

Assignment 2.3

Big data in Business.

Kitkat Industry

1. Volume - large amount of data
→ Sales data, customer interaction, supply chain, marketing; distribution etc.
2. Variety - different types of data
Structured data like sales, inventory, supply chain etc.
Unstructured data like customer feedback, marketing etc.
3. Velocity -
→ Data flows in real-time helping manage demand.
Ex: whenever an order is placed there will be decrease in the no. of kitkats helping manage supply chain & inventory.