

hacc.hawaii.gov

Happy Aloha Friday!

Workshop #1
Data Analytics & Visualization

Daniel Liu, Google

April 24, 2020



hacc.hawaii.gov

Happy Aloha Friday!

Welcome from ETS

Marc Masuno
Cyber Security Manager

April 24, 2020

Logistic

- 01 Welcome from ETS
- 02 1:00 PM to 2:30 PM
- 03 About Google Meet
- 04 Introduce to the Google Team
- 05 Introduce to the HACC Committee
- 06 Workshop
- 06 Q&A

Google Meet

Option 1:

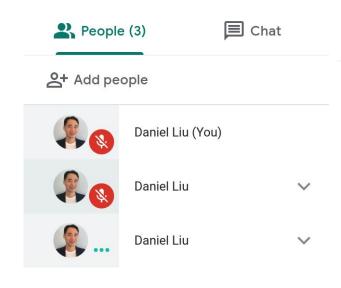
Join Hangouts Meet

Meeting ID meet.google.com/odb-krud-dvu

Option 2:

Phone Numbers (US) <u>475-329-7374</u> PIN: 438 611 547#

Google Meet







You 11:11 AM I have a question

Inav

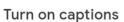
I have another question!













 \Rightarrow

Present now

The Google Team



Daniel Liu Cloud Customer Engineer

danieltliu@google.com



Amanda Stange
Account Executive

amandastange@google.com



Rob Grace Cloud customer Engineer

robgrace@google.com



The HACC Committee









Google Data Analytics and Visualization Solutions Overview

April 24, 2020

01:00 PM ~ 02:30 PM

https://hacc.hawaii.gov/

Daniel Liu, danieltliu@google.com

Customer Engineer

Agenda

- 01 Data Challenges
- 02 Our Approach to Data Analytics
- 03 Modernize Your Data Warehouse
- 04 Big Data & Hadoop
- 05 Analyze Streaming Data in Real Time
- 06 Data Visualization Tools
- 07 Predictive Analytics & Machine Learning
- 08 How to Get Start with GCP

Organize the world's information and make it universally accessible and useful

Organize the world's information and make it universally accessible and useful

Data Volume Growth

Digital Information Measurement Unit

Byte	Value	Name	Value
1,000	1.E+03	kilobyte	(KB)
1,000,000	1.E+06	megabyte	(MB)
1,000,000,000	1.E+09	gigabyte	(GB)
1,000,000,000,000		terabyte	(TB)
1,000,000,000,000	1.E+15	petabyte	(PB)
1,000,000,000,000,000	1.E+18	exabyte	(EB)
1,000,000,000,000,000,000	1.E+21	zettabyte	(ZB)
1,000,000,000,000,000,000,000	1.E+24	yottabyte	(YB)



Data Volume Growth

Survey in 2009

- 2K A typewritten page
- 5M –The complete works of Shakespeare
- 10M One minute of high fidelity sound
- 2T Information generated on YouTube in one day
- 10T 530,000,000 miles of bookshelves at Library of congress
- 20P All hard disk drives in 1995
- 700P Data of 700,000 companies with Revenues less than \$200M
- 1E Combined Fortune 1000 company database (1P each)
- 1E Next 9000 world company databases (average 100T each)
- 1Z 1000E (Zettabyte–Grains of sand on beaches)
- 100Y –Yottabytes Addressable memory 128 -bit

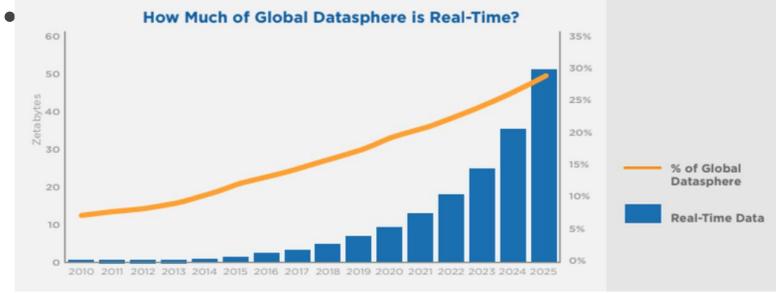


Byte	Value	Name	Value
1,000	1.E+03	kilobyte	(KB)
1,000,000	1.E+06	megabyte	(MB)
1,000,000,000	1.E+09	gigabyte	(GB)
1,000,000,000,000		terabyte	(TB)
1,000,000,000,000,000	1.E+15	petabyte	(PB)
1,000,000,000,000,000,000	1.E+18	exabyte	(EB)
1,000,000,000,000,000,000,000	1.E+21	zettabyte	(ZB)
1.000.000.000.000.000.000.000.000	1.E+24	vottabyte	(YB)

Global Datasphere

Survey by IDC

 IDC defines the "global datasphere" as "the quantification of the amount of data created, captured, and replicated across the world."





Organize the world's information and make it universally accessible and useful





Google Search

I'm Feeling Lucky

Core tenets

1 2 3 4 5 6

If users can't spell, it's our problem.

If they don't know how to form the query, it's our problem. If they don't know what words to use, it's our problem.

If they can't speak the language, it's our problem. If there is not enough content on the web, it's our problem. If the web is too slow, it's our problem.





