

Explain The Big Data?

The definition of big data is data that contains greater **variety**, arriving in increasing **volumes** and with more **velocity**.

- **V's of Big Data**

- **Volume:** Volume is like the base of big data, as it is the initial size and amount of data that is collected. If the volume of data is large enough, it can be considered big data

- **Velocity:** It refers to how quickly data is generated and how quickly that data moves. This is an important aspect for companies need that need their data to flow quickly

- **Variety:** Variety refers to the diversity of data types.

The challenge in variety concerns the standardization and distribution of all data being collected.



Sources of Big Data

- 1. Social Media:** Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn generate huge amounts of data every day. This data can be used to gain insights into user behavior, preferences, and trends.
- 2. Internet of Things (IoT):** IoT devices such as sensors, cameras, and wearables generate a large amount of data that can be used to monitor and analyze the environment.
- 3. Web Logs:** Web logs contain detailed information about user activity on websites and can be used to gain insights into user behavior.
- 4. Mobile Devices:** Mobile devices generate a large amount of data that can be used to track user location, preferences, and activities.
- 5. Business Applications:** Business applications such as customer relationship management (CRM) systems generate a large amount of data that can be used to gain insights into customer behavior and preferences.

