## Concept

- store massive amounts of (un/semi)structured data
- no need for architected schema
  - no upfront costs
- typically stored in raw formats
- distributed storage and analytics for scalability and agility

## Critisism Data Swamp

- low data quality due to lack of
  - schema
  - integrity constraints
  - validation
- missing meta data and data catalog for search

[[Distributed Data Storage]]