Machine Learning is the new ground for gaining competitive edge & creating business value

Competitive advantage ranked as top goal of machine-learning projects for 46% of IT leaders & 50% of adopters can quantify ROI

2X more data-driven decisions

5X faster decisions than others

3X faster execution

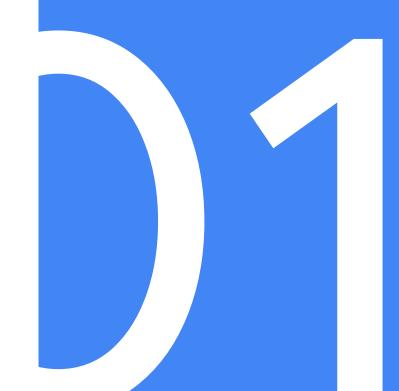
*Source: MIT Survey 2017; n=375
Bain Consulting Study



"Every Company will be a Data Company"

*Source: Wired, Bloomberg, Fortune, McKinsey

Data Challenges

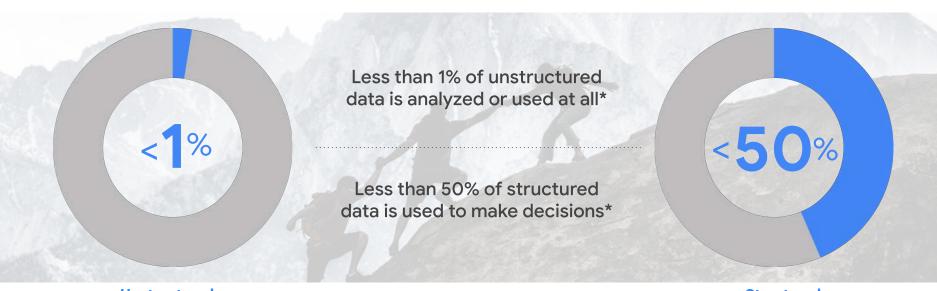




Data is Everything

Companies win or lose based on how do they use it
Governments make the right and wrong decisions based
on the data they processed
You make your personal decision based on the data you
collected

Data analytics is still too hard



Unstructured Data

Structured Data



Data complexities

Unstructured data accounts for 90% of enterprise data



Legacy applications



Data silos everywhere



Changing view on value of data



Regulatory environment



Limited skills, hard to recruit



Challenges with Big Data Projects

Complexity of building and maintaining a Big Data system with consistent ease of use

Finding value in existing data very easily

2 Capture and store all data for all business functions

5 Reducing the time from data collection to action

Continuously accommodating greater data volumes and new data sources

6 Hurdles to innovate and iterate with Big Data

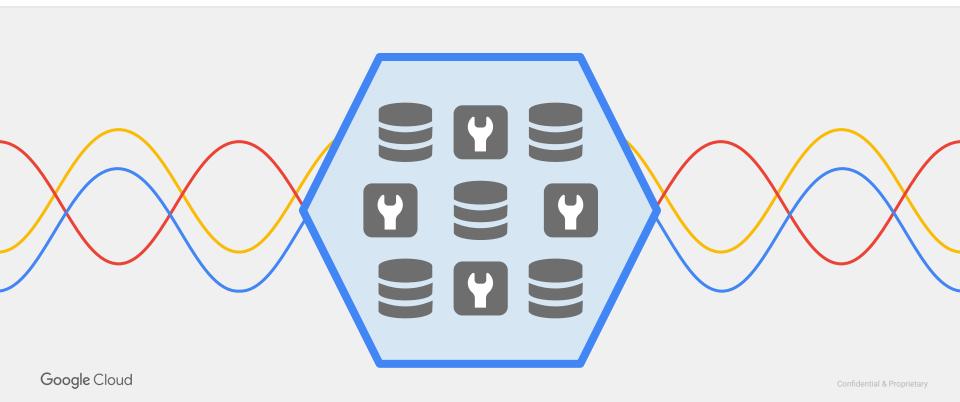
7 Collaboration within or across organizations

8 Keep your data secure

6 Keep system reliable/running



If you want to unlock the power of your data, you need a **customer data platform**, not just new tools.

