BIG DATA ARE TYPICALLY CHARACTERIZED BY 4 CRITERIA.



SCALE OF DATA
VOLUME



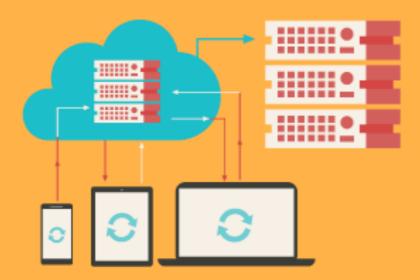
FORMS OF DATA

VARIETY

BIG DATA

VELOCITY

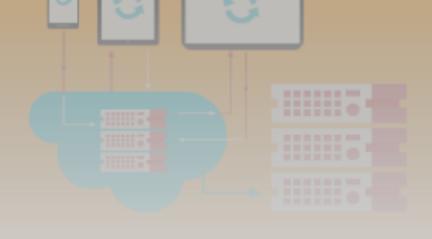
ANALYSIS OF DATA-FLOW



VERACITY
UNCERTAINTY OF DATA



VELOCITY ANALYSIS OF DATA-FLOW



VERACITY JNCERTAINTY OF DATA

