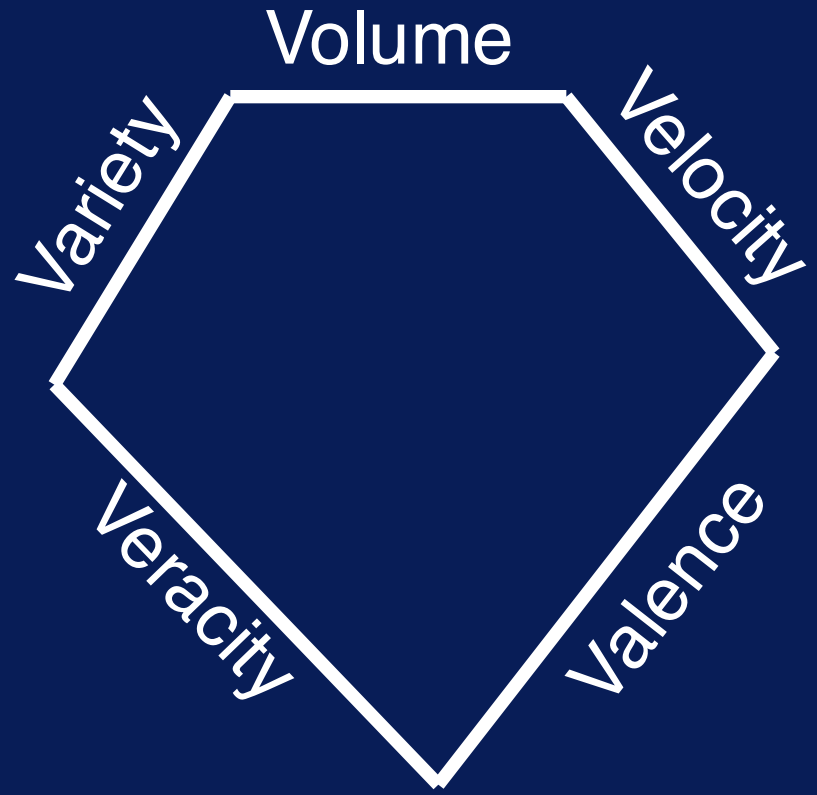
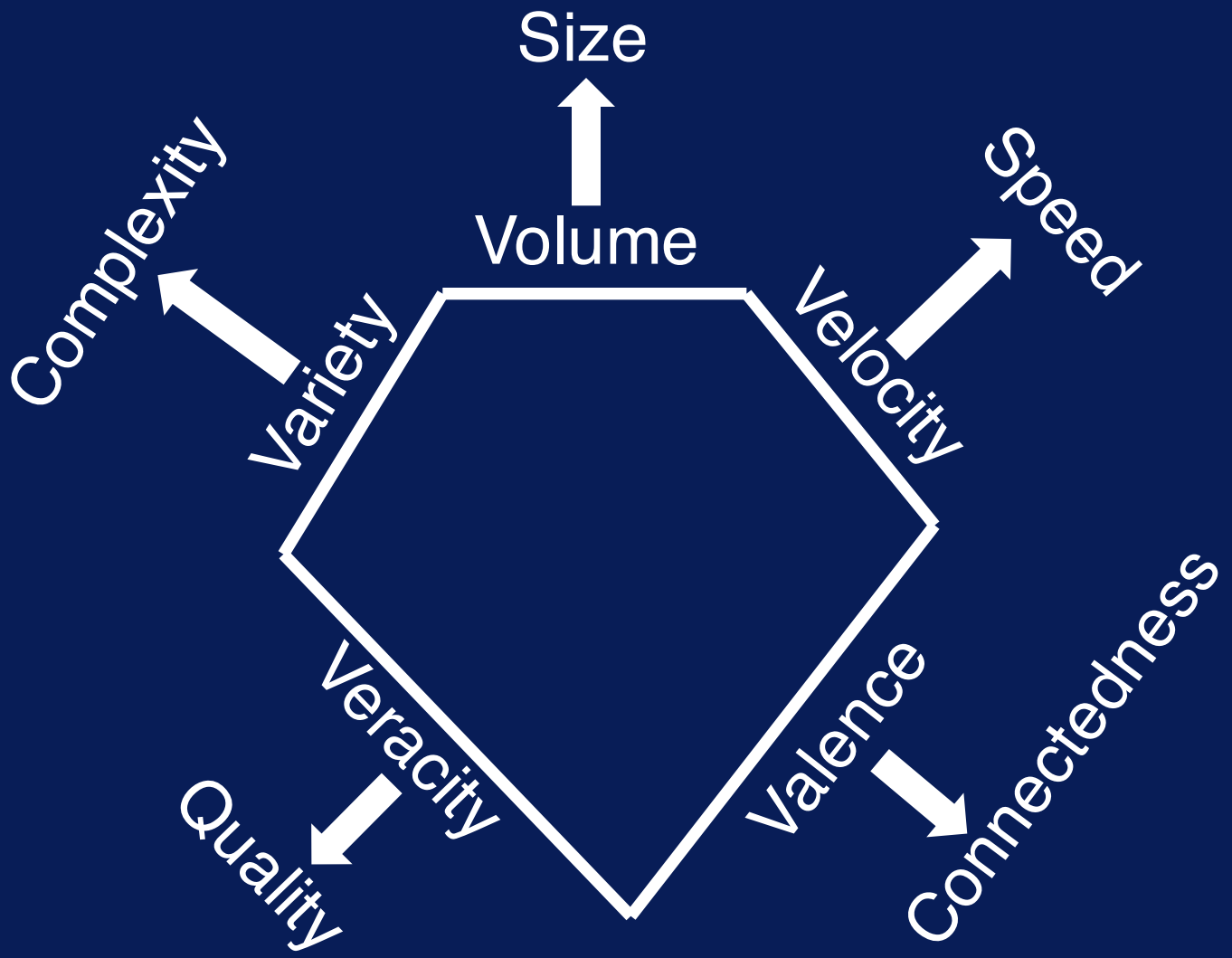
