

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.

VERACITY

- **Veracity** refers to the biases, noise and abnormalities, ambiguities, latency in data.
- Having a lot of data in different volumes coming in at high speed is worthless if that data is incorrect.

