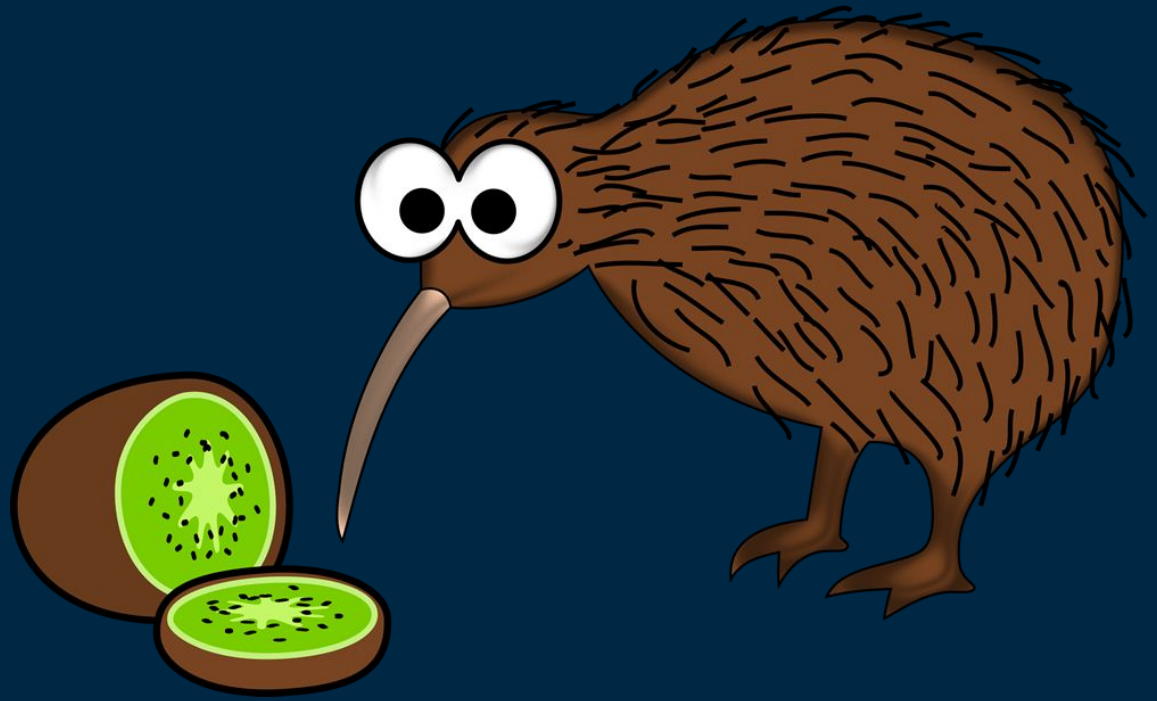
Taming the Data Beast Using DataHub

Data Engineering Melbourne Meetup
Nov 25, 2020
Mars Lan

MARS LAN

- Co-creator of DataHub
- CTO @ Metaphor Data - 1w
- TL @ LinkedIn Metadata Team - 4y
- SWE @ Google (GCP, Android) - 3.5y
- UCLA CS PhD
- Twitter: @mars_lan

I'M A KIWI!



“Software is eating the world”

—Marc Andreessen, 2011

“Data is eating the world”

—Everyone, 2020

MACRO TRENDS

- Data Democratization ⇒ More Organic
  - Data mesh, decentralized data governance, self-service, remote work
- Role Specialization ⇒ More Personas
  - Data scientists/analysts/engineers, AI/ML engineers, business analysts/users, ...
- Explosion of Data Systems & Tools ⇒ More Complexity
  - Hadoop, Spark, Flink, Kafka, Presto, TensorFlow, Elasticsearch, MongoDB
- Adoption of Cloud Computing ⇒ More Data
  - Easier & cheaper than ever to create more data
- Increasing Regulatory Pressure ⇒ More Controls
  - GDPR, CCPA, LGPD, BCBS 239, MiFID II, FRTB, CCAR

PROBLEMS

- Finding data is hard
  - Data lake ⇒ Data swamp
  - Siloed teams ⇒ Siloed data
  - Specialized systems ⇒ Specialized data
- Managing data is hard
  - Governance
  - Compliance
  - Policy-driven data management
- Trusting data is hard
  - Lineage
  - Data availability
  - Data quality & health
  - Data profiling & distribution
  - Ownership & documentation
  - Certification & curation

Metadata, Metadata, Metadata

WHAT IS METADATA?

