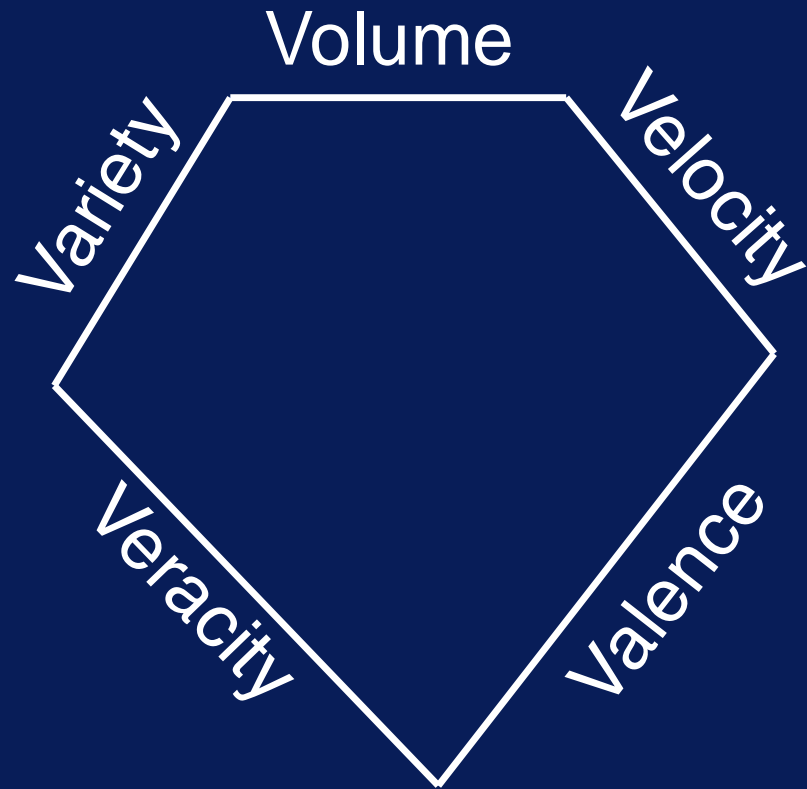
