

Denormalization

Big Data Systems

Dr. Rubi Boim

Motivation (for this course)

- The basics of wide column data modeling



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Denormalization is a strategy used on a previously-normalized database to increase performance. In [computing](#), denormalization is the process of trying to improve the read performance of a [database](#), at the expense of losing some write performance, by adding [redundant](#) copies of data or by grouping data.^{[1][2]} It is often motivated by [performance](#) or [scalability](#) in [relational database software](#) needing to carry out very large numbers of read operations. Denormalization differs from the [unnormalized form](#) in that denormalization benefits can only be fully realized on a data model that is otherwise normalized.



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Denormalization

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Also applied to
Relational Databases



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Denormalization is a strategy used on a previously-normalized database to increase performance. In computing, denormalization is the process of trying to improve the read performance of a database, at the expense of losing some write performance, by adding redundant copies of data or by grouping data.^{[1][2]} It is often motivated by performance or scalability in relational database software needing to carry out very large numbers of read operations. Denormalization differs from the unnormalized form in that denormalization benefits can only be fully realized on a data model that is otherwise normalized.



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What is normalized?

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Denormalization

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Denormalization is a strategy used on a previously-normalized database to increase performance. In computing, denormalization is the process of trying to improve the read performance of a database, at the expense of losing some write performance, by adding redundant copies of data or by grouping data.^{[1][2]} It is often motivated by performance or scalability in relational database software needing to carry out very large numbers of read operations. Denormalization differs from the unnormalized form in that denormalization benefits can only be fully realized on a data model that is otherwise normalized.

Functional dependency

- A constraint between two sets of attributes

$X \rightarrow Y$

For example

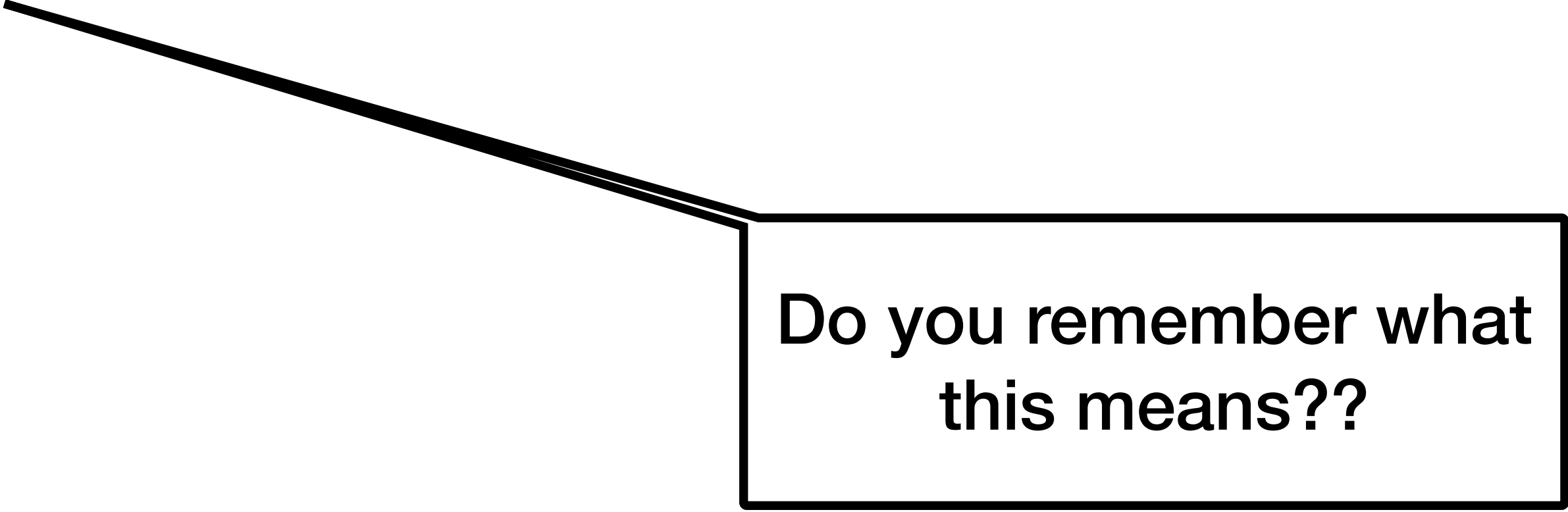
- $\{\text{country}\} \rightarrow \{\text{continent}\}$
if we know the country is France, we know the continent is Europe
- $\{\text{user_id}\} \rightarrow \{\text{user_name}\}$
if we know the user id is 123 we know it is "Rubi"

Relational DB & Normalization

- “requires” the data to be normalized in order to
 - Reduce data redundancy
 - Improve data integrity

Relational DB & Normalization

- “requires” the data to be normalized in order to
 - Reduce data redundancy
 - Improve data integrity



Do you remember what
this means??

Relational DB & Normalization

- “requires” the data to be normalized in order to
 - Reduce data redundancy
 - Improve data integrity

Do you remember what this means??

Intuition:
(a) inserting a city that does not exist?
(b) typos: “Tel Aviv” vs “Tel-Aviv”

Relational DB & Normalization

- “requires” the data to be normalized in order to
 - Reduce data redundancy
 - Improve data integrity

A relation R is in 3rd normal form if:

**Whenever there is a nontrivial dependency $A_1, A_2, \dots, A_n \rightarrow B$ for R, then $\{A_1, A_2, \dots, A_n\}$ a super key for R,
or B is part of a key**

(See “Database Systems” course for more info)

Normalization - Example

users-ver1

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

What are the functional dependencies?

Normalization - Example

users-ver1

<u>user_id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

What are the functional dependencies?

{user_id} → {fname, lname, city, country}
user_id is a key 👍

Normalization - Example

users-ver1

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

What are the functional dependencies?

{city} \rightarrow {country}
city is not part of the key ✗

Normalization - Example

users-ver1

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

What are the functional dependencies?

{city} \rightarrow {country}
city is not part of the key ✖

Not normalized

Normalization - Example

users-ver1

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

So how can you normalize it?

What are the functional dependencies?

{city} → {country}
city is not part of the key ✖

Not normalized

Normalization - Example

users-ver1

<u>user_id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

users-ver2

<u>user_id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA



Normalization - Example

users-ver1

<u>user_id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

We assume users will be much bigger than cities
—> reduced storage

What is the difference?
Data integrity? Storage?

users-ver2

<u>user_id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA

Normalized DB

- Data integrity ✓
- Reduced Storage ✓
- JOINS are used to retrieve data

```
SELECT users.*, cities.country  
FROM users, cities  
WHERE users.city = cities.city
```

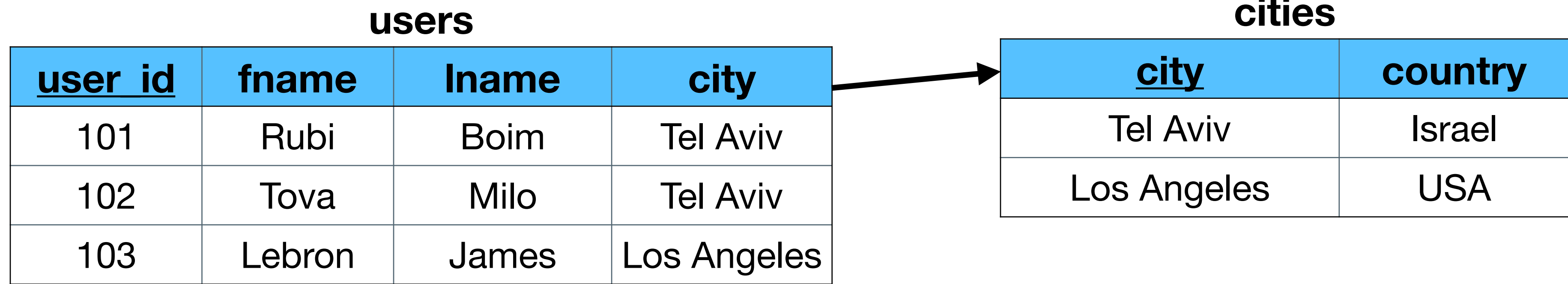
users				cities	
<u>user_id</u>	fname	lname	city	<u>city</u>	country
101	Rubi	Boim	Tel Aviv	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv		
103	Lebron	James	Los Angeles	Los Angeles	USA

Normalized DB

So whats the problem in Big Data?

- Data integrity ✓
- Reduced Storage ✓
- JOINS are used to retrieve data

```
SELECT users.*, cities.country  
FROM users, cities  
WHERE users.city = cities.city
```



Normalized DB

- Data integrity ✓
- Reduced Storage ✓

• JOINS are used to retrieve data

So whats the problem in Big Data?

do not scale

cheap today

do not scale

```
SELECT users.*, cities.country
FROM users, cities
WHERE users.city = cities.city
```

users

<u>user_id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA

Denormalization

- No 3NF
- **Improve reads / writes performance dramatically**
 - At the expense of data integrity and storage
 - Requires more writes
- Also applied on relational DBs
- “Workaround” when joins are unavailable (wide columns DBs)

Example (continue)

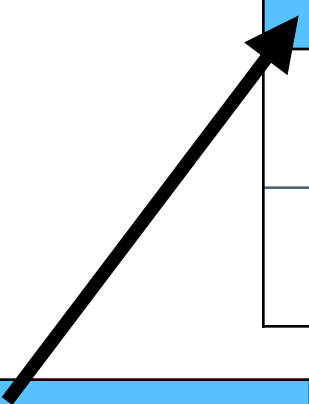
```
SELECT users.*, cities.country  
FROM users, cities  
WHERE users.city = cities.city
```

users

<u>user id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA



```
SELECT * FROM users-deno
```

users-deno

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

Example (continue)

```
SELECT users.*, cities.country  
FROM users, cities  
WHERE users.city = cities.city
```

users

<u>user id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA

```
SELECT * FROM users-deno
```

users-deno

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

Which version is faster?

