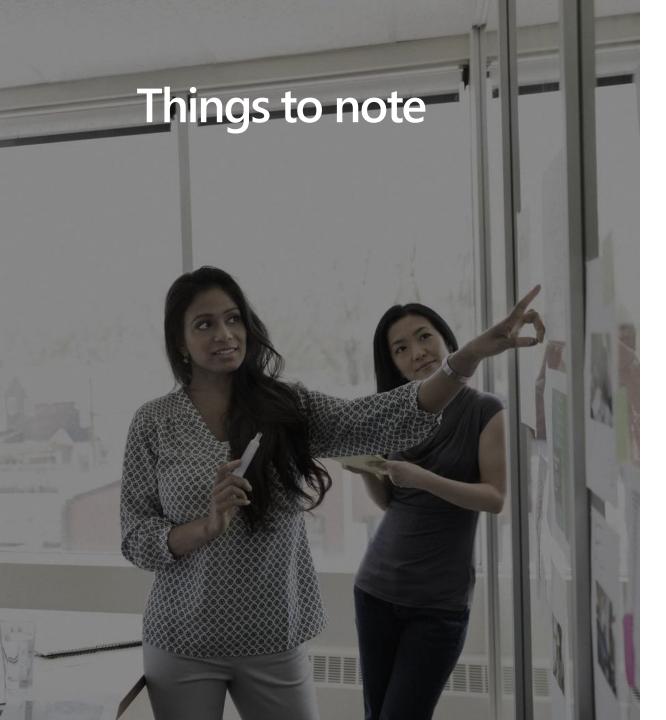
Data warehousing pattern in Azure

Loading and preparing data for analysis with a data warehouse

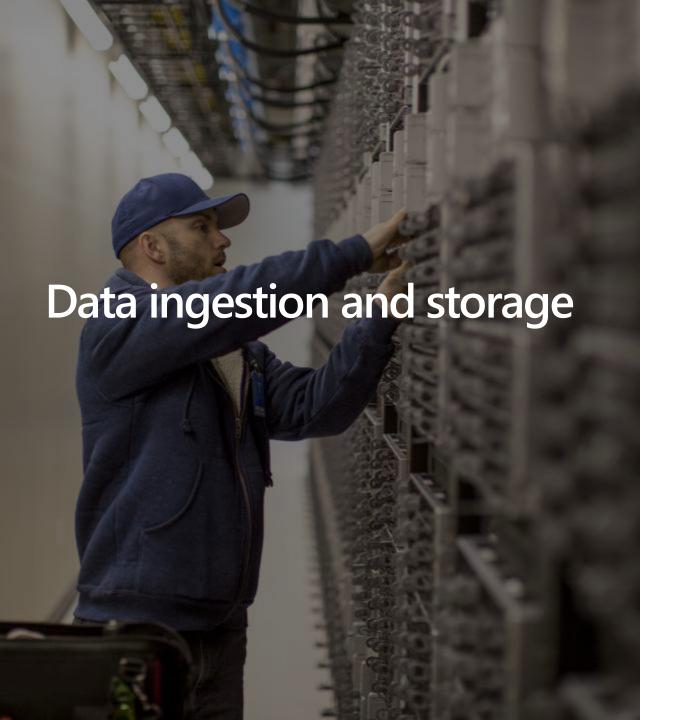


Example solution architecture

aka.ms/DATA10 #MSIgnite



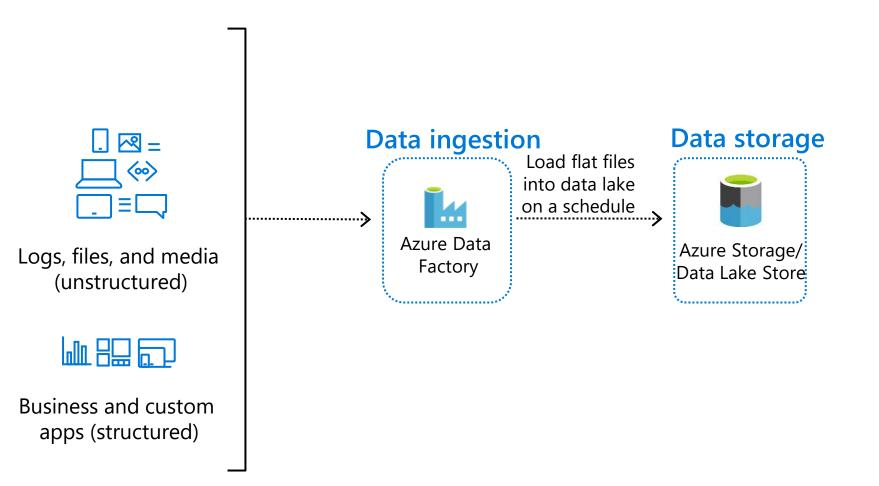
- > There are no right or wrong solutions, only optimal solutions
- > Lead with certain solutions and customize based on customer scenarios
- > Customer voice and product and service maturity govern lead solutions
- Consider price and performance, ease of use, and ecosystem acceptance as factors
- Everything is fluid a lead solution today
 might be non-optimal tomorrow, based on the factors above and new releases



The storage that persists the transferred data that will be consumed by subsequent processing

Data warehousing pattern in Azure

Ingesting data into Azure Data Lake with Azure Data Factory

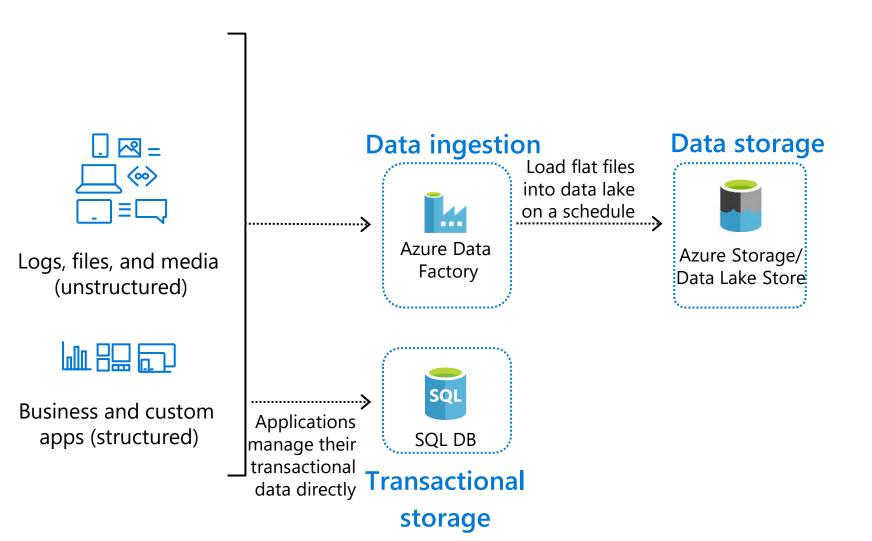






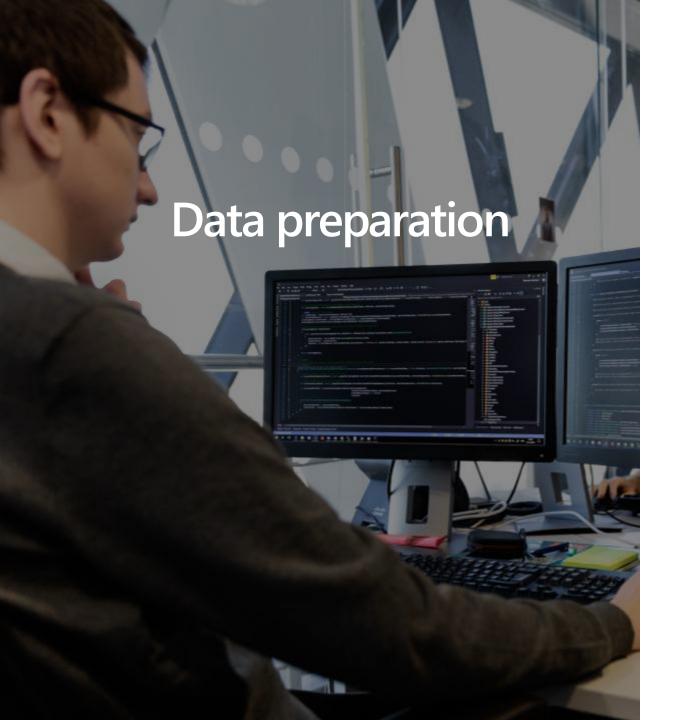
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Ingesting data into Azure Data Lake with Azure Data Factory







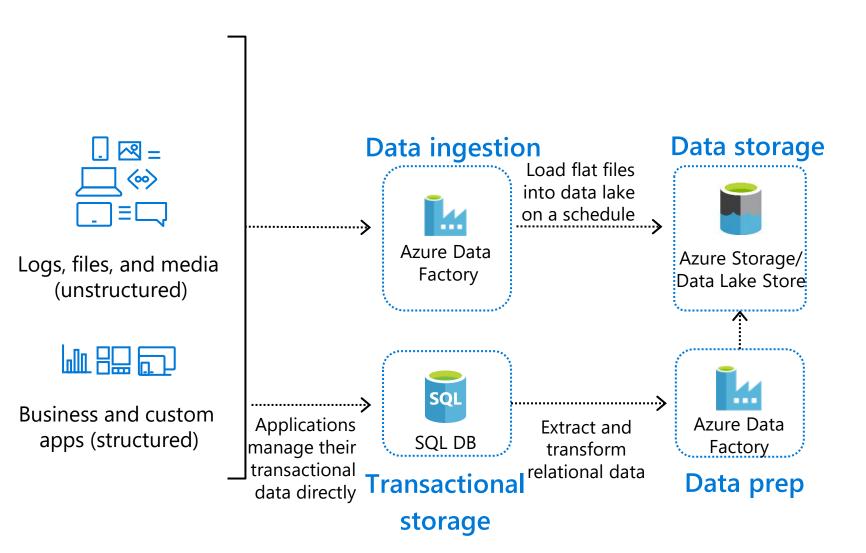


Is data cleansing, structuring, curation, and aggregation in data warehousing.

