Graph Databases and Analytics: How to Use Them

Melli Annamalai and Jean Ihm

Graph Technologies
Oracle
Safe Harbor

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What is a Graph?

A collection of points (vertices) and lines between those points (edges)

Melli collaborates with Jean

Melli feuds with John

Jean collaborates with John
What is a Graph?

A collection of points (vertices) and lines between those points (edges)
A More Complex Graph:
Find popular nodes in a social network

Identify influencers
Graph Analytics

- Community detection and influencer analysis
  - Churn risk analysis/targeted marketing, HR Turnover analysis
- Clustering
  - Product recommendation
- Anomaly detection
  - Identify fraud
- Path analysis and reachability
  - Manage Bill of Materials, Outage analysis in utilities networks, vulnerability analysis in IP networks
- Pattern matching
  - Tax fraud detection, data extraction
Gartner: top 10 data and analytics technology trends for 2019

Trend #5: Graph
According to Gartner, graph analytics is a set of analytic techniques that help enterprises explore the relationships between entities of interest such as transactions, processes and staff.

The application of graph processing and graph database management systems will grow at 100% annually through 2022.
Graph Data Models

**Property Graph Model**
- Path Analytics
- Graph Analytics
- Detect patterns and anomalies

**Industry Domain**
- Financial
- Retail, Marketing
- Social Media
- Smart Manufacturing

**RDF Graph Model**
- Data federation
- Knowledge representation
- Semantic Web

**Use Cases**
- Life Sciences
- Health Care
- Publishing
- Finance

Shipping for 3+ years

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Customer Success Stories
Graph Technology Applications

- Oracle’s graph technology has been applied to solve many real problems for internal/external customers
Paysafe: Money Transfer Fraud Detection

Multiple paths going to the same destination

Limited number of source and destination vertices
Circular Payments and Tax Fraud

- Company in other EU member country
- Importer “fake” company
- Buffer Reseller
- Exporter company
- Company in other EU member country
- Not paying VAT
- Getting VAT refund
- Paying VAT

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Find nodes that are in most shortest paths between other nodes

Identify nodes that can cause vulnerabilities in a grid
Manufacturing: What is the Impact of Changing this Part?

A car has 30,000 parts
Southern European Police Force

Analyzing suspicious travel patterns
Detecting potential threats early

Data sources
- Integrated Operations Management System (SIGO, built by Accenture)
- Advance Passenger Information System (APIS, data from Non-Schengen Airport and Ports)

Combining legal requests and co-travelers
eg. determining “hot flights” with at least one known criminal on board

Looking at passenger relationships
eg. Betweenness centrality to determine recurring travelers
Property Graph Product Overview

- Store, manage, query and analyze graphs
- Highly scalable in-memory analytics
  - 10s of billions of edges and vertices
- 50+ pre-built graph analysis algorithms
  - Detecting components and communities
    - Tarjan’s, Kosaraju’s, Weakly connected components, label propagation, etc.
  - Ranking and walking
    - Pagerank, personalized pagerank, betweenness centrality, etc.
  - Evaluating community structures
    - Conductance, modularity, triangle counting, Adamic-Adar, etc.
  - Path-finding
    - Path distance, Dijkstra’s, Bellman-Ford’s, etc.
Property Graph Product Overview

• PGQL: Powerful graph query language
  SQL-like language for specifying graph patterns
  Working on graph additions to the SQL standard

• Java API for analytics

• Rich user interface
  Notebook
  Shell UI
  Graph Visualization

• Enterprise capabilities – built on Oracle infrastructure
  Manageability, fine-grained security, high availability, integration, and more

PGQL example:
PATH any_edge as ()-[]-()
SELECT n, m MATCH(n) -/: any_edge/ -> m
WHERE n.name='Lucy' and m.name='Jean'
Architecture

- In-memory parallel graph analytics server (PGX)
  - Load graph into memory for analysis
  - Automate graph refresh

- In-database parallel graph traversal
  - Run PGQL queries (converted to SQL) in the database

Client libraries
- Java API to develop applications
- Command-line submission of graph queries
- Graph visualization tool
- APIs to update graph store
Using Graphs on a Big Data Platform

Product: Oracle Big Data Spatial and Graph

Runs on the Hadoop platform

• In-memory parallel graph analytics server (PGX)
  • Load graph into memory for analysis
  • Automate graph refresh

• Client libraries
  • Java API to develop applications
  • Command-line submission of graph queries
  • Graph visualization tool
  • APIs to update graph store
## From Tables to a Graph

### Organizations

<table>
<thead>
<tr>
<th>org_id</th>
<th>name</th>
<th>type</th>
<th>religion</th>
<th>genre</th>
<th>country</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>Amazon TV</td>
<td>Company</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### People

<table>
<thead>
<tr>
<th>person_id</th>
<th>name</th>
<th>company</th>
<th>occupation</th>
<th>country</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Pope Francis</td>
<td></td>
<td>Pope</td>
<td>Vatican</td>
</tr>
<tr>
<td>1</td>
<td>Barack Obama</td>
<td></td>
<td>44th Pres.</td>
<td>USA</td>
</tr>
<tr>
<td>7</td>
<td>Keegan-Michael Key</td>
<td></td>
<td>Actor</td>
<td>USA</td>
</tr>
</tbody>
</table>

