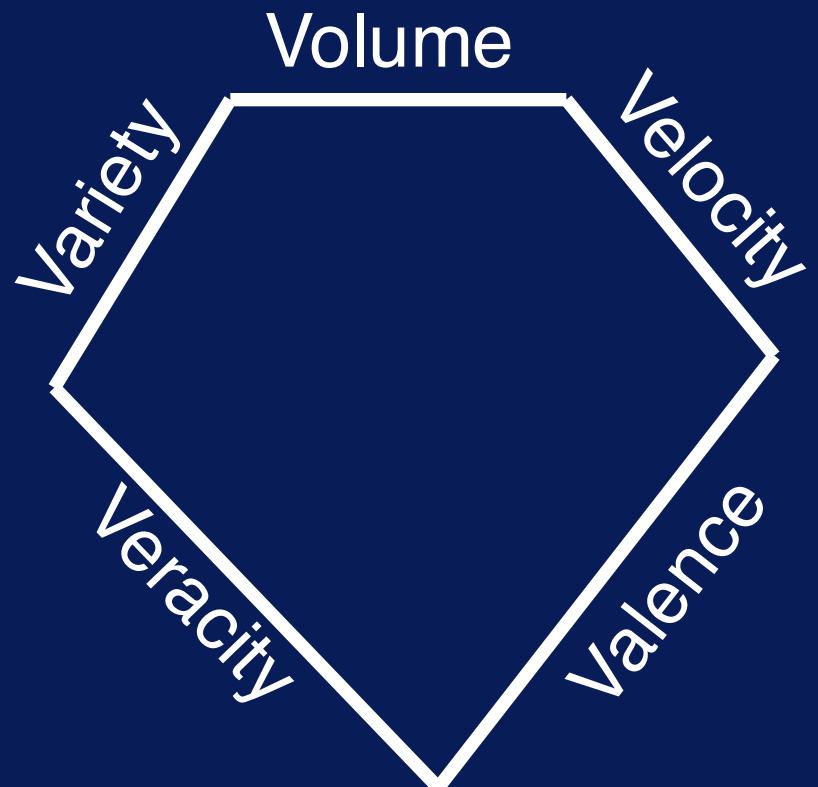
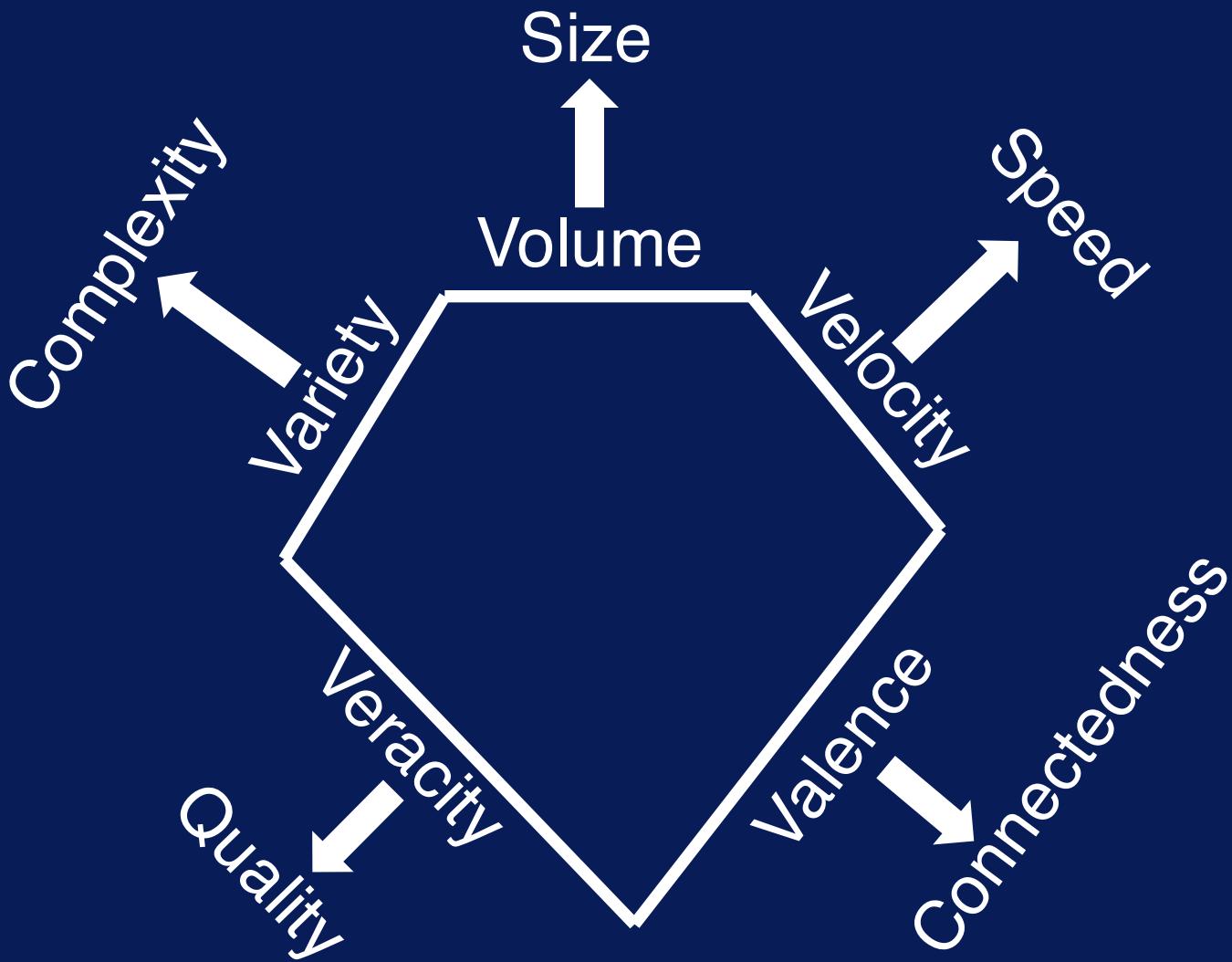
