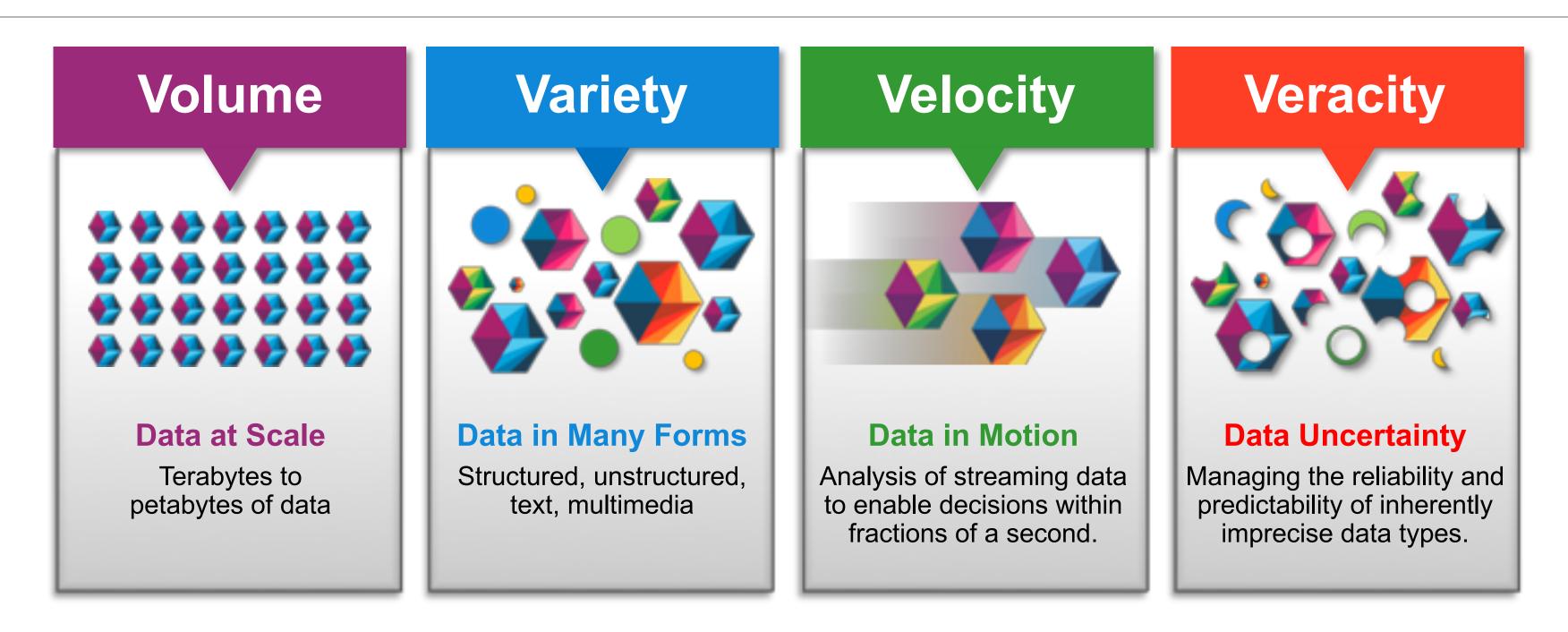
## TYPICAL CHARACTERISTICS OF BIG DATA

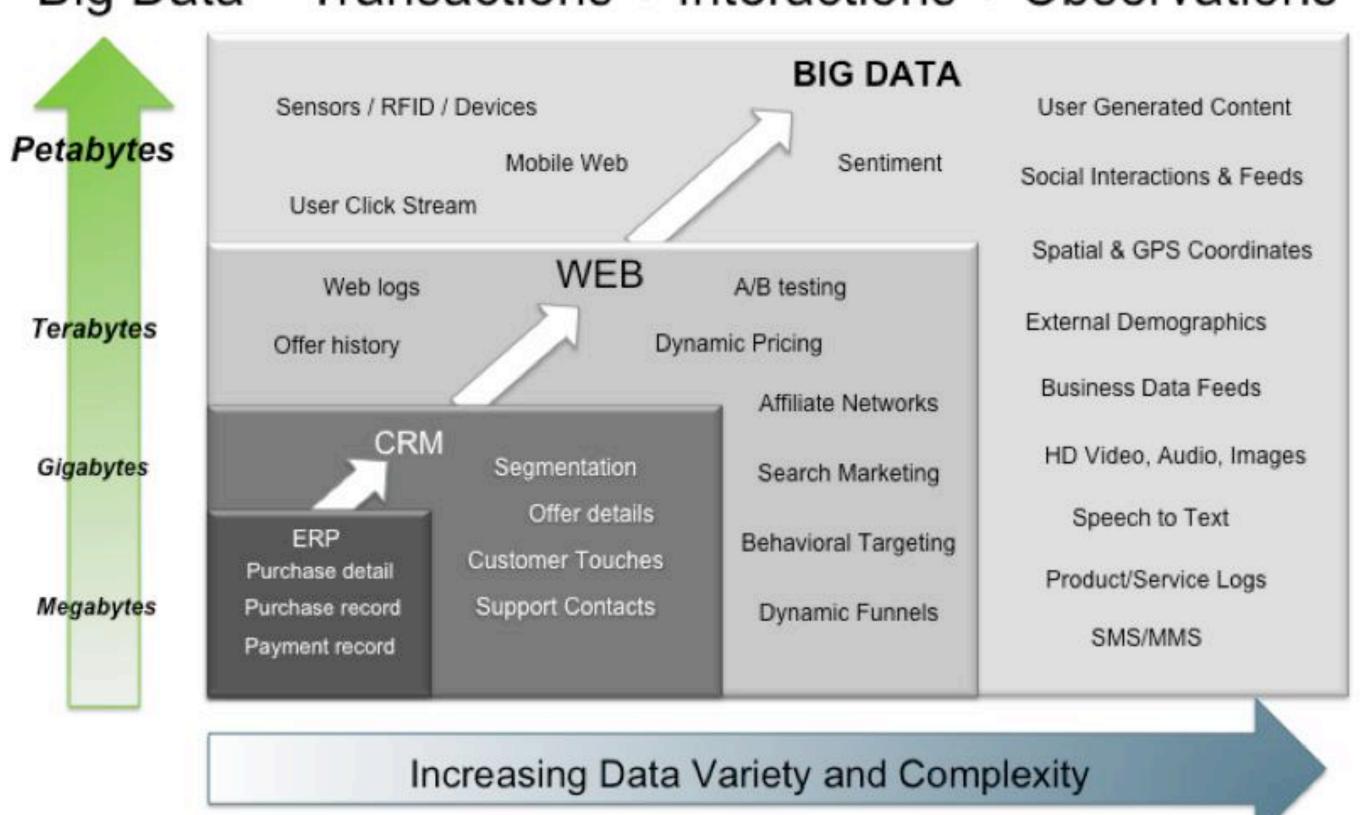


- > 5. Variability: Change over time
- > 6. Value: Margin or Profit generated by data

Source: IBM (2014)

## TYPICAL CHARACTERISTICS OF BIG DATA

## Big Data = Transactions + Interactions + Observations



Source: Rose Technology (2012); originally from Hortonworks. Many variations exist.