

## **Combining Business Intelligence with Semantic Technologies: The CUBIST Project**

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# Combining Business Intelligence with Semantic Technologies: The CUBIST project

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**Abstract.** This paper describes the European Framework Seven CUBIST project, which ran from October 2010 to September 2013. The project aimed to combine the best elements of traditional BI with the newer, semantic, technologies of the Semantic Web, in the form of RDF and FCA. CUBIST's purpose was to provide end-users with "conceptually relevant and user friendly visual analytics" to allow them to explore their data in new ways, discovering hidden meaning and solving hitherto difficult problems. To this end, three of the partners in CUBIST were use-cases: recruitment consultancy, computational biology and the space industry. Each use-case provided their own requirements and evaluated how well the CUBIST outcomes addressed them.

## 1 Introduction

CUBIST - Combining and Uniting Business Intelligence and Semantic Technologies – is an EU-funded research project which ran from Oct. 2010 until Sept. 2013. This paper summarizes key achievements and results of CUBIST.

CUBIST is the joint effort of seven partners, namely SAP AG/SAP (Germany), Ontotext/ONTO (Bulgaria), Sheffield Hallam University/SHU (UK), Centrale Recherche S.A./CRSA (France), Heriot-Watt University/HWU (UK), Space Applications Services NV/SAS (Belgium), and Innovantage/INN (UK). SAP, ONTO, SHU and CRSA have acted as technical partners, developing the CUBIST prototype. HWU, SAS and INN in turn have served as use-case partners.

The CUBIST project developed methodologies and a platform that combines essential features of Semantic Technologies and BI. The most-prominent deviations from traditional BI-platforms are:

- The data persistency layer in the CUBIST-prototype based on a BI enabled triple store, thus CUBIST enables a user to perform BI operations over semantic data.
- In addition to some traditional charts, CUBIST provides novel graph-based visualizations to analyse the data. Formal Concept Analysis is used as the mathematical foundation for meaningfully clustering the data.

From a user's perspective, CUBIST provides three different means to access the data:

- Factual search: A semantic search that allows the user to query the data in order to retrieve entities which satisfy user-defined constraints.
- Explorative search: A graph-based view that allows the user to interactively explore the data.
- Visual analytics: Clusters and aggregations of data can be visually analyzed using traditional charts or novel visualizations. The selection of the visualized data as well as the visualizations are highly interactive, thus CUBIST provides 'BI as a self-service'.

## 2 Architecture and Software Components

In the project, a reference architecture for a semantic BI-system has been defined. Figure 1 depicts this reference architecture. It consists of five layers:

- The Data Layer includes all structured and unstructured data sources relevant to the CUBIST system. Examples for such data are: structured relational databases and Excel files, unstructured web documents, semi-structured XML documents.
- The Semantic ETL Layer comprises different software products and components that help accessing, extracting and transforming data into a unified RDF data model so that the legacy data can be stored in the RDF data warehouse.
- The Semantic Data Warehouse is a persistence layer containing a high-performance RDF database, responsible for storing and querying semantically enriched data and its related schema information (ontology). This is provided by OWLIM: a highly scalable triple store from ONTO. In addition, this layer contains a Data Management API which enabled the semantic ETL tools to store and update data in the RDF data warehouse; as well as a SPARQL endpoint providing a data query and access interface (1).
- The CUBIST Services Layer includes the Search Service component (which offers application logic to navigate and search the semantic data warehouse) provided by NowaSearch frontend and Search Service from SAP and the FCA Service component (which manages the formal context lifecycle) provided by SHU and is a new development within CUBIST. FCAService provides features of the standalone tools FcaBedrock (2) and In-Close2 (3) as web-services.
- Finally, the CUBIST Frontend Layer is comprised of all GUI tools used by the end users including CUBIX (4) by CRSA which is a standalone FCA visualization and analysis tool newly developed for CUBIST and which serves as the main visual analytics frontend.

OWLIM is a commercial product but with a free version. FCAService and CUBIX have been published on GitHub under the under the Apache 2.0 license. NowaSearch is currently being reviewed in an SAP-internal open source approval process.

