

WHAT ARE **BIG DATA**?

- Every two days we create as much data as we did from the beginning of time until 2000.
- And the amount of data we're creating continues to increase rapidly.
- By 2020, the amount of digital information available will have grown to 50 zettabytes.
- Data are traditionally limited to spreadsheets or databases, but it can now include anything from databases to photos, videos, sound recordings, written text and sensor data.



ATA BIG DATA BIG

DATA COME IN **TWO** FORMS

- **Structured** data refer to data with a high degree of organization like those found in a relational database.
- **Unstructured** data usually refer to information that doesn't reside in a traditional row-column database. Metadata, Twitter tweets, and other social media posts are good examples of unstructured data.

Structured Data



0.103	0.176	0.387	0.300	0.379
0.333	0.384	0.564	0.587	0.857
0.421	0.309	0.654	0.729	0.228
0.266	0.750	1.056	0.936	0.911
0.225	0.326	0.643	0.337	0.721
0.187	0.586	0.529	0.340	0.829
0.153	0.485	0.560	0.428	0.628

Unstructured Data