The data is batch processed in preparation for loading into a data warehouse

Data warehousing pattern in Azure

Ingesting data into Azure Data Lake with Azure Data Factory

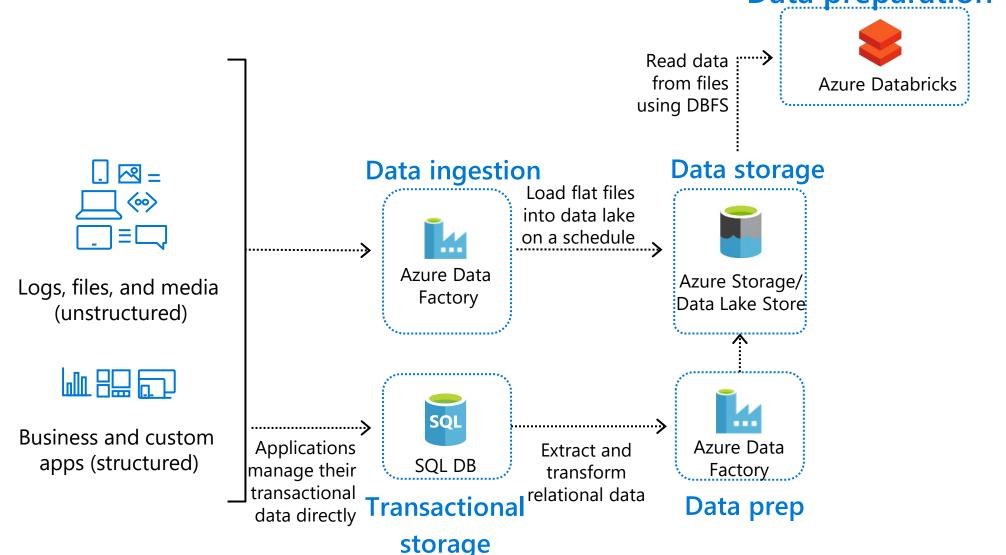




Power BI Dashboards

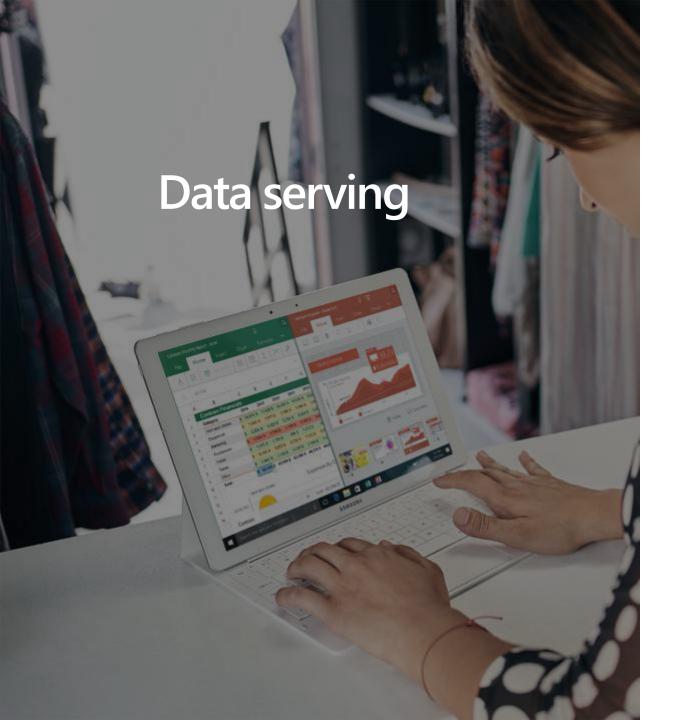
Data warehousing pattern in Azure

Ingesting data into Azure Data Lake with Azure Data Factory
Data preparation









Processed data served by a data warehouse to analytic clients and reporting tools

The data warehouse provides increased query flexibility and reduced query latency in comparison to batch data processing options

Data warehousing pattern in Azure

transactional

data directly

Ingesting data into Azure Data Lake with Azure Data Factory
Data preparation Read data: from files **Azure Databricks** using DBFS Load processed data into tables optimized for Data storage **Data ingestion №** – analytics **Applications** Load flat files (00) into data lake on a schedule Visualize Azure Data Load Azure Storage/ Logs, files, and media into SQL Factory Data Lake Store (unstructured) DW**X** Azure SQL DW tables Power BI Dashboards Serving SQL Business and custom **Applications** Azure Data Extract and apps (structured) SQL DB manage their transform Factory

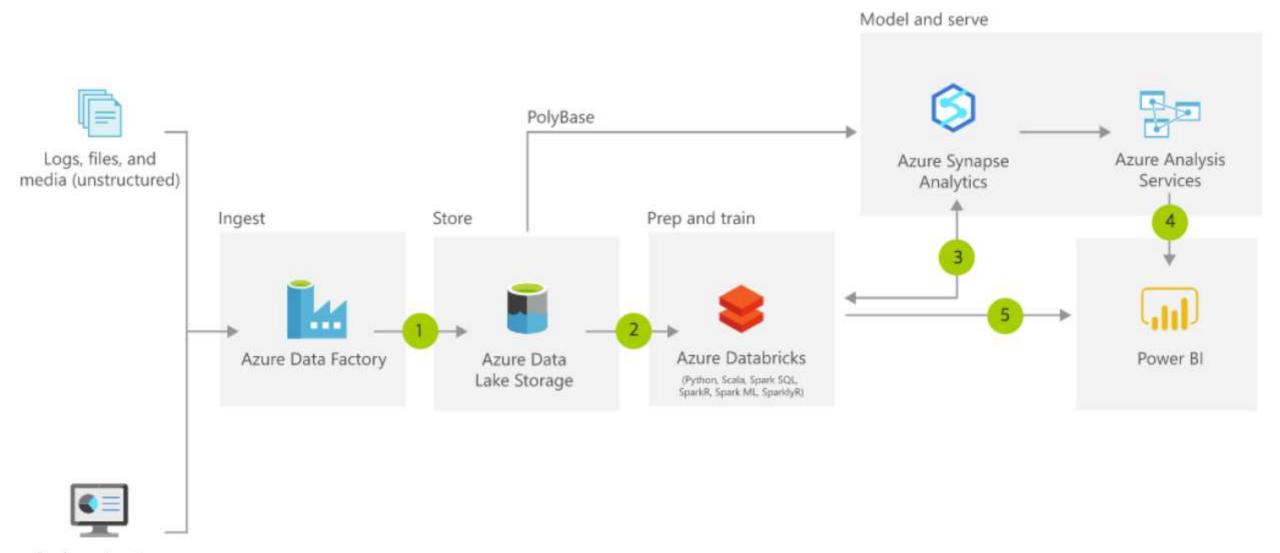
Data prep

relational data

Transactional

storage

Architecture



Business/custom apps (structured)

Modern Data Warehouse considerations

Big Data and advanced analytics



Security

Enables the modern data warehouse to control access in order to protect sensitive data and maintain desired compliance



Automation

Enables all components of the modern data warehouse solution to be controlled, deployed, and monitored programmatically



Monitoring

Provides insights into the status and health of the data warehouse solution



Ingesting Data with Azure Data Factory



What is Azure Data Factory?

AZURE DATA FACTORY

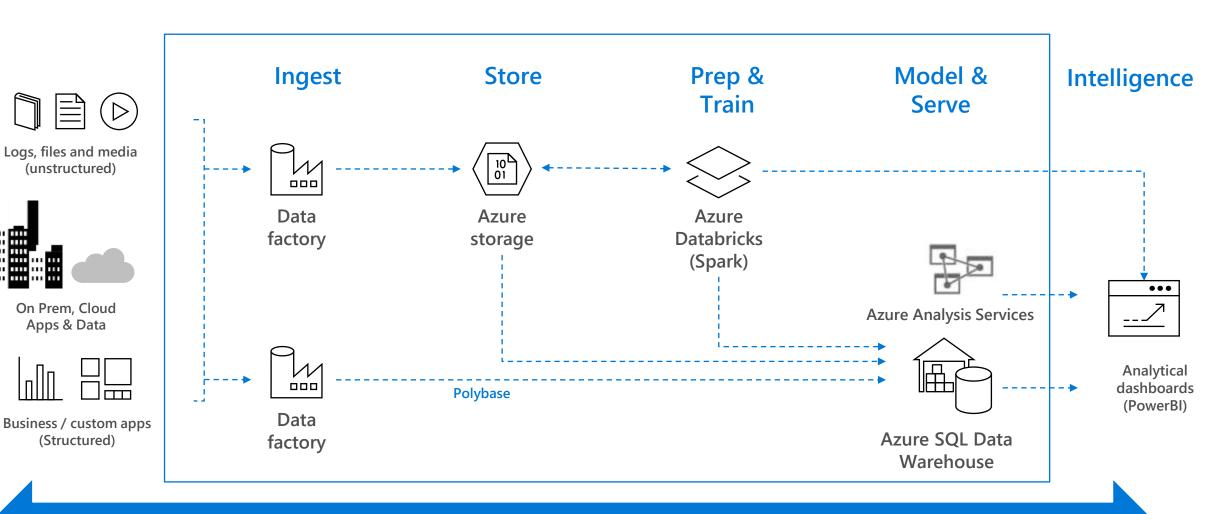
A cloud-based data integration service that allows you to orchestrate and automate data movement and data transformation.

AZURE DATA FACTORY =

코딩이 필요 없는 하이브리드 데이터 통합 서비스 솔루션

- 다양한 데이터 소스에서 데이터를 추출하고
- 원하는 분석 엔진 또는 비즈니스 인텔리전스 도구에 게시
- 데이터 파이프라인을 모니터링 및 관
- 데이터가 클라우드와 온-프레미스 중 어디에 있든, 엔터프라이즈급 보안으로 작업
- 80개 이상의 <u>데이터 원본 커넥터</u>를 사용.
- <u>그래픽 사용자 인터페이스</u>를 사용하여 데이터 파이프라인을 빌드하고, 모니터링하고, 관리

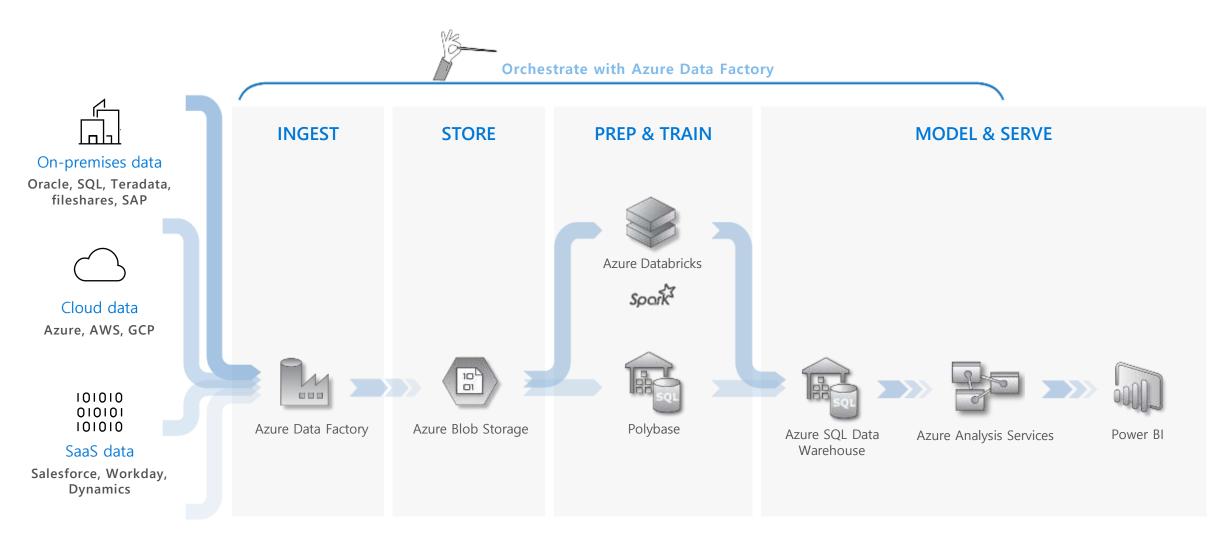
Modern DW for BI



Azure Data Factory orchestrates and operationalizes data pipeline workflow

AZURE DATA FACTORY

Modernize your enterprise data warehouse at scale



Microsoft Azure also supports other **Big Data** services like **Azure HDInsight**, **Azure SQL Database** and **Azure Data Lake** to allow customers to tailor the above architecture to meet their unique needs.

