Why Graphs?
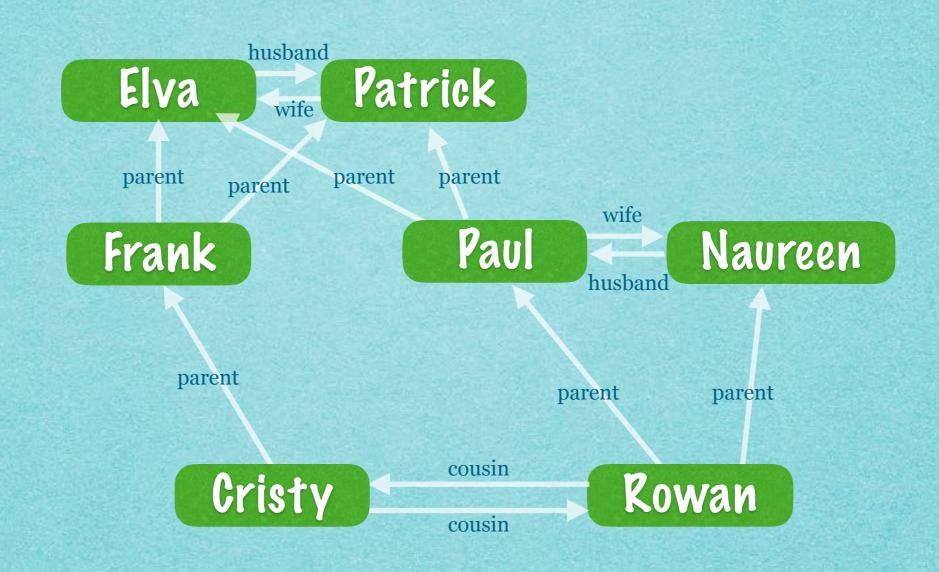
▶ Flexible Schema - even schema less

▶ Suited to representing complex relationships

▶ Allow ad hoc links or connections

Example: Family