Example (continue)

```
SELECT users.*, cities.country  
FROM users, cities  
WHERE users.city = cities.city
```

users

<u>user id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA

```
SELECT * FROM users-deno
```

users-deno

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
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Which version is faster?

Example (continue)

```
SELECT users.*, cities.country  
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users

<u>user id</u>	fname	lname	city
101	Rubi	Boim	Tel Aviv
102	Tova	Milo	Tel Aviv
103	Lebron	James	Los Angeles

cities

<u>city</u>	country
Tel Aviv	Israel
Los Angeles	USA

```
SELECT * FROM users-deno
```

users-deno

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA

Which version is faster?

If we have 10k queries per second, which will be (much) faster?

Moving to Cassandra

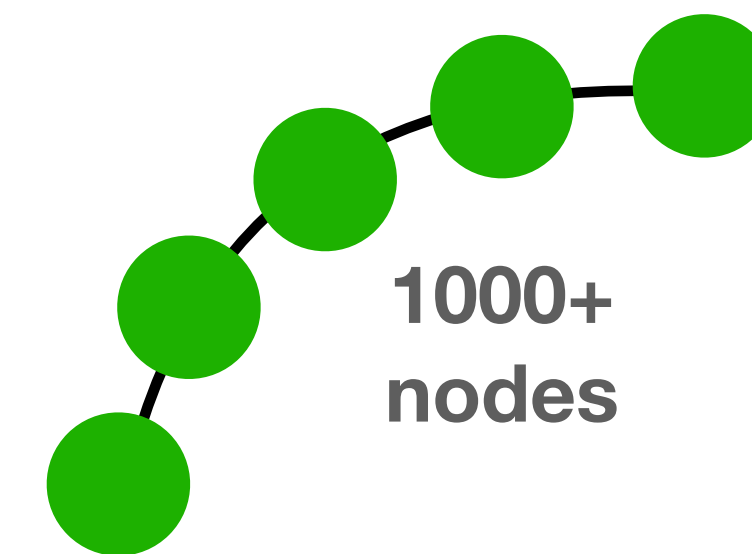
<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA



What about this query

```
SELECT * FROM users  
WHERE country = "Israel"
```

Is this an efficient query?



Moving to Cassandra

<u>user id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA



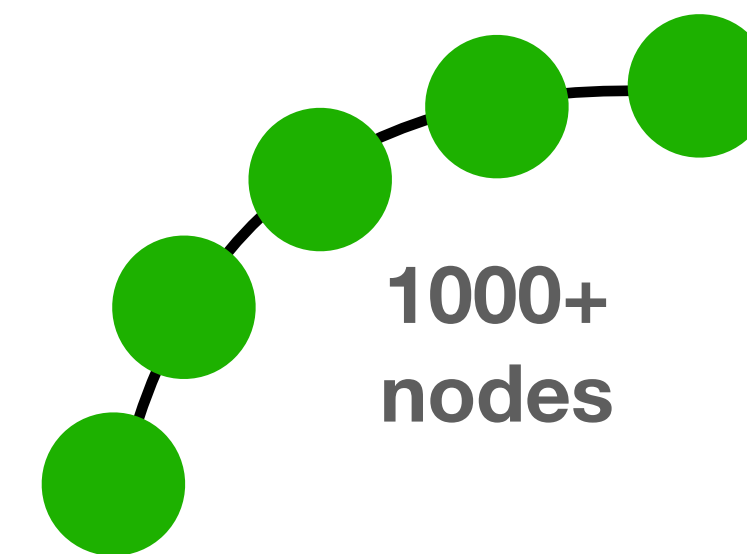
What about this query

```
SELECT * FROM users  
WHERE country = "Israel"
```

Is this an efficient query?

No

Error! It is not even a valid query...



Moving to Cassandra

<u>user_id</u>	fname	lname	city	country
101	Rubi	Boim	Tel Aviv	Israel
102	Tova	Milo	Tel Aviv	Israel
103	Lebron	James	Los Angeles	USA



How can we solve this?

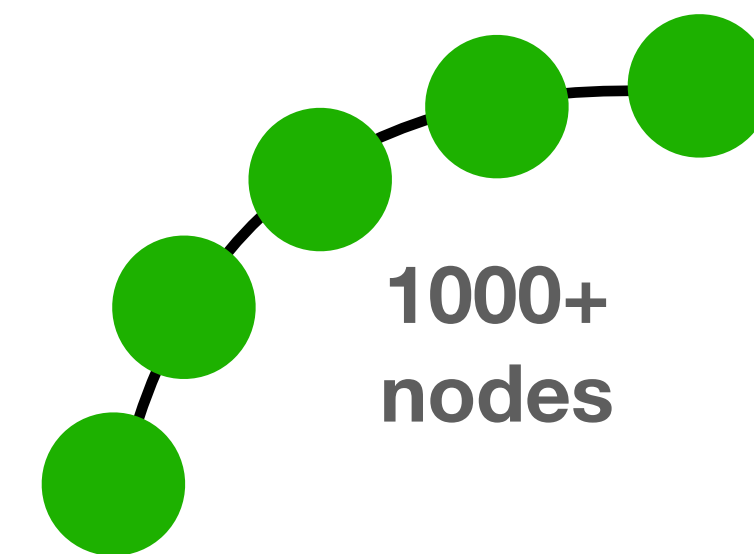
What about this query

```
SELECT * FROM users  
WHERE country = "Israel"
```

Is this an efficient query?

No

Error! It is not even a valid query...



Denormalization by 2 tables

```
CREATE TABLE users_by_id (  
  user_id      BIGINT,  
  fname       TEXT,  
  lname       TEXT,  
  city        TEXT,  
  country     TEXT,  
  PRIMARY KEY (user_id)  
);
```

```
CREATE TABLE users_by_country (  
  country     TEXT,  
  user_id     BIGINT,  
  fname       TEXT,  
  lname       TEXT,  
  city        TEXT,  
  PRIMARY KEY (country)  
);
```

Denormalization by 2 tables

Note the “by” naming convention

```
CREATE TABLE users_by_id (  
  user_id    BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  country   TEXT,  
  PRIMARY KEY (user_id)  
);
```

```
CREATE TABLE users_by_country (  
  country    TEXT,  
  user_id    BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  PRIMARY KEY (country)  
);
```

Denormalization by 2 tables

Note the “by” naming convention

```
CREATE TABLE users_by_id (  
  user_id      BIGINT,  
  fname       TEXT,  
  lname       TEXT,  
  city        TEXT,  
  country     TEXT,  
  PRIMARY KEY (user_id)  
);
```

```
CREATE TABLE users_by_country (  
  country     TEXT,  
  user_id     BIGINT,  
  fname       TEXT,  
  lname       TEXT,  
  city        TEXT,  
  PRIMARY KEY (country)  
);
```

Would this work?

Denormalization by 2 tables

Note the “by” naming convention

```
CREATE TABLE users_by_id (  
  user_id    BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  country   TEXT,  
  PRIMARY KEY (user_id)  
);
```

```
CREATE TABLE users_by_country (  
  country    TEXT,  
  user_id   BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  PRIMARY KEY (country)  
);
```

Would this work?

How many rows would do we have here?

Denormalization by 2 tables

Note the “by” naming convention

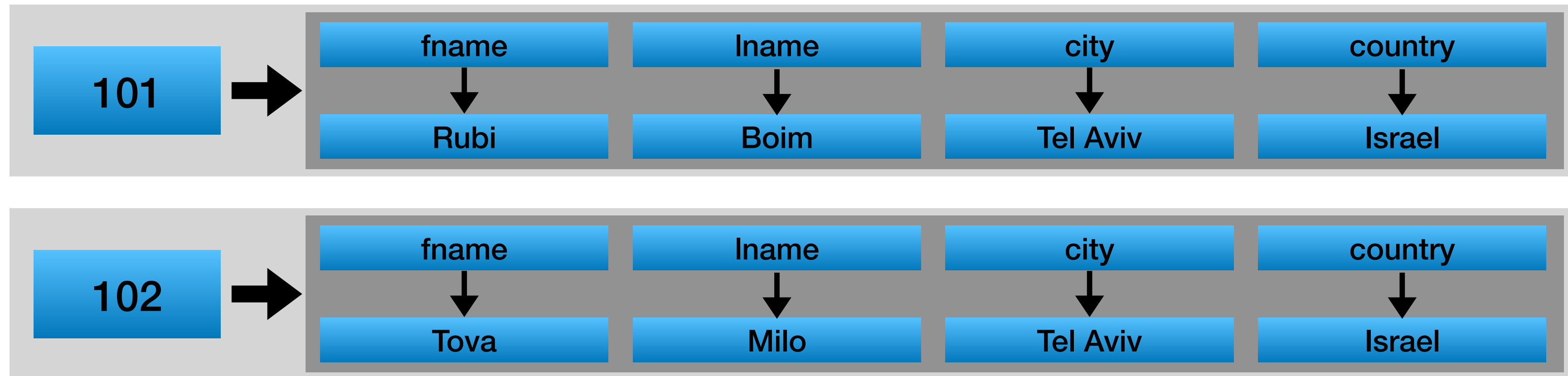
```
CREATE TABLE users_by_id (  
  user_id    BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  country   TEXT,  
  PRIMARY KEY (user_id)  
);
```