Hybrid and Multi-Cloud Data Integration















Connection

Dataset

3 Destination

Settings
 Fault tolerance

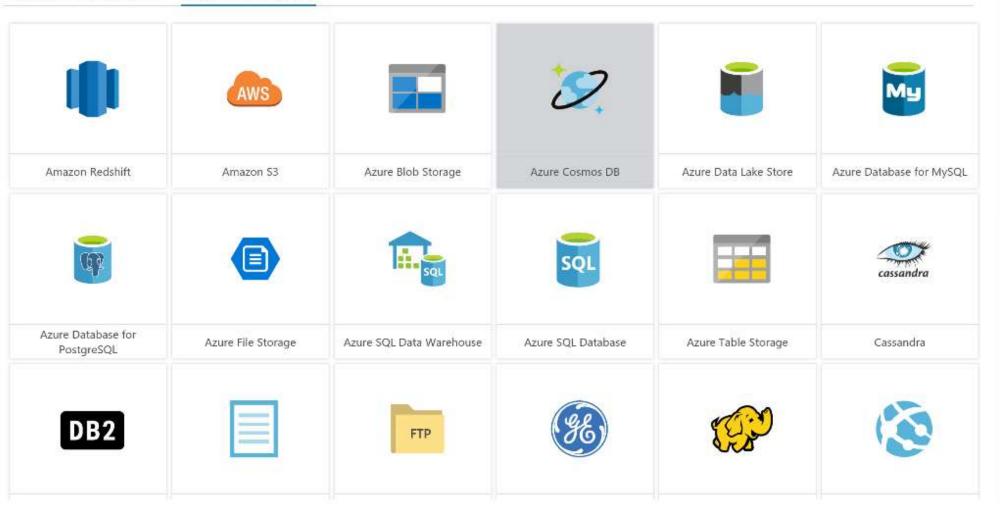
5 Summary

6 Deployment

Source data store

Specify the source data store for the copy task. You can use an existing data store connection or specify a new data store. Click HERE to suggest new copy sources or give comments.

FROM EXISTING CONNECTIONS CONNECT TO A DATA STORE



Previous

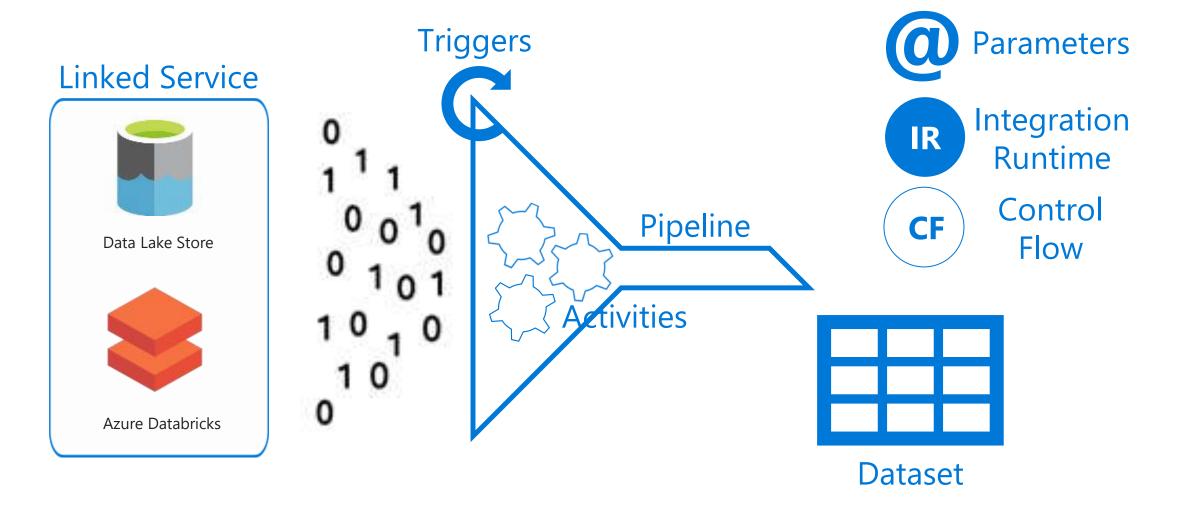
Next

Access all your data – 90+ connectors & growing

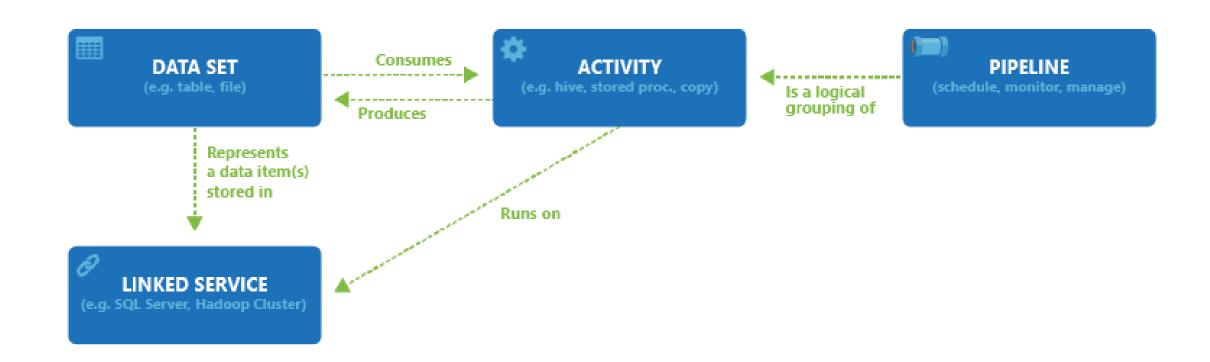
Azure (12)	Database (24)		File Storage (5)	NoSQL (3)	Services and Apps (28)		Generic (3)
Blob Storage	Amazon Redshift	Netezza	Amazon S3	Cassandra	Amazon MWS	Oracle Service Cloud	HTTP
Cosmos DB (SQL API)	DB2	Oracle	File System	Couchbase	Common Data Service for Apps	Paypal	OData
Data Lake Storage Gen1	Drill	Phoenix	FTP	MongoDB	Concur	QuickBooks	ODBC
Data Lake Storage Gen2	Google BigQuery	PostgreSQL	HDFS		Dynamics 365	Salesforce	
DB for MySQL	Greenplum	Presto	SFTP		Dynamics CRM	Salesforce Marketing Cloud	
DB for PostgreSQL	HBase	SAP BW			GE Historian	Salesforce Service Cloud	
File Storage	Hive	SAP HANA			Google AdWords	SAP C4C	
SQL DB	Impala	Spark			HubSpot	SAP ECC	
SQL DB Managed Instance	Informix	SQL Server			Jira	ServiceNow	
SQL DW	MariaDB	Sybase			Magento	Shopify	
Search Index	Microsoft Access	Teradata			Marketo	Square	
Table Storage	MySQL	Vertica			Office 365	Web table	
					Oracle Eloqua	Xero	
					Oracle Responsys	Zoho	

^{*} Supported file formats: CSV, Parquet, AVRO, ORC, JSON

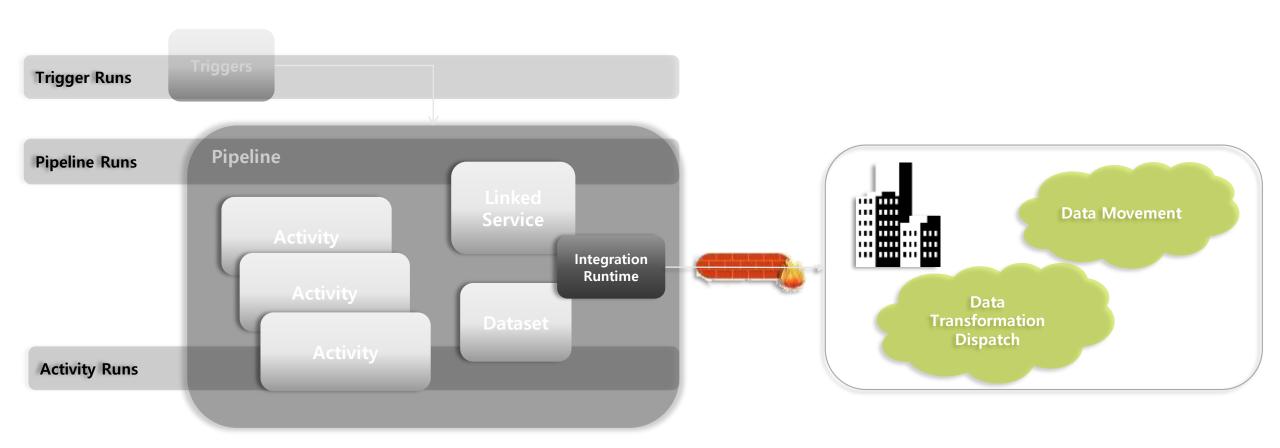
AZURE DATA FACTORY COMPONENTS



COMPONENT DEPENDENCIES

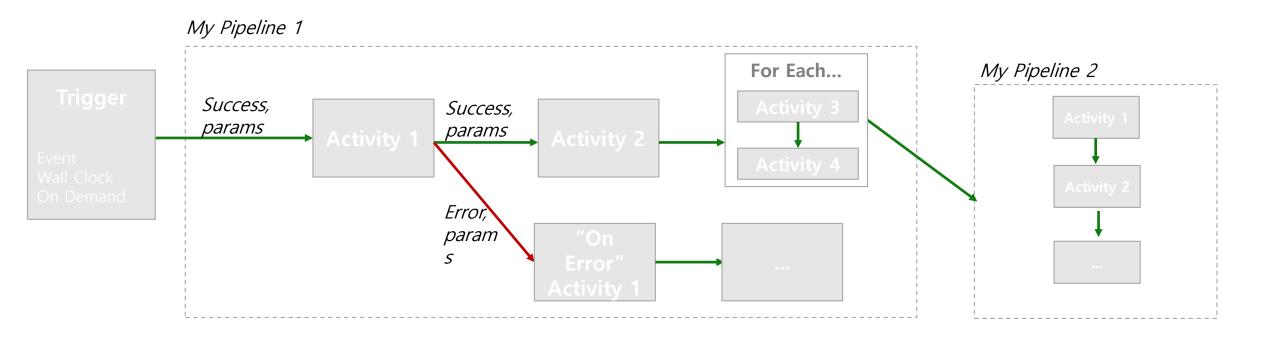


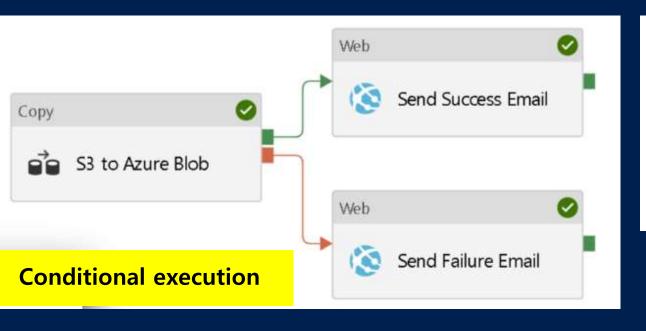
Azure Data Factory Updated Flexible Application Model