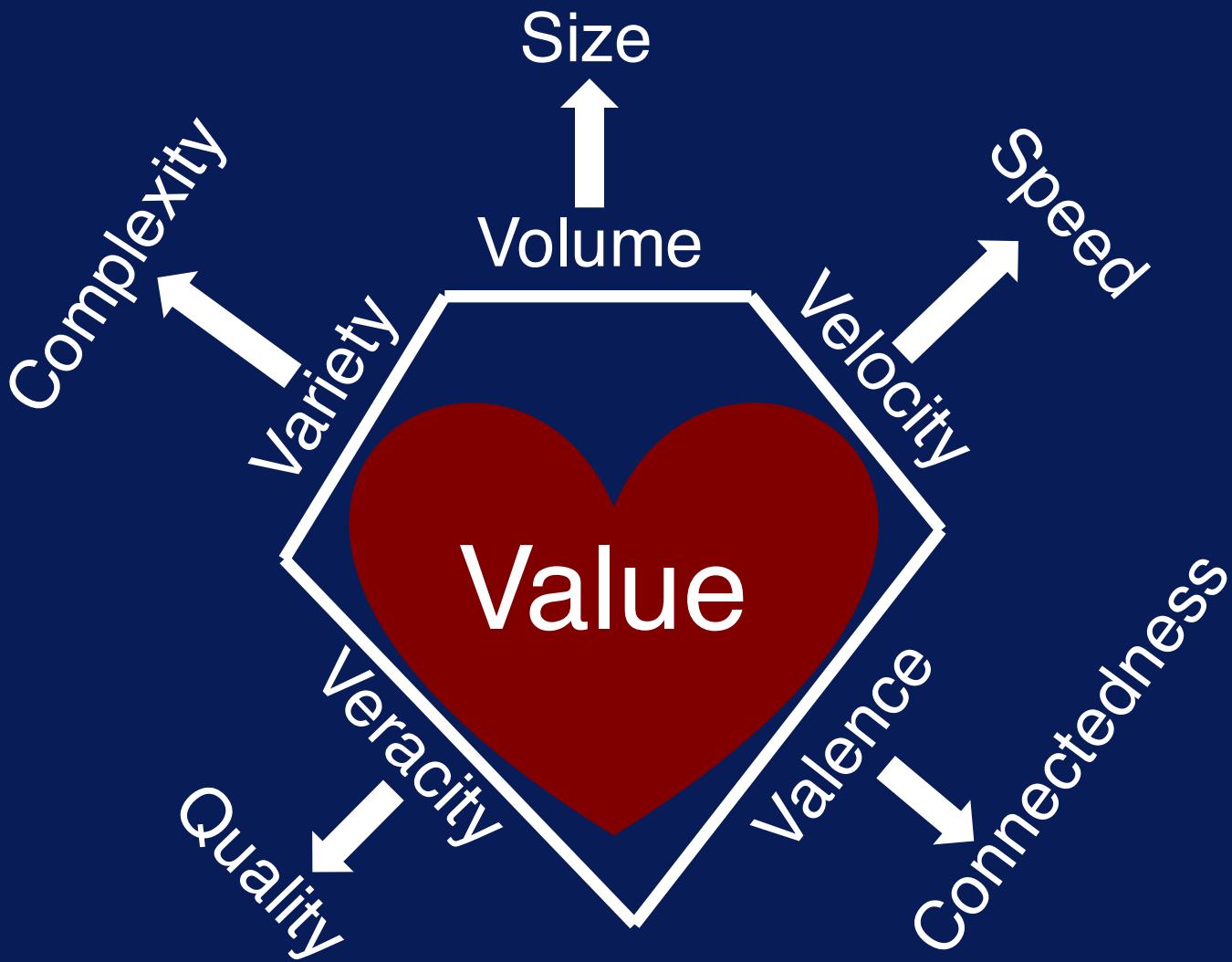