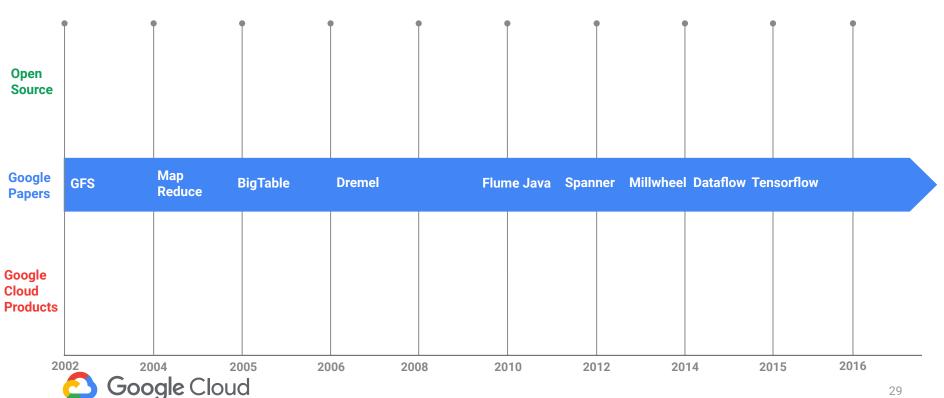


" If Your Organization Isn't Good at Analytics, "
It's Not Ready for Al

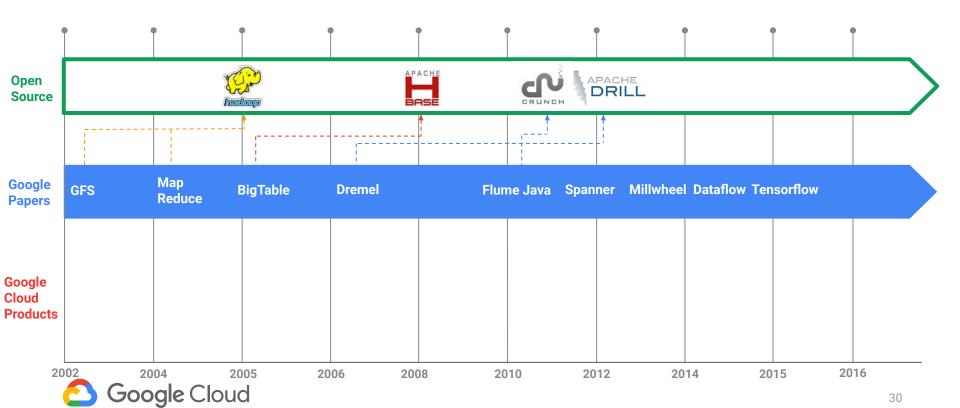
Our Approach to Data Analytics



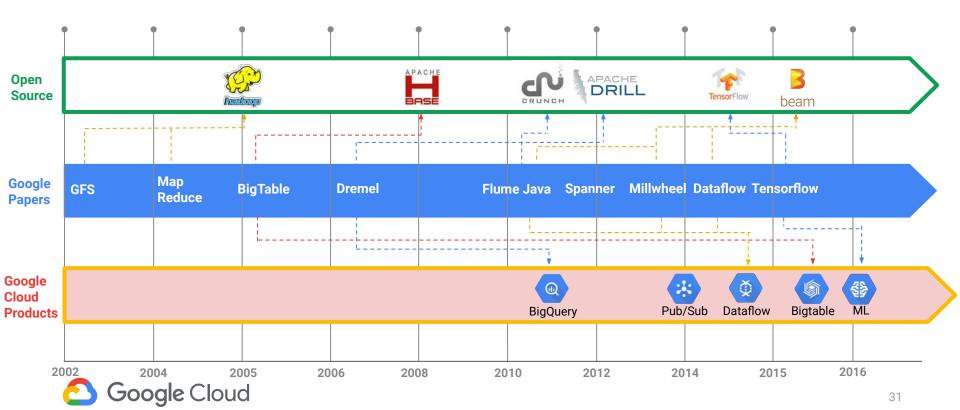
15+ Years of Tackling Big Data Problems



15 Years of Tackling Big Data Problems



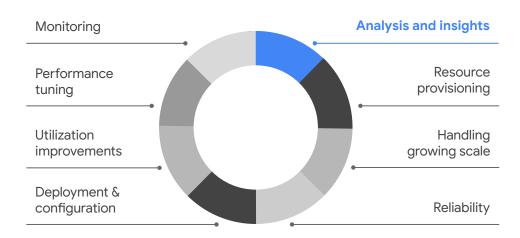
15 Years of Tackling Big Data Problems



Serverless data analytics

From infrastructure to platform for insights

The traditional data analytics platform



The serverless data analytics model





Enterprise Challenges in Data to ML Journey



Data Silos and Legacy Systems

Limits decision-making and is time consuming



Missing Out on Real-Time Insights

Rear-view approach causes business anxiety



Lacks How-To Predict Business Outcomes

Depends on guts for predicting the unknown

Google Cloud

Proprietary + Confidential

Key Solutions Powered by Google Cloud



Cloud Data Warehouse

Modern Data Warehousing which builds foundation for Al



Streaming Data Analytics

Process Streaming
Data along with batch
data to generate
real-time insights



Predictive Analytics / ML

Anticipate customer needs and automate delivery with Machine Intelligence

Google Cloud

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Complete foundation for data lifecycle

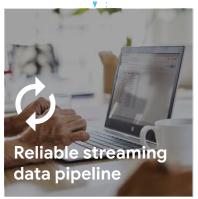




Cloud Pub/Sub













Cloud Dataprep













































Modernize Your Data Warehouse

Get all your business data in one place for faster and comprehensive analysis





Data warehousing for Al-driven business



Data warehouses

From 1st-gen EDWs, increased data collection and analysis has helped build more data-driven businesses.



BI foundations

Data warehousing formed the foundation of reporting and business intelligence.



Cloud data warehousing

BigQuery represents a fundamentally different approach to cloud data warehousing.



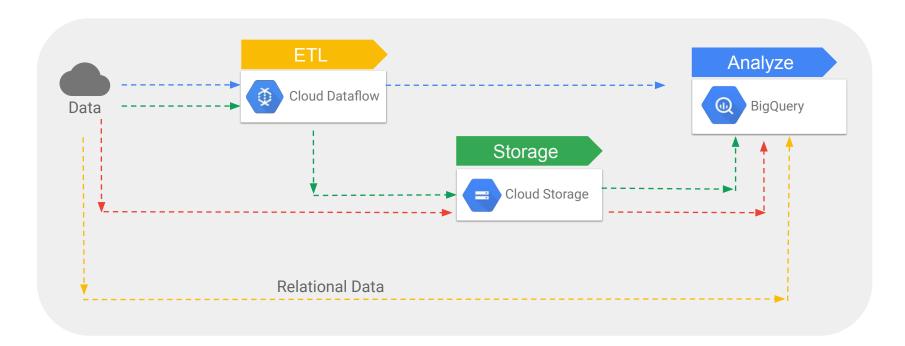
Al foundations

We're working to make BigQuery the foundation for organizations that will leverage machine intelligence in their businesses.





Google Cloud Data Warehouse: Four Typical Flows



Google Cloud

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What is BigQuery?

Google Cloud Platform's enterprise data warehouse for analytics

Convenience of standard SQL

Fully managed and serverless

Petabyte-scale storage and queries

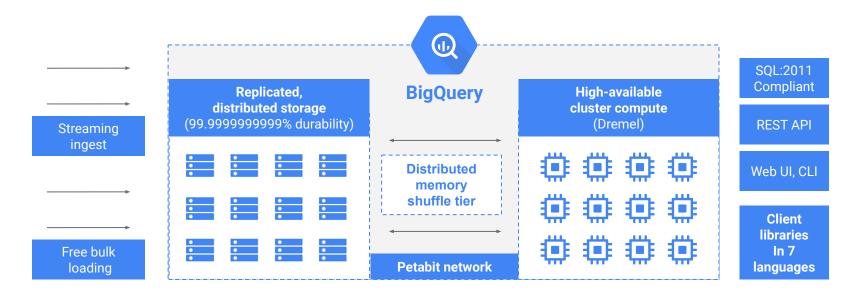
Encrypted, durable and highly available

Real-time analytics on streaming data



BigQuery: architecture

Serverless. Decoupled storage and compute for maximum flexibility.