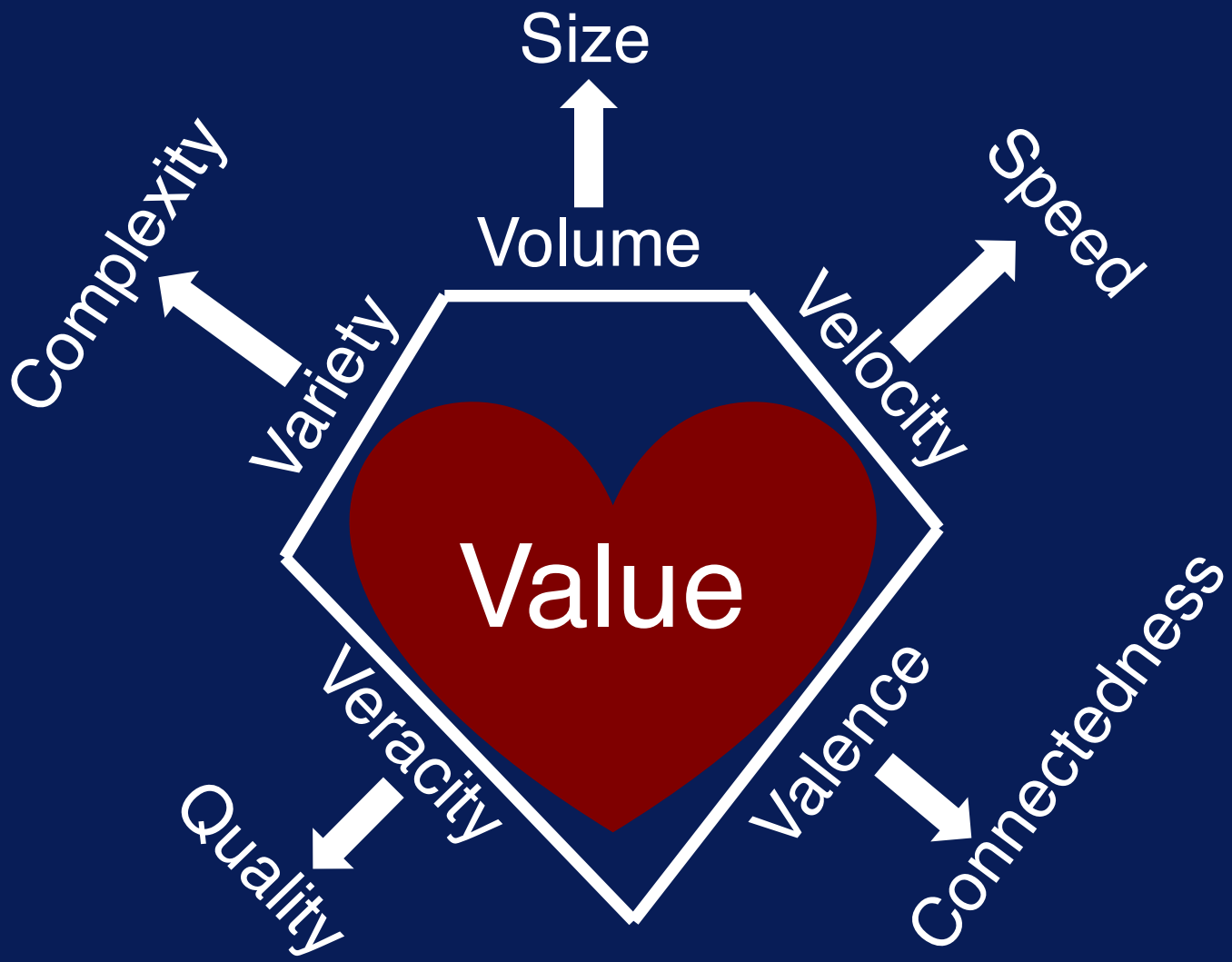
The Sixth V:

