three v's:
1. volume: amount of data produced
2. variety: multitude of sources that are generating data
3. velocity: speed that data accumulates in a database

big data analytics:
1. descriptive: uses past data to help describe the current and past state of things
2. predictive: uses algorithms and historical data to make decisions about probable behavior in the future
3. prescriptive: what might happen in different scenarios

confirmation bias: tendency to interpret information in a way that confirms a pre-existing hypothesis

available heuristic: most recent or available data is believed to be the most important