Characteristics of Big Data:

Volume

After this video you will be able to..

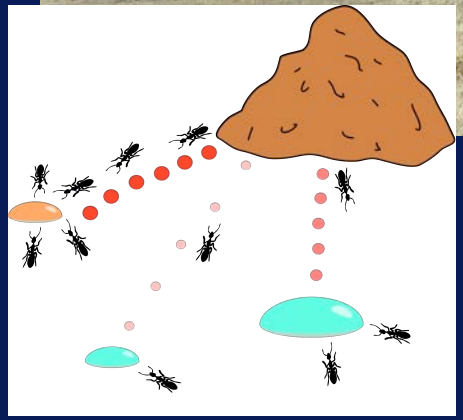
- Describe what volume of big data means and why you should care about it

- Explain why data volume is not just about storage

Volume = Size

Volume = Size

Volume = Size



Every minute…

204 Million emails

Every minute…

204 Million emails

200,000 photos

facebook

1.8 Million likes

Every minute…

204 Million emails

200,000 photos

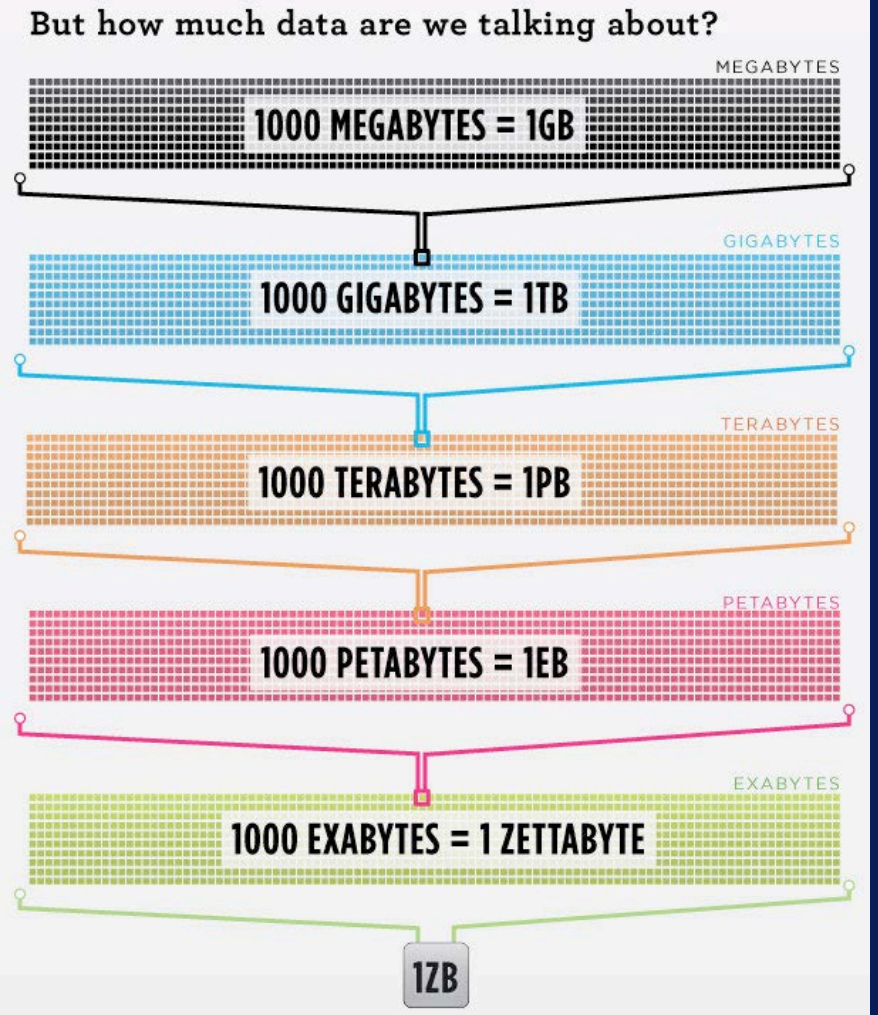
facebook

1.8 Million likes

YouTube

1.3 Million video views

72 hours of video uploads



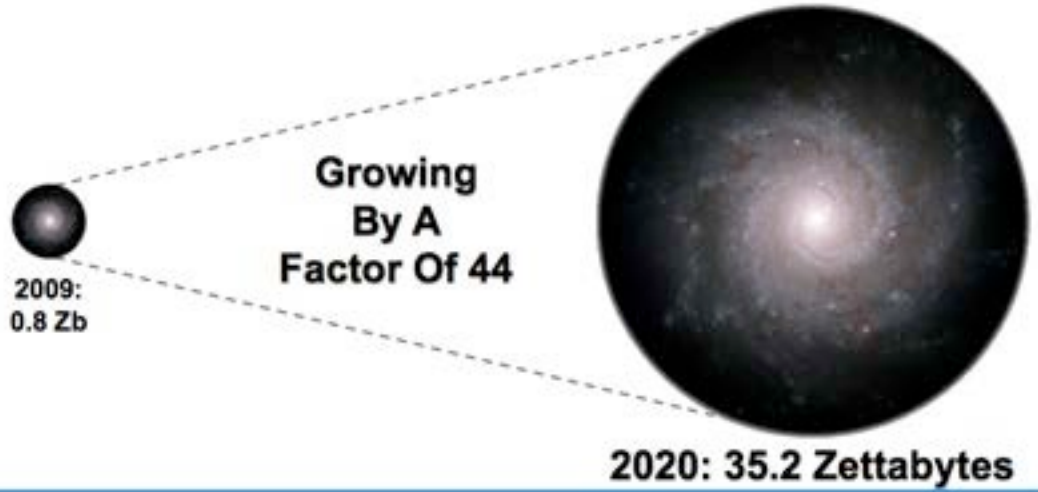
100 MBs ~= couple of volumes of Encyclopedias