Value


Volume
Velocity
Valence
Veracity
Variety


Size
Volume
Complexity
Variety
Velocity
Speed
Veracity
Quality
Valence
Connectedness


Size
Volume
Speed
Velocity
Complexity
Variety
Value
Veracity
Quality
Valence
Connectedness

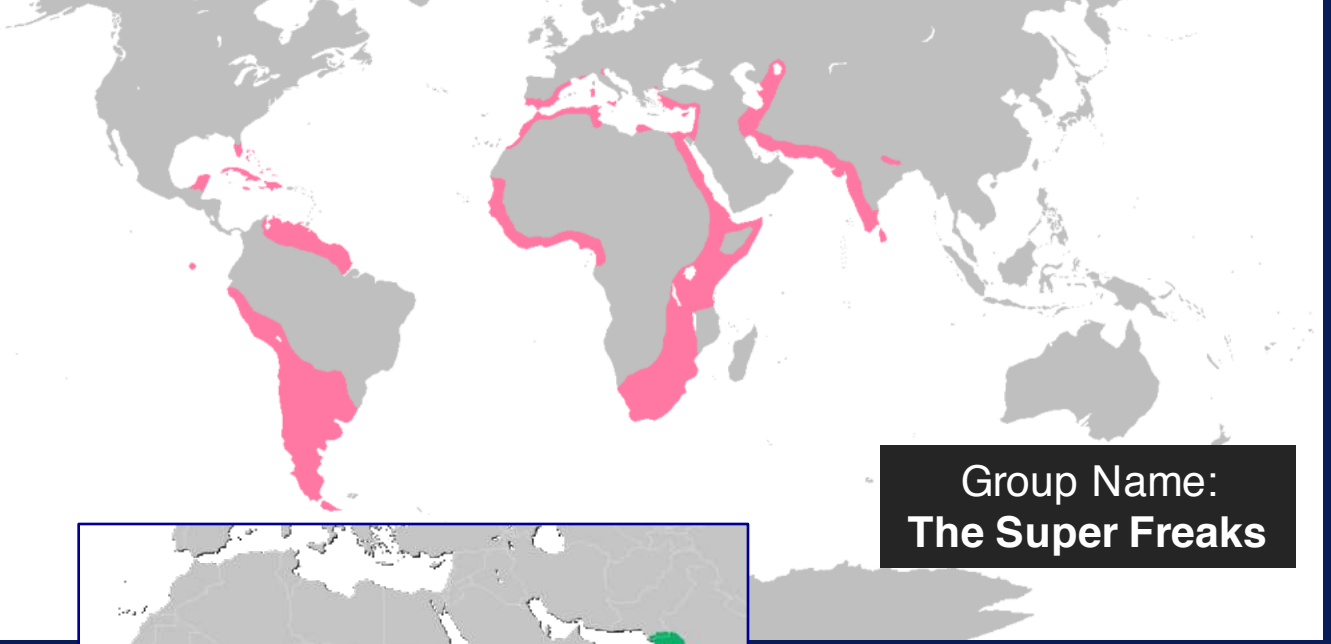
Eglence Inc. Big Data Case:

Catch The Pink Flamingo

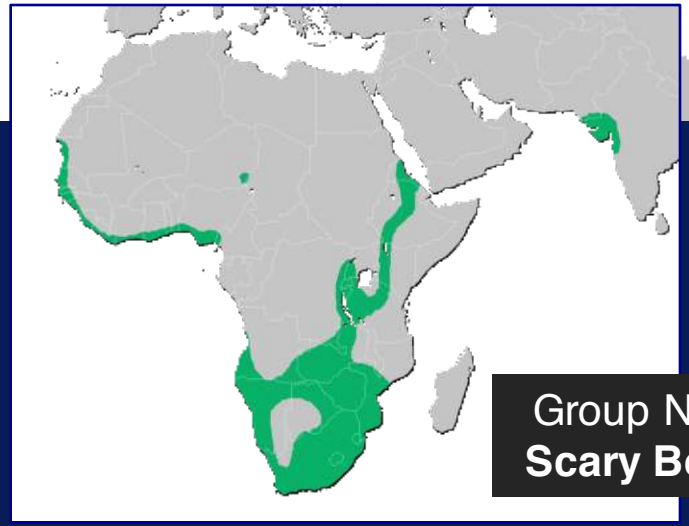
Current Mission:

Find Star Backs on Land

Millions of Players!