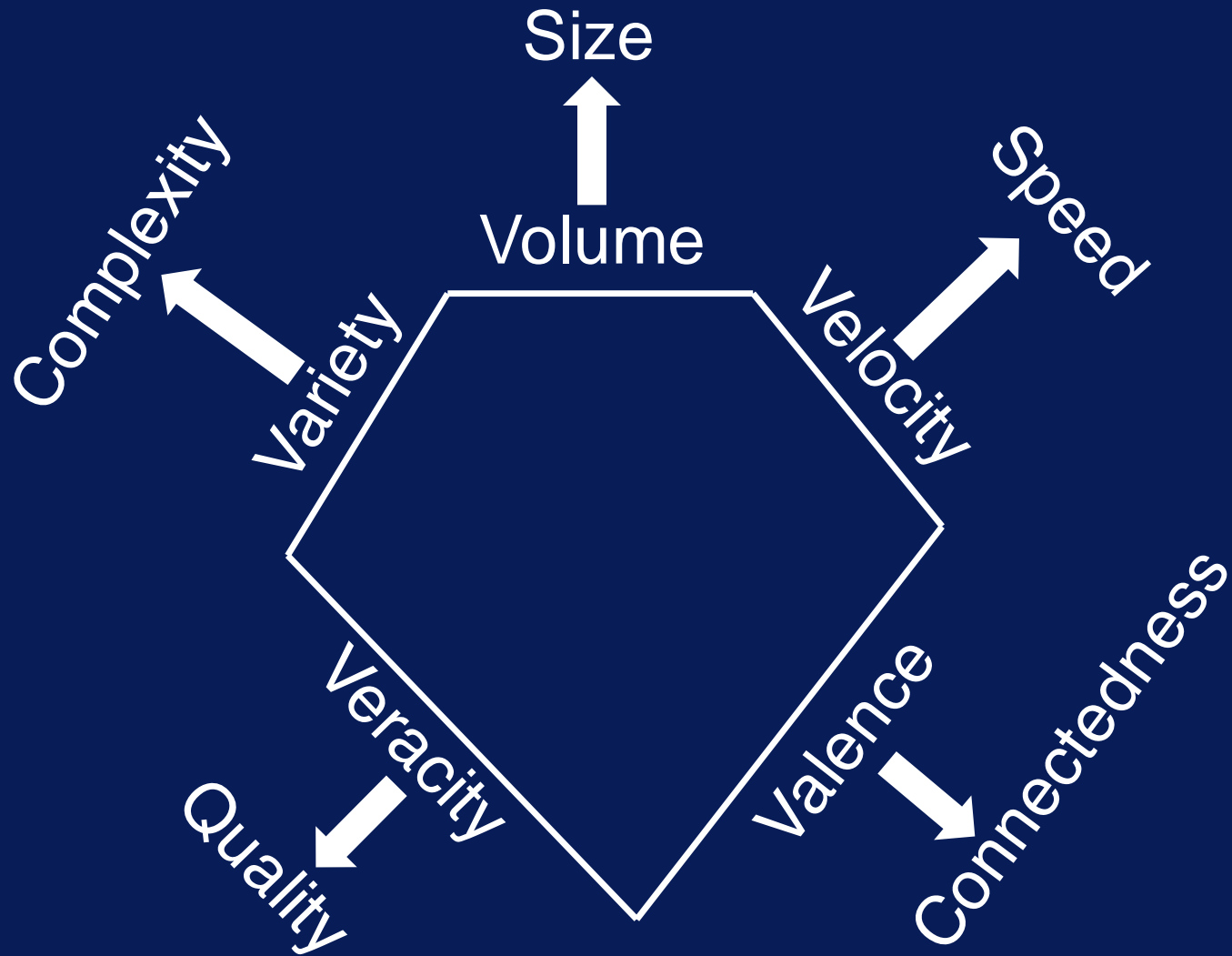