Introducing BigQuery ML

Making machine learning accessible



BigQuery ML empowers data analysts and data scientists **Execute** ML initiatives without moving data from BigQuery

Iterate on models in SQL in BigQuery to increase development speed

Automate model selection, and hypertuning



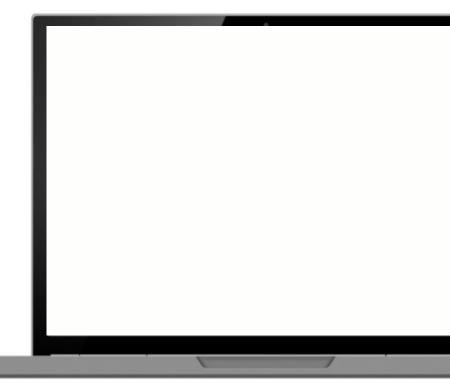


Analyze GIS data in BigQuery with familiar SQL

Accurate spatial analyses with Geography data type over GeoJSON and WKT formats

Support for core GIS functions – measurements, transforms, constructors, etc... – using familiar SQL





Unlock big data for all users with BigQuery & Sheets

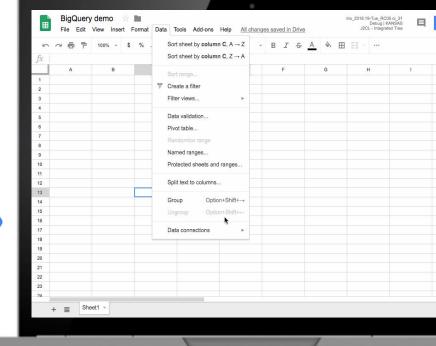
gsuite.google.com/bq-sheets

"For analysts spread across the globe, this is a blessing. They can now collaborate easily with a streamlined flow for sharing their insights."

-- Nikhil Mishra @ Yahoo









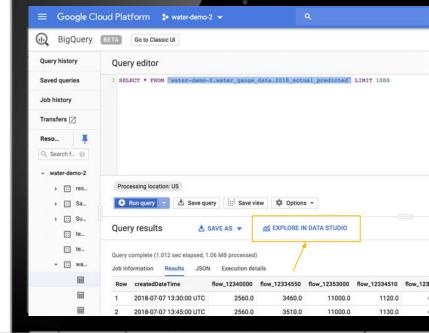


See your BigQuery data in one click with Data Studio Explorer

Tight integration in the BigQuery UI brings visual exploration of your query results in one simple click.

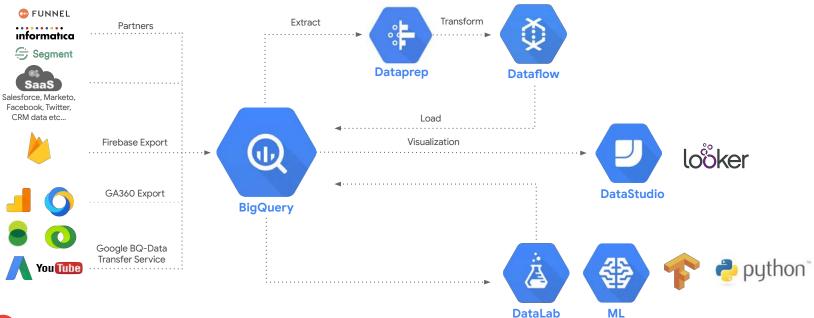








You can use BigQuery to build a modern marketing data warehouse





Big Data & Hadoop



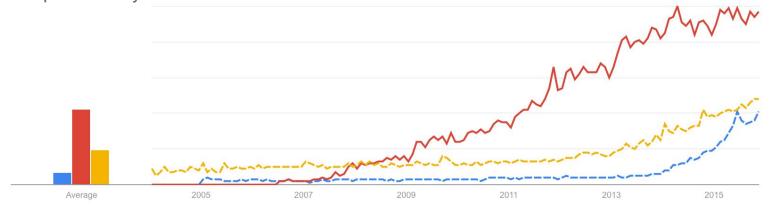


Hadoop Ecosystem is a Popular Choice

Production implementations of hadoop, spark, and other components (like hive) are growing steadily over time

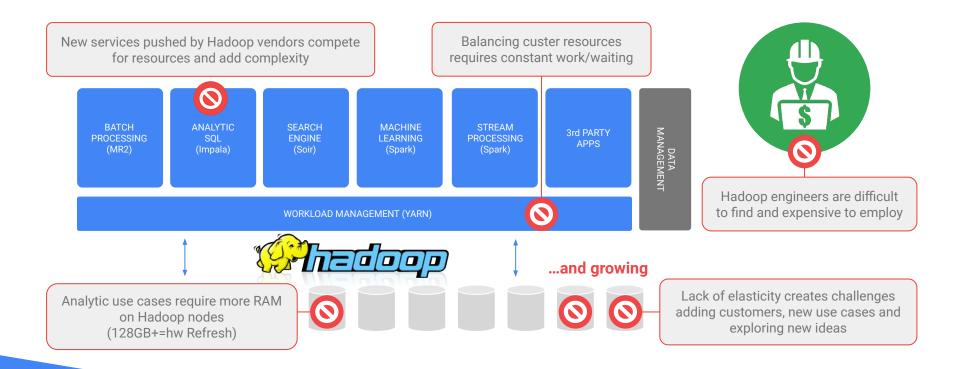
Hadoop will likely be a \$50b market by 2020

Hadoop is used by 80% of the Fortune 500



Source: Lorem ipsum, 2017

Managing Hadoop can be ... Complex



Google Cloud

Proprietary + Confidential



Hadoop to Cloud: options

managed by you managed by Google Complex Simple BigQuery (Dremel - Cloud DW) hadoop **Phadoo**p Dataflow (Apache Beam - ETL, Streaming) PubSub (Apache Kafka - Global-scale Messaging) Dataproc (Hadoop, Spark - BigData) Storage Bigtable (NoSQL Database -Compute Engine HBase, Cassandra)



