

Automated Data Collection Using Open Source Web Crawling Technology

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Agenda



- Introduction and Motivation
- Data Collection Challenges
- Introduction to Web Crawling
- Introduction to RapidMiner
- RapidMiner Crawling the Web
- Implementation
- Future Directions
- Questions/Discussion

Presented at the 2017 ICEAA Professional Development & Training Workshop Introduction and Motivation



Data Collection is a necessary evil for cost estimators

- To support the creation of Cost Estimating Relationships (CERs)
- To support estimating by analogy
- To support selection of input values for cost estimating models

Data collection is hard

- Data is often hard to find
- Data is often hard to mine as the process is tedious and time consuming
- Data is often very noisy making it hard to understand and extract from

Manual data collection is unreliable

- Inconsistency between data collectors
- Prone to human and technical errors
- Unable to automatically analyze data

Presented at the 2017 ICEAA Professional Development & Training Workshop Introduction and Motivation



- Motivation for automated data collection:
 - TruePlanning [®] Information Technology Services Cost Model
- Many of the models we developed for IT Services required commodity pricing information

- Commodity pricing is hard to estimate over time because
 - Prices are constantly changing
 - Many companies have negotiated agreements with specific vendors
 - There are many things that drive commodity pricing outside of the scope of a typical cost estimating relationship

Presented at the 2017 ICEAA Professional Development & Training Workshop Data Collection Challenges



Finding the right data

- Accurate pricing data
- Significant technical and specification information
- Normalization across multiple vendors

Keeping the data up to date

- Commodity prices change frequently based on market factors, supply and demand, etc.
- Good pricing data from last quarter is unlikely to relevant in this quarter

Need a solution that is:

- Repeatable
- Consistent
- Can be accomplished quickly with the push of a button
- Can be updated regularly without extensive time investment

Presented at the 2017 ICEAA Professional Development & Training Workshop Introduction to Web Crawling



• What is a web crawling?

- Automated process that browses the World Wide Web in a methodical manner
- Used to provide up-to-date data
- Used to gather/store specific information from a website

Web Crawling Tools

- Tableau
- RapidMiner
- Mozenda
- Knime
- Weka
- Orange, etc.

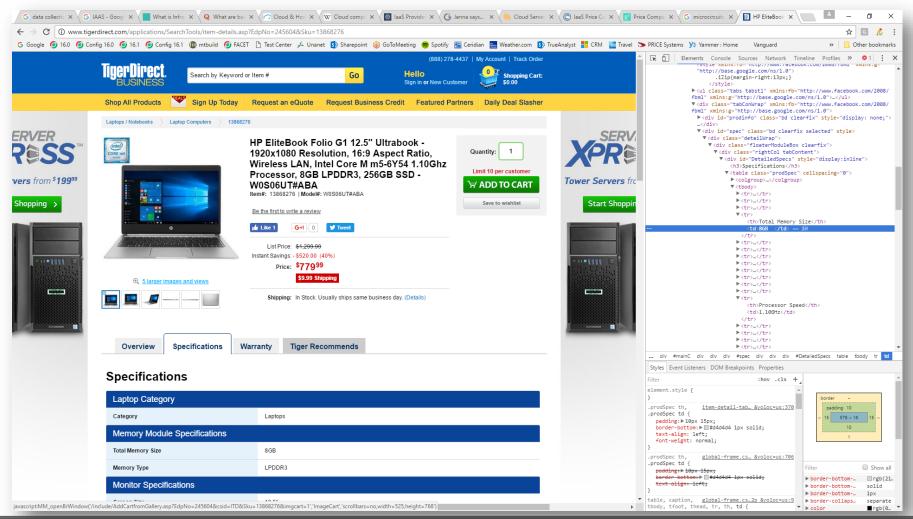
Top 50 open source web crawlers for data mining:

http://bigdata-madesimple.com/top-50-open-source-web-crawlers-for-data-mining/

Introduction to Web Crawling Output Description: Output Descri



- HTML source code
 - While the website layout may change, html source stays consistent
 - Ex: looking for "memory" on webpage



Presented at the 2017 ICEAA Professional Development & Training Workshop RapidMiner



- Open source, predictive analytics platform
 - Freely available, may be modified and redistributed
- Available under the GNU Affero General Public License (AGPL)
 - Free software license