A DVD ~= 5 GBs

1 TB ~= 300 hours of good quality video

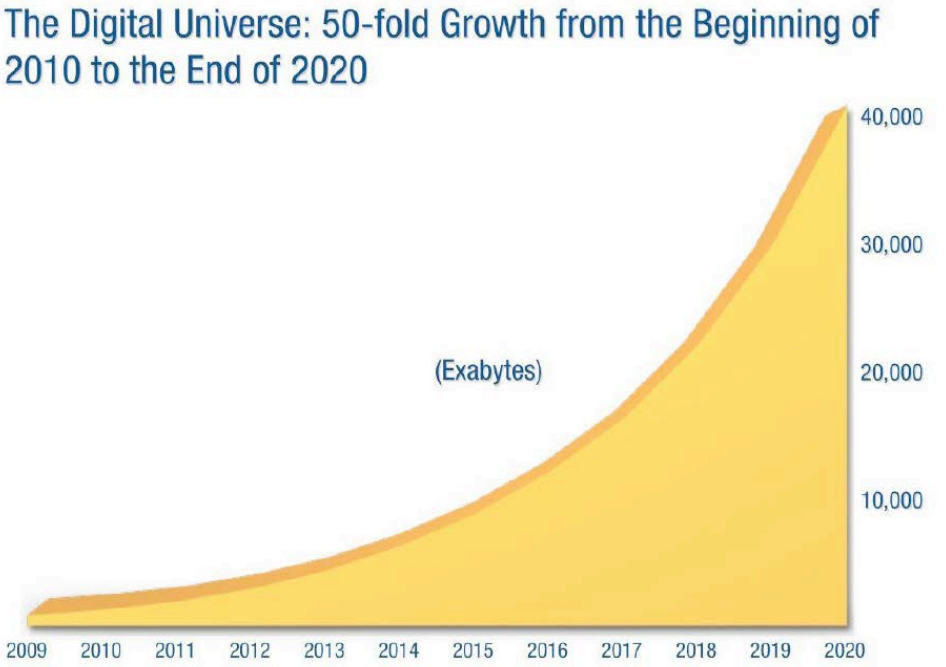
LHC ~= 15 PBs a year

The Digital Universe 2009-2020



Source: IDC Digital Universe Study, sponsored by EMC, May 2010

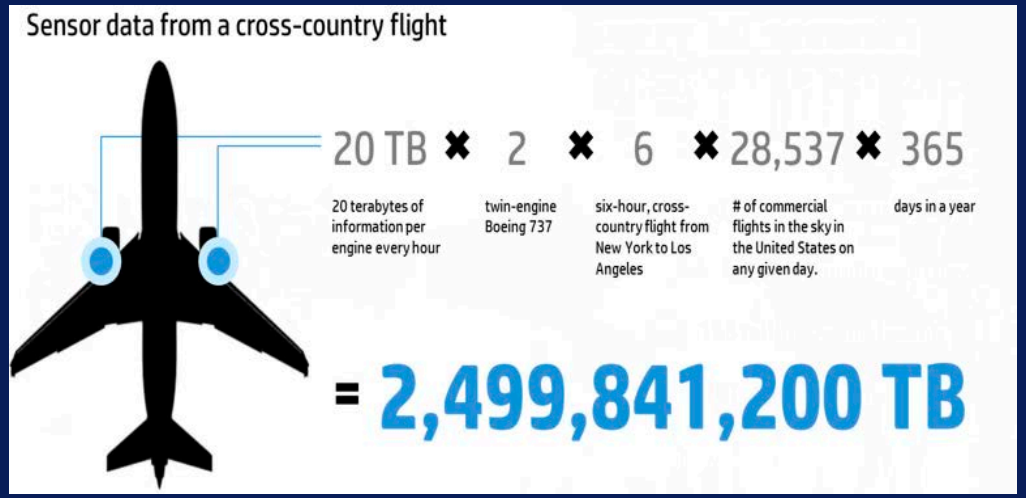
Exponential data growth!



This IDC graph predicts exponential growth of data from around 3 