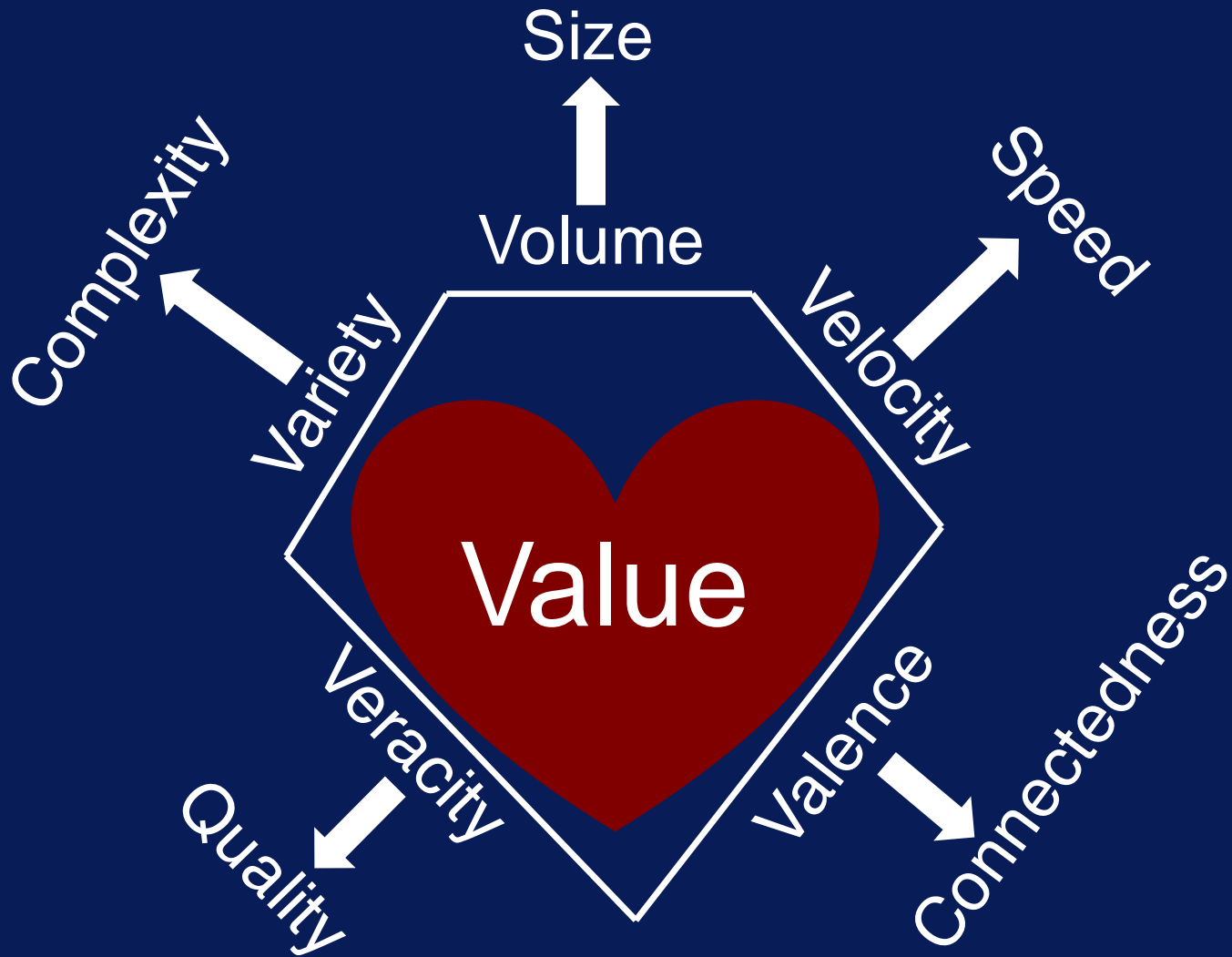