- User friendly, graphical user interface that allows for:
 - data collection and data mining
 - data loading and transformation
 - predictive analytics and statistical modeling
 - data preprocessing and visualization

Summary of RapidMiner Capability



Data Access

- Read from/write:
 - Files
 - **Database**
 - **Applications**
 - **Cloud Storage**

Transformation

- Generate and set attributes
- Filter and sort examples
- Normalization

Modeling

- Correlation
- Clustering
- Predictive analytics

Validation

- Significance testing
- Regression
- Visualization

Text Processing

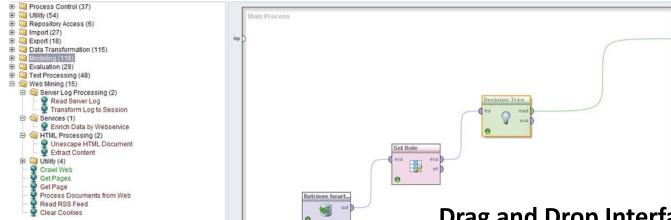
- Extract data
- Filter and transform data
- Create documents

Web Mining

- Decode URLs
- Get webpages
- Crawl web

Presented at the 2017 ICEAA Professional Development & Training Workshop Introduction to RapidMiner Capabilities





Drag and Drop Interface to Build Processes

Easy import of data from Excel

■ Data View Meta Data View Plot View Advanced Charts Annotations

ExampleSe	t (138 examp	oles, 0 special a	ttributes, 8 re	egular attributes)			
Row No.	Age	Marital_Stat	Gender	Weight_Cat	Cholesterol	Stress_Man.	. Trait_Anxiety	2nd_Heart
1	60	2	0	1	150	1	50	Yes
2	69	2	1	1	170	0	60	Yes
3	52	1	0	0	174	1	35	No
4	66	2	1	1	169	0	60	Yes
5	70	3	0	1	237	0	65	Yes
6	52	1	0	0	174	1	35	Example
7	58	2	1	0	140	0	45	LAGITIPIO
8	59	2	1	0	143	0	45	
9	60	2	0	0	139	0	45	Row N
10	51	1	1	0	174	1	40	
11	52	1	0	0	189	1	65	1
12	70	2	1	1	147	1	50	
13	52	2	1	2	160	0	40	2
14	74	3	1	2	178	0	75	
15	64	2	1	2	236	1	80	3
16	69	2	0	1	146	1	50	
17	58	2	0	0	141	0	45	4
18	68	1	0	0	172	0	60	5

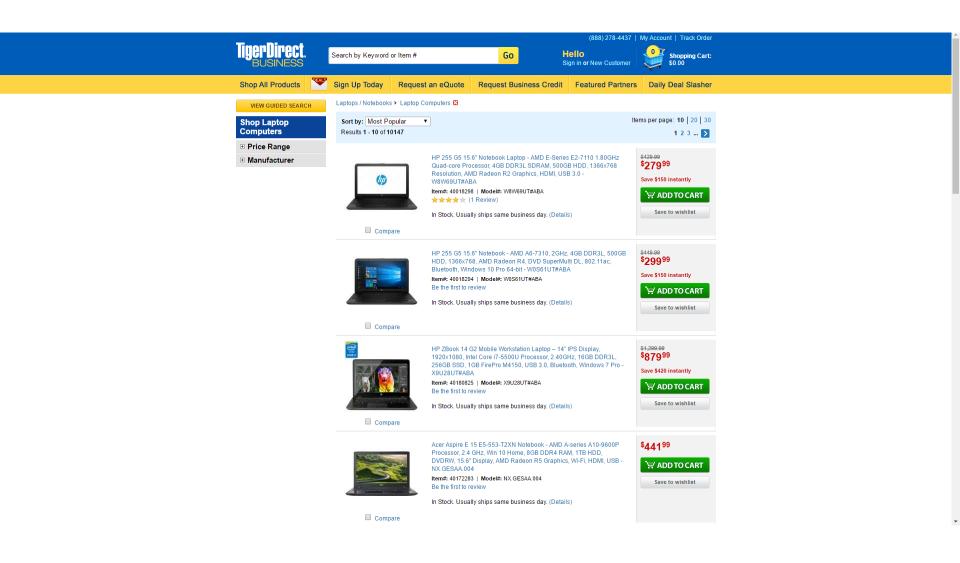
Simple Data Customization

ExampleSet (8 examples, 0 special attributes, 6 regular attributes)