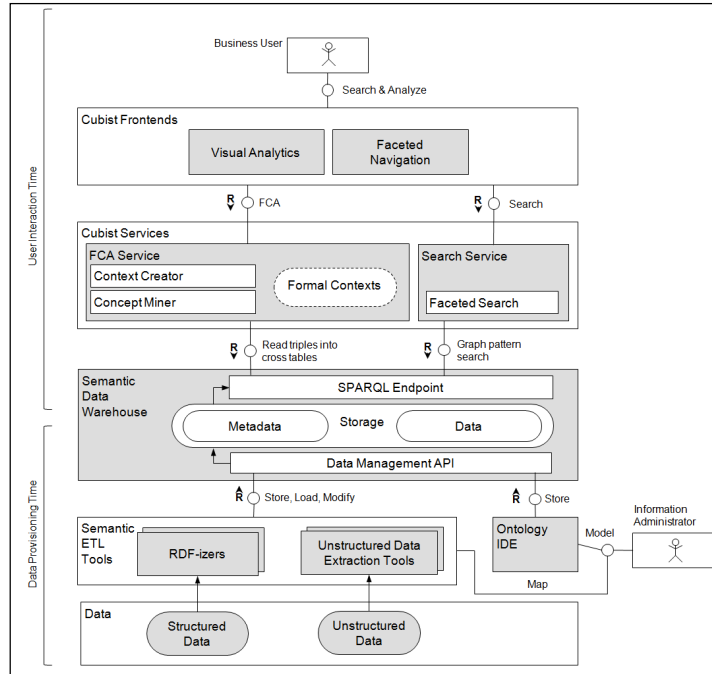


Fig. 1. FMC<sup>1</sup> diagram of the CUBIST reference architecture

### 3 User Workflow

The data schema of each use-case was modelled in RDFS. The start screen of the prototype is the “search and select view”, which follows the faceted search paradigm. The facets shown there correspond to the RDFS-classes in the backend. A facet of interest (FoI) is selected (later on, entities of this class will serve as formal objects in the FCA-based visual analytics). Attributes (datatype properties) can be chosen to be visualized and used for filtering. If the attribute is a nominal attribute, checkboxes of the attribute values are used to include only objects carrying the chosen value(s). If the attribute is ordinal, the user can select intervals of values for filtering. For example, a user can select a FoI and use attributes of other facets to filter down the result set, being a subset of his FoI. In the backend, the CUBIST query generator finds the first-found smallest subgraph where all needed types are included, and uses this subgraph in its search engine. For the result-set, there is a listview where the found FoI-elements with their FoI-specific attributes are shown. A tabular view shows only the names of the FoI elements, but attributes of possibly different facets and can be visually analyzed with traditional charts or graph- and FCA-based visualizations.

If the resultset consists of only a few entities, they can serve as starting point for exploring their neighborhood in the in graph-based data. The “graph-exploration

<sup>1</sup> Fundamental Modelling Concepts (FMC)

view” provides a node-edge visualization, where the nodes depict entities (instances) in the data and labelled edges depict the selected relations between the entities. Via different user interactions, nodes and edges can be added to or removed from the view. Zooming and panning, as well as restricting the displayed nodes to regions of interest allow the user to interactively explore the neighborhood of the result set.

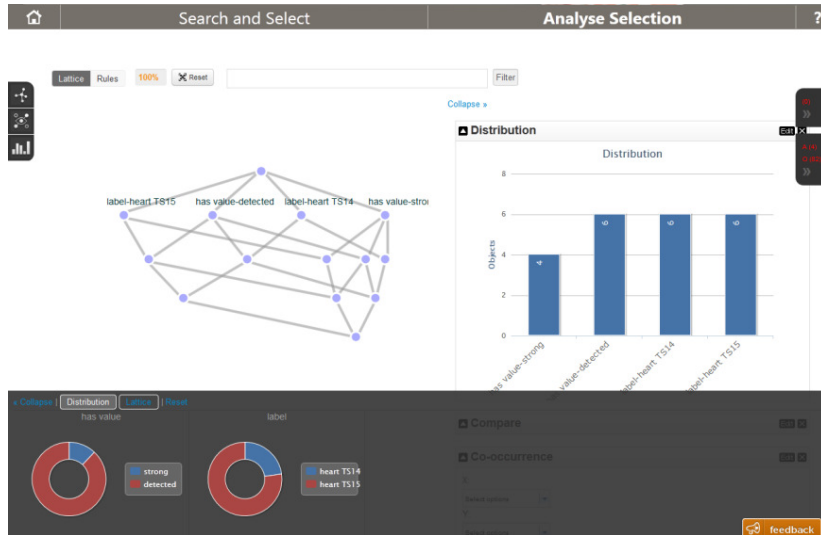


Fig. 2. CUBIX prototype for VA-frontend

A result set defined in the search and select view can be visually analyzed with FCA methods. The result set consists of entities with selected attributes, which can be strings, numbers, or date-time-values. This result set has first to be converted into a formal context. This is done in the “conceptual scaling view”, where the user can scale many-valued attributes into binary formal attributes using a number of FCA techniques (5, 6). Conceptual scaling in CUBIST is the counterpart of data aggregation methods in traditional BI systems.