The Sixth V:

Value









Eglence Inc. Big Data Case:

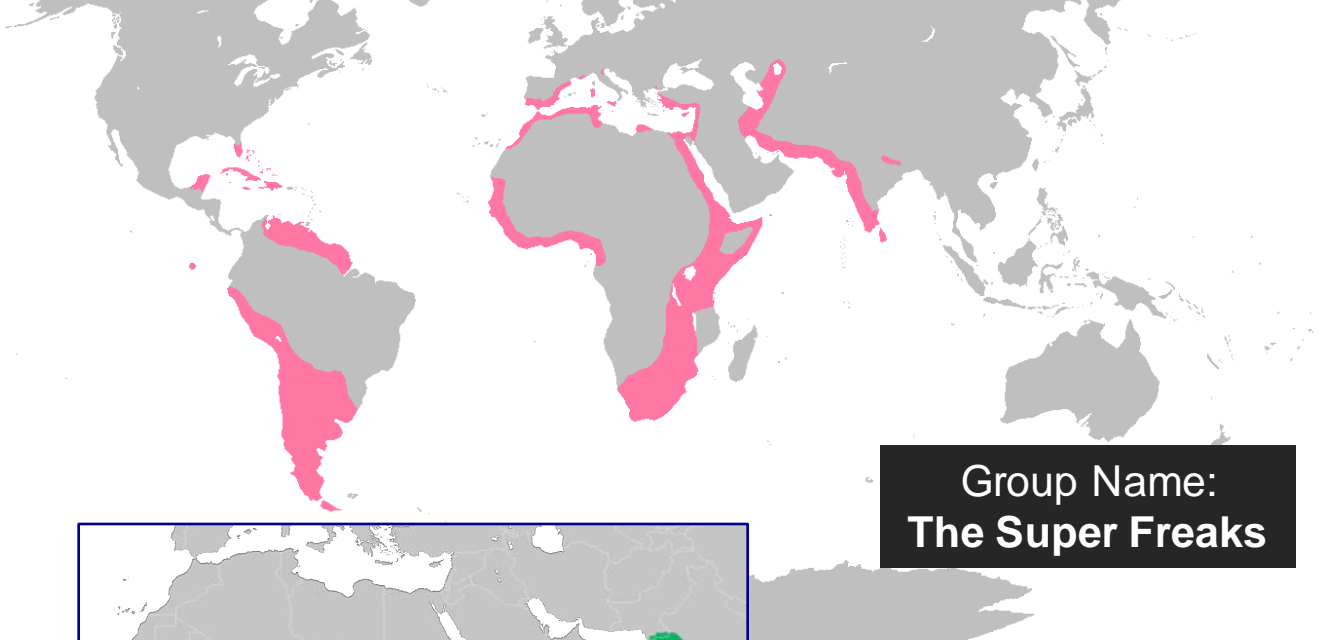
Catch The Pink Flamingo

Current Mission:
Find Star Backs on Land

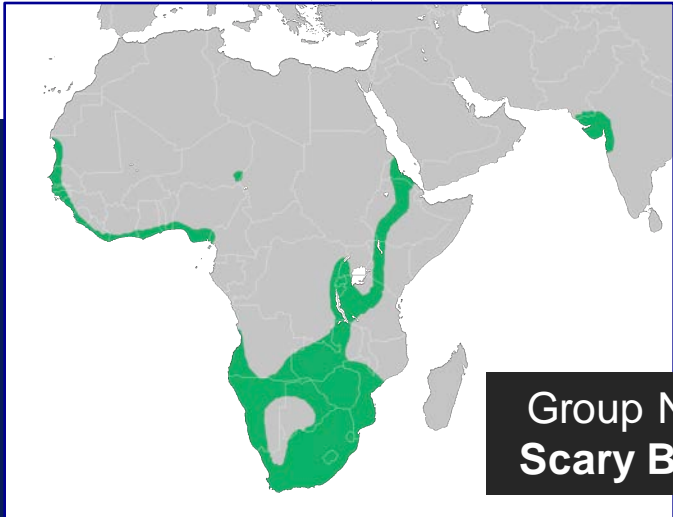




Millions of Players!