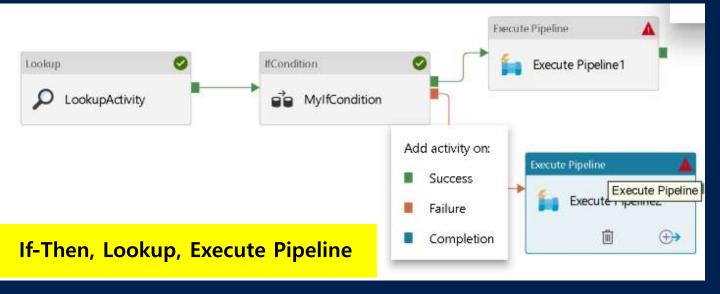
Control Flow Introduced in Azure Data Factory

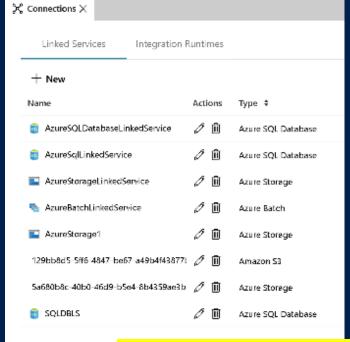
Coordinate pipeline activities into finite execution steps to enable looping, conditionals and chaining while separating data transformations into individual data flows



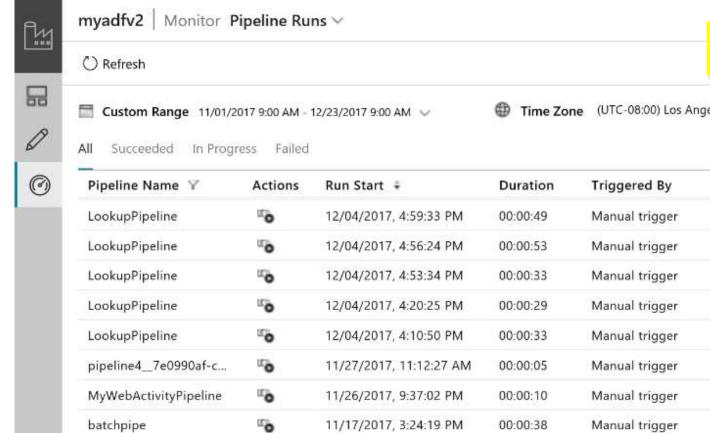








Connection Managers



11/17/2017, 3:20:12 PM

11/16/2017, 6:00:20 PM

11/16/2017, 6:00:11 PM

11/15/2017, 4:58:45 PM

11/15/2017, 4:52:36 PM

11/10/2017, 2:52:13 PM

11/01/2017, 2:02:16 PM

11/01/2017, 1:56:06 PM

11/01/2017, 1:49:30 PM

00:00:00

00:00:04

00:00:05

00:00:07

00:00:06

00:00:05

00:01:36

00:01:13

00:00:36

Manual trigger

0

0

0

0

0

0

0

O

0

batchpipe

ifconditionpipeline2

ifconditionpipeline

ifconditionpipeline

ifconditionpipeline

pipeline3 9a1f3c55-e...

IncrementalCopyPipeli...

IncrementalCopyPipeli...

IncrementalCopyPipeli...

Operationalize – Monitor your data pipelines

es 🗸			
Status	Parameters	Error	RunID
Succeeded			8fd7c2e1-440c-45d7-aff0-21dc8552c207
Succeeded,			ecd6bec4-b7b8-47b0-aaac-c32ba199a5ff
▲ Failed			c272ebf7-f784-4d8c-9b82-c5e10f06250b
▲ Failed		\Box	6018a772-81c8-4ec0-ab18-24424c25195c
🛕 Failed		₽	06c7db30-d77b-47d2-917a-935244f1c2c5
▲ Failed		\Box	c3aa1144-ebdc-448b-a1b8-9f1b5d65cb40
▲ Failed		\Box	23c5e44c-a191-4a1f-ac21-ff276b7da43b
Succeeded,			b2ef549a-b5cf-4786-9ffd-f9f71948c6d9
▲ Failed		\Box	a3dec17f-a370-4e8b-9a3e-285483680fde
▲ Failed		\Box	07b7812d-0af0-4f67-a0b8-ec64ddd38fc9
▲ Failed		\Box	8ac7565d-eefd-4831-92c5-33bfebdf2c60
Succeeded			dcff3e04-6158-40e7-b21d-70d417ae646f
▲ Failed			f1d615ca-f4d9-47bf-930b-0bc47dbb3430
▲ Failed			052056da-9cd6-48c8-8441-4d11feb911a4
Succeeded			f176d4e0-1535-4aec-8eca-25dc7a4b0e80
Succeeded			1f3d9bc2-9b30-4245-9489-786ca77796ca
▲ Failed			7824bd16-9e72-4409-ae80-238faf861a5c





2 Source

O Connection

Dataset

3 Destination

Settings
 Fault tolerance

5 Summary

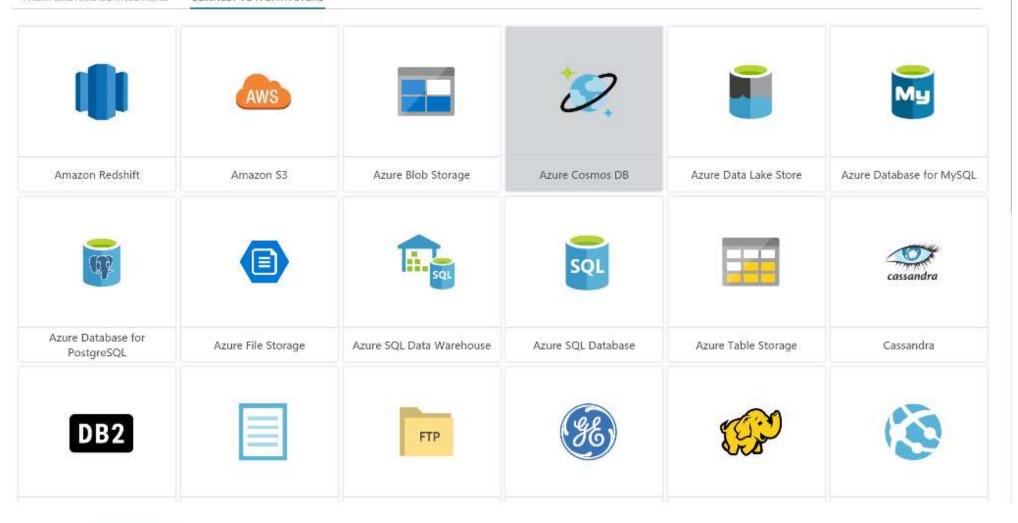
6 Deployment

Source data store

Specify the source data store for the copy task. You can use an existing data store connection or specify a new data store. Click HERE to suggest new copy sources or give comments.