```
CREATE TABLE users_by_country (  
  country   TEXT,  
  user_id   BIGINT,  
  fname     TEXT,  
  lname     TEXT,  
  city      TEXT,  
  PRIMARY KEY (country, user_id)  
);
```

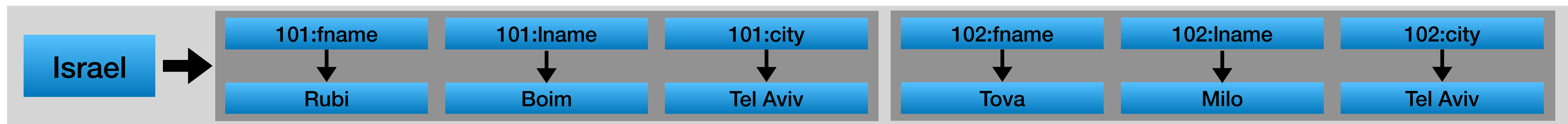
Now it is ok :)

Denormalization by 2 tables

users_by_id



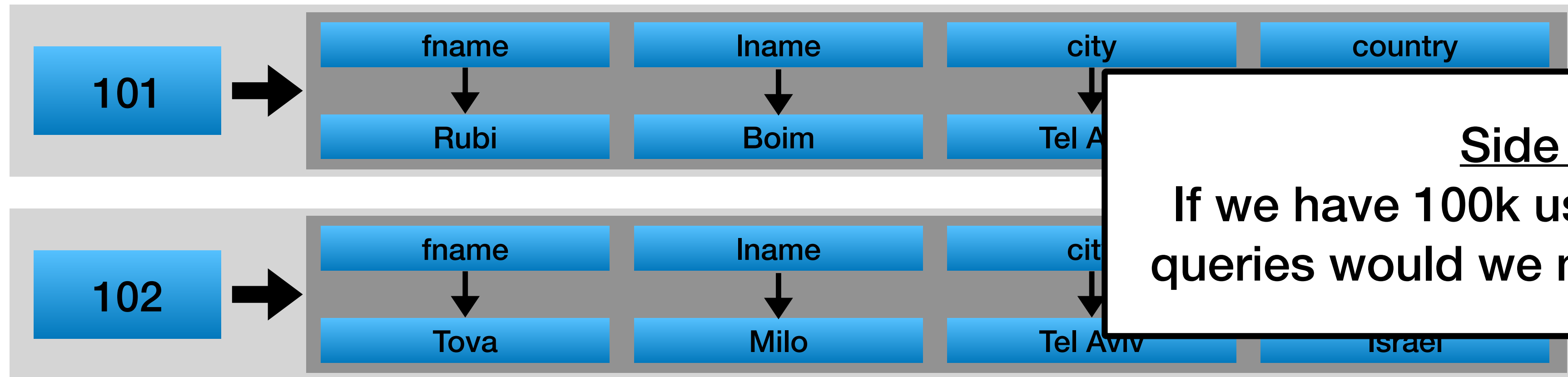
users_by_country



```
SELECT * FROM users_by_country WHERE country = "Israel"
```

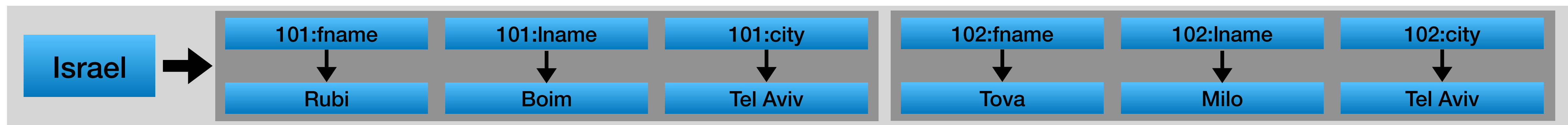
Denormalization by 2 tables

users_by_id



Side discussion
If we have 100k users in Israel, how many queries would we need to read all the users

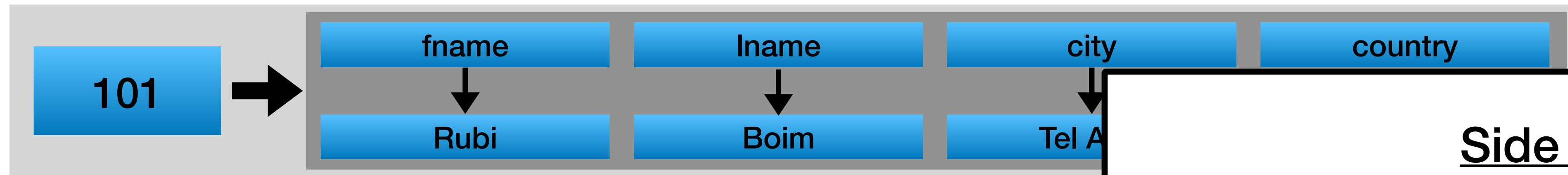
users_by_country