Who created this?

When was it last updated?

What does each column mean?

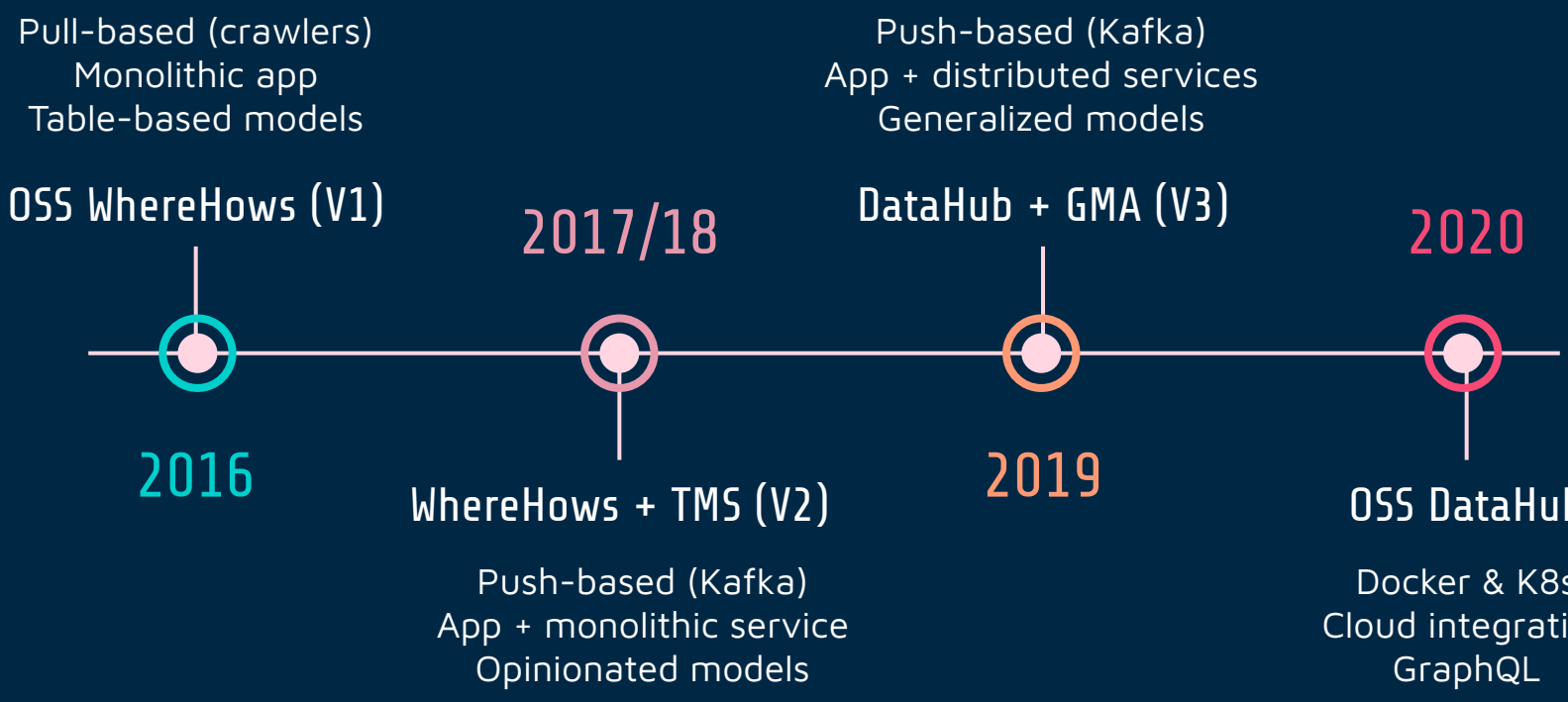
	A	B	C	D
1	**ID**	**Name**	**Date**	**Value**
2	7792	June	2013/05/14	4
3	2675	April	2020/09/01	0
4	4190	Joe	1987/12/2	NULL
5	3655	May	2005/11/17	3
6	...	...	...	...