Easy-to-use Wizard for Copying Data at Scale

FROM EXISTING CONNECTIONS CONNECT TO A DATA STORE



Previous

Next

ADF Certifications

HIPAA/HITECH

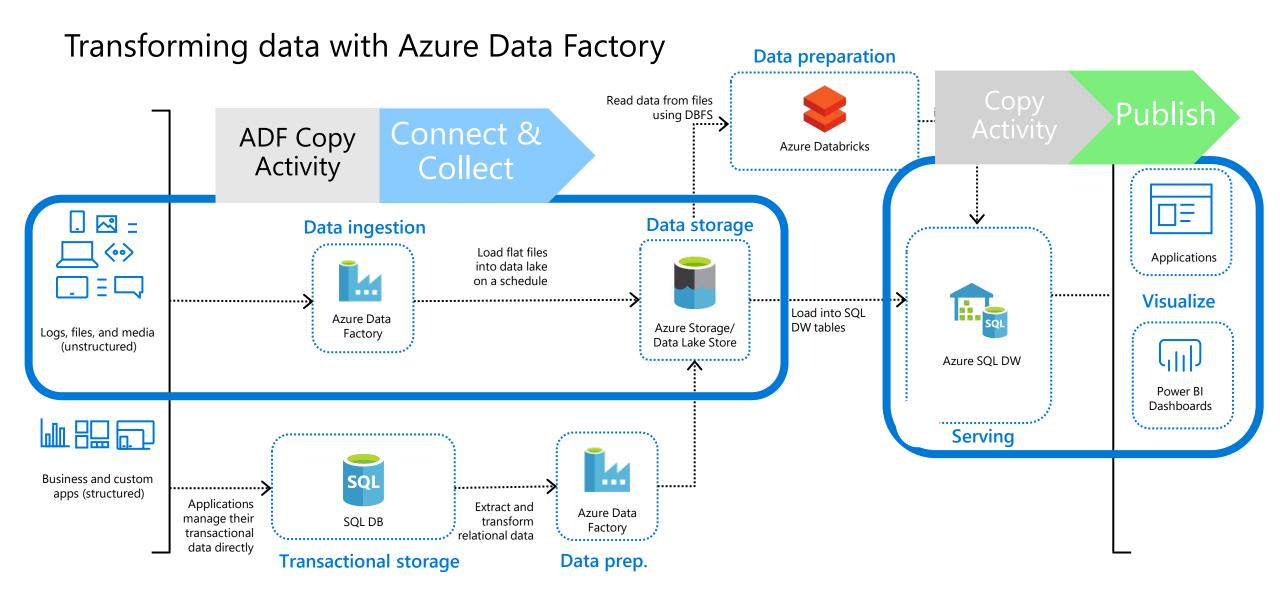
ISO/IEC 27001

ISO/IEC 27018

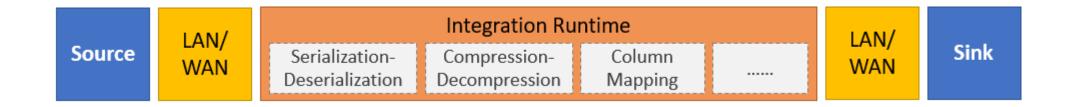
CSA STAR

Ingesting data

Data transformation in Azure

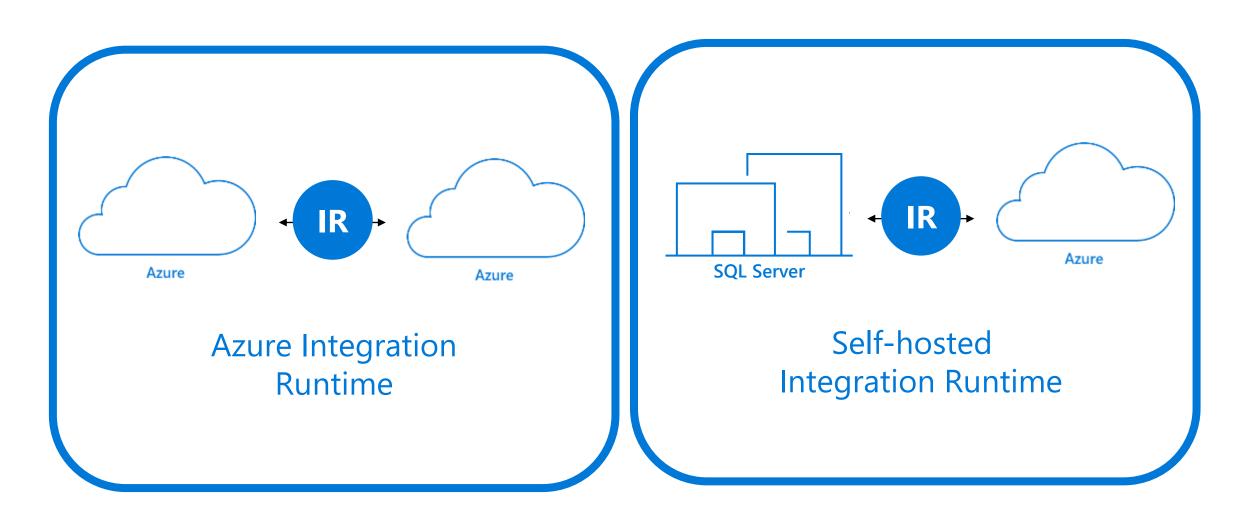


COPY ACTIVITY PROCESS



- > Reads data from a source data store.
- Performs serialization/deserialization, compression/decompression, column mapping, and so on. It performs these operations based on the configuration of the input dataset, output dataset, and Copy activity.
- Writes data to the sink/destination data store

INTEGRATION RUNTIME



COPY FILES WITH THE COPY ACTIVITY

Source LAN/ WAN Serialization- Deserialization Decompression Column Mapping LAN/ WAN Sink

Supported file formats:

Text

JSON

Avro

ORC

Parquet

Copy activity can compress and decompress files with The following codecs:

Gzip

Deflate

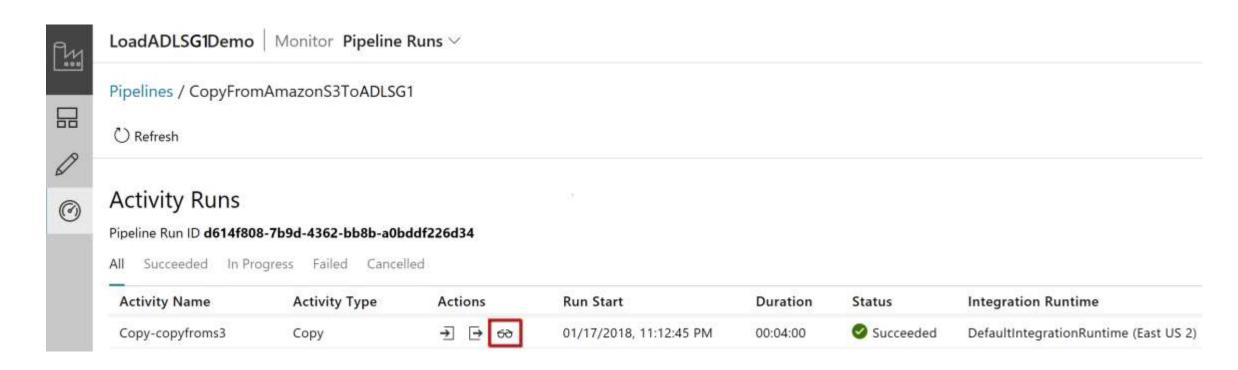
Bzip2

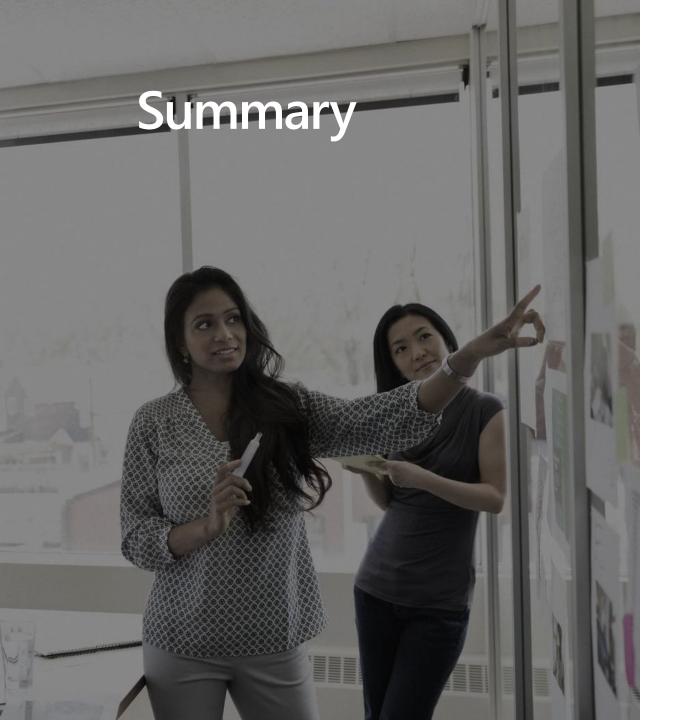
ZipDeflate

Monitoring data ingestion

Monitoring

Aiptelitherums





Azure Data Factory (ADF) is a cloud-based data integration service that allows you to orchestrate and automate data movement and data transformation.

Ingesting data can be performed by the ADF Copy Activity

- The ADF Copy Activity can be used to
 connect and collect data for ingestion, and to publish data to BI tools and applications.
- Different Integration Runtimes are required for different ingestion scenarios
- File copy are very efficient using the ADF Copy Activity
- You can monitor the performance of the ADF Copy Activity both visually and programmatically



Transform your Data with Azure Data Factory

Speaker name

Title



RESOURCES



Session Resources Hub

aka.ms/DATA30



Session Code on GitHub

aka.ms/DATA30Repo



All Event Session Resources

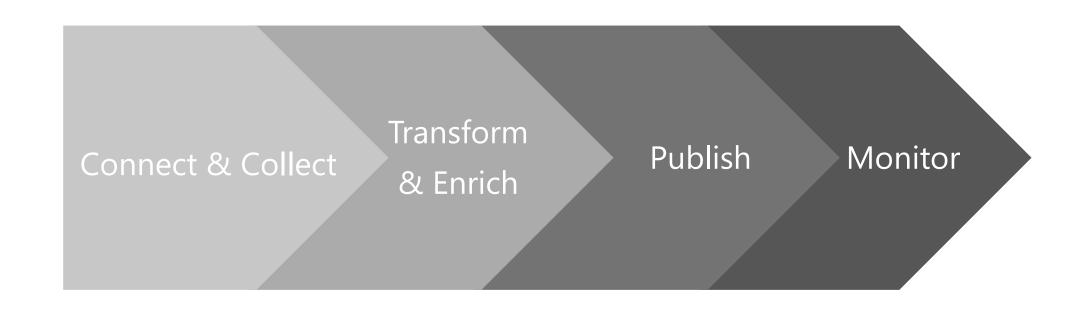
aka.ms/mymsignitethetour

What is Azure Data Factory?

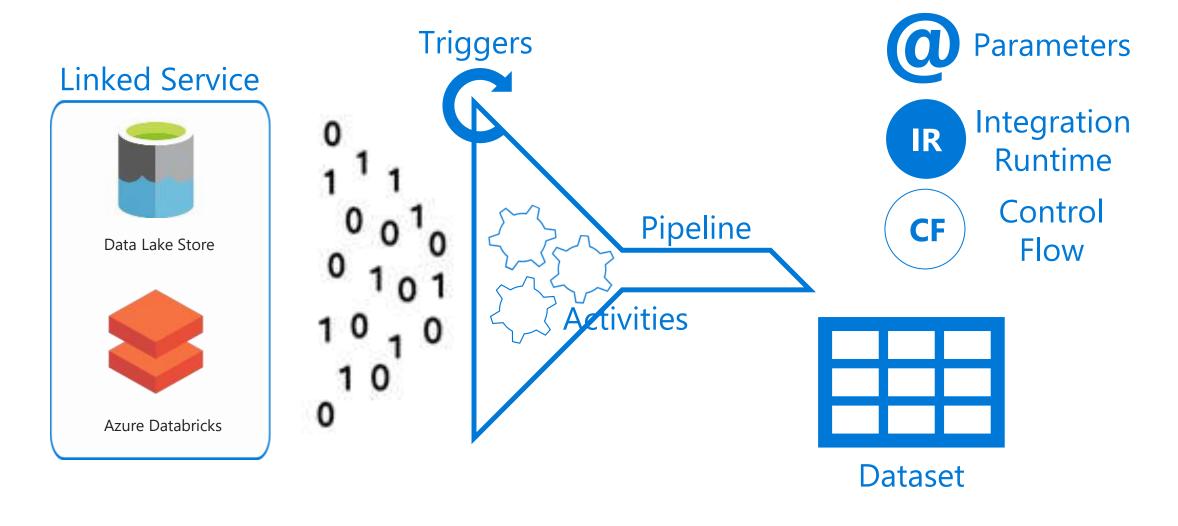
AZURE DATA FACTORY

A cloud-based data integration service that allows you to orchestrate and automate data movement and data transformation.