```
SELECT * FROM users_by_country WHERE country = "Israel"
```

Denormalization by 2 tables

users_by_id

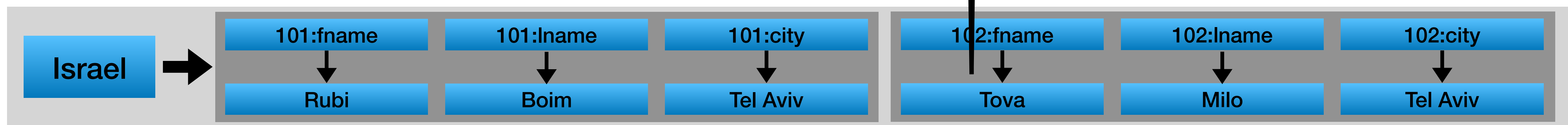


Side discussion

There is a size limit for each "request"
—> The driver will "break" the query into smaller queries pages
(default size = 5000 rows)

Israel, how many
read all the users

users_by_country



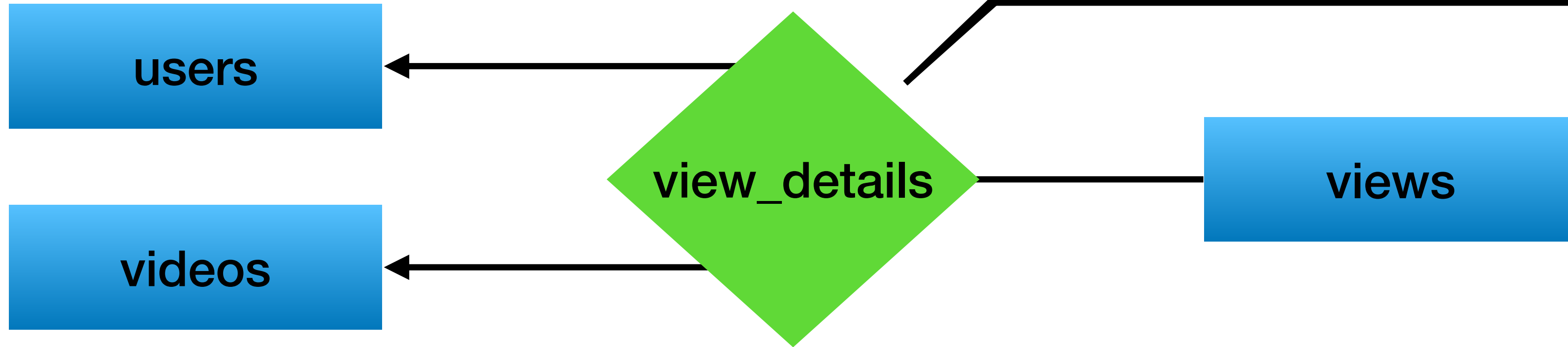
```
SELECT * FROM users_by_country WHERE country = "Israel"
```

Interesting .

- We saw 2 different ways to denormalize:
 - Merging 2 tables into 1 table
 - Splitting 1 table into 2 tables
- Denormalization is **crucial** for “correct” data modeling in Big Data

Example - Relational

Do you remember what this means?



users

user_id	name	city	...
101	Rubi Boim	Tel Aviv	
102	Tova Milo	Tel Aviv	
103	Lebron James	Los Angeles	

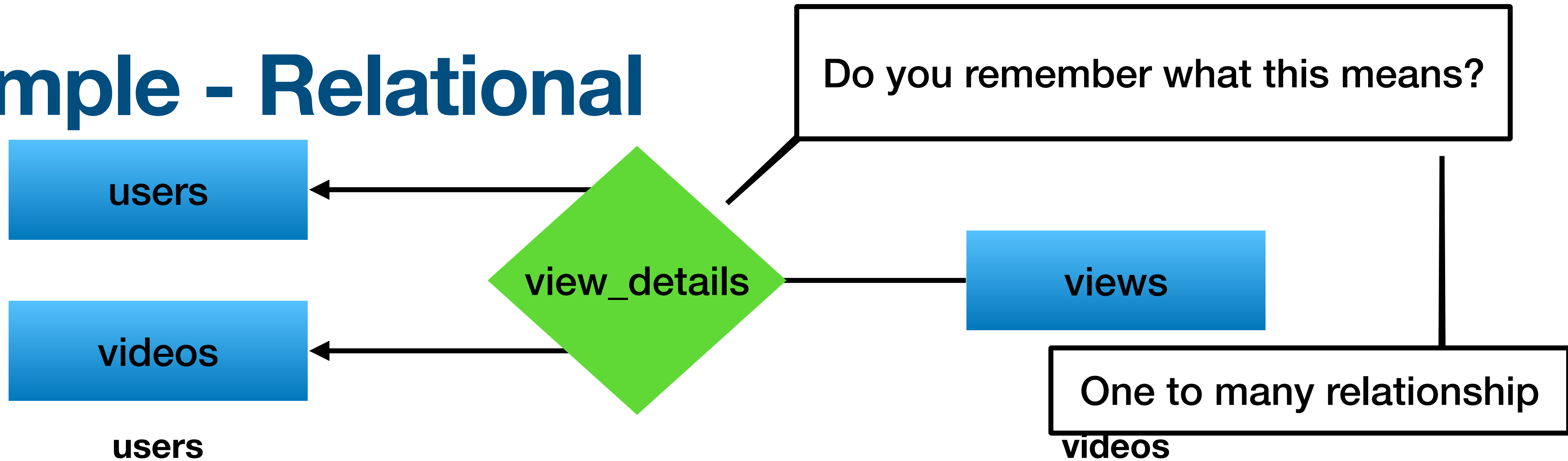
videos

video_id	title	year	...
1	Bad Boys	1995	
2	Top Gun	1986	
3	American Pie	1999	

views

view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Relational



users

user_id	name	city	...
101	Rubi Boim	Tel Aviv	
102	Tova Milo	Tel Aviv	
103	Lebron James	Los Angeles	

videos

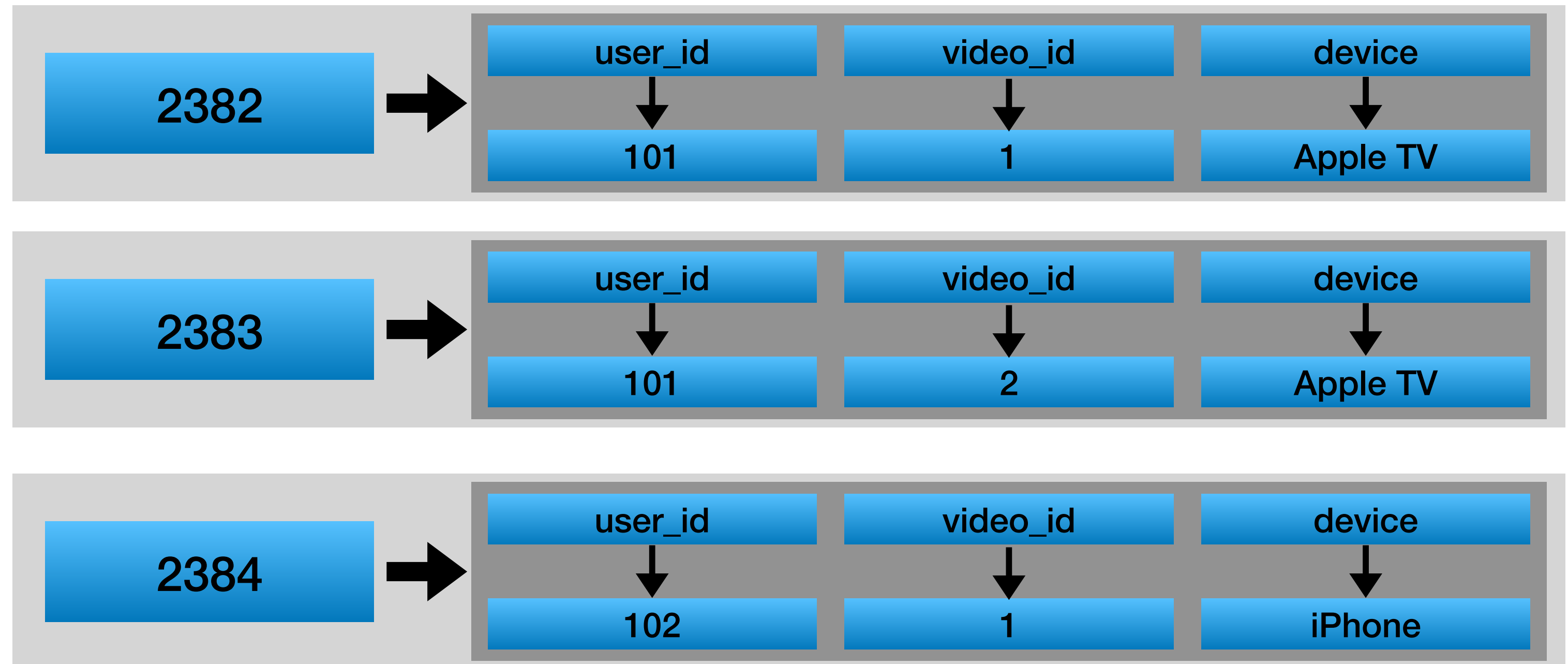
video_id	title	year	...
1	Bad Boys	1995	
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3	American Pie	1999	

views

view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

```
CREATE TABLE views (  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((view_id))  
);
```



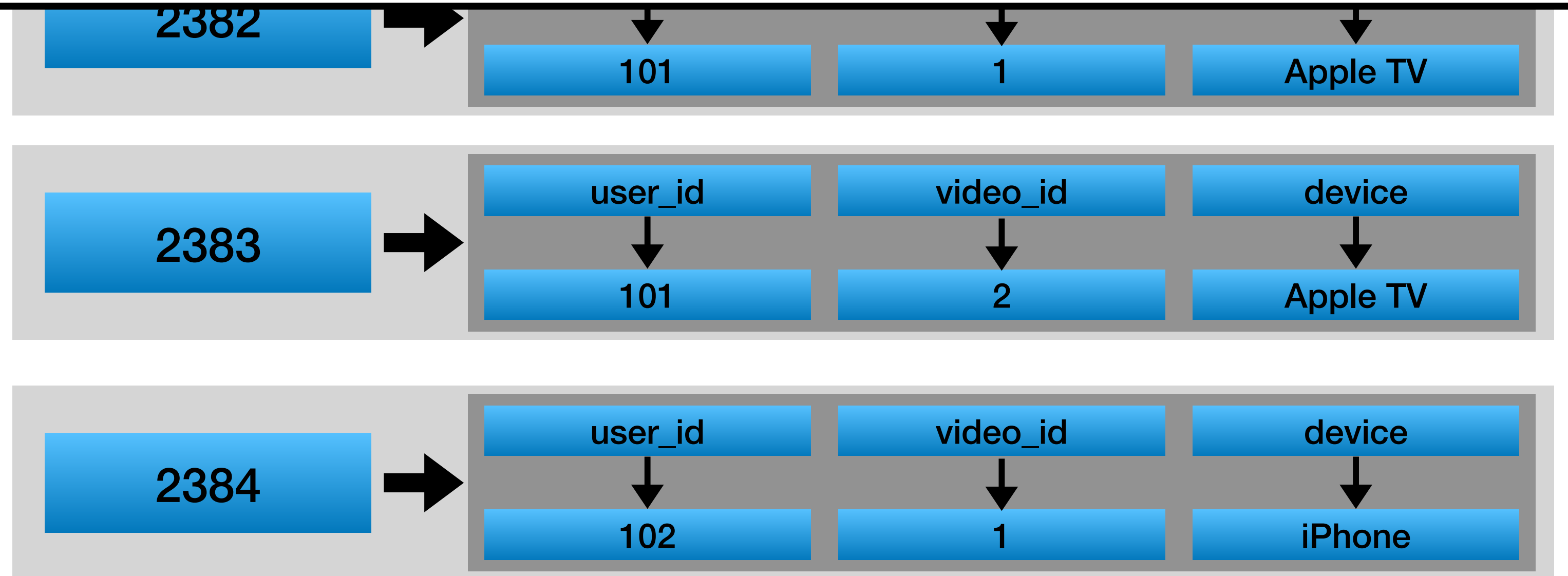
Which queries can we efficiently return?

views				
view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

Side discussion - why did we switch to TIMEUUID instead of Integer?