Row No.	Name	URL	Definition Name	Type of Device	Level	Router Unit
1	AudioCodes	http://www.tig	Infrastructure Services New Projects	networkDevice	2	66
2	TP-Link TL-R	http://www.tig	Infrastructure Services New Projects	networkDevice	2	73
3	Cisco RV042	http://www.tig	Infrastructure Services New Projects	networkDevice	2	168
4	Axio Meory D	http://www.tig	Infrastructure Services New Projects	networkDevice	2	102
5	AudioCodes	http://www.tig	Infrastructure Services New Projects	networkDevice	2	93
6	D-Link Power	http://www.tig	Infrastructure Services New Projects	networkDevice	2	79
7	Zyxel ADSL2+	http://www.tig	Infrastructure Services New Projects	networkDevice	2	29
8	D-Link Power	http://www.tig	Infrastructure Services New Projects	networkDevice	2	59

Presented at the 2017 ICEAA Professional Development & Training Workshop Web Crawling: Version 1



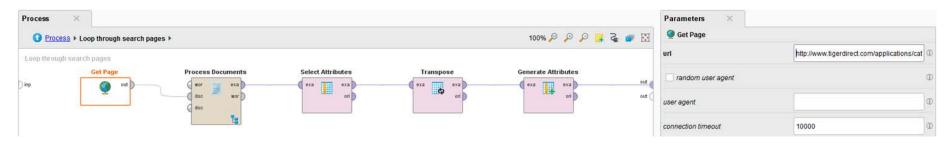


RapidMiner for Web Crawling



Version 1:

- Get Page
 - Identify a webpage URL
 - RapidMiner sends a GET request via HTTP
 - Returns the webpage as a document
 - RapidMiner can crawl and scrape this document



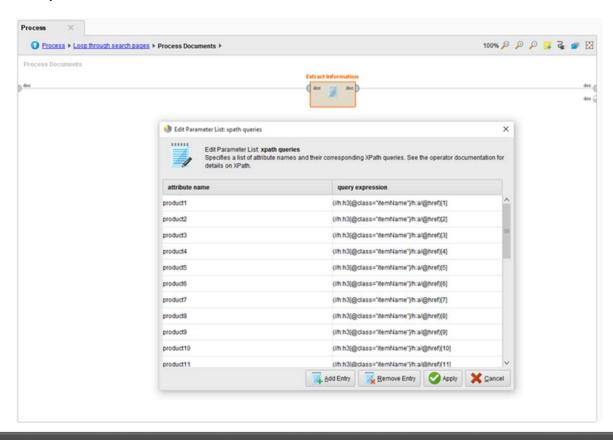
- **Process Documents**
 - Generates word vectors from a text object

RapidMiner for Web Crawling



Version 1:

- Extract Information
 - Extracts information from (Get Page) document
 - Create list of product URLs

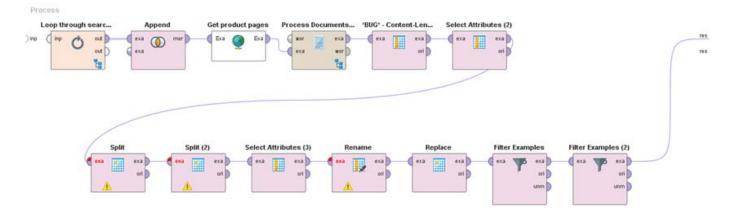


RapidMiner for Web Crawling RapidMiner for Web Crawling



Version 1:

