

VOLUME

- **Volume** refers to the amount of data (Size of the data).
- Today, data size has increased to size of terabytes in the form of records or transactions.
- For instance, a commercial aircraft generates ~3GB of flight sensor data in 1 hour.

VELOCITY

- The **Velocity** is the speed at which the data is created, stored, analyzed and visualized.
- For instance, every minute we upload 100 hours of video on YouTube.
- In addition, every minute over 200 million emails are sent, around 20 million photos are viewed and 30,000 uploaded on Flickr, almost 300,000 tweets are sent and almost 4 to 5 million queries on Google are performed.