Where did data come from?

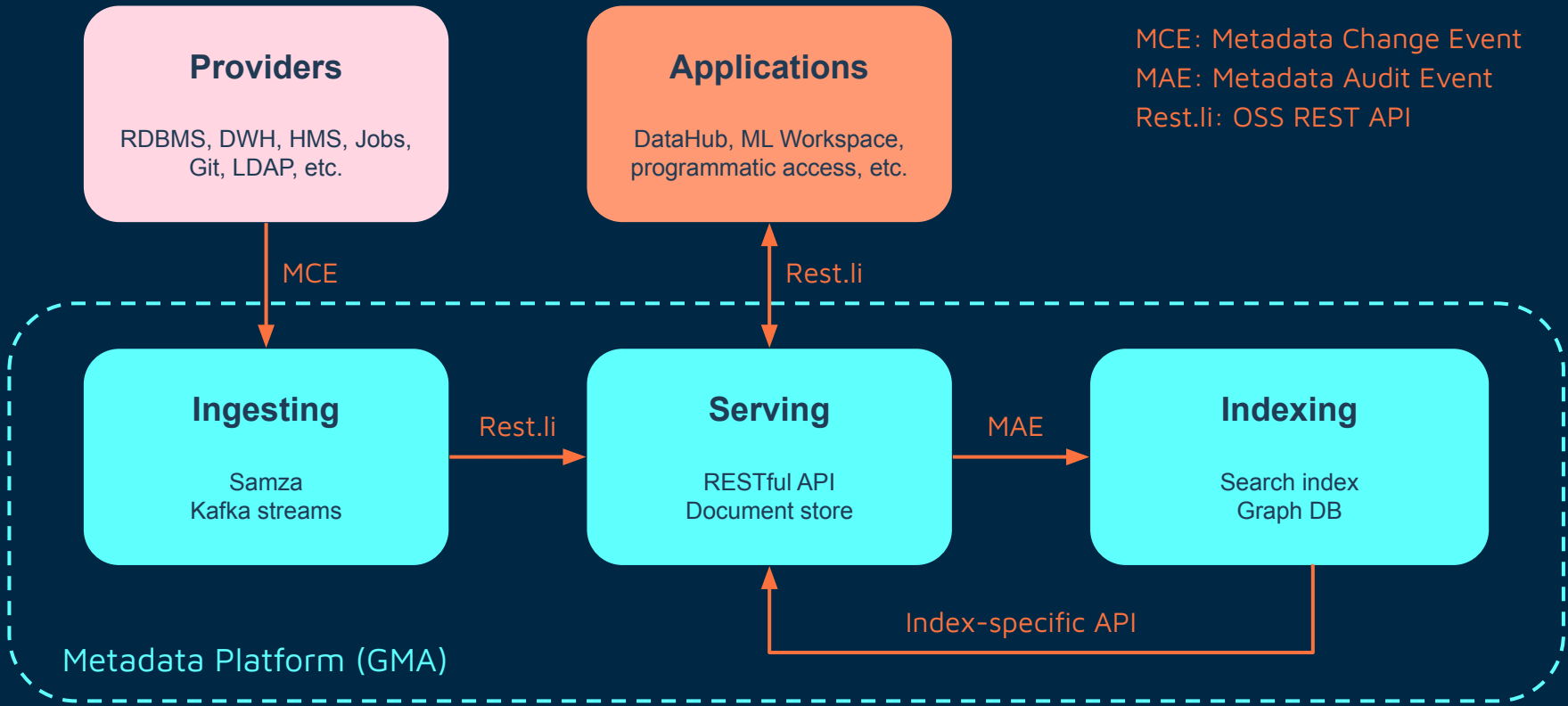
Why is there NULL value?

How was Value column computed?