Faster and easier Spark & Hadoop jobs with Cloud **Dataproc**







Cloud Dataproc

It is the simpler, more cost-efficient way to make your **Apache Spark & Hadoop (MapReduce)** deployments a success

It's flexible

Create and resize managed Hadoop and Spark clusters in less than 90 seconds

It's easy

Lift and shift existing projects or ETL pipelines, no redevelopment necessary

It's cost effective

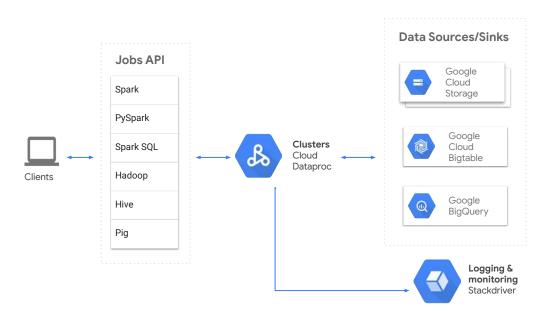
Easily process large datasets at low cost, pay only for the resources you use (by the minute)

It's open

Leverage tools, libraries, and documentation from the Spark and Hadoop ecosystem



Integrates easily with other Cloud Platform services



Share data across the platform

Connectors available to read/write from BigQuery, Cloud Bigtable, and Cloud Storage

Match processing with data

Bring the right processing engine to the workload (and at right cost) on the same storage

Monitor & alert with Stackdriver

Integration with Stackdriver, GCP's logging & monitoring framework, lets you identify/diagnose issues



Analyze Streaming Data in Real Time

Gain real-time business insights and make your business more responsive





Stream data analytics on Google Cloud Platform

Ingest

Ingest and distribute data reliably



Cloud Pub/Sub

Transform

Fast, correct computations quickly and simply



Cloud Dataflow

Analyze

Machine learning & data warehouse



BigQuery



Cloud Machine Learning



Translation API

Cloud



Cloud Cloud Natural Vision API Language API



Unified streaming and batch data processing with Cloud Dataflow





Cloud Dataflow

The fully-managed data processing service that simplifies development and management of stream and batch pipelines

Accelerate development for streaming & batch

Fast, simplified data pipeline development via expressive Java and Python APIs in the Apache Beam SDK

Simplified management and operations

Remove operational overhead by letting Cloud Dataflow auto-manage performance, scaling, availability, security and compliance.

Build on a foundation for machine learning

Add TensorFlow-based <u>Cloud Machine Learning</u> models and APIs to your data processing pipelines for real-time predictions



Visually prepare data for analysis or ML projects with **Cloud Dataprep**

Fully-managed and serverless

Team-based data wrangling

Share & copy flows to collaborate in real-time, reuse custom samples in a recipe, and audit individual user wrangling steps

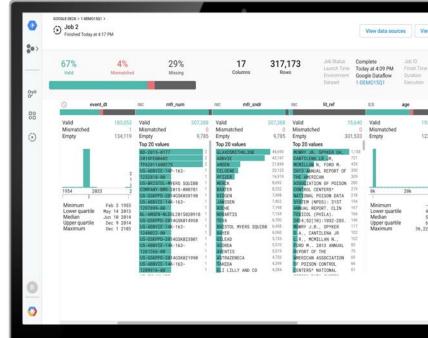
Data analyst productivity

Use shortcuts for popular transforms (pivots, joins, unions), simplify date formatting, and parameterize scheduled flows with dynamic data

Comprehensive design refresh

Ensure smooth onboarding, see activity organized by recency and navigate easily between different stages of the workflow







Collaborative Business Intelligence with Data Studio

One-click visualization

Visualize BigQuery data in a click with Data Studio Explorer

Data Studio data blending

Join across data sources with a simple right-click

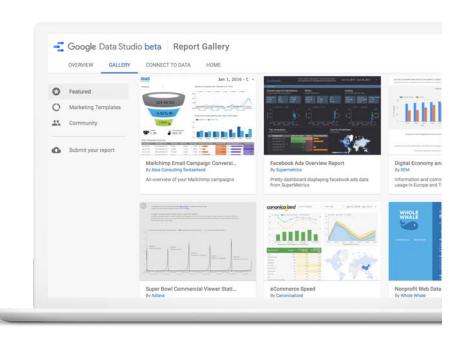
Data Studio template gallery

Get started fast using Google-built or community-built templates.

Data Studio custom Visualizations DEVELOPER PREVIEW

Build custom visualizations using the popular D3.js framework.





More from the tools you already use

Data ingest Fivetran Stitch Striim FUNNEL Infoworks Dbvisit TREASURE DATA

SKYVIA

Switchboard Software

BLEND

RZVERY

EXAPIE

fluentd



Data integration

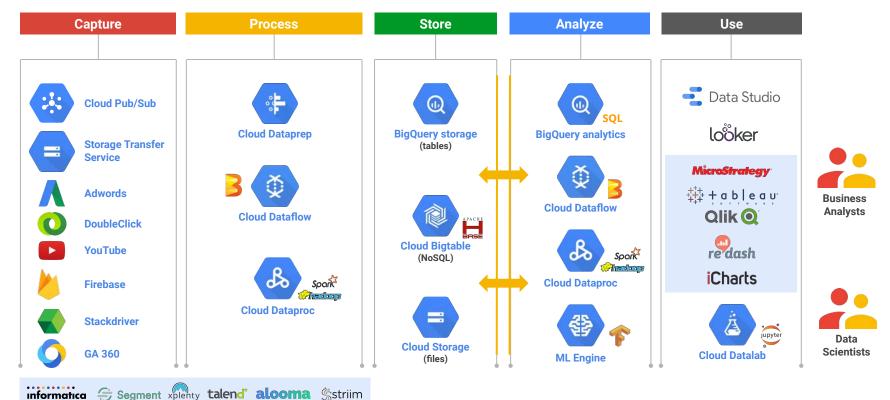








Serverless platform & auto-optimized usage across the entire data lifecycle



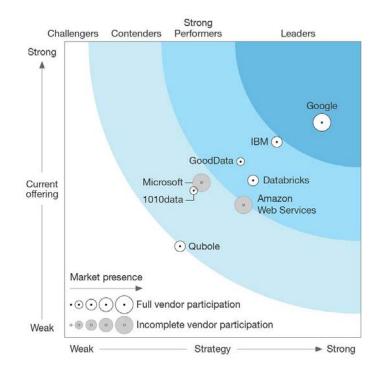


Google: a leader in insight platforms-as-a-service

"Our evaluation identified one vendor as a Leader based on the strength of its PaaS strategy, advanced tools for batch and real-time solutions, and machine learning and AI offerings."

