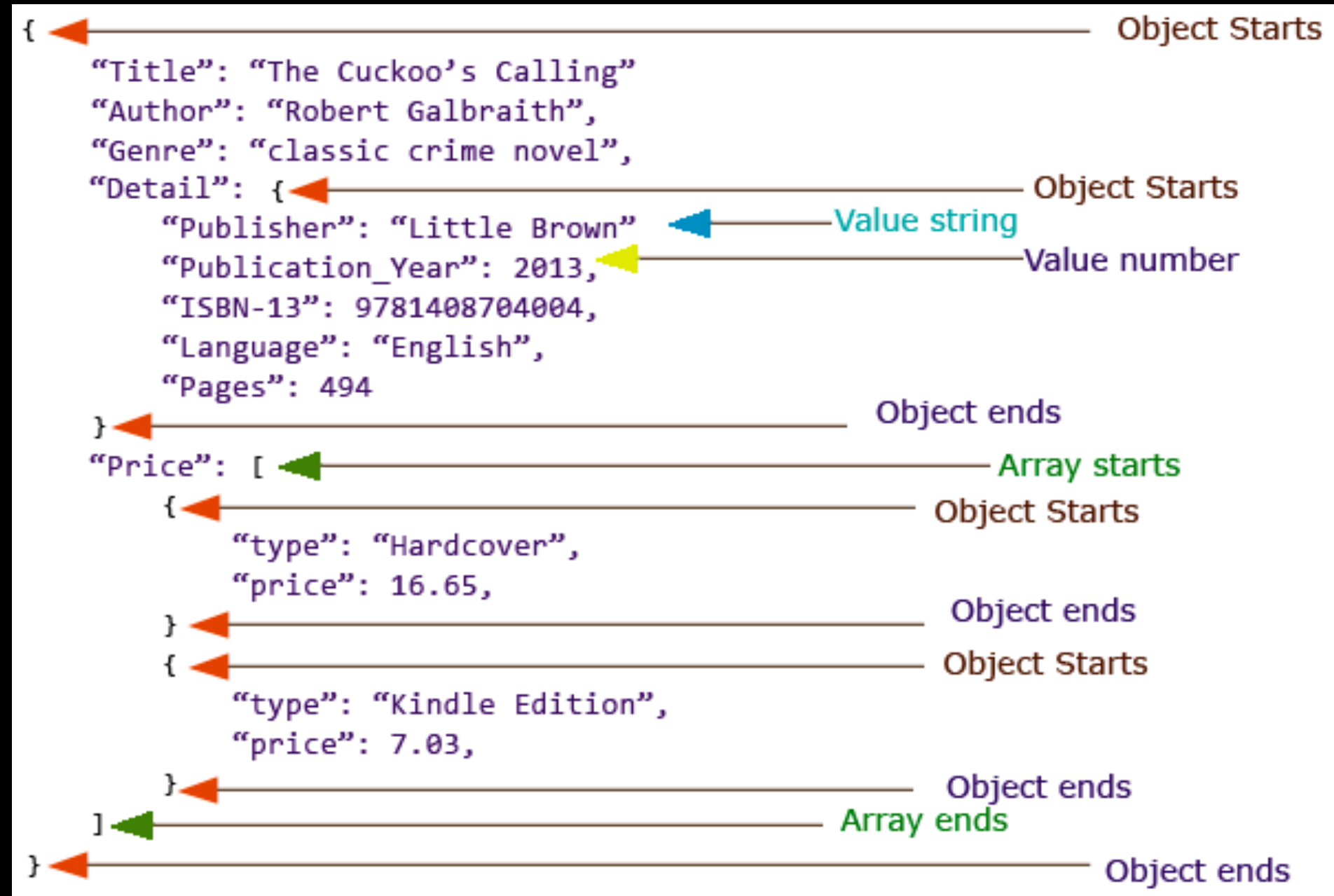


# AN EXAMPLE OF UNSTRUCTURED DATA

Not easily  
portable to a  
traditional  
row-column  
RDBMS.

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



JSON Data

**BIG DATA** ARE TYPICALLY  
CHARACTERIZED BY 4 CRITERIA.