Group Name:
The Super Freaks

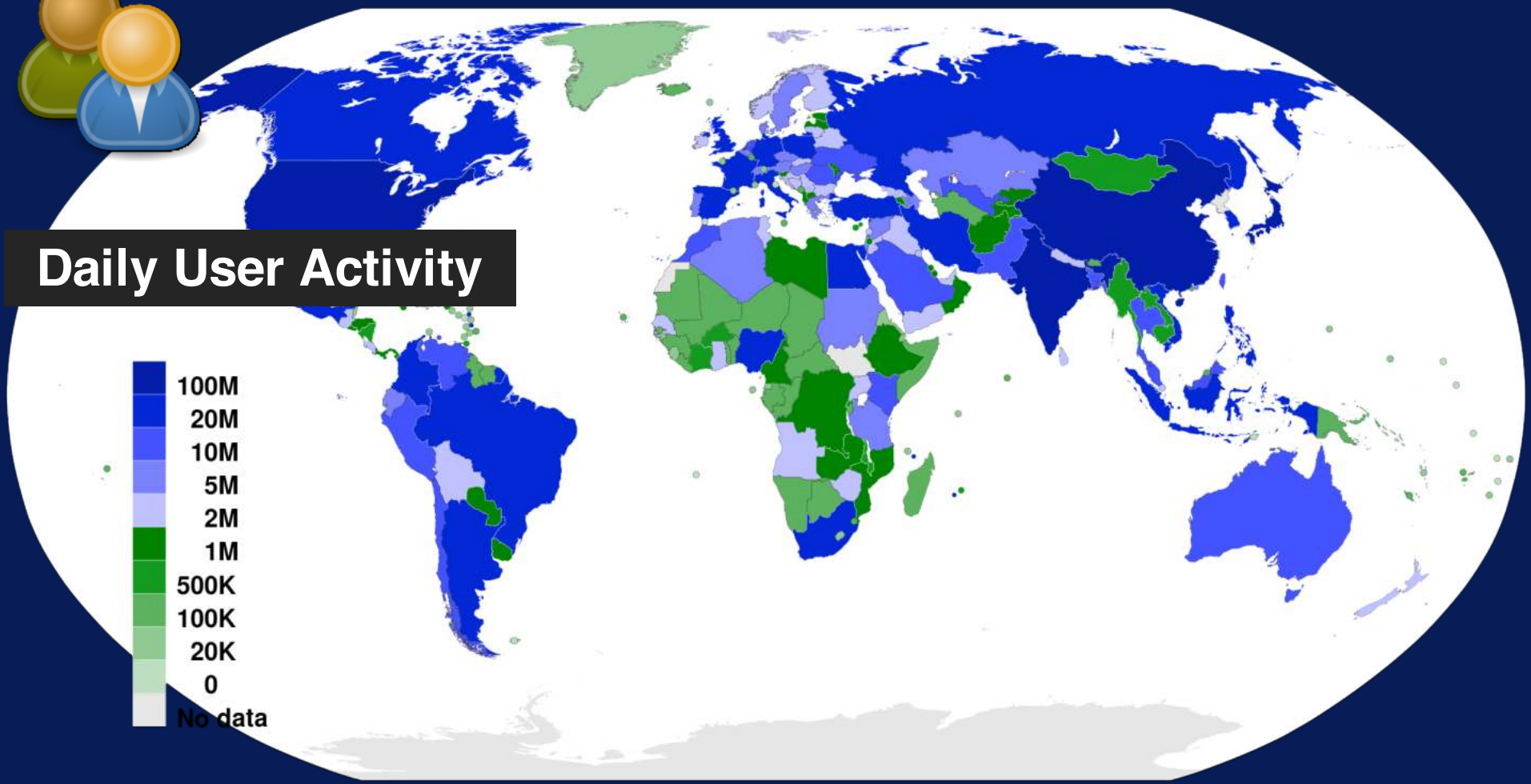


Group Name:
Scary Beasts

Potentially inaccurate user info

Game rewards

Daily User Activity



200K Twitter mentions daily

#CatchThePinkFlamingo

Strong user communities

Big Data
Solutions
Architect
Big Data Architect

In video quiz - 1/2:

Data Source	
Machine	• User activity logs
People	• Twitter conversations
Organization	• User demographic info • Game stats

In video quiz - 2/2:

Dimension	
Volume	• Big daily workload and associated data on players and game stats
Variety	• Multiple types of data
Velocity	• Real-time analysis of usage activity
Veracity	• Demographic info not accurate
Valence	• Connections between players