zettabytes in 2013 to approximately 40 zettabytes by 2020. An exabyte equals 1,000,000,000,000,000,000 bytes and 1,000 exabytes equals one zettabyte. Source: IDC's Digital Universe Study, December 2012, http://www.emc.com/collateral/analyst-reports/idc-the-digital-universe-in-2020.pdf.

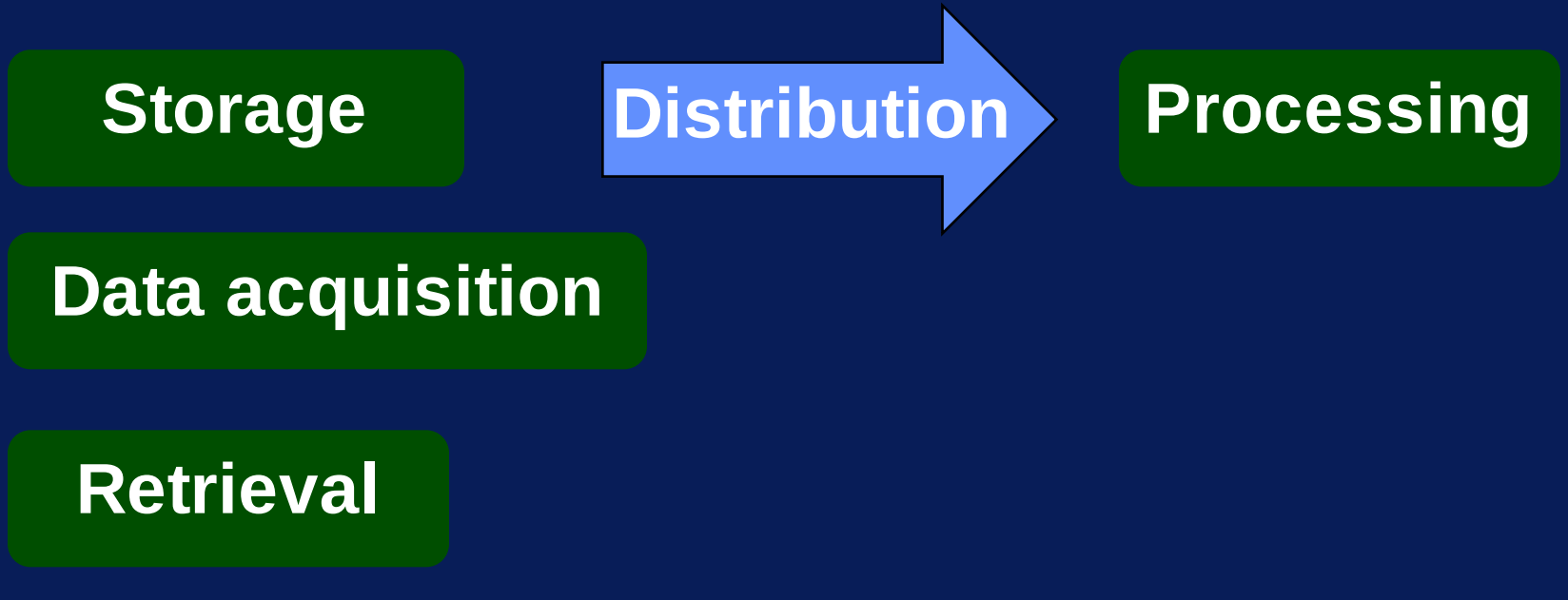
Relevance of Volume for Us?