LINKEDIN METADATA JOURNEY



DATAHUB ARCHITECTURE



METADATA PLATFORM (GMA)

- Scalable
  - Web-scale stack
  - Distributed storage, indexing & serving
  - four/five 9's uptime
  - Decentralized metadata modeling
- Queryable
  - Key-value
  - Distributed joins
  - Full-text search
  - Graph traversal
- Enrichable
  - Beyond read-only aggregator
  - Collaborative edits
  - Human curation
- Real-time
  - Stream-based ingestion
  - Event-driven architecture
  - Trigger-based applications

WHY STREAMS (KAFKA)?

- Near real-time
  - O(seconds) delay
- Loose coupling
  - Non-blocking, fire-and-forget
- Queuing
  - Smooth out bursty traffic
  - Async consumption
- Schema Compatibility
  - Easy to enforce via schema registry
- Scalable
  - Multi-readers/writers
  - Partition-level parallelism
- Persistent storage
  - Sequential key-value store
  - Bootstrap & backfill

INGESTION MODES

- Existing metadata services
  - Crawler: uninstrumentable
  - Direct event emission: instrumentable
  - Event conversion: existing events
- New metadata services
  - DAO: “man-in-the-middle” integration
- Metadata in Git
  - Build-time: tooling emits event
  - Publish-time: events artifact
  - Deploy-time: services/jobs emit events

METADATA MODELING

Nodes

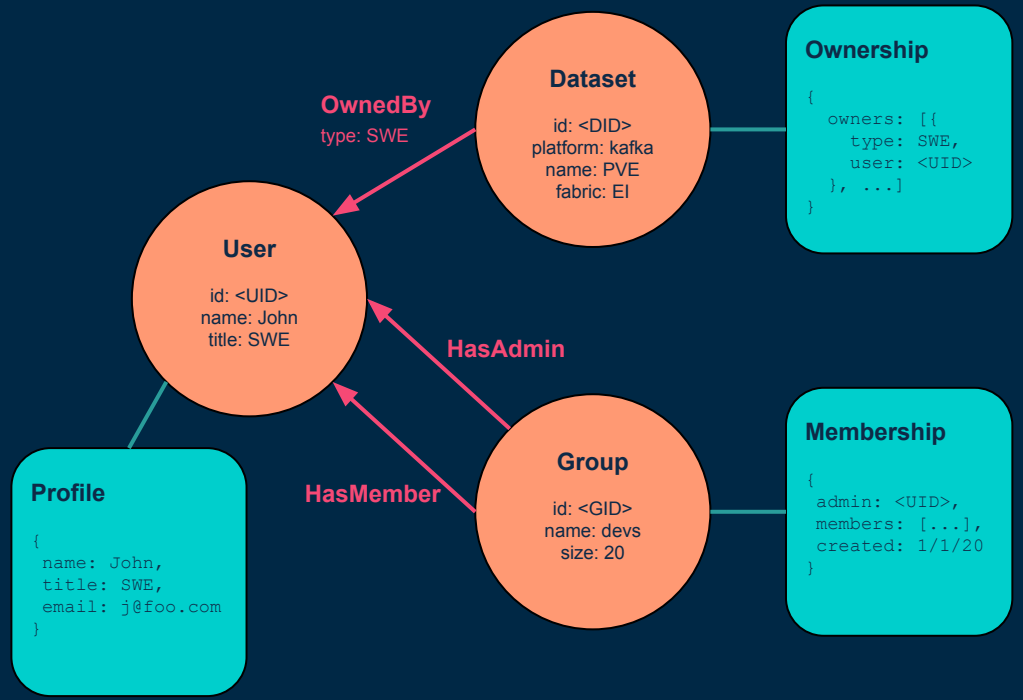
Entities, e.g. datasets, partitions, features, users, groups, experiments, ...

Edges

Relationship, e.g. OwnedBy, DerivedFrom, Contains, HasMember, ...

Documents

Metadata, e.g. ownership, membership, upstreams, configs, compliance metadata, ...