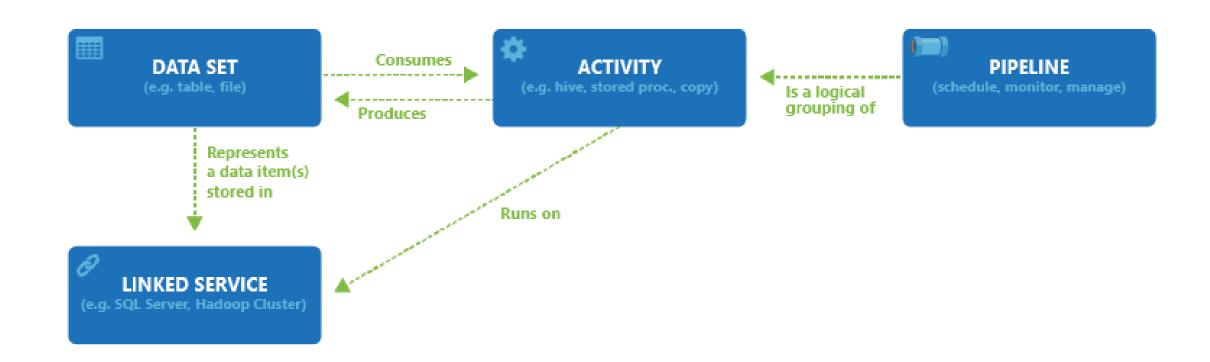
AZURE DATA FACTORY PROCESS



AZURE DATA FACTORY COMPONENTS

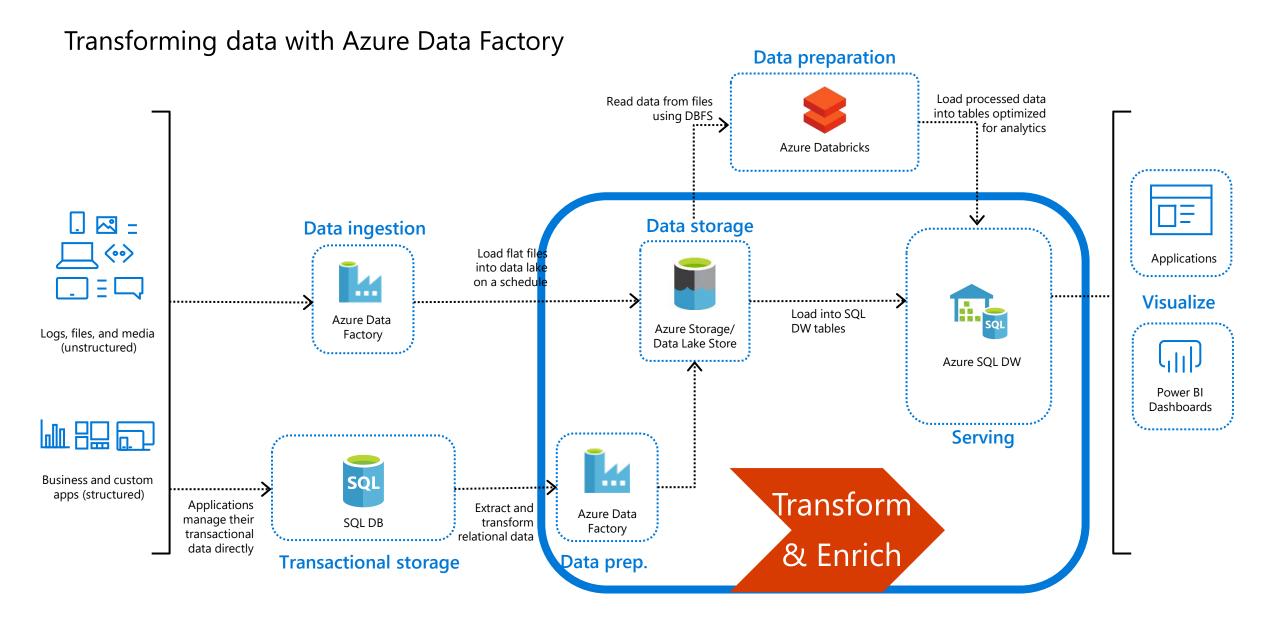


COMPONENT DEPENDENCIES

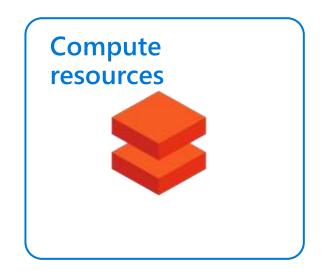


Transforming data with the ADF Mapping Data Flow

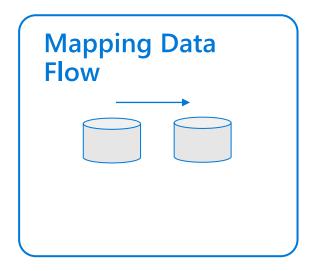
DATA TRANSFORMATION IN AZURE



METHODS FOR TRANSFORMING IN AZURE DATA FACTORY



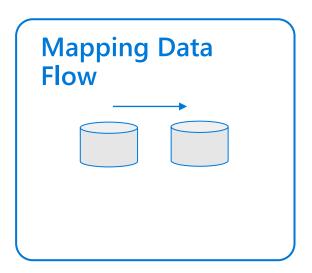




METHODS FOR TRANSFORMING DATA IN AZURE

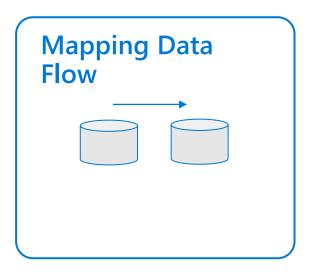




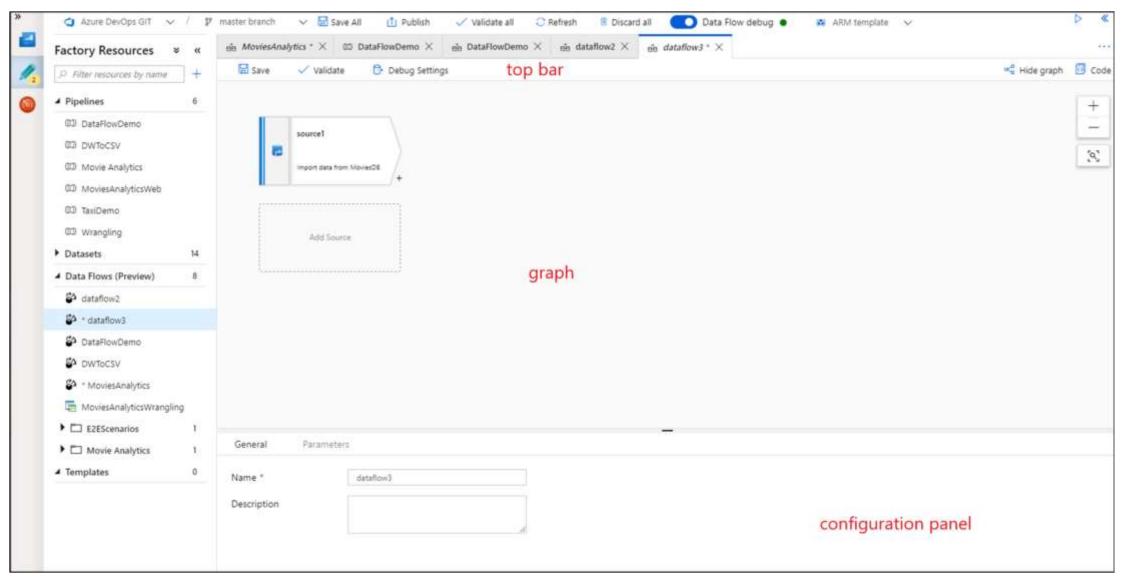


BENEFITS OF MAPPING DATA FLOW

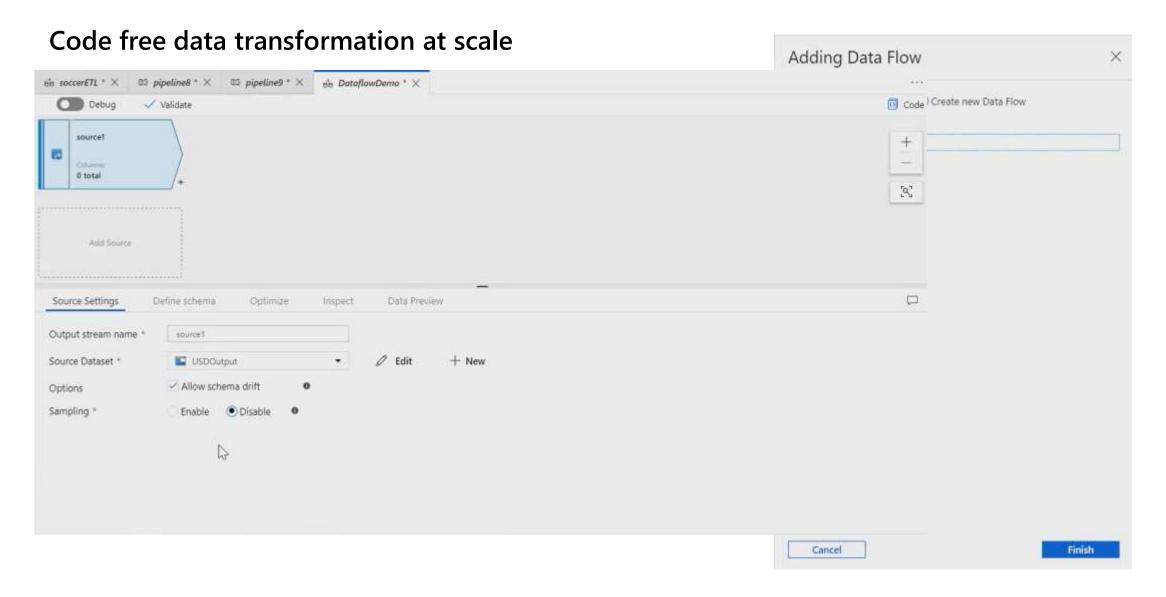
- Perform data cleansing, transformation, aggregations, etc.
- Enables you to build resilient data flows in a code free environment
- Enable you to focus on building business logic and data transformation
- Underlying infrastructure is provisioned automatically with cloud scale via Spark execution



