

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.

VARIETY

- **Variety** refers to the many sources and types of data.
- In the past, all data that were created were structured data, it neatly fitted in columns and rows.
- Now, most data are unstructured.