ADOPTION

- LinkedIn (within 18 months)
  - Integrated with 40 teams/projects
  - 30+ entities, 200+ types of metadata
  - Use cases
    - Search & discovery
    - Data privacy compliance
    - Access control
    - Life-cycle management
    - Data Ops
    - AI DevOps
- OSS (within 6 months)
  - 8 companies running in production
  - 20 companies building POC or seriously evaluating
  - Success stories
    - Expedia: Data-driven tech company
    - Saxo Bank: Investment bank going through digital transformation
    - SpotHero: Cloud-native small startup (3 data engs & 50 data users)

OSS ROADMAP

- New Entities & Relationships
  - Jobs & flows*
  - Dashboards*
  - AI features/models*
  - Business glossary*
  - Schemas
  - Metrics
  - Services
- Integrations
  - BI: Looker*, Mode, Redash, Superset
  - Scheduler: AirFlow, Dagster, Azkaban
  - Data Quality: Great Expectations
- Features
  - Entity insights
  - Data privacy
  - Governance
  - SSO: OIDC & SAML
- Platform
  - Gremlin-based query DAO
  - Aspect-specific events
  - GraphQL API
  - NoSQL backend (e.g. MongoDB)
  - OLAP index (e.g. Pinot, Druid)

DataHub | All Entities | foodie

Datasets | People | Metrics | Charts | Dashboards | Schemas | Inferences | ML Features

Data concepts related to "foodie"

Browse All Data Concepts

Curated information about key data terms presented with relevant context of known data entities.

DATA CONCEPT

Engaged Quality Foodies

A Quality Foodie (QF) is a member who satisfies the criteria of: Reachable - Can be contacted by restaurants about the promotions or new menu item...

Filters

Data Origin

- Prod (15)
- Corp (12)

Platform

- Mysql (24)
- Hdfs (3)

Datasets

Showing 1 - 10 of 27 results

/demo/teamY/Foodie

Data Origin	PROD
Platform	hdfs
Health	100%

0 – 0

/demo/teamX/Foodie

Data Origin	PROD
Platform	hdfs
Health	100%

0 – 0

/nacho/test/Foodie

Data Origin	PROD
Platform	hdfs
Health	100%

0 – 0

DataHub | All Entities | Select Datasets, People, Metrics, Charts, Dashboards, Schemas, Inferences or

Datasets

/demo/rolling_aggregate_orders_2

Hdfs Undefined

Fabric: HOLDEM/WAR

Health
Last calculated a month ago
100%
See Details

0 - 0

Schema | Status | ACL Access | Ownership | Compliance | Dataset Groups | Relationships | Health | Docs

Last Saved: **3 months ago** by **nkanamar**

Owners

Please maintain at least **2** owners.

LDAP Username	Full Name	ID Type	Ownership Type
nkanamar	Nagarjuna Kanamarlapudi	USER	DataOwner
pgunnam	Pardhu Gunnam	USER	DataOwner

+ Add an owner

Please make changes to save. Save

METRICS

activated

number of users activated the app

Owners malan, pgunnam

Health
Last calculated 5 months ago
100%
See Details

Overview | Related Entities | Health | Docs

Related entities
This metric is derived from 1 dataset and related to 17 metrics
View the sections below for more details

Derived from datasets (1)

Name	Description	Owners
app_funnel	All lite funnel metrics	pawkumar , jmodi , adchoudh , fmt , kisr

Other metrics from the same dataset (10)

Name	Alias	Description
download	-	number of users downloaded the app
signup_pass_overall	-	number of users signup overall
first_time_signup_pass	-	number of users signup in the first time
first_time_signin	-	number of users first time logged in
first_signin_failed	-	number of users first login failed

Mars Lan

Staff Software Engineer, Systems Infrastructure

Edit profile

ASK ME ABOUT

metadata

TL for the metadata team

TEAM

datahub gma

MANAGER

Tai Tran

malan@linkedin.com LinkedIn Profile Cinco Profile

Access Management

JIT Datasets

Lists

Features

Liked Entities

Followed Entities

Data you might be interested in

Datasets

Ownership

Datasets

Metrics

Charts

Dashboards

MI features

UMP Flows

Metrics Mars Lan Owns

Showing 1 - 10 of 17 results

count_of_events

number of events produced

Bucket	datahub
Formula	COUNT
Dataset	datahub_page_view_event
XLNT Tier	Daily: 2
Tags	datahub, metadata, pageviewevent, route
Frequency	DAILY
Health	100%

count_of_events

number of events produced

Bucket	datahub
Formula	COUNT
Dataset	datahub_search_impression_event
XLNT Tier	Daily: 2
Tags	datahub, metadata, search, impressions
Frequency	DAILY
Health	100%