Finally, the scaled result set can be analyzed with FCA methods in the “analyze view”. In this view, several kinds of diagrams are provided. First of all, the well-known Hasse-diagrams are utilized, as well as Sankey diagrams. Via duplication of formal concepts, the concept lattice can be turned into a tree, and different tree visualizations like sunburst-diagrams and a standard tree visualization can be used. Apart from the user-chosen main diagram, standard charts like bar charts or a graph visualization are connected to the main diagram with linking-and-brushing show specific details. The analyze view provides functionalities to interactively filter and drill down the presented data. Finally, apart from visualizing the concept lattice, association rules can be displayed, filtered and explored.

Figures 2 and 3 show some FCA-based visualizations produced by the HWU EMAGE use-case.

## 4 Use Cases

The three use case partners HWU, SAS and INN provided three use cases with different needs to analyze the data.

HWU provided a biomedical informatics use case. In this use case, gene expression data of mouse embryos is analyzed (7) to explore the co-occurrence of genes in different tissues (body parts of the mouse), and the change of level of expressiveness of a gene during the development of a mouse. Traditional BI tools fall short for these kind of questions, and in fact, before CUBIST there were no tools to analyze the gene expression data in this use case. The dataset of this use case contained six RDFS classes and ~1.400.000 triples.

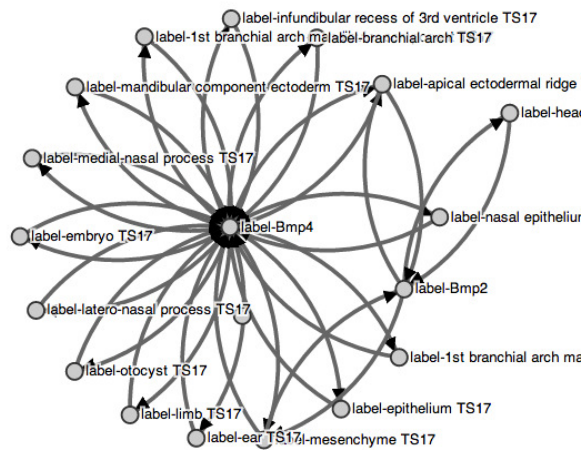


Fig. 3. Attribute implication

SAS provided a Control Center operations use case: In mission control rooms in space Control Centers very large volumes of data are obtained from heterogeneous sources. The CUBIST prototype was used to analyze telemetry data of solar equipment. This equipment logs ~200 attributes per second, and CUBIST was used to detect patterns of attributes and attribute values in this data which appear during failures of the equipment. Before CUBIST, SAS had no proper tools to conduct this task. The SAS dataset contains only one RDFS-class with ~200 properties and contained ~500.000.000 triples.

INN provided a market and competitive intelligence use case, in which information from job advertisements crawled by CUBIST and an existing firmographic database had been combined. CUBIST elicited market intelligence (insights about who is recruiting, and where and when and how they recruit) and competitive intelligence to help employers track and better understand the recruitment activity of their competitors.. The INN dataset comprised ~57.000.000 triples and seven types.

## 5 Evaluation and Conclusion

A detailed evaluation was carried out by end-users for each use-case, involving questionnaires, walk-throughs and problem solving tests. Overall, CUBIST was more highly rated by the HWU and SAS users than the INN users. In other words: CUBIST is better suited for the novel ways to analyse information required by the HWU and SAS use-cases and less suited for the traditional BI approach required by INN (8). The CUBIST approach is not improving, but *complementing* traditional BI-means.

A main feature of CUBIST was the integration factual search, explorative search and visual analytics data (9). The evaluation showed that supporting these different types of information need was appreciated by the users, and each of the corresponding components was rated useful for specific information needs.

The visual analytics in CUBIST are dominated by novel visualizations which show clusters and dependencies, instead of numerical results, linked to some traditional visualizations. The visual analytic features target the more novel information needs. Having different types of visualizations integrated in one BI-tool was positively rated, even if some visualizations (such as an FCA lattice) are in the beginning hard to understand. The ease of use and visual appeal were less well-rated, however, perhaps reflecting the still prototypical nature of the CUBIST components.

Finally, the users concluded that CUBIST was an expert tool. The novel approaches taken in CUBIST need some learning effort in the beginning. Nevertheless, CUBIST provided new insight into the users' data. The effort required to use the tools and read the FCA-based results was outweighed by the answers that they provided.

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