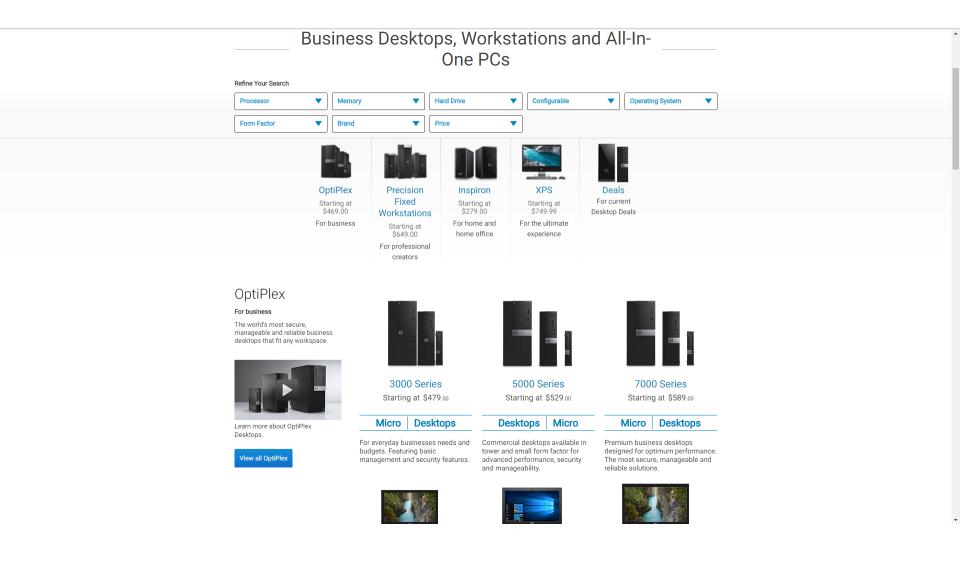
- Get Pages
 - Sends RapidMiner out to each product link that it grabbed in Process Documents



- **Process Documents from Data**
 - Generates word vectors from string attributes
- **Extract Information**
 - Extracts information from (Get Page) document
 - XML Path Language (XPath) queries extract specifications from the document

Presented at the 2017 ICEAA Professional Development & Training Workshop Web Crawling: Version 2





RapidMiner for Web Crawling



Version 2:

Crawl Web

- Start on the specified URL
- Crawling rules tell RapidMiner which links to follow
- Store retrieved pages in an Example Set

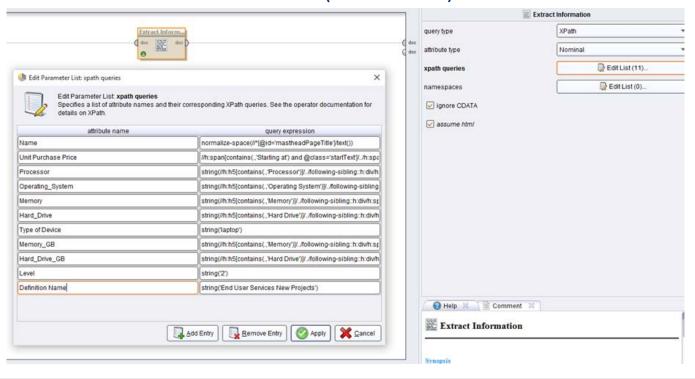


RapidMiner for Web Crawling



Version 2:

- Process Documents from Data
 - Generates word vectors from string attributes
- Extract Information
 - Extracts information from a document (stored URLs)



Implementation to Support Commodity Pricing Data Collection



Transforming the data

- Map
 - Normalize data by mapping units to conversion factors
- Replace
 - Replace specific columns with just numerical values
- Rename
 - Rename attribute names to fit your data sets
- Filter
 - Filter out missing or unwanted data
- Reorder
 - Transform rows to match your ideal data set order

Row No.	URL	Name	Definition Name	Hard_Drive	Hard_Drive	Level	Memory	Memory_GB	Operating_System	Processor	Type of Device	Unit Purchase Price
1	http://www.de	Latitude 13 30	End User Services	M.2 128GB S	128	2	4GB (1x4G):	4	Windows 10 Pro 64t	Pentium DC	laptop	699
2	http://www.di	Latitude 12 70	End User Services	M.2 128GB S	128	2	4GB (1x4GB	4	Windows 10 Pro, 64-	6th Generat	laptop	1049
3	http://www.di	Latitude 13 7(End User Services	M.2 128GB S	128	2	4GB LPDDR	4	Windows 7 Profession	Intel® Core¹	laptop	1299
4	http://www.de	New Inspiron	End User Services	500GB 5400	500	2	4GB Single (4	Windows 10 Home,	Intel® Pentii	laptop	499
5	http://www.de	New Inspiron	End User Services	500GB 5400	500	2	4GB Single (4	Windows 10 Home,	Intel® Pentil	laptop	449
5	http://www.de	New Inspiron	End User Services	256GB Solid	256	2	8GB Dual Ct	8	Windows 10 Home 6	6th Generat	laptop	749
7	http://www.de	New Inspiron	End User Services	256GB Solid	256	2	8GB Dual Cf	8	Windows 10 Home 6	6th Generat	laptop	749
3	http://www.de	Precision 15:	End User Services	500GB 2.5 ir	500	2	8GB (2x4GB	8	Windows 7 Profession	Intel® Core¹	laptop	999
9	http://www.de	Precision 15!	End User Services	500GB 2.5 ir	500	2	8GB (2x4GB	8	Windows 7 Profession	Intel® Core¹	laptop	1399
10	http://www.di	XPS 15 Lapto	End User Services	500GB 7200	200	2	8GB (1x8G):	8	Windows 10 Home,	6th Generat	laptop	999

