

## The Three Vs of Data: Velocity

Velocity refers to the rate at which new data is created. You should think in terms of megabytes per second, and gigabytes per second.

Data is streaming in at an unprecedented speed, and must be dealt with in a timely manner in order to extract maximum value from it. Sources for this data include logs, social media, RFID (Radio-frequency identification) tags, sensors, and smart metering.

There are problems related to the velocity of data. These problems include not reacting quickly enough to benefit from the data. For example, data could be used to create a dashboard that could warn of imminent failure or a security breach. Failure to react on time could lead to service outages.

Another problem related to the velocity of data is that data flows tend to be highly inconsistent, with periodic peaks. Causes include daily or seasonal changes or event-triggered peak loads. For example, a change in the political leadership could cause a peak in social media.

