Big Data Is Data Warehouse Data

School of Information Studies
Syracuse University

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1. Subject-oriented → web logs, messages, transactions

2. Time-variant → data reflect the point in time

3. Integrated → data come from a variety of sources

4. Nonvolatile → data written does not change

The difference is Big Data are too large, fast, and unstructured to be processed and stored in traditional means.

Examples of Big Data Applications

Clickstream: Analyze website traffic to determine how to invest in site improvements.

Sensor data: Collect data from environmental sensors to identify foot traffic patterns in a retail store.

Geographic data: Analyze online orders to establish consistency between where products are shipped versus ordered.

Server logs: Identify potential intrusions and misconfigured firewalls.

Sentiment: Get a sense of brand through social media.

Unstructured: Detect potential inside trading though e-mail and phone conversations.

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