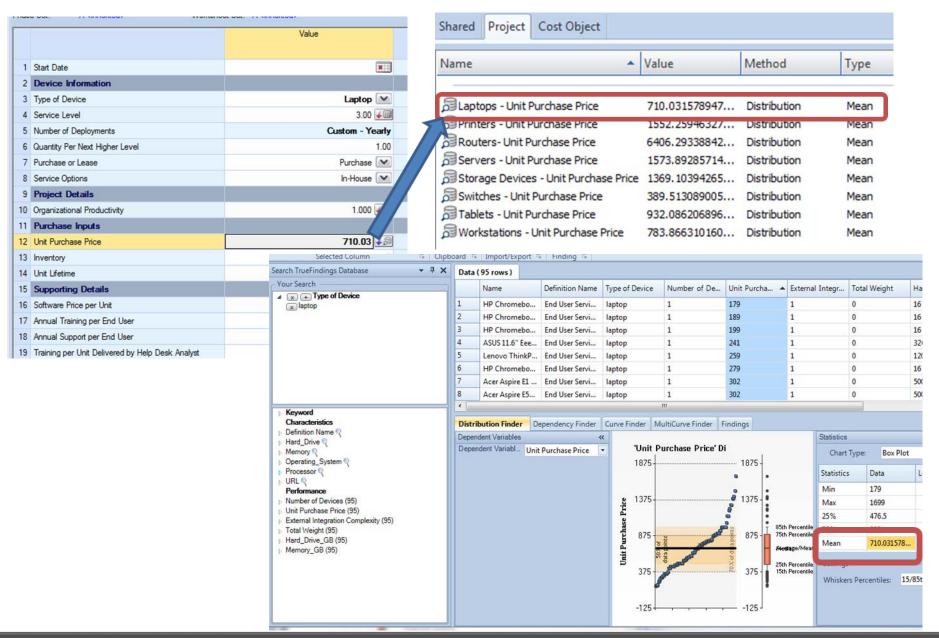
Implementation to Support Commodity Pricing Data Collection



- Processes have been created to crawl Dell, HP and TigerDirect for pricing and performance data for:
 - Laptops
 - Workstations
 - Tablets
 - Printers
 - Storage Devices
 - Servers
 - Other Supporting Hardware
- These processes create Excel files that are directly importable into the IT Hardware TrueFindings® database
- This database can be updated in several hours to support quarterly updates which can be distributed to the community

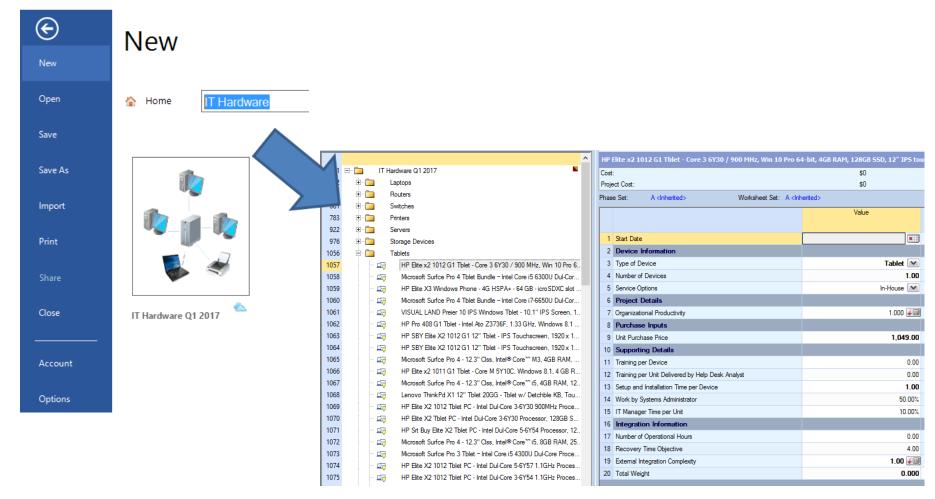








 These data points can also be accessed via the File New Template Search in TruePlanning 16.0 for immediate drag and drop into a project file.



