Exploiting semi-structured and unstructured data – Pick two semi-or-un-  
structured data sources relevant for your systems and/or industry. For each   
source, describe what they are, why they are valuable, and what specifically   
will you need to do in order to integrate this data effectively with your data   
eco-system. Just explain this in a short paragraph format and be concise.

Emails and surveys received from customers help the business gain feedback and improve the service. It is a way to know how business is performing in the market and what is the scope in future. For this, we need to save the feedback we receive from customers and store them in the database. If the documents are below 256K in size, storing them in a database VARBINARY column is more efficient. But if the size is greater we can store them in the database by converting them into a blob.

Social media has become an intrinsic part of the lifestyle for billions of people around the world, and for many. They generate data round-the-clock, all over the world. This has led to a huge proliferation of data that could be in the form of text, images, videos, audio, or geo-locations. The text in a social media post is unstructured data, while information about friendships, followers, groups, or networks is structured. By taking this data and storing it in the database, we can gain an insight into consumer behaviors, brand sentiment, and promotional opportunities We can store images, text documents by converting them to blobs, and for semi structures data like JSON files can be stored in NVARCHAR columns in the database.