

3 V's of Big data



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## 3 V's of Big data

**Velocity** - refers to the speed at which data is being created  
in 2

**Variety**

**Volume**

Ads in 2

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**Variety**

**Volume**.

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**Variety**

**Volume**



10 seconds

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## 3 V's of Big data

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**Variety** - refers to the heterogeneous.

**Volume**.

Example → 1) 3.5 billion searches per  
                  → 2) Facebook users are inc  
                      by year.

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**Variety** - refers to the heterogeneous sources and the nature of data - structured, semistructured, and unstructured.

**Volume**.

Example → 1) 3.5 billion searches per day are made on Google.  
→ 2) Facebook users are increasing by 22% year by year.

Example - photos, videos, pdfs, emails etc.



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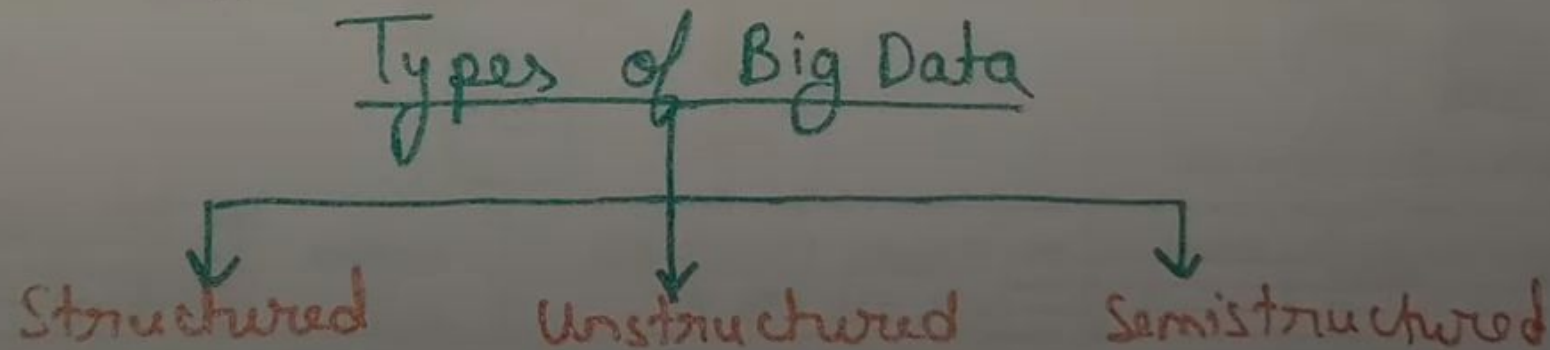
10 seconds

Volume . defines the huge amount of data.

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Example - In year 2016, the estimated global traffic was 6.2 Exabytes (6.2 billion GB).



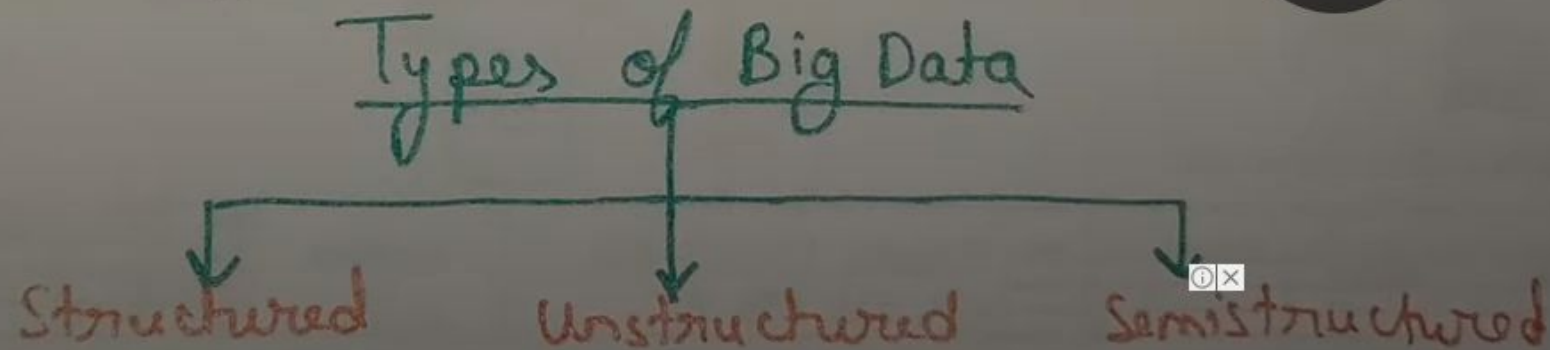


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engine algorithms.

- Example - Tabular data.

## 2. Unstructured data

- This data refers to the data that lacks any specific form or structure.
- This makes it very difficult and time consuming to process and analyze unstructured data.
- Example - text, audio, video, images

## 3. Semi-Structured

This data pertains to the data

# 3 Vs of Big data



Volume, defines the huge amount of data.

1.5 billion searches per day are made on Google.

Facebook users are increasing by 2% year.

photos, videos, pdfs, emails etc.

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