USING THE MAPPING DATA FLOW

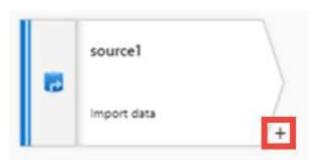


STARTING THE MAPPING DATA FLOW



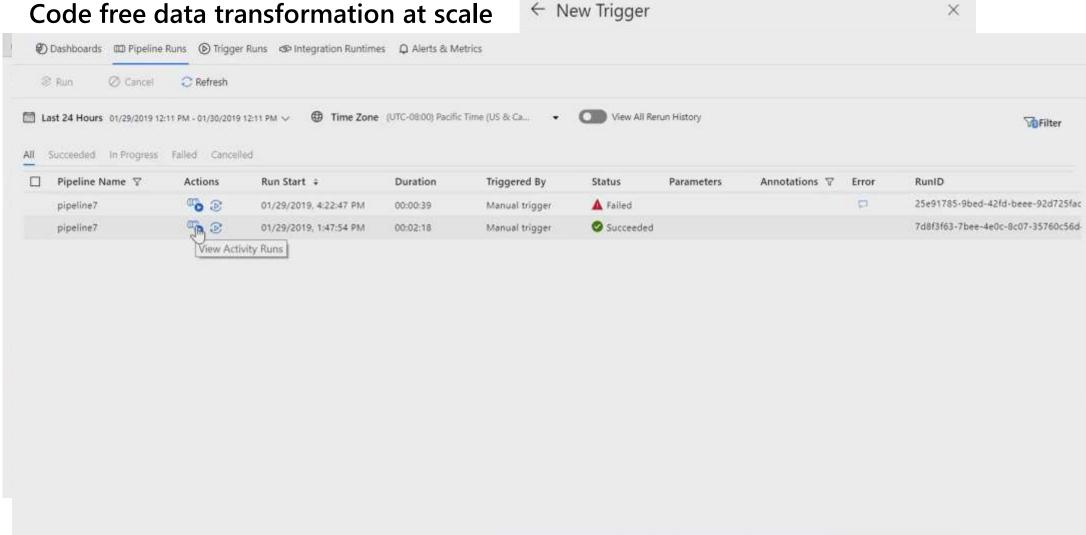
TRANSFORMATION OPTIONS IN THE MAPPING DATA FLOW

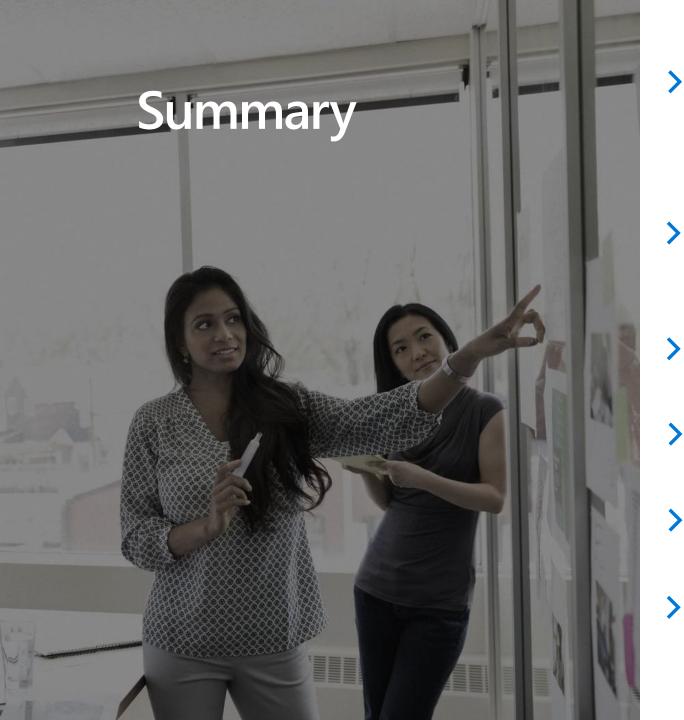
Unpivot_{Union}.⊆ Lookup SWindow DerivedColumn Sink AlterRow NewBranch aggregate Pivot Filter ConditionalSplitSort Exists Select SurrogateKeySource



Triggering and monitoring

TRIGGERING THE MAPPING DATA FLOW





Azure Data Factory (ADF) is a cloud-based data integration service that allows you to orchestrate and automate data movement and data transformation.

Transforming data can be performed in ADF by orchestrating a compute resource, calling an SSIS package or using the Mapping Data Flow feature

The Mapping Data Flow feature enables code free data transformation at scale

Enable you to focus on building business logic and data transformation

It is added to an ADF Pipeline, and can be scheduled or triggered

You can monitor the Mapping Data Flow both visually and programmatically



Data Loading Best Practices

Speaker name

Title



What is Azure SQL Data Warehouse?

AZURE SQL DATA WAREHOUSE



PaaS



Pause/Resume



Elastic Scale



Separate
Storage/Compute

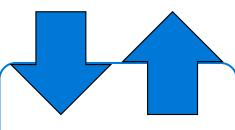


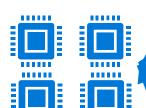
Big Data



Workload Management

SQL Data Warehouse Architecture





Control Node

Compute Node



Compute Node



Compute Node



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Compute Node



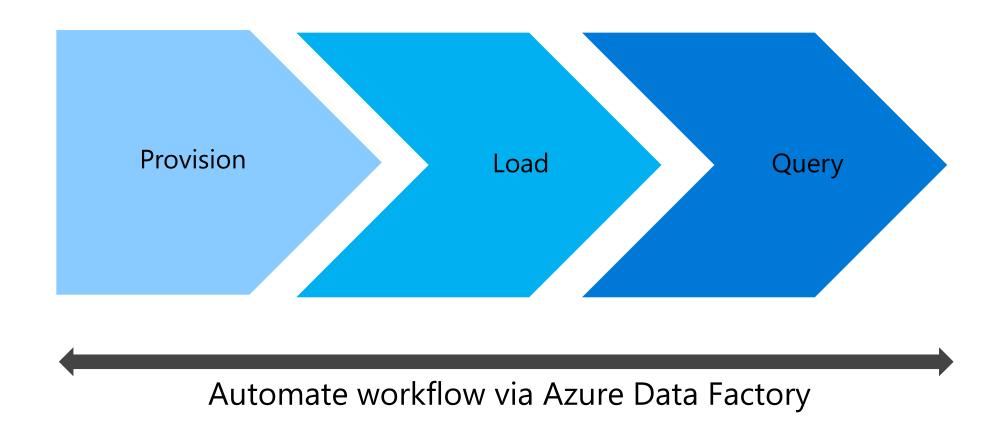
Compute Node



Compute Node



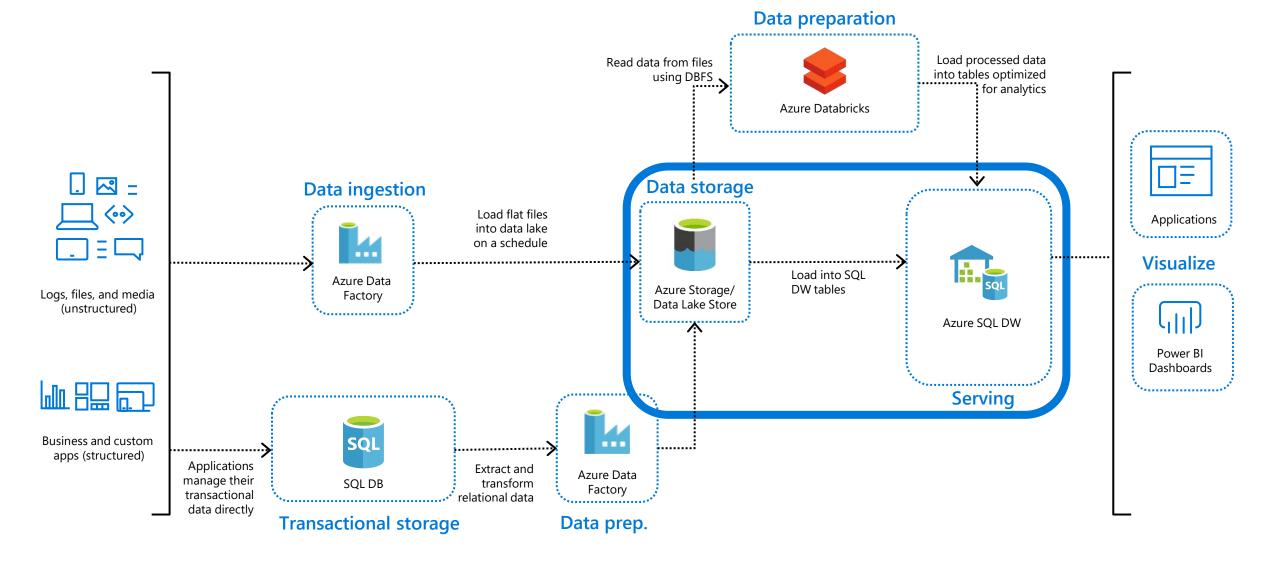
AZURE SQL DATA WAREHOUSE PROCESSES



Loading design goals

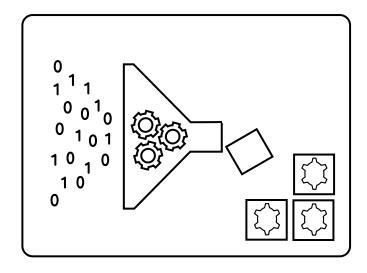
Data warehousing loading in Azure

Loading data into Azure SQL Data Warehouse



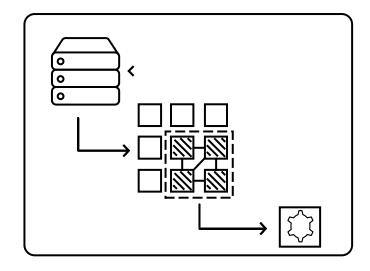
Loading Methods

BCP



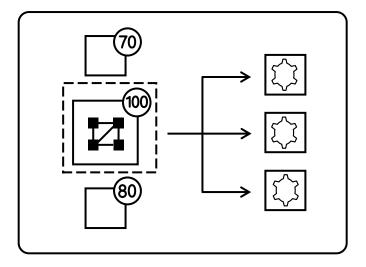
File based

SSIS



Heterogenous

PolyBase

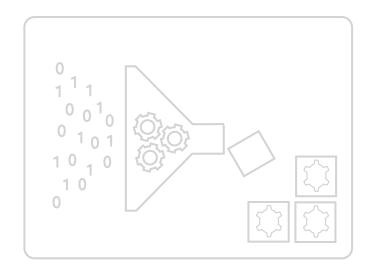


File based

Loading Methods

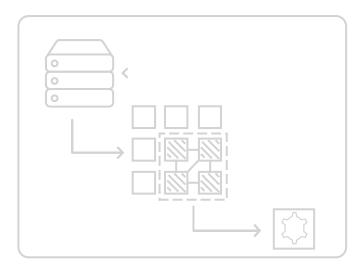
For large amounts of data, there is only one choice

BCP



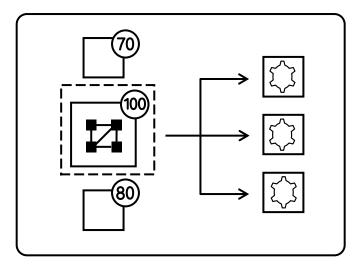
File based

SSIS



Heterogenous

PolyBase



File based

PolyBase benefits

The best practice for loading large amount of data



Leverages MPP architecture

PolyBase is designed to leverage the MPP (Massively Parallel Processing) architecture of SQL Data Warehouse and will therefore load and export data magnitudes faster than any other tool.