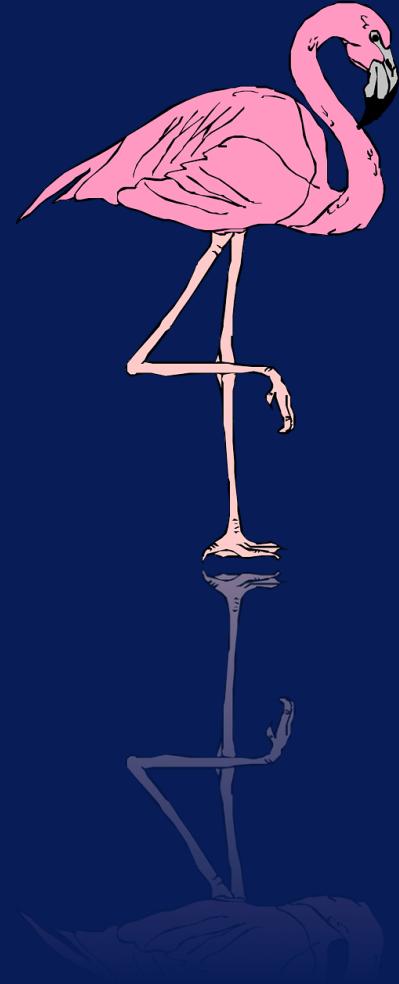
# The Sixth V:

