Four V's of Big Data Graphic Text Description

Volume - Data at Rest
- Terabytes to exabytes of existing data to process

Velocity - Data in Motion
- Streaming data milliseconds to seconds to respond

Variety - Data in Many Forms
- Structured, Unstructured text, Multimedia

Veracity - Data in Doubt
- Uncertainty due to data inconsistency and incompleteness, ambiguities latency, deception, model approximations