— The Forrester Report

- Google has the highest scores in the Current Offering and Strategy categories.
- Noted as the only vendor in the evaluation to offer insight execution features like full machine learning automation with hyperparameter tuning, container management, and API management.
- Receives recognition for advanced platform features like autoscaling for most of its services, efforts at integrating leading Hadoop cloud services and its data flow service works on both batch and streaming data.



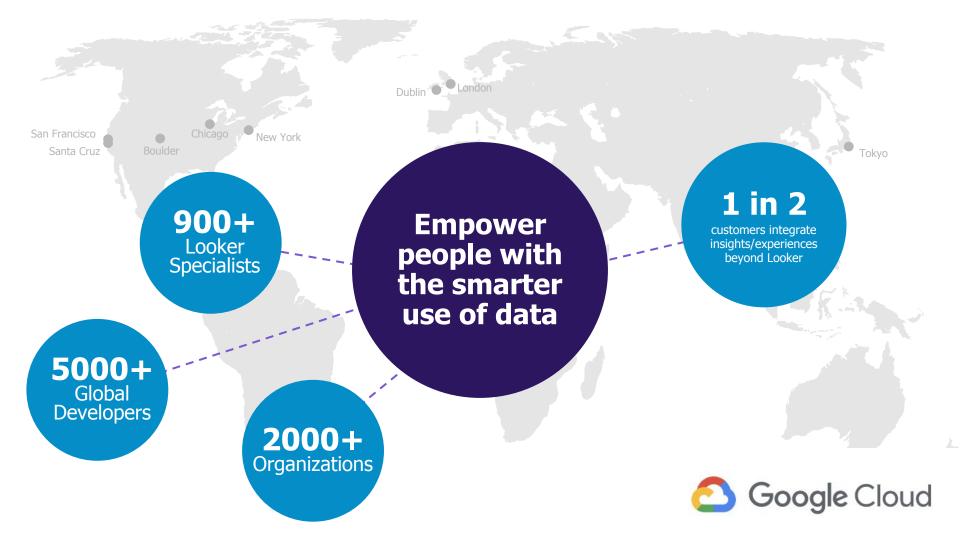


The Forrester Wave™: Insight Platforms-As-A-Service, Q3 2017.. The Forrester Wave™ is copyrighted by Forrester Research, Inc. The Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

Data Visualization











Google Cloud's cloud-native Enterprise BI Platform enabling secure access to near real-time data when and where you need it.

Modern Bl & Analytics

Serve up real-time, relevant reports and dashboards that act as starting points for more in-depth analysis

Integrated Insights

Infuse relevant information into the tools and products people already use

Data-driven Workflows

Super-charge operational workflows with complete, near-real time data

Custom Applications

Build purpose-specific tools to deliver data in an experience tailored to the job

Looker Data Platform

In-database architecture | Semantic modeling layer | API-first & cloud native











Predictive Analytics & Machine Learning







Remove Gut from Business Decision by using **Machine Learning**



"Faster" → "Confident" → "Real-time"

Predictive Business Outcomes

Google Cloud

Proprietary + Confidential

What is Machine Learning?



Machine Learning systems take inputs (data) to make useful predictions and decisions about previously unseen pieces of data.





Machine learning is a specific field of Al where a system learns to find patterns in examples in order to make predictions.





Computers learning how to do a task without being explicitly programmed to do so.



Machine Learning systems might:

- Label or classify data
- Predict numerical values
- Cluster similar pieces of data together
- Infer association patterns in data
- Create complex outputs



Examples of Machine Learning





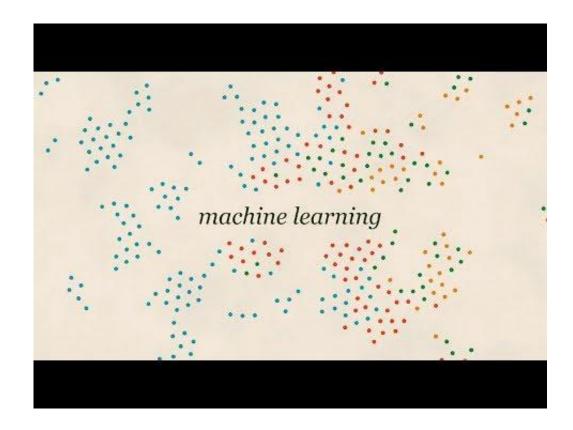
Read a couple of news articles involving applications of ML.

- 1. Would a traditional programming solution be more efficient?
- 2. Could a human perform the same task in less time?
- 3. What are the benefits of a Machine Learning model in these instances?

Machine Learning & Bias

Discussion points:

- Initial thoughts?
- How can we be mindful of this moving forward?





