* 5 V’s of big data:

Velocity, volume, variety, veracity and value

* Data mining is the process of automatically searching and analyzing data, discovering previously unrevealed patterns. It involves preprocessing the data to prepare it and transforming it into an appropriate format.
* Machine learning is a subset of AI that uses computer algorithms to analyze data and make intelligent decisions based on what it is learned without being explicitly programmed.

* Deep learning is a specialized subset of machine learning that uses layered neural networks to simulate human decision-making.
* Data Science is the process and method for extracting knowledge and insights from large volumes of disparate data. It's an interdisciplinary field involving mathematics, statistical analysis, data visualization, machine learning, and more.
* You can’t improve something before you measure it.