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IT Hardware Commodity database

- Quarterly updates with the existing processes that have been developed
- Add additional data sets from new websites based on user suggestions
- Including more specifications depending on user needs

IT Software pricing requirements

- We are currently investigating the feasibility of creating similar processes to support this
- This may be problematic because many software applications require calls to the vendor for quotes – we're hopeful we may be able to find sources
- Customers may use specific vendor sites not available to us to crawl

Extending processes to Hardware and Microcircuits

- Include commodity prices for electronic components
 - Ex: Microcircuits board cost
- Include Hardware COTS cost estimation
 - Ex: Purchased Hardware Unit Cost

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Infrastructure as a service (laaS): refers to online services that abstract the user from the details of infrastructure like physical computing resources, location, data partitioning, scaling, security, backup etc.

laaS pricing comparisons

- Collect IaaS features and pricing
- Normalize pricing in order to compare
- Collect data from multiple websites
- Keep pricing knowledge up to date

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IaaS Providers List: Comparison And Guide

laaS Provider: Windows Azure

Despite the name, Windows Azure is not a Windows-only laaS. The compute and storage services offered are typical of what you'll find in other laaS providers, and administrators used to Microsoft platforms will find working with Windows Azure much easier. The laaS offers ready access to virtual networks, service buses, message queues, and non-relational storage platforms as well.



laaS Provider: Amazon AWS



Amazon Web Services offers a f offerings, including on-demand i services such as Amazon Elastic GPU instances, as well as Elasti performance SSDs on the storag offers infrastructure services suc passing, archival storage, in-me services, both relational and No:

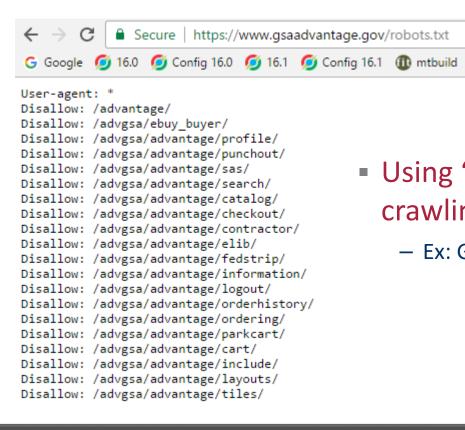
Key Features	Easy-to-use administration tool, especially for Windows admins. Windows Azure can also be used as a PaaS.
Limitations	Minimal, easy-to-use portal interface may not be so appealing to command line gurus.
Pricing	m 0.02 to 1.60 per hour. Storage prices range from 0.07 /GB/month to 0.12 /GB/month, depending on level of redundancy.
Bonus	Free 30-day trial with a limit of up to \$200 is available for new users.

Key Features	Rich set of services and integrated monitoring tools; competitive pricing model. AWS can also be used as a PaaS.
Limitations	AWS is a complex mixture of services. As your workflows become more complex and you use more services it can be difficult to project expenses. However, Amazon offers a monthly calculator to help estimate your costs.
Pricing	Instances range from \$0.113/hour to \$6.82/hour, with volume discounts available for reserved instances. Storage prices range from \$0.095/GB/month to \$0.125/GB/month. Additional charges for application services and data egress may apply.
Bonus	New users can get 750 hours, 30GB storage and 15GB bandwidth for free with AWS's Free Usage Tier.

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- Custom solutions for clients
 - based on their specific purchasing vendors and products
 - crawl noisy excel files for a faster, automated data collection/transformation



- Using "/robots.txt" test tool to verify crawling is available
 - Ex: GSA Advantage does not allow web crawling





Resources



RapidMiner can be downloaded from:

https://my.rapidminer.com/nexus/account/index.html#downloads

Tableau can be downloaded from:

https://www.tableau.com/trial/data-mining#form

Mozenda can be downloaded from:

https://accounts.mozenda.com/signup

Knime can be downloaded from:

https://www.knime.org/downloads/overview

Weka can be downloaded from:

http://www.cs.waikato.ac.nz/ml/weka/downloading.html

Orange can be downloaded from:

http://orange.biolab.si/download/

laaS Providers List: Comparison And Guide

http://www.tomsitpro.com/articles/iaas-providers,1-1560.html