

**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





ANALYSIS OF DATA-FLOW  
VELOCITY



UNCERTAINTY OF DATA  
VELOCITY

DATA  
BITE