## Value









# Eglence Inc. Big Data Case:

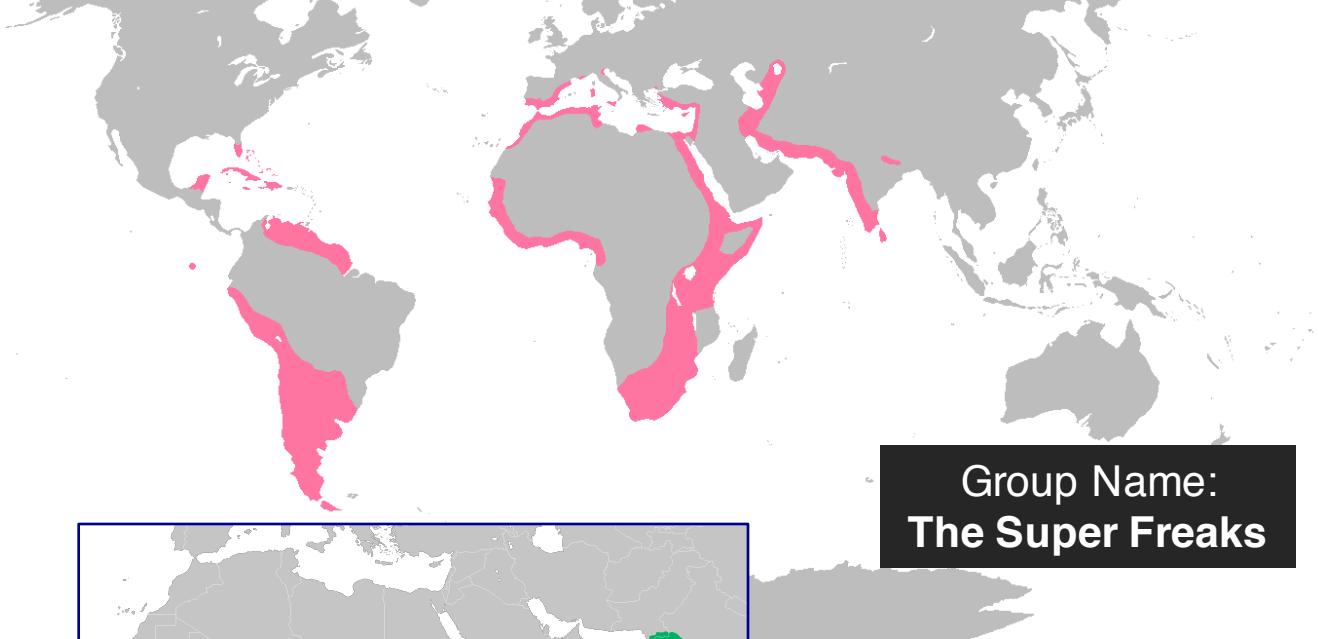
Catch The Pink Flamingo



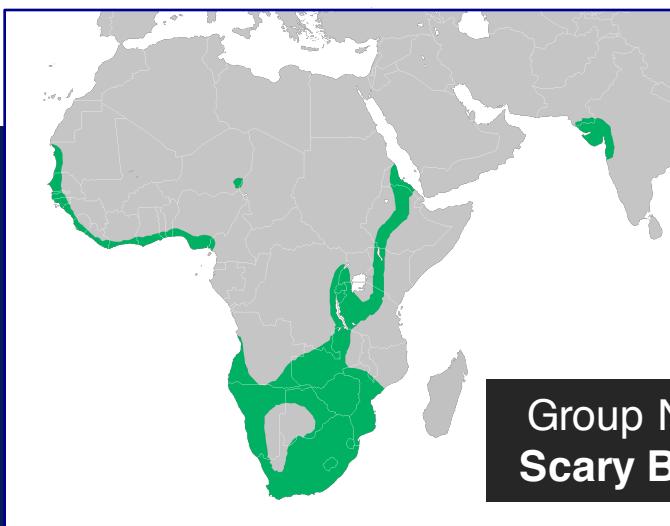
Current Mission:  
**Find Star Backs on Land**