```
CREATE TABLE views (
  view_id      TIMEUUID,
  user_id     BIGINT,
  video_id    BIGINT,
  device      TEXT,
  PRIMARY KEY ((view_id))
);
```



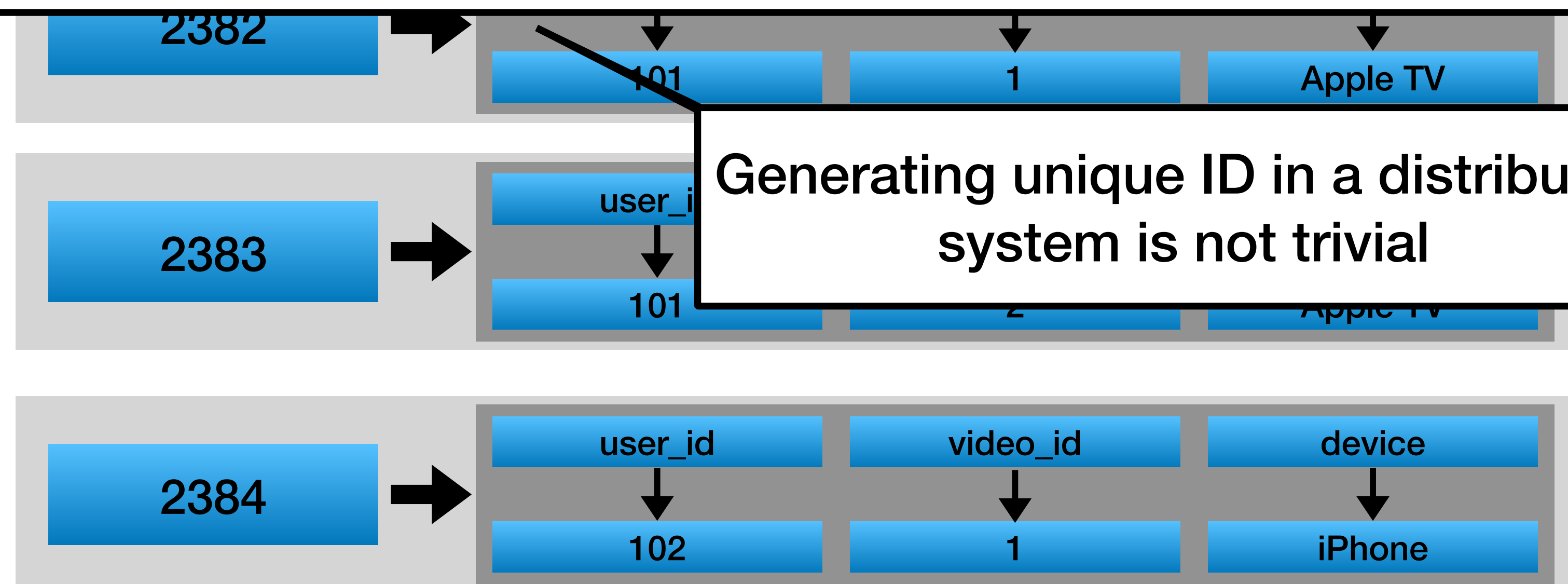
Which queries can we efficiently return?

views				
view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

Side discussion - why did we switch to TIMEUUID instead of Integer?

```
CREATE TABLE views (
  view_id      TIMEUUID,
  user_id      BIGINT,
  video_id     BIGINT,
  device       TEXT,
  PRIMARY KEY ((view_id))
);
```



Generating unique ID in a distributed system is not trivial

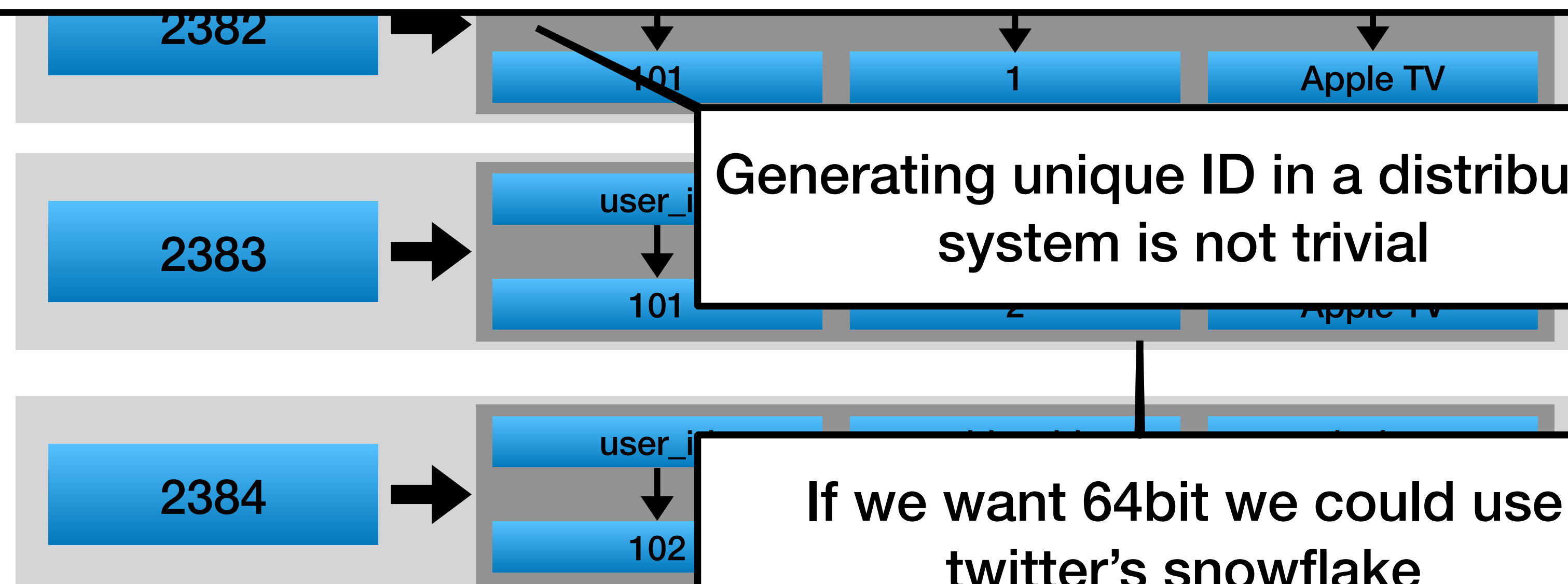
Which queries can we efficiently return?

views				
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2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

Side discussion - why did we switch to TIMEUUID instead of Integer?

```
CREATE TABLE views (
  view_id      TIMEUUID,
  user_id      BIGINT,
  video_id     BIGINT,
  device       TEXT,
  PRIMARY KEY ((view_id))
);
```



Generating unique ID in a distributed system is not trivial

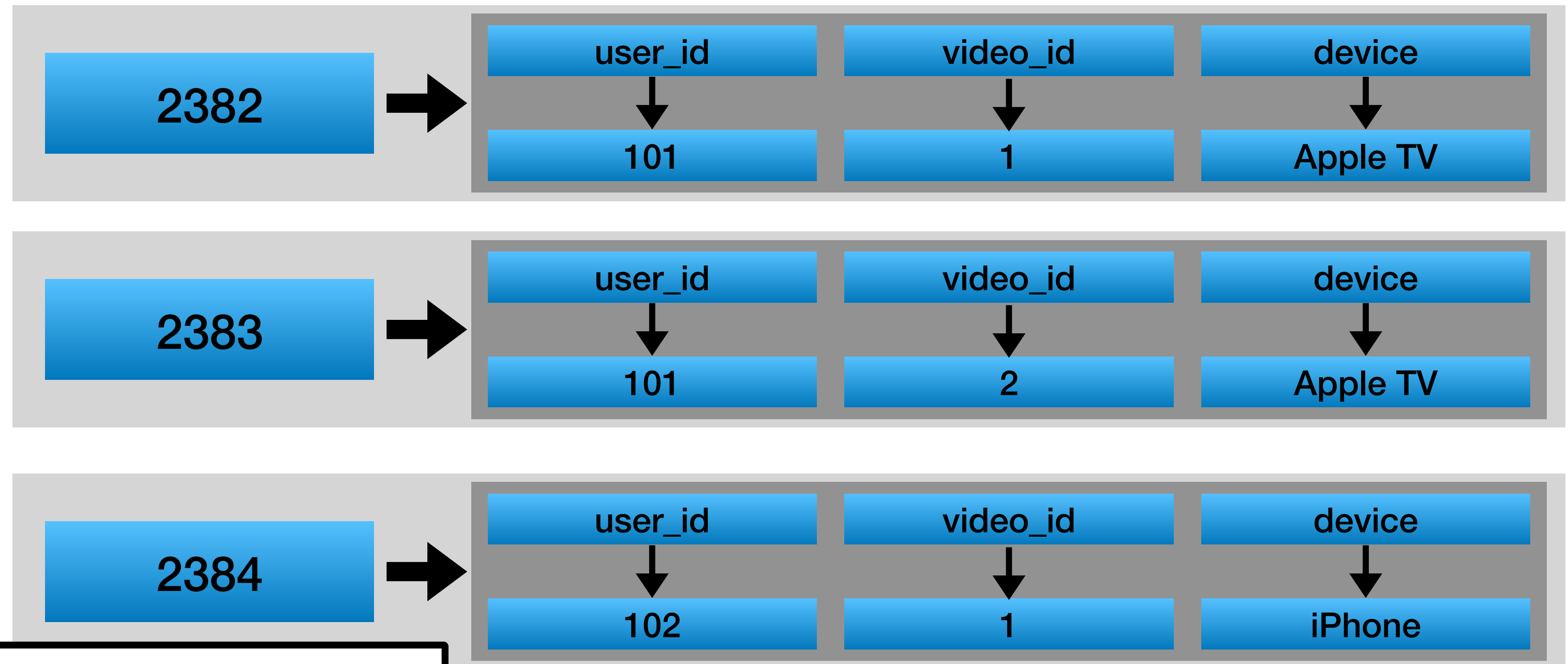
If we want 64bit we could use twitter's snowflake

Which queries can we efficiently return?

views				
view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

