What is big data?

The term big data is relatively new to the field of collecting and using large amounts of data, however, it has been done on a large scale for 20 years now.

The phrase big data, collates what are known as the 3 V’s, these were defined by Doug Laney.

* Volume – companies have been collecting large amounts of data from multiple sources, previously it was difficult to store this large amount of data but with the concept of big data it has become easier.
* Velocity - Due to the high amount of users on entering some amount of data on the internet or other types of software that collects data, the data need to be processed fast. RFID tags, sensors and smart metering are monitoring the data coming in and are able to deal with it all in near-real time.
* Variety – different types of data are streamed in at an unbelievable pace, some comes through in different types some are structured and some are not.

[https://www.sas.com/en\_gb/insights/big-data/what-is-big-data.html#](https://www.sas.com/en_gb/insights/big-data/what-is-big-data.html)

What is the History of big data?

* Applied Stereotypes

You could argue that the concept of bog data has been used since 18000 BCE when human started to use tallies to keep a record of activity and inventory. That same method of keeping track of different things was adapted throughout time to the current living standards. One the internet was invented it sparked a mass of uploads of data, and with the addition of google search engine, it was easier than ever to search through masses of data to find what you need to know.

The same amount of data that was created since the start of human civilization to 2003 is now being created in two days.

<https://www.slideshare.net/BernardMarr/a-brief-history-of-big-data>