### Relationships

<table>
<thead>
<tr>
<th>relation_id</th>
<th>from_id</th>
<th>from_type</th>
<th>to_id</th>
<th>to_type</th>
<th>relation_type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>person</td>
<td>7</td>
<td>person</td>
<td>admires</td>
</tr>
<tr>
<td>1</td>
<td>7</td>
<td>person</td>
<td>5</td>
<td>person</td>
<td>collaborates</td>
</tr>
</tbody>
</table>

**Relationships Diagram:**

- **1:** Barack Obama (Former President) admires Pope Francis (Pope)
- **7:** Keegan-Michael Key (Actor) collaborates with Pope Francis (Pope)
PGQL Graph Query Language

- **Graph pattern matching**
  - (person) –[:collaborates] -> (person)

- **Basic patterns and reachability patterns**
  - Can we reach from A to B with an arbitrary number of hops?

- **Familiarity for SQL users**
  - Similar language constructs and syntax
  - SELECT ... WHERE ....GROUP BY ... ORDER BY
  - “Result set” (table) as output

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SELECT e
MATCH ()-[e]->()
SELECT e
MATCH (n)-[e]->(m)
WHERE n.name='Barack Obama'
PATH any_edge as ()-[[]]->()
SELECT n, m MATCH(n) -/: any_edge*/ ->(m)
WHERE n.name = 'Barack Obama'
PGQL

```sql
SELECT label(e), count(*)
MATCH () -[e]-> ()
GROUP BY label(e)
```

<table>
<thead>
<tr>
<th>label(e)</th>
<th>count(*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>admires</td>
<td>28</td>
</tr>
<tr>
<td>leads</td>
<td>9</td>
</tr>
<tr>
<td>feuds</td>
<td>45</td>
</tr>
<tr>
<td>collaborates</td>
<td>82</td>
</tr>
</tbody>
</table>
PGQL

SELECT n, e, m
MATCH (n)-[e:collaborates]->(m)
Analyze Graphs
Analyzing the Marvel Graph

```python
import analyst
import g

analyst.pagerank(g)

analyst.vertexBetweennessCentrality(g)

# Publishing vertex and edge properties

graph.publish(VertexProperty.ALL, EdgeProperty.ALL)
```
Displaying Query Results with Pagerank
Find shortest path between “WARR” and “MEREE”

```java
w = g.createEdgeProperty(PropertyType.DOUBLE, "weight")
w.fill((Double) 1.0)
src = g.getVertex("WARR")
dst = g.getVertex("MEREE")
path = analyst.shortestPathDijkstra(g, src, dst, w)

// Creating boolean properties to highlight vertices and edges in the path easier
in_path = g.createEdgeProperty(PropertyType.BOOLEAN, "in_path")
for (PgxEdge e: path.edges)
    in_path.set(e, true);

v_in_path = g.createVertexProperty(PropertyType.BOOLEAN, "v_in_path")
for (PgxVertex v: path.vertices)
    v_in_path.set(v, true);

// Shortest Path
SELECT n, e, m, e2, m2, e3, m3, n.pagerank, m.pagerank, m2.pagerank, e.in_path, e2.in_path, e3.in_path,
n.v_in_path, m.v_in_path, m2.v_in_path, m3.v_in_path
MATCH (n)-[e]-(m), (n)-[e2]-(m2), (m2)-[e3]-(m3)
WHERE e.in_path AND e2 != e AND e3 != e AND e2 != e3 AND NOT m2.v_in_path AND OUT_DEGREE(m2) < 10 AND NOT m3.v_in_path
ORDER BY n.pagerank ASC, m2.pagerank ASC LIMIT 500
```
Compute Shortest Path

Find shortest path between “WARR” and “MEREE”
Compute Shortest Path

Find shortest path between “WARR” and “MEREE”
Performance and Scale
LDBC benchmark

Scale factor 1
Number of vertices: 3,181,724
Number of edges: 17,256,038
Memory footprint: 1.3GB

Scale factor 3
Number of vertices: 9,281,922
Number of edges: 52,695,735
Memory footprint: 4.0GB

Scale factor 10
Number of vertices: 29,987,835
Number of edges: 176,623,445
Memory footprint: 13.3 GB

- Oracle
- Postgres SQL
- Sparksee
# Property Graph Sizing Recommendations

<table>
<thead>
<tr>
<th>Graph Size</th>
<th>Recommended Physical Memory to be Dedicated</th>
<th>Recommended Number of CPU Processors</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 to 100M edges</td>
<td>Up to 14 GB RAM</td>
<td>2 to 4 processors, and up to 16 processors for more compute-intensive workloads</td>
</tr>
<tr>
<td>1B to 1T edges</td>
<td>14 GB to 100 GB RAM</td>
<td>4 to 12 processors, and up to 16 to 32 processors for more compute-intensive workloads</td>
</tr>
<tr>
<td>Over 1B edges</td>
<td>Over 100 GB RAM</td>
<td>12 to 32 processors, or more for especially compute-intensive workloads</td>
</tr>
</tbody>
</table>
Future Plans
Graph Cloud Service
Graph Cloud Service

Automated, end-to-end analytic service

Fully managed

• Create graphs
  • Automated modeler creates graphs from database tables and file formats

• Explore connections
  • Using visualization tools, notebooks, and query languages

• Analyze relationships
  • With pre-built analytics, visualization tools, and query languages
Why use Graph Cloud?