Machine Learning Allows You to Solve a Problem Without Codifying the Solution



- ✓ Recognizes patterns in data
- ✓ Predictive analytics at scale
- ✓ Builds ML models seamlessly
- ✓ Fully managed service
- ✓ Deep Learning capabilities

Google Cloud End-to End Al Platform

Accelerate Business Outcomes with Enterprise-Ready Machine Learning Pipeline

Google Cloud

Industry Use-cases

In-loop inferencing for trained models

Cloud AI products

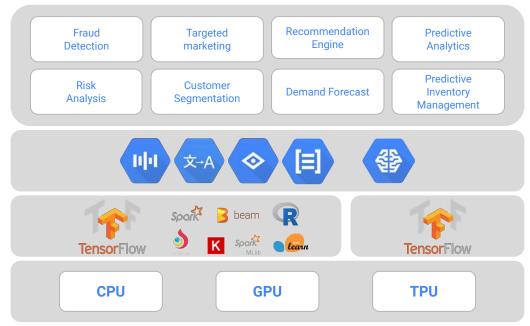
Pre-trained ML APIs to Building custom ML models

ML Framework

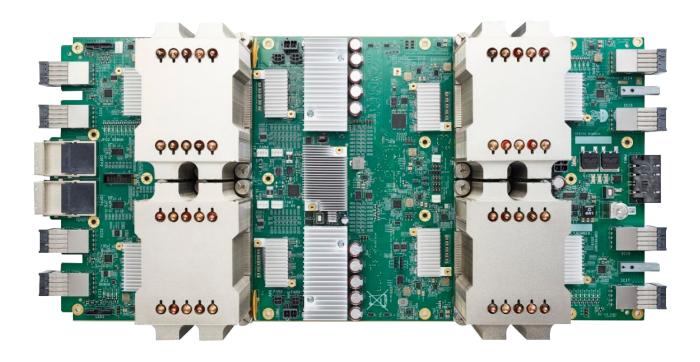
Industry-standard & widely adopted

Infrastructure

Best-in class processors for ML/DL



Google Cloud TPU



End to End: Google Cloud Al Spectrum







ML Perception services

Use/extend OSS SDK Build custom models

ML researcher

Data Scientist

Use pre-built models

App Developer

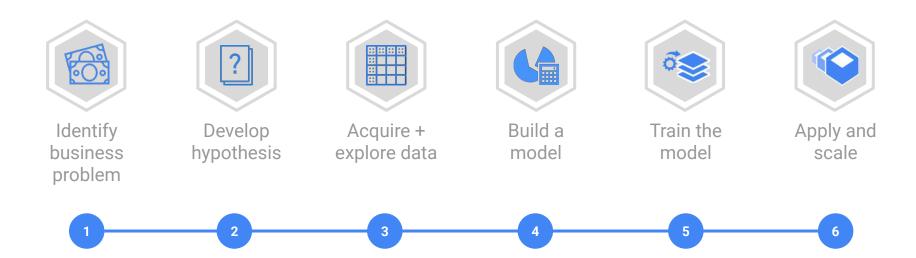
Cloud Machine Learning Engine

Train Your Own Models



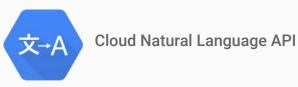
Fully Managed ML Infrastructure

Flow to build a custom ML model

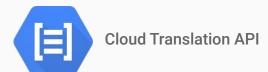


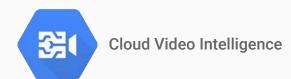
Google Cloud © 2017 Google Inc. All rights reserved.

ML Perception Services











Google is a **world leader** in applying Machine Learning to real-world situations, inside and outside of Google.



Search

Search Ranking Speech Recognition



Android

Keyboard and Speech Input



Play

App Recommendations
Game Developer Experience



Gmail

Smart Reply
Spam Classification



Drive

Intelligence in Apps



Chrome

Search by Image



Photos

Photos Search



YouTube

Video Recommendations Better Thumbnails



Maps

Street View Image Parsing Local Search



Translate

Text, Graphic and Speech Translations



Cardboard

Smart Stitching



Ads

Richer Text Ads Automated Bidding



Self Driving Car

1.5MM miles driven



Data Center

Reduced cooling energy usahe



Alpha Go

First AI to beat a world Go champion (2016)

Cloud Machine Learning Use Cases



- Predictive maintenance or condition monitoring
- Warranty reserve estimation
- Propensity to buy
- Demand forecasting
- Process optimization
- Telematics



Travel and Hospitality

- Aircraft scheduling
- Dynamic pricing
- Social media consumer feedback and interaction analysis
- Customer complaint resolution
- Traffic patterns and congestion management



- Predictive inventory planning
- Recommendation engines
- Upsell and cross-channel marketing
- Market segmentation and targeting
- Customer ROI and lifetime value



- Risk analytics and regulation
- **Customer Segmentation**
- Cross-selling and up-selling
- Sales and marketing campaign management
- Credit worthiness evaluation



Healthcare and Life Sciences

- Alerts and diagnostics from real-time patient data
- Disease identification and risk satisfaction
- Patient triage optimization
- Proactive health management
- Healthcare provider sentiment analysis



Energy, Feedstock and Utilities

- Power usage analytics
- Seismic data processing
- Carbon emissions and trading
- Customer-specific pricing
- Smart grid management
- Energy demand and supply optimization

Google Cloud



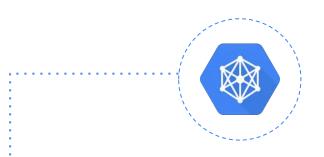
Advanced Solutions Lab

Google Cloud



Advanced Solutions Lab

Machine Learning Advanced Solutions Lab



Solving the biggest machine learning challenges, alongside our customers

- Intensive ML training led by our best experts
- Long-term engagement with Google ML engineers
- World-class, customer facilities on Google campuses

► Better customer value

- Faster time to value
- Acquisition of best practices
- Competitive advantage through bleeding edge solution from Google

Google Cloud
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Next Steps for Gaining Competitive Advantage With Machine Learning



Get your arms around Big Data



Invest time in understanding Machine Learning



Work with us. Best practices, partners to help you

How to get start with GCP





Take the next step

Get \$300 in free credits to learn and build on Google Cloud for up to 12 months.

