

# **Big Data**

Big data refers to the term for collection of data that is so large and complex that it becomes difficult to process using on-hand database system tools or traditional data processing applications. The 5's V of big data

## **Volume**

Volume refers to the amount of data that exists. Volume is like the base of big data, as it is the initial size and amount of data that is collected. If the volume of data is large enough, it can be considered big data.

## **Velocity**

It refers to how quickly data is generated and how quickly that data moves. This is an important aspect for companies need that their data to flow quickly, so it's available at the right times to make the best business decisions possible.

## **Variety**

Variety refers to the diversity of data types. An organization might obtain data from a number of different data sources, which may vary in value. Data can come from sources in and outside an enterprise as well. The challenge in variety concerns the standardization and distribution of all data being collected.

## **Veracity**

It refers to the quality and accuracy of data. Gathered data could have missing pieces, may be inaccurate or may not be able to provide real, valuable insight. Veracity, overall, refers to the level of trust there is in the collected data. There might be uncertainty and inconsistencies in data.

## **Value**

This refers to the value that big data can provide, and it relates directly to what organizations can do with that collected data. Being able to pull value from big data is a

requirement, as the value of big data increases significantly depending on the insights that can be gained from them.