More data = Better safety

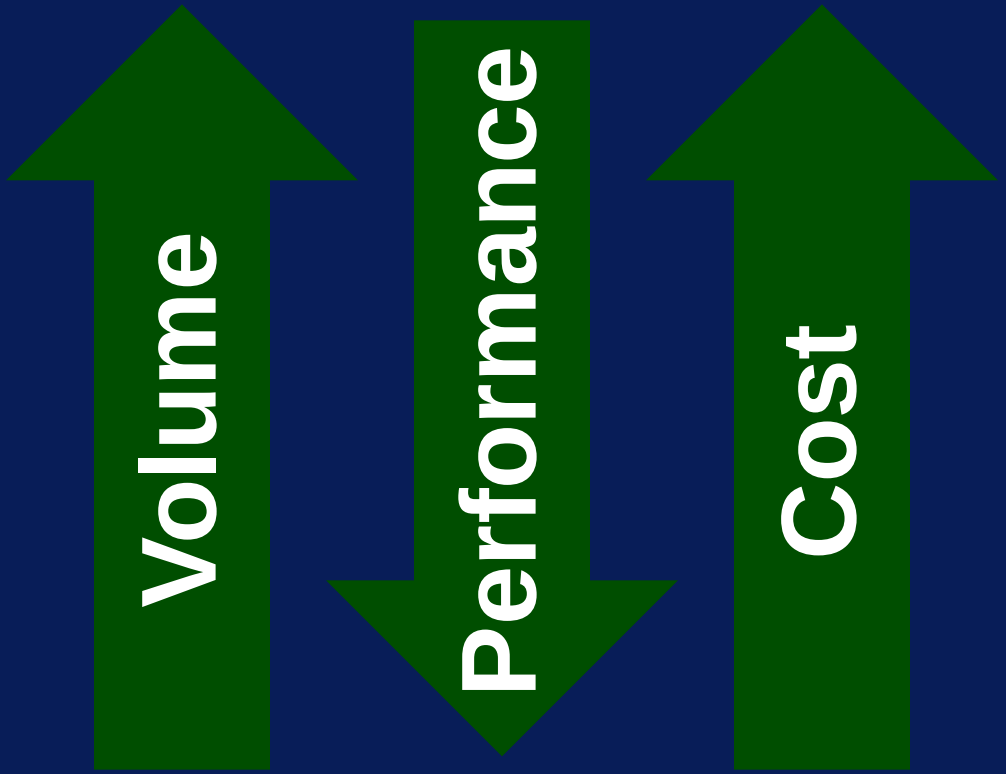



Volume
?
Business Insight

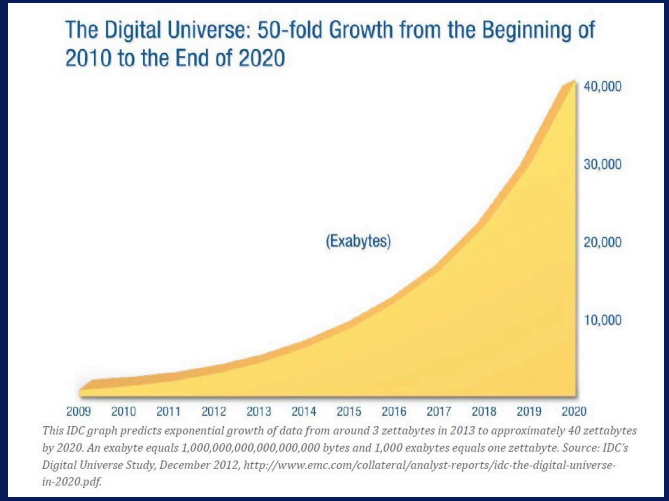
Challenges: Storage and more…



Processing Big Data



Volume = Size



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Challenges

Storage

Access

Processing