**Millions of Players!**



Group Name:  
**The Super Freaks**

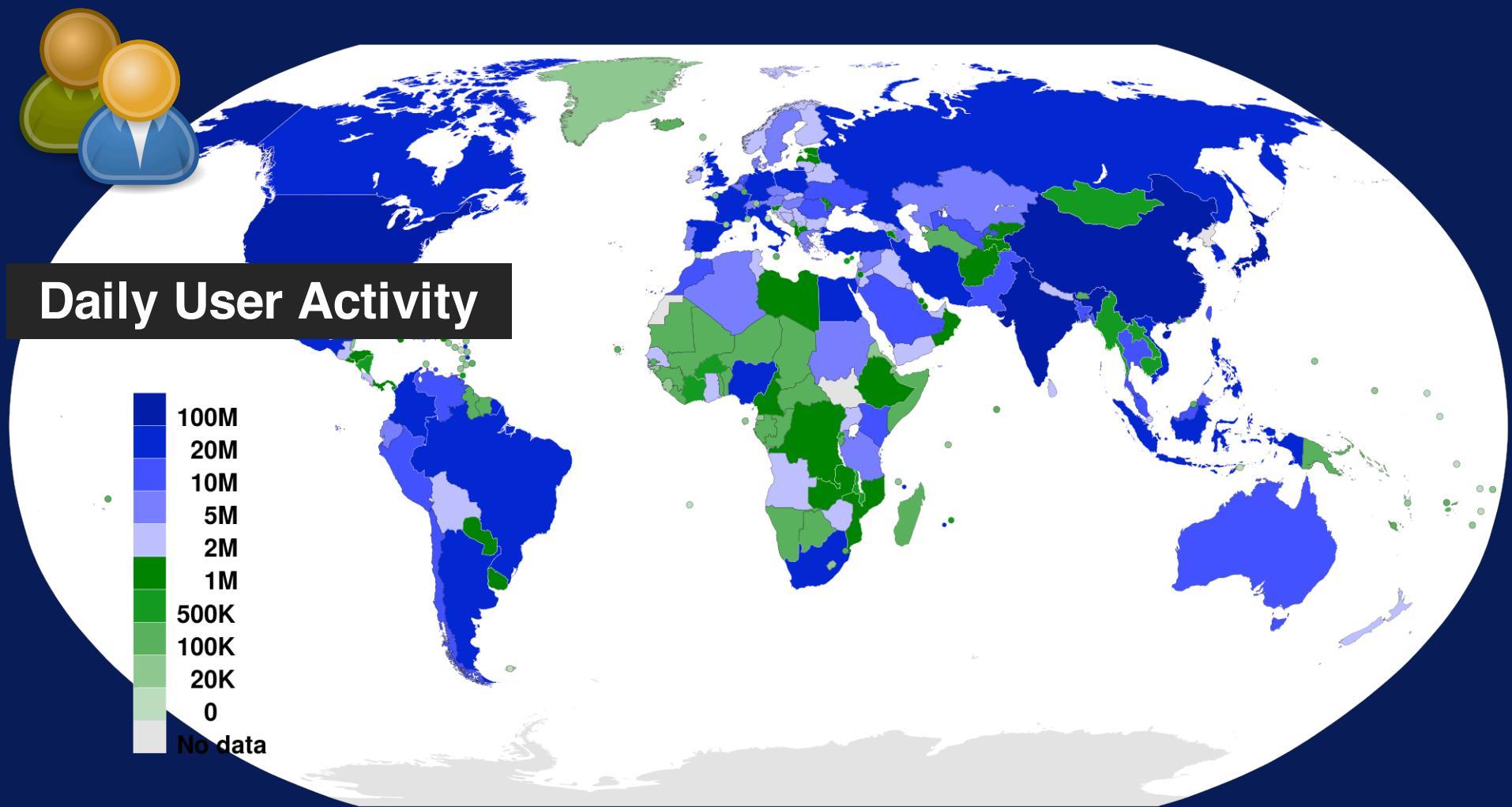


Group Name:  
**Scary Beasts**

Potentially  
inaccurate  
user info



Game rewards





200K Twitter mentions daily

#CatchThePinkFlamingo

A decorative background featuring stylized green and blue globes with red and blue curved bands around them. Small orange, green, and blue user profile icons are scattered throughout.

Strong user  
communities



Big Data  
Solutions  
Architect



Big Data Architect



*In video quiz - 1/2:*

Data Source	
<b>Machine</b>	<ul style="list-style-type: none"><li>• User activity logs</li></ul>
<b>People</b>	<ul style="list-style-type: none"><li>• Twitter conversations</li></ul>
<b>Organization</b>	<ul style="list-style-type: none"><li>• User demographic info</li><li>• Game stats</li></ul>

*In video quiz - 2/2:*

Dimension	
<b>Volume</b>	<ul style="list-style-type: none"><li>• Big daily workload and associated data on players and game stats</li></ul>
<b>Variety</b>	<ul style="list-style-type: none"><li>• Multiple types of data</li></ul>
<b>Velocity</b>	<ul style="list-style-type: none"><li>• Real-time analysis of usage activity</li></ul>
<b>Veracity</b>	<ul style="list-style-type: none"><li>• Demographic info not accurate</li></ul>
<b>Valence</b>	<ul style="list-style-type: none"><li>• Connections between players</li></ul>