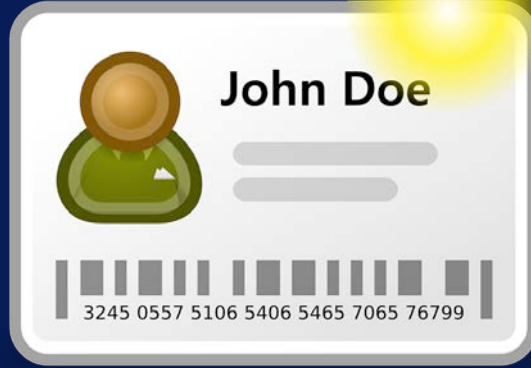
Group Name:
The Super Freaks



Group Name:
Scary Beasts



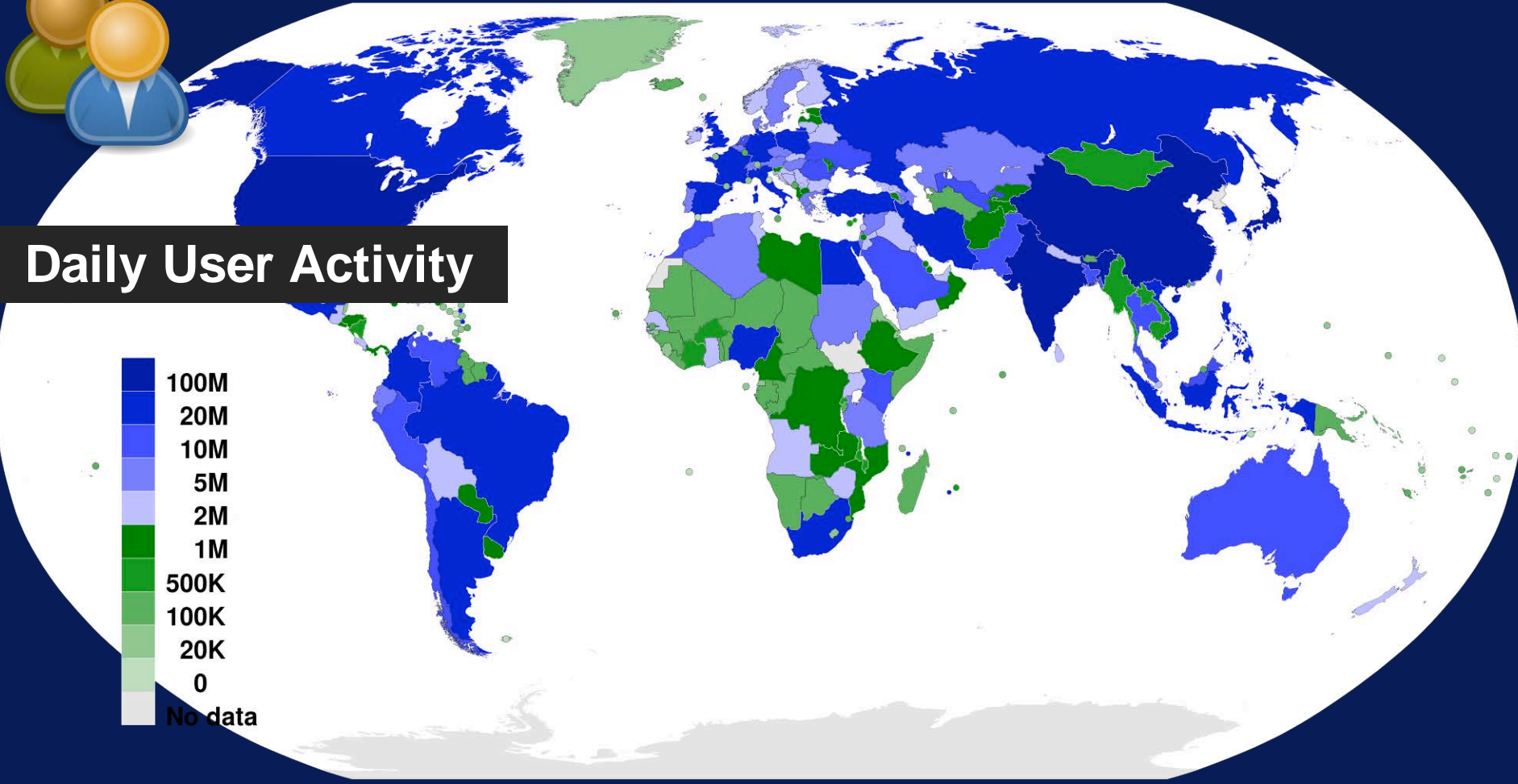
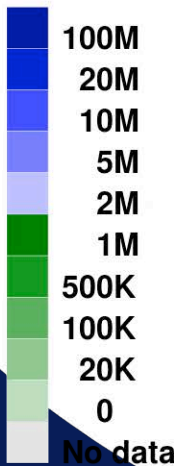
Game rewards



Potentially
inaccurate
user info



Daily User Activity





200K Twitter mentions daily

#CatchThePinkFlamingo

Strong user
communities





In video quiz - 1/2:

Data Source	
Machine	<ul style="list-style-type: none">• User activity logs
People	<ul style="list-style-type: none">• Twitter conversations
Organization	<ul style="list-style-type: none">• User demographic info• Game stats

In video quiz - 2/2:

Dimension	
Volume	<ul style="list-style-type: none">• Big daily workload and associated data on players and game stats
Variety	<ul style="list-style-type: none">• Multiple types of data
Velocity	<ul style="list-style-type: none">• Real-time analysis of usage activity
Veracity	<ul style="list-style-type: none">• Demographic info not accurate
Valence	<ul style="list-style-type: none">• Connections between players