Get started for free





We're working to help organizations and their customers during the COVID-19 pandemic. Learn more.

Solve more with Google Cloud

Meet your business challenges head on with cloud computing services from Google.

Get started for free



. . . .

Modernize your workloads on worldclass infrastructure

Migrate quickly with pre-packaged cloud infrastructure solutions for SAP, VMware, Windows, Oracle, data center migration, and other enterprise workloads.

Protect your data with multilayered security

Secure-by-design infrastructure protects your data, applications, and users, with advanced anti-malware and threat detection.

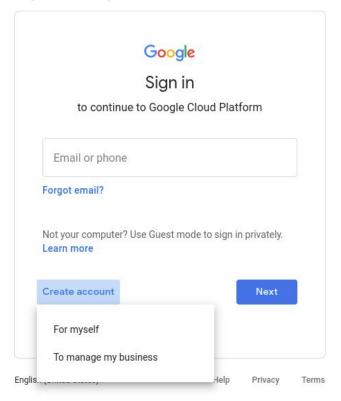
Drive decision-making with intelligent analytics

Uncover actionable insights from your data, with a suite of scalable solutions for data warehouses, analytics, and Al and machine learning.

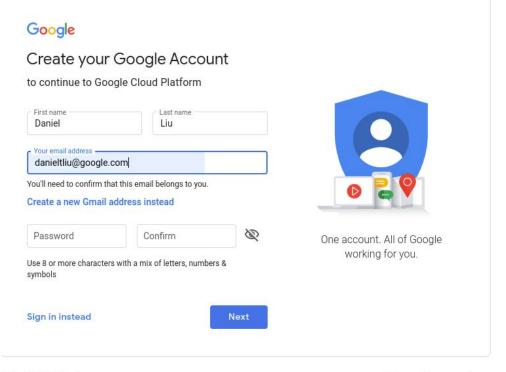
Adopt hybrid and multi-cloud without vendor lock-in

Build applications once and run them in hybrid and multi-cloud environments with other cloud providers.

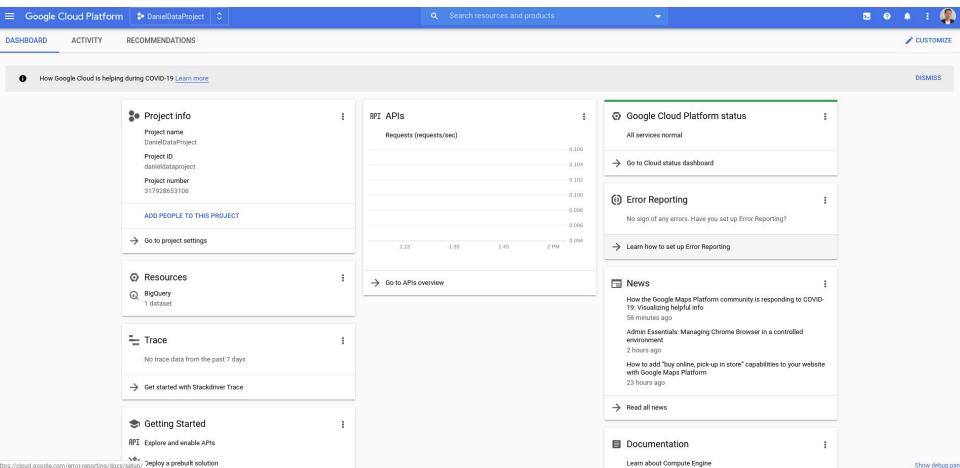








GCP Console (Demo)



Public Dataset

Filter by

TYPE

Datasets 🔘

CATEGORY

Advertising (10) Analytics (14)

Big data (9)

Climate (26)

Databases (1)

Datasets for COVID-19... (16)

Developer tools (2)

Economics (33)

Education (2)

Encyclopedic (33)

Financial services (45)

Genomics (3)

Healthcare (33)

Machine learning (3)

Maps (4)

Public safety (16)

Science & research (52)

Social (3)

Transportation (4)

Other (11)

147 results



About COVID-19 Public Datasets

BigQuery Public Datasets Program

Getting started with COVID-19 Public Datasets



American Community Survey (ACS)

United States Census Bureau

Detailed US demographic data at various geographic resolutions



Argentina Real Estate Listings
Properati

Monthly property listing data for Argentina since 2016



Austin Crime Data

City of Austin

City of Austin crime data for 2014 and 2015



Births Data Summary

Centers for Disease Control

Natality Data from CDC Births



Bitcoin Cash Cryptocurrency Dataset

Bitcoin Cash

The Bitcoin Cash blockchain loaded to BigQuery and updated daily



Bitcoin Cryptocurrency

Bitcoin blockchain transactions and blocks, loaded in BigQuery



Brazil Real Estate Listings

Properati

Monthly property listing data for Brazil since 2016



Broad References

Broad Institute of MIT and Harvard

Human genomics reference files used for sequencing analytics



Catalonia cell coverage

Government of Catalonia

Cell coverage data collected by the GenCat crowdsourcing app



Census Bureau US Boundaries

United States Census Bureau

Datasets that define US political and statistical boundaries



Center for Medicare and Medicaid Services - Dual...

U.S. Department of Health & Hum...

Dual enrollment of Medicare and Medicaid by county



CFPB Consumer Complaint Database

Consumer Financial Protection Bu...

Complaints about consumer financial products and services



ChEMBL Data

Google Patents Public Datasets



Chicago Crime Data

City of Chicago

Chicago Police Department crime data from 2001 to present



Chicago Taxi Trips
City of Chicago



Chile Real Estate Listings
Properati



Clemson DICE Lab -TrafficVision Tracklets 2019



ClimaCell - CBAM India Weather Forecasts



Cloud-to-Ground Lightning Strikes





You 11:11 AM I have a question





I have another question!





That's a wrap.

HACC Kick Off
Saturday, October 24 at the Hawaii State Capitol