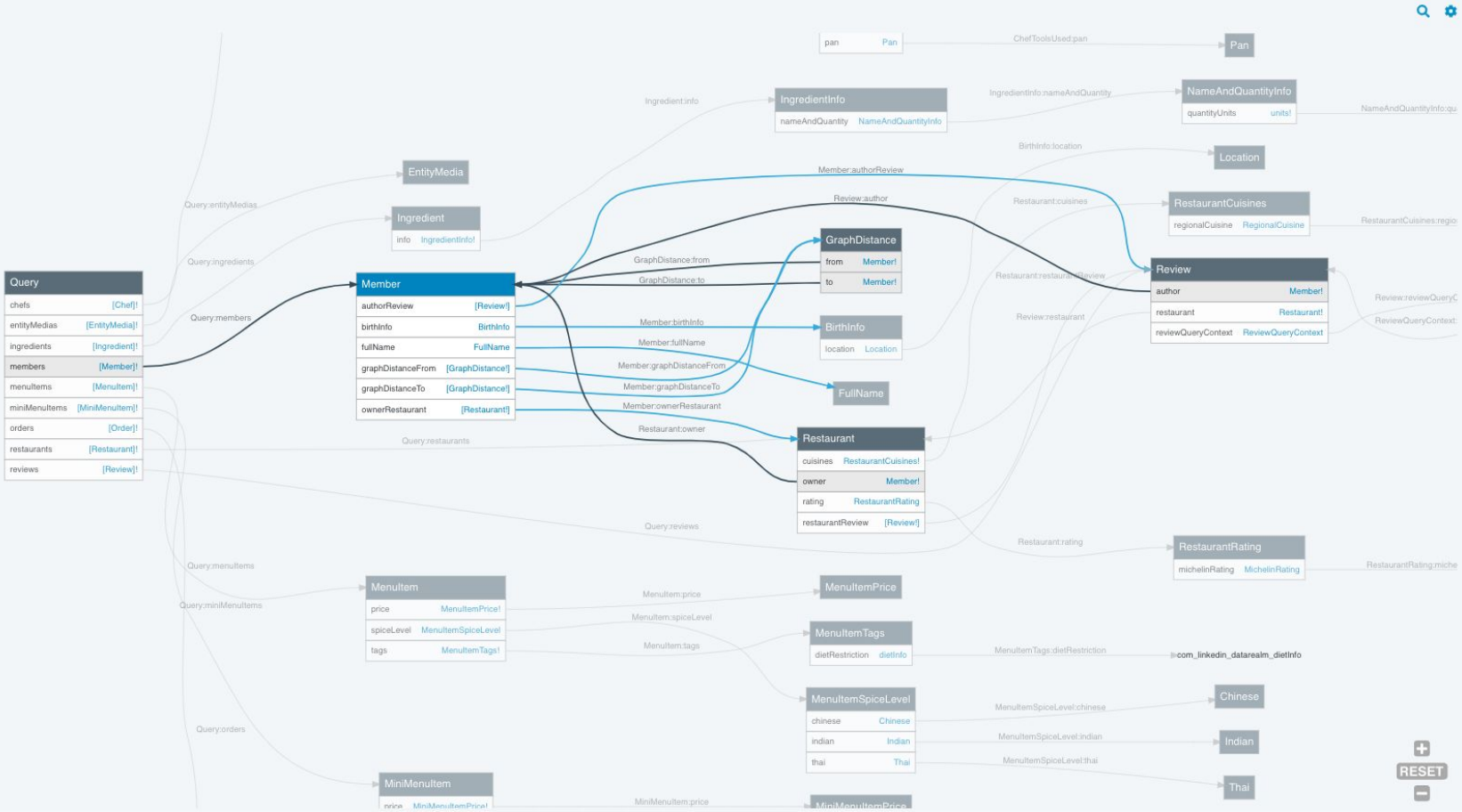
mie_total_count

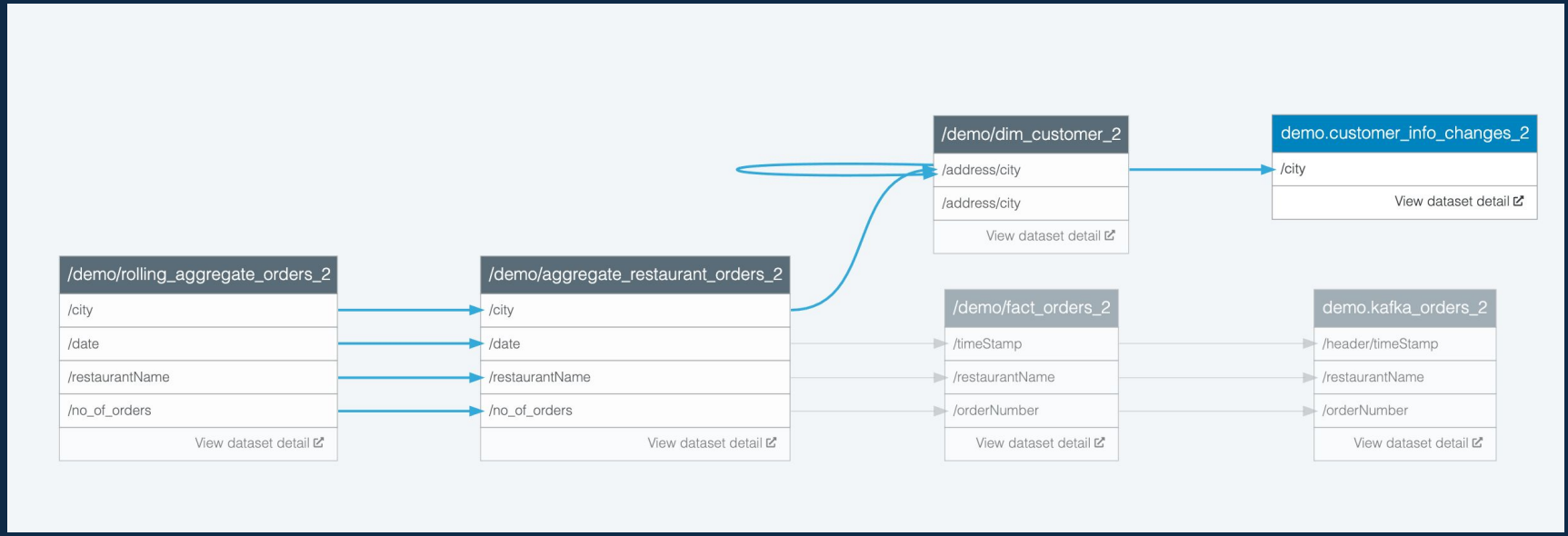
number of mie events

Bucket	tms

Schema Graph View

Schemas datarealm-restaurants.opencrud.graphql




/demo/dim_customer_2
/address/city
/address/city
View dataset detail
demo.customer_info_changes_2
/city
View dataset detail
/demo/rolling_aggregate_orders_2
/city
/date
/restaurantName
/no_of_orders
View dataset detail
/demo/aggregate_restaurant_orders_2
/city
/date
/restaurantName
/no_of_orders
View dataset detail
/demo/fact_orders_2
/timeStamp
/restaurantName
/orderNumber
View dataset detail
demo.kafka_orders_2
/header/timeStamp
/restaurantName
/orderNumber
View dataset detail

GitHub: linkedin/datahub

Monthly town hall

Slack workspace

PRs welcome!

Do you have any questions?

mars@metaphor.io
linkedin.com/in/marslan
Twitter: mars_lan@

THANKS

DISCLAIMER: A large portion of this deck is based on the published Budapest Data Forum 2020 talk I gave as an employee of LinkedIn.