```
CREATE TABLE views (  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((view_id))  
);
```



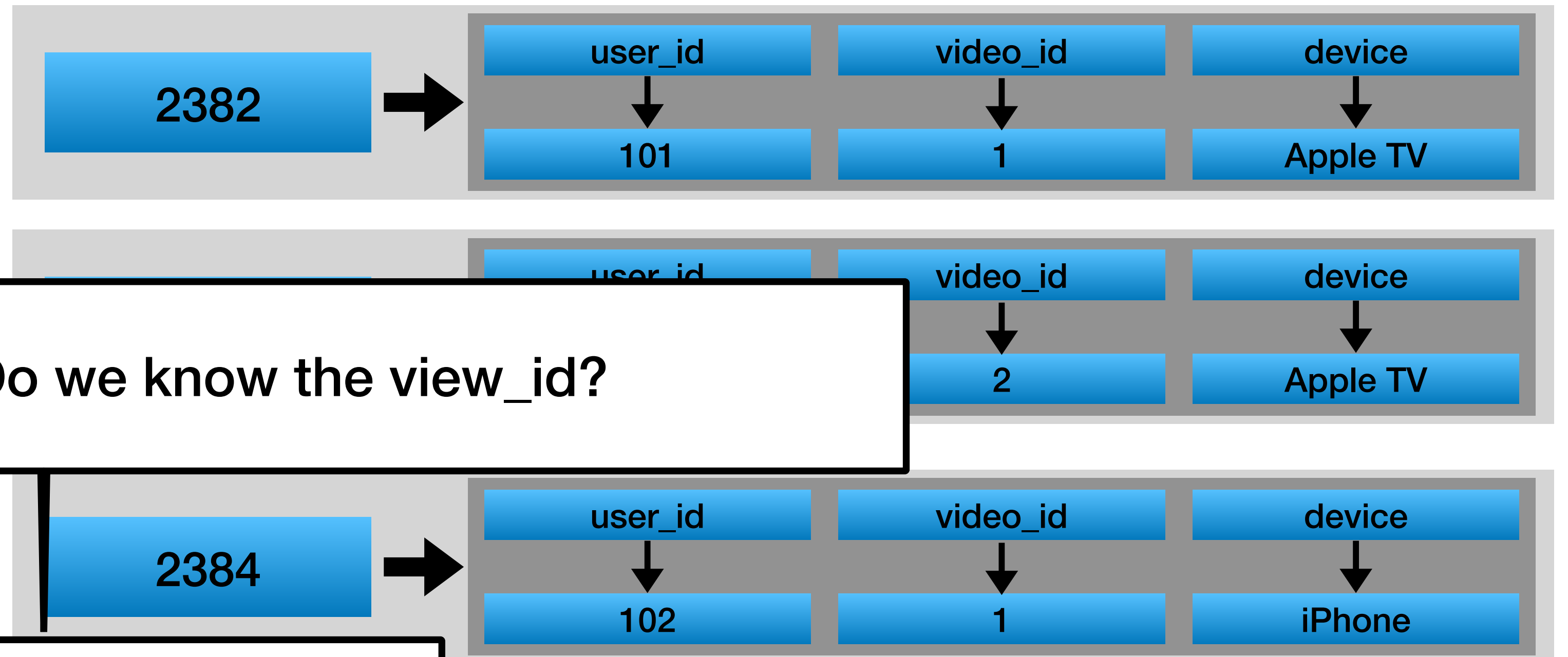
SELECT * FROM views WHERE view_id = ?

Which queries can we efficiently return?

views				
view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

```
CREATE TABLE views (  
  view_id          TIMEUUID,  
  user_id          BIGINT,  
  video_id         BIGINT,  
  device           TEXT,  
  PRIMARY KEY ((  
  ) );
```



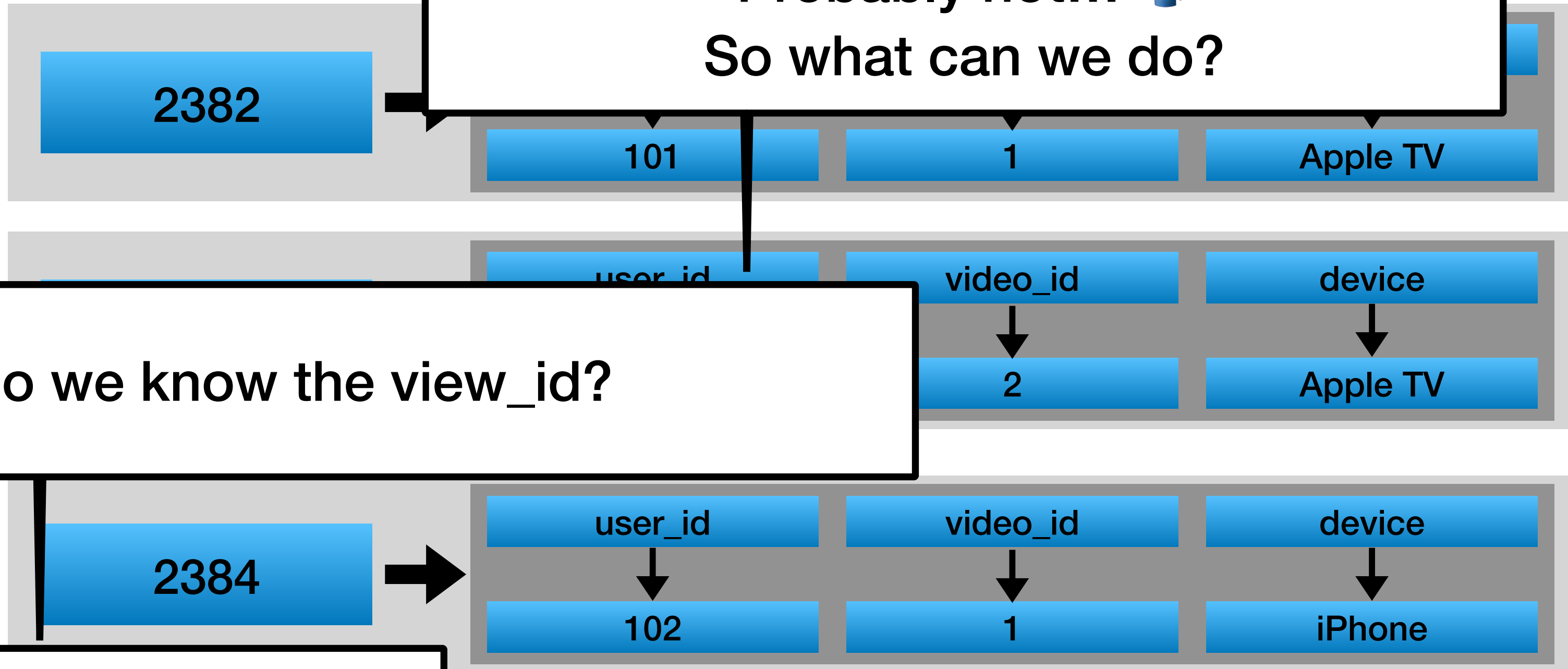
SELECT * FROM views WHERE view_id = ?

Which queries can we efficiently return?

views				
view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

```
CREATE TABLE views (  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((  
    view_id,  
    user_id,  
    video_id,  
    device  
  ));
```



Probably not... 🙄
So what can we do?

Do we know the view_id?

SELECT * FROM views WHERE view_id = ?

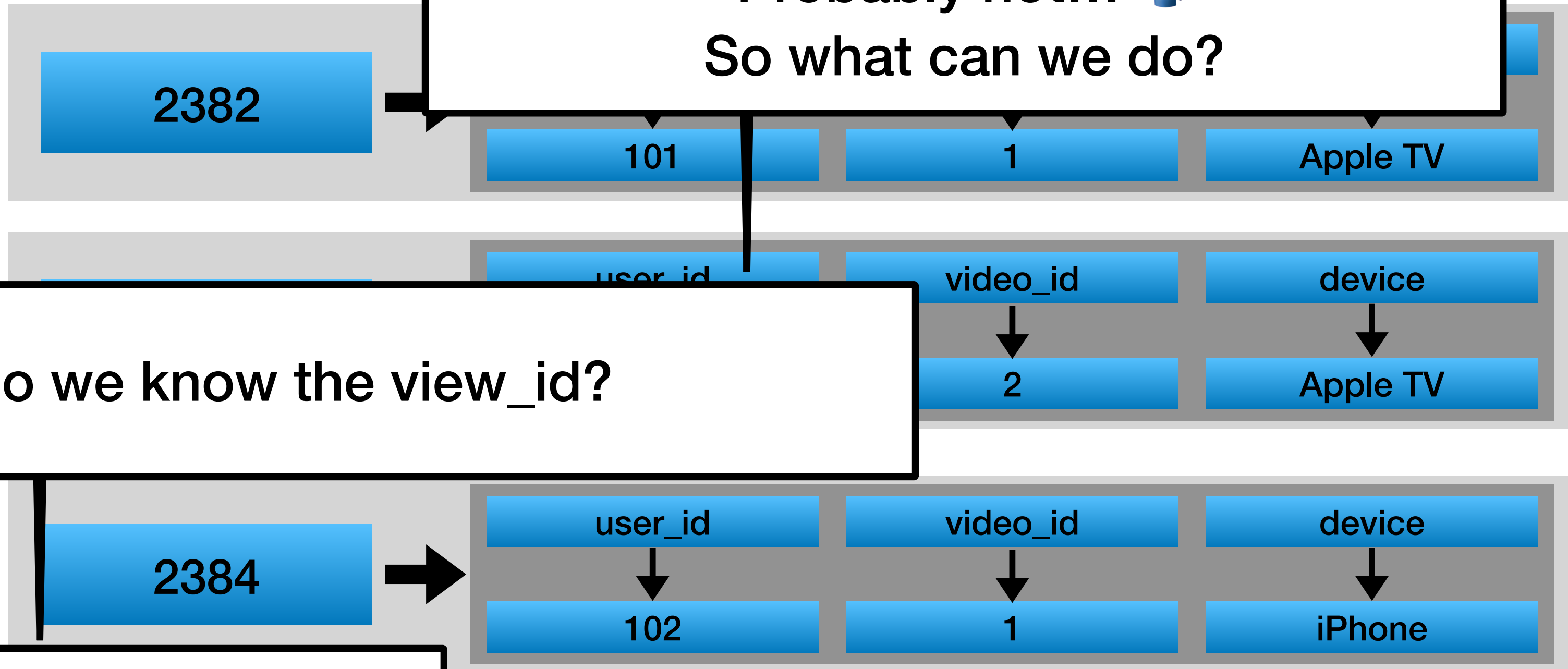
Which queries can we efficiently return?

views

view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

Example - Cassandra

