Big data is structured, semi structured and unstructured data combined by organizations. Big data can be used for data mining to gain more information and it can also be used for machine learning, predictive modeling and advanced analytics. Big data is used by many companies for many things. Some of these include better customer support, and create their own marketing campaigns.

There are three types of big data. The first type is structured data. Structured data is data that provides efficient access for both software and humans. An example of structured data are sql databases. The second type of big data is semi structured data. Semi structured data is data that is not formatted and does not follow a schema or tabular data model. Some examples of semi structured data include JSON and XML. The last big data type is unstructured data. This type of data lack some sort of predefined structure. This include text or multimedia.

The three V’s of big data are volume, velocity and variety. These are the properties and/or dimensions of big data. The volume property describes how much data there is. The velocity property describes how fast the data is being processed, and the variety property describes how many data types are there.