The Three Vs of Data: Variety

Variety refers to the number of types of data being generated. Varieties of data include structured, semi-structured, and unstructured data arriving from a myriad of sources. Data can be gathered from databases, XML or JSON files, text documents, email, video, audio, stock ticker data, and financial transactions.

There are problems related to the variety of data. These include how to gather, link, match, cleanse, and transform data across systems. You also have to consider how to connect and correlate data relationships and hierarchies in order to extract the business value from the data. For example, you may want to infer that multiple different emails or social media handles actually refer to the same user.

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