Azure Data Factory support

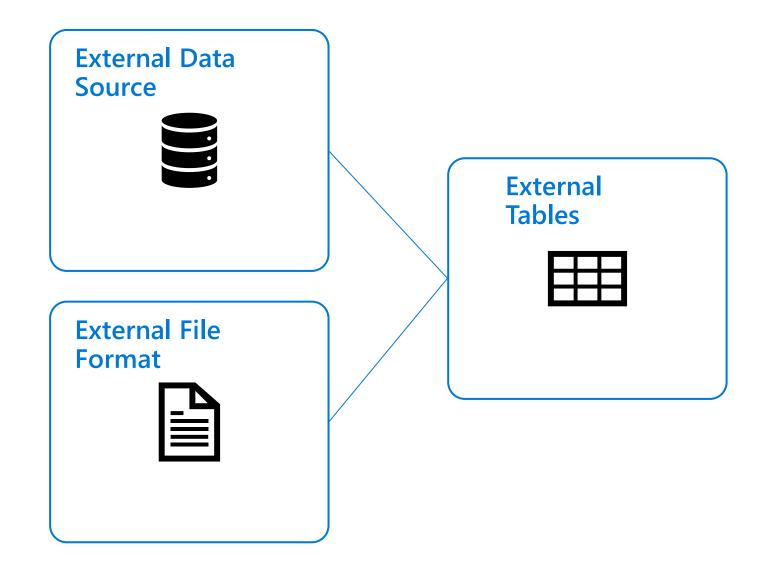
Azure Data Factory also supports PolyBase loads and can achieve similar performance to running PolyBase manually



Variety of file formats

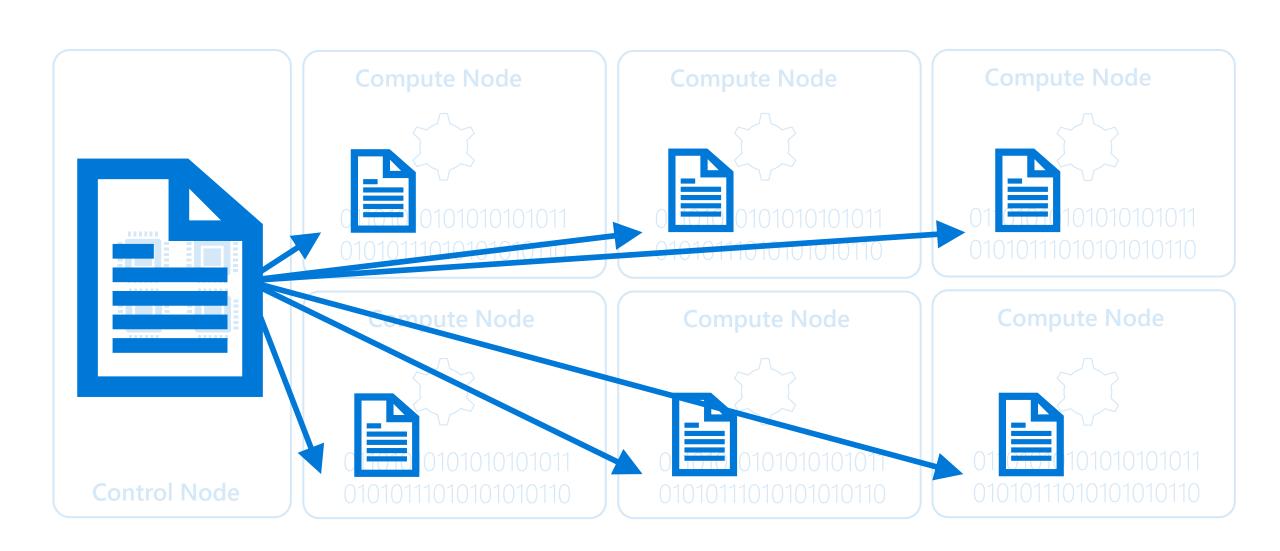
PolyBase supports a variety of file formats including RC, ORC and Gzip files.

Components of PolyBase



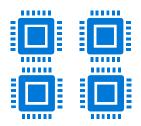
Loading best practices

Manage your files



Reduce concurrent access





Control Node

Compute Node



Compute Node



Compute Node



Compute Node



Compute Node



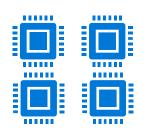
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Compute Node



Create a dedicated load user account





Control Node

Compute Node



Compute Node



Compute Node



Compute Node



Compute Node



Compute Node



Manage singleton updates





Control Node

Compute Node



Compute Node



Compute Node



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Compute Node



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Compute Node



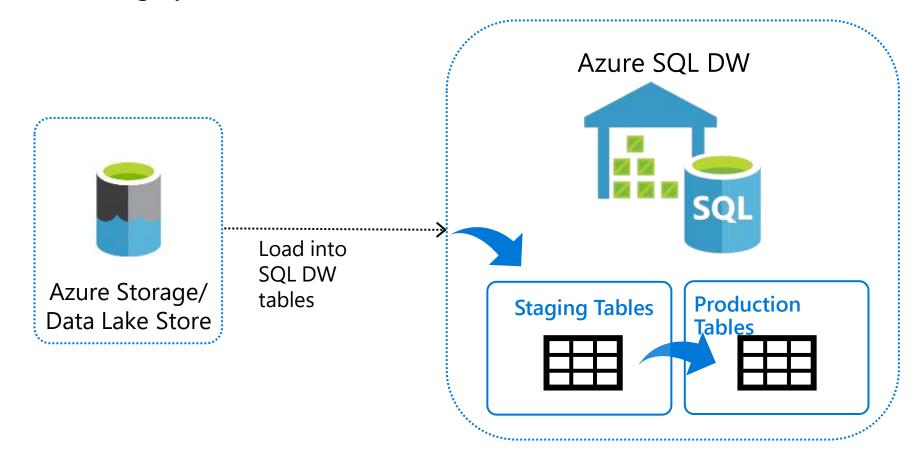
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Compute Node



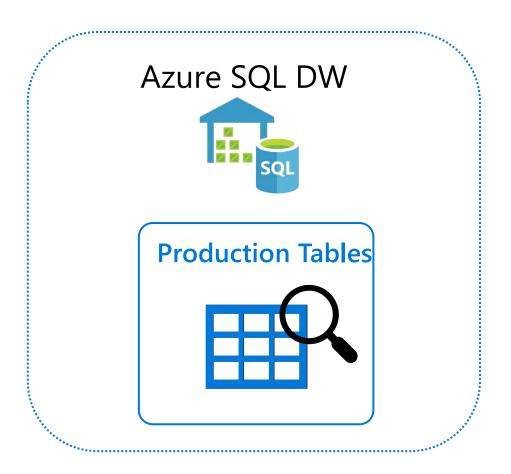
Optimize your loads

View it as a two-stage process



Create statistics after loading

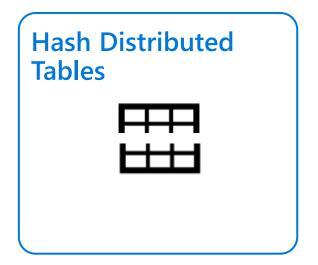
Improve the query performance for users

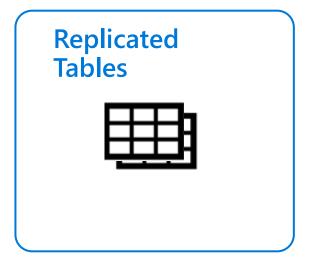


Maximizing Performance

Table distribution







Round-robin distribution

Round-robin Tables



Is the default option for newly created tables

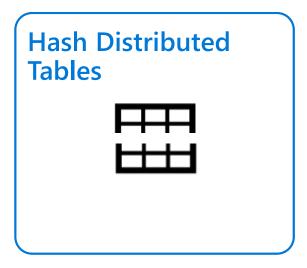
>

- Evenly distributes the data across the available compute nodes in a random manner, giving an even distribution of data across all nodes
- Loading into Round-robin tables is fast
- Queries on Round-robin tables may require more data movement as data is "reshuffled" to organize the data for the query

>

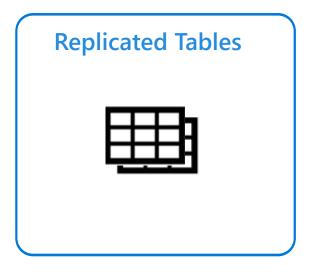
Great to use for loading staging tables

Hash distribution



- Distributes rows based on the value in the distribution column, using a deterministic hash function to assign each row to one distribution.
- Is designed to achieve high performance for queries that run against large fact tables in a star schema.
- > Choosing a good distribution column is important to ensure the hash distribution performs well
- As a starting point, use on tables that are greater than 2GB in size and has frequent inserts, updates and deleted
- But don't choose a volatile column for the hash distributed column

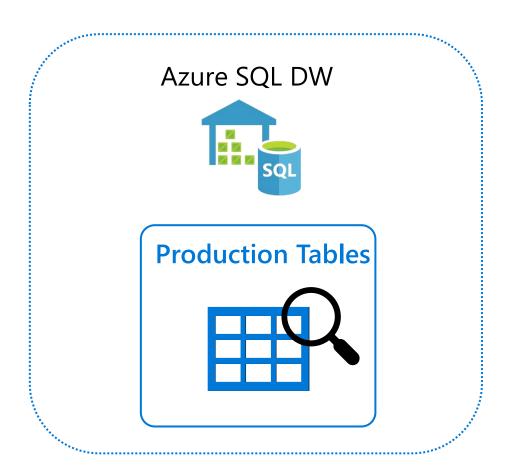
Replicated Table

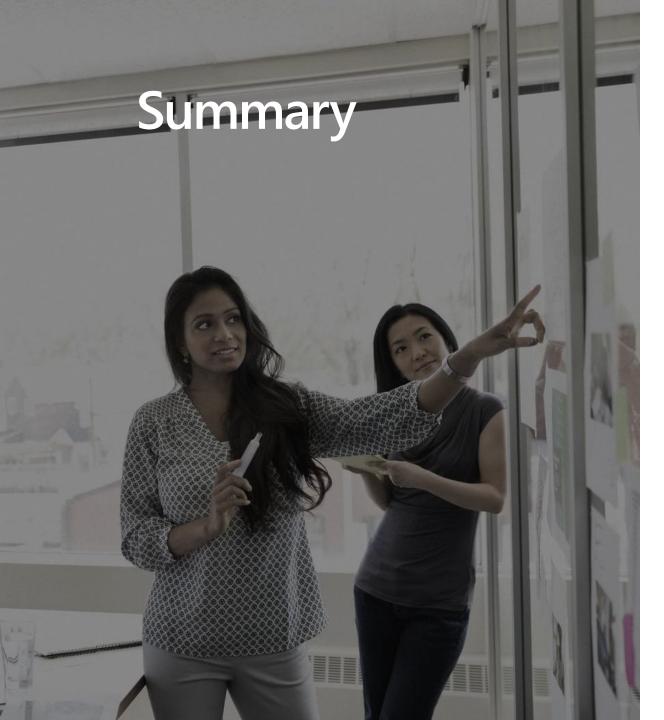


- A full copy of a table is placed on every single compute node to minimize data movement
- Works well for dimension tables in a star
 schema that are less than 2GB in size and are used regularly in queries with simple predicates
- Should not be used on dimension tables that are updated on a regular basis

Create statistics after loading

Improve the query performance for users





- Azure Data Factory (ADF) is a cloud-based data integration service that allows you to orchestrate and automate data movement and data transformation.
- Enable you to focus on building business logic and data transformation
- > It is added to an ADF Pipeline, and can be scheduled or triggered
- You can monitor the Mapping Data Flow both visually and programmatically
- Load data efficiently
- Multiple methods of loading

Microsoft Azure