```
CREATE TABLE views (  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY (view_id, user_id, video_id, device);
```



Probably not... 🙄
So what can we do?

Do we know the view_id?

SELECT * FROM views WHERE view_id = ?

Which queries can we efficiently return?

view_id	user_id	video_id	device	...
0000	101	1	Apple TV	

Probably the queries will be by the user/movie
How can we support this?

Denormalization by 2 tables

```
CREATE TABLE views_by_user (  
  user_id      BIGINT,  
  view_id     TIMEUUID,  
  video_id    BIGINT,  
  device      TEXT,  
  PRIMARY KEY ((user_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

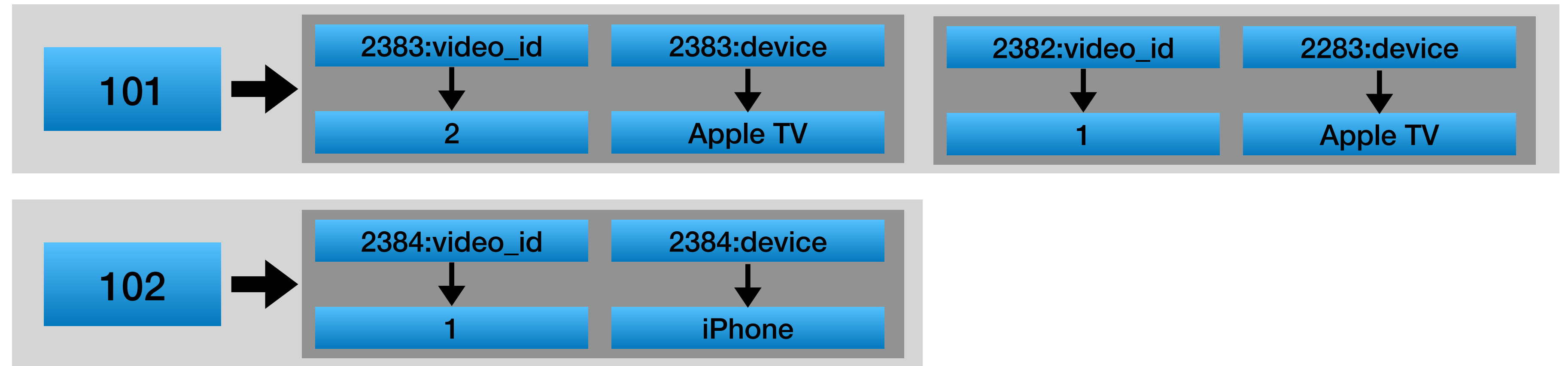
```
CREATE TABLE views_by_video (  
  video_id    BIGINT,  
  view_id     TIMEUUID,  
  user_id    BIGINT,  
  device      TEXT,  
  PRIMARY KEY ((video_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

Efficient queries:

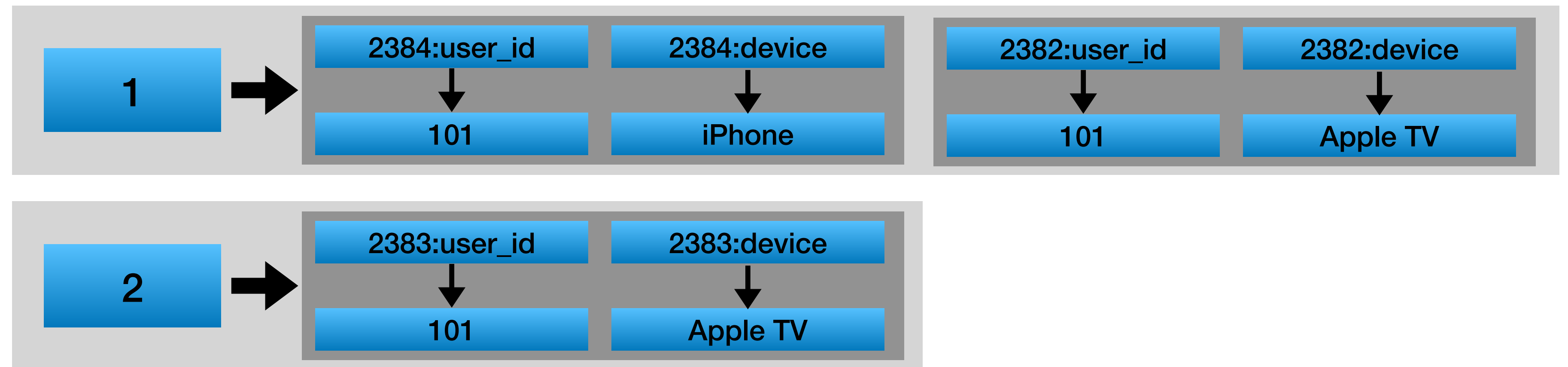
get all recent views of a user
get all recent views of a video

Denormalization by 2 tables

views_by_user



views_by_video



Example continue

Why do we care?

How can we return all the views for a specific day?

```
CREATE TABLE views_by_user (  
  user_id      BIGINT,  
  view_id      TIMEUUID,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((user_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

```
CREATE TABLE views_by_video (  
  video_id     BIGINT,  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((video_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

Example continue

Why do we care?

Calculating trending videos for example

How can we return all the views for a specific day?

```
CREATE TABLE views_by_user (  
  user_id      BIGINT,  
  view_id      TIMEUUID,  
  video_id     BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((user_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

```
CREATE TABLE views_by_video (  
  video_id     BIGINT,  
  view_id      TIMEUUID,  
  user_id      BIGINT,  
  device       TEXT,  
  PRIMARY KEY ((video_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

Example continue

How can we return all the views for a specific day?

- Create a job (Spark?) that reads all the views from views_by_user and filter the result
- Create a job (Spark?) that reads all the views from views_by_video and filter the result
- Denormalize to another table

What is the difference between the options (time / IO)?

#queries == #users

Example continue

How can we return all the views for a specific day?

- Create a job (Spark?) that reads all the views from views_by_user and filter the result
- Create a job (Spark?) that reads all the views from views_by_video and filter the result
- Denormalize to another table

What is the difference between the options (time / IO)?

Example continue

#queries == #users

How can we return all the views for a specific day?

- Create a job (Spark?) that reads all the views from views_by_user and filter the result

#queries == #videos

- Create a job (Spark?) that reads all the views from views_by_video and filter the result
- Denormalize to another table

What is the difference between the options (time / IO)?

Example continue

#queries == #users

How can we return all the views for a specific day?

- Create a job (Spark?) that reads all the views from views_by_user and filter the result

#queries == #videos

- Create a job (Spark?) that reads all the views from views_by_video and filter the result

- Denormalize to another table

#queries == "1"

What is the difference between the options (time / IO)?

Example continue

#queries == #users

How can we return all the views for a specific day?

- Create a job (Spark?) that reads all the views from views_by_user and filter the result

#queries == #videos

- Create a job (Spark?) that reads all the views from views_by_video and filter the result

- Denormalize to another table

#queries == "1"

But each write will take more time and storage

What is the difference between the options (time / IO)?

Example continue

How

- Create and
- Create and

Choosing the right strategy depends on the size of your data...

#queries == #users

_by_user

== #videos

_by_video

- Denormalize to another table

#queries == "1"

But each write will take more time and storage

What is the difference between the options (time / IO)?

3rd denormalization

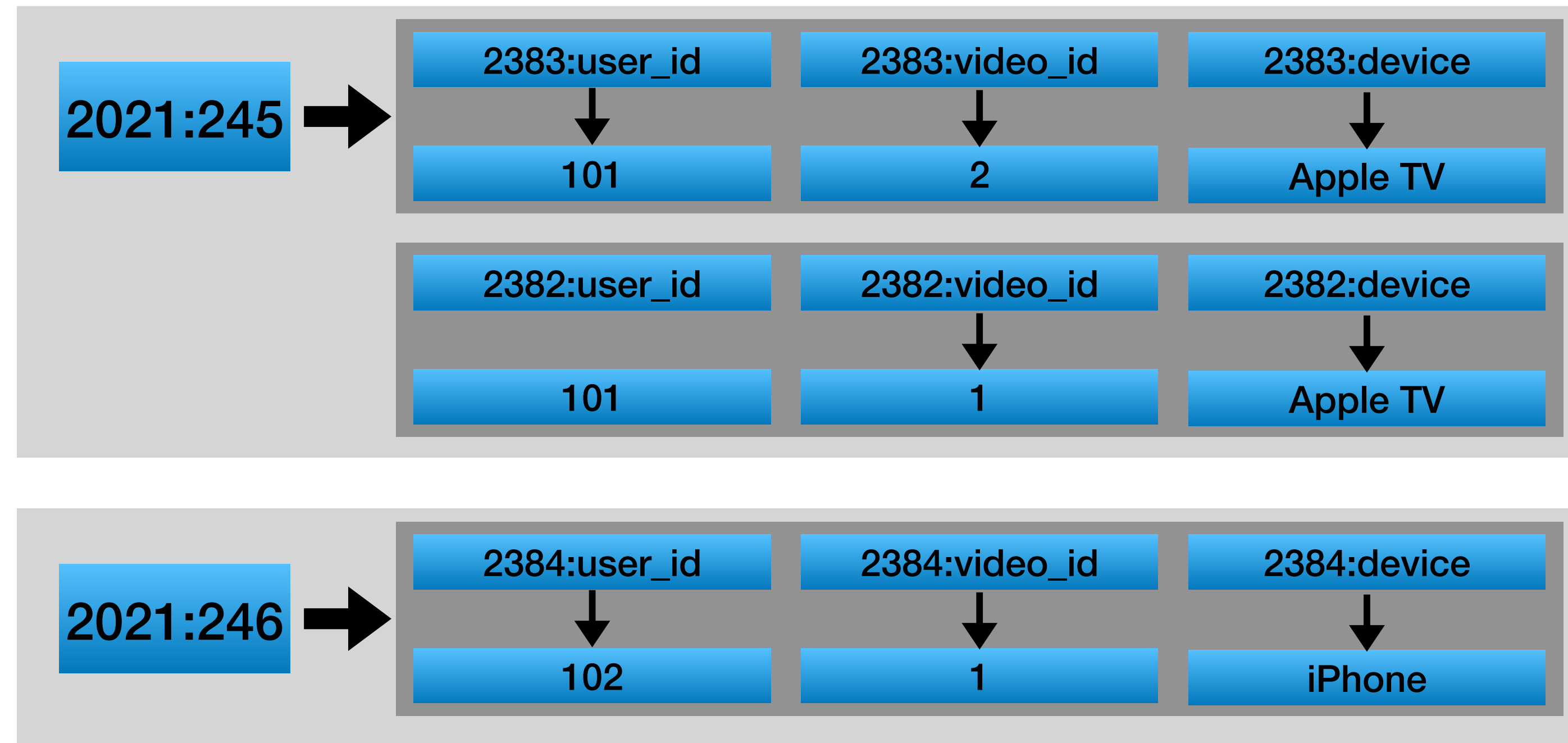
```
CREATE TABLE views_by_user (  
  user_id      BIGINT,  
  view_id     TIMEUUID,  
  video_id    BIGINT,  
  device      TEXT,  
  PRIMARY KEY ((user_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

```
CREATE TABLE views_by_video (  
  video_id    BIGINT,  
  view_id     TIMEUUID,  
  user_id     BIGINT,  
  device      TEXT,  
  PRIMARY KEY ((video_id), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

```
CREATE TABLE views_by_day (  
  year        INT,  
  day         INT,  
  view_id     TIMEUUID,  
  user_id     BIGINT,  
  video_id    BIGINT,  
  device      TEXT,  
  PRIMARY KEY ((year, day), view_id)  
) WITH CLUSTERING ORDER BY  
  (view_id DESC);
```

3rd denormalization

views_by_day



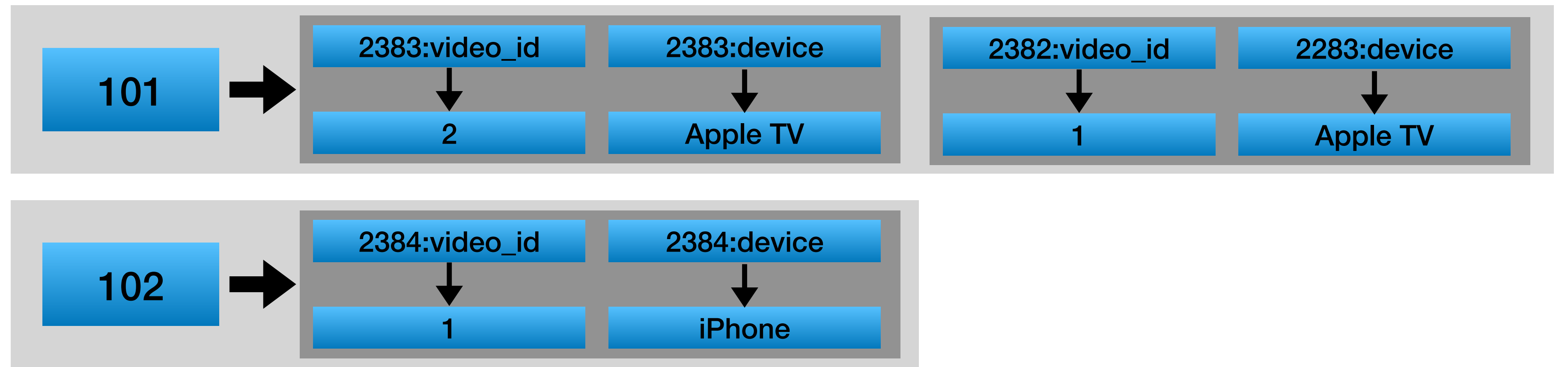
assuming:

- views 2382 and 2383 are on day 245 (2021)
- view 2384 is on day 246 (2021)

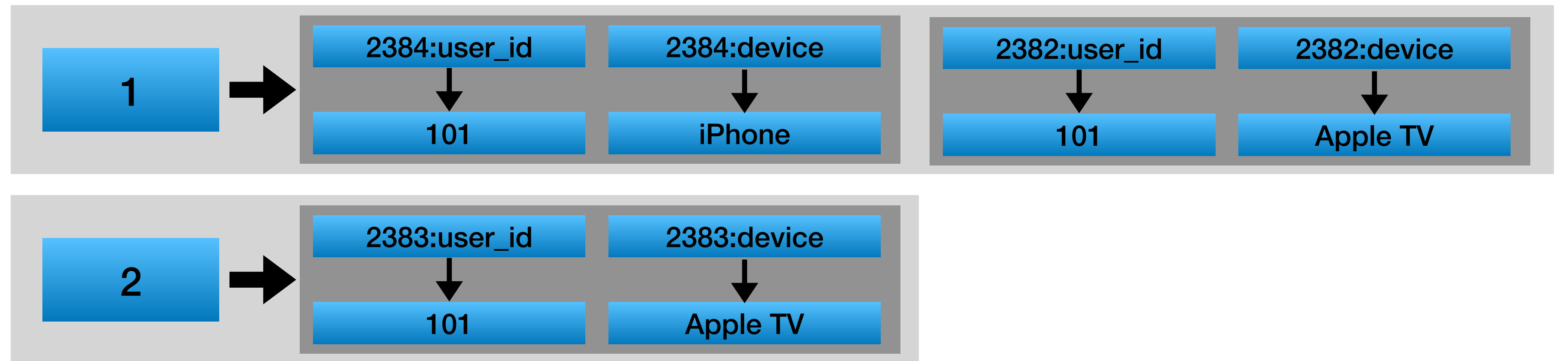
views

view_id	user_id	video_id	device	...
2382	101	1	Apple TV	
2383	101	2	Apple TV	
2384	102	1	iPhone	

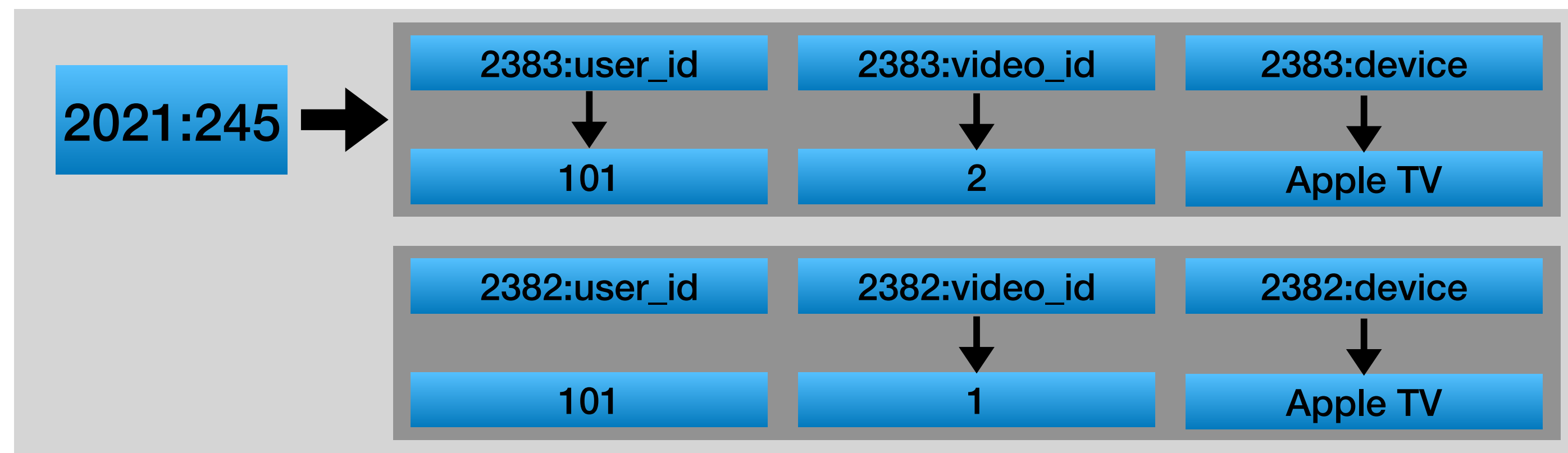
views_by_user



views_by_video



views_by_day



Interesting questions

What happens if

- Barkuni releases new video?
- Taylor Swift releases new song?
- Elon Musk wakes up?
- We have +100m views per day?



* image from YouTube

