AN EXAMPLE OF **UNSTRUCTURED** DATA
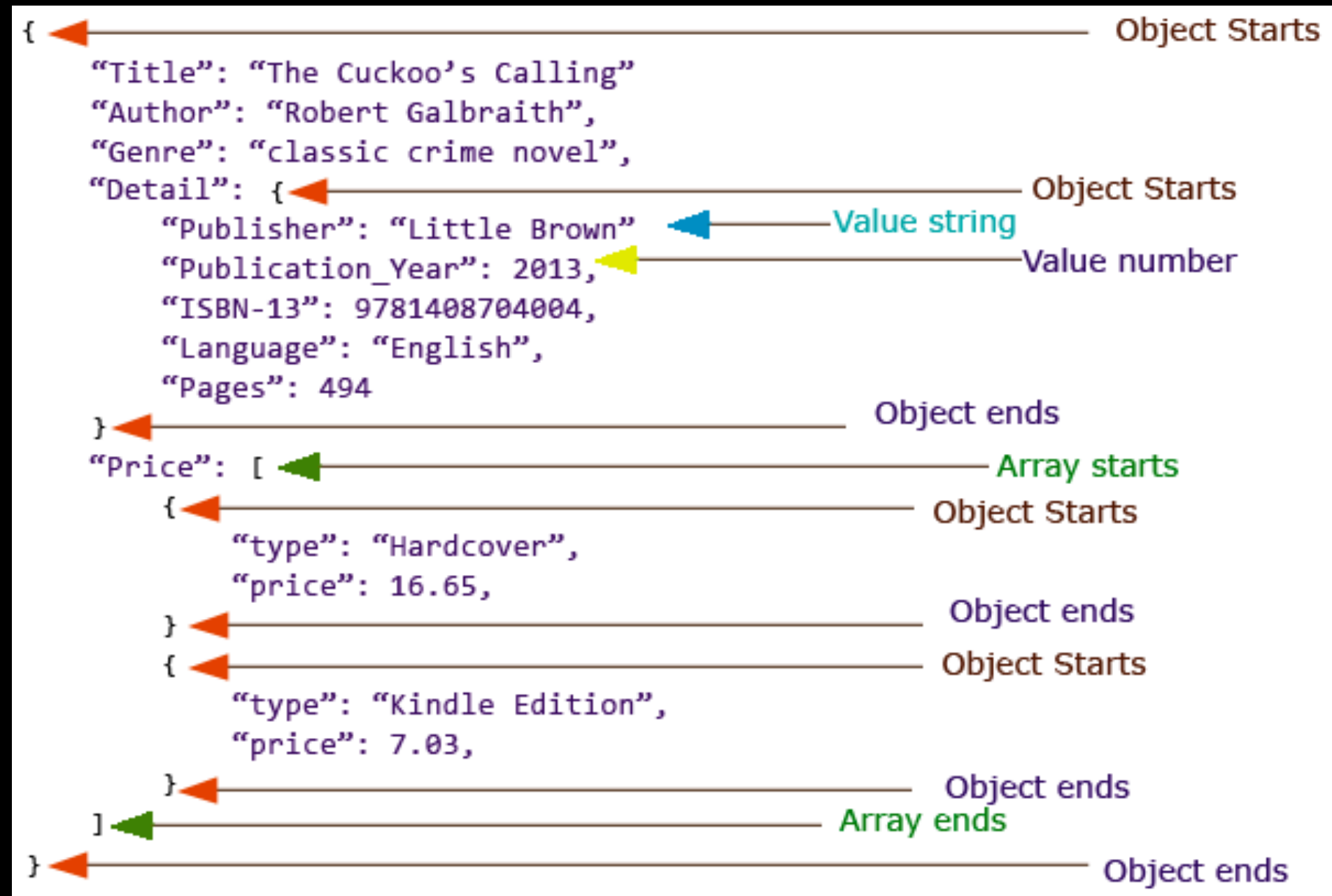
Not easily portable to a traditional row-column RDBMS.

Data are text-heavy and/or are web data.


```
{                                                    ← Object Starts
    "Title": "The Cuckoo's Calling"
    "Author": "Robert Galbraith",
    "Genre": "classic crime novel",
    "Detail": {                                      ← Object Starts
        "Publisher": "Little Brown"                  ← Value string
        "Publication_Year": 2013,                    ← Value number
        "ISBN-13": 9781408704004,
        "Language": "English",
        "Pages": 494
    }                                                ← Object ends
    "Price": [                                        ← Array starts
        {                                            ← Object Starts
            "type": "Hardcover",
            "price": 16.65,
        }                                            ← Object ends
        {                                            ← Object Starts
            "type": "Kindle Edition",
            "price": 7.03,
        }                                            ← Object ends
    ]                                                ← Array ends
}                                                    ← Object ends
```

JSON Data

BIG DATA ARE TYPICALLY CHARACTERIZED BY 4 CRITERIA.

CHARACTERISED BY + CRITERIA