Quick to Deploy
Graph Studio, a new paradigm for data scientists and analysts to build graph applications

Quick to Get Started
Industry-specific analytic workflows

Simplified Graph Application Development
Automatic graph model creation from relational tables

Easy to Share Results
Publish and share analysis in notebooks or REST endpoints
Developer and Data Scientist Friendly
Graph Studio

Graph Notebook

Apache Zeppelin-compatible interpreters

User Interface built with Oracle JET

Consistent look-and-feel

Powerful and interactive visualization

Custom graph visualization
Extensions to the SQL Standard
SQL/PQG

- SQL extensions to query property graphs
- Our team is working with ISO and ANSI committees
- Target: Next version of SQL (~2020/21)

Create a Property Graph using SQL Data Definition

```
CREATE PROPERTY GRAPH myGraph
  VERTEX TABLES (Person, Message)
  EDGE TABLES (Created SOURCE Person DESTINATION Message,
               Commented SOURCE Person DESTINATION Message )
```

Query a Property Graph in SQL

```
SELECT GT.creationDate, GT.content
FROM myGraph GRAPH_TABLE ( MATCH
  (Creator IS Person WHERE Creator.email = :email1)
  ,-[ IS Created ]->
  (M IS Message)
  <-[ IS Commented ]-
  (Commenter IS Person WHERE Commenter.email = :email2)
  WHERE ALL_DIFFERENT (Creator, Commenter)
ONE ROW PER MATCH
COLUMNS ( M.creationDate, M.content )
) AS GT
```
SQL/PGQ: Implementation Plan
Transition graph support to align with proposed SQL/PGQ standard

External graph analytics engine not required
Query and analysis within database
Performance trade-off
  Large data: use existing SQL engine
  In-memory columnar graph index for performance

External engine still useful
For alternative deployment models
Big Data audience: Spark, Hadoop, HBase …
Scalable distributed in-memory execution
What's Ahead

**Tuesday**

11:15-12:00  New Tools to Fight Against Financial Crime [CON6222]
Moscone South – Room 204

12:30-1:15  Using Graph Analysis and Fraud Detection in the Fintech Industry (Paysafe customer session) Moscone South – Room 152C

12:30-1:15  Blazing-Fast Distributed Graph Query Processing: 100x as Fast as Spark
[DEV3712] Moscone South – Room 307

3:15-4:00  Introducing Oracle Graph Cloud: Automating Graph Analysis [TRN4754]
Moscone South – Room 159B

**Wednesday**

10:00-10:45  Graph Database and Analytics: How To Use Them [TRN 4755]
Moscone South – Room 152C

1:30-2:15  Traversing and Querying Graphs with PGQL and Gremlin with Oracle Spatial and Graph [DEV4084] Moscone South – Room 202

1:30-2:20  Meet the Experts

2:30-3:20  Graph Cloud Service: Automating Graph Analysis

Lounge C, Code One Groundbreakers Hub, Moscone South Level 1
Demographics

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 10:00 am – 4:00 pm</td>
<td>Spatial and Graph: Database, Analytics and Cloud</td>
<td>Moscone South Exhibit Hall (‘The Exchange’)</td>
</tr>
<tr>
<td>Tuesday 10:30 am – 5:30 pm</td>
<td></td>
<td>• Oracle Demographics &gt; Data Management area &gt; Kiosk # ODB-017</td>
</tr>
<tr>
<td>Wednesday 10:00 am – 4:30 pm</td>
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<td></td>
</tr>
</tbody>
</table>

Spatial & Graph Demos
The Spatial & Graph SIG User Community

Now part of BIWA User Group

We are a vibrant community of customers and partners that connects and exchanges knowledge online, and at conferences and events.

Meet us at OpenWorld! Monday-Wednesday Moscone West, Level 3, User Group area at the BIWA/Analytics Community table

Join us online

tinyurl.com/oraclespatialcommunity

LinkedIn: @oraspatialsig

oraclespatialsig@gmail.com
Seeking customer use cases and technology sessions
Dedicated Spatial & Graph track with 20+ sessions

analyticsanddatasummit.org

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All Analytics. All Data. No Nonsense.

February 25-27, 2020

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@AnalyticAndData

Formerly the BIWA Summit with the Spatial and Graph Summit.
Thank You

Melli Annamalai
(Melliyal.Annamalai@oracle.com)
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