THE **THREE** AZURE **DATA CATEGORIES**

STRUCTURED DATA VS SEMI-STRUCTURED DATA VS UNSTRUCTURED DATA

STRUCTURED

- Structured data is data that sticks to a schema.
- Can be stored in a database table that consists of rows and columns, and it relies on keys to indicate how one row in a table relates to data in another row in another table.
- Referred to as **relational data**.
- Structured data is generally easier to enter, query, and analyze because all of the data adheres to the same format.

SEMI-STRUCTURED

- Semi-structured data is less organized than structured data.
- The fields of semi-structured data don't neatly fit into tables, rows, and columns.
- Isn't stored in a relational format, like structured data is.
- Tags are used to make the organization and hierarchy of semi-structured data apparent.
- Also referred to as non-relational data or NoSQL data.

UNSTRUCTURED

- Unstructured data has no specific structure.
- Can hold ANY kind of data.
- Businesses are turning more and more to unstructured data to drive sales and improve marketing.
- Things like PDF documents, JPG images, and video content is considered unstructured data.