BIG DATA

Prof. Dr. Jan Kirenz

TYPICAL CHARACTERISTICS OF BIG DATA

Volume	Variety	Velocity	Veracity
Data at Scale	**Data in Many Forms**	**Data in Motion**	**Data Uncertainty**
Terabytes to petabytes of data	Structured, unstructured, text, multimedia	Analysis of streaming data to enable decisions within fractions of a second.	Managing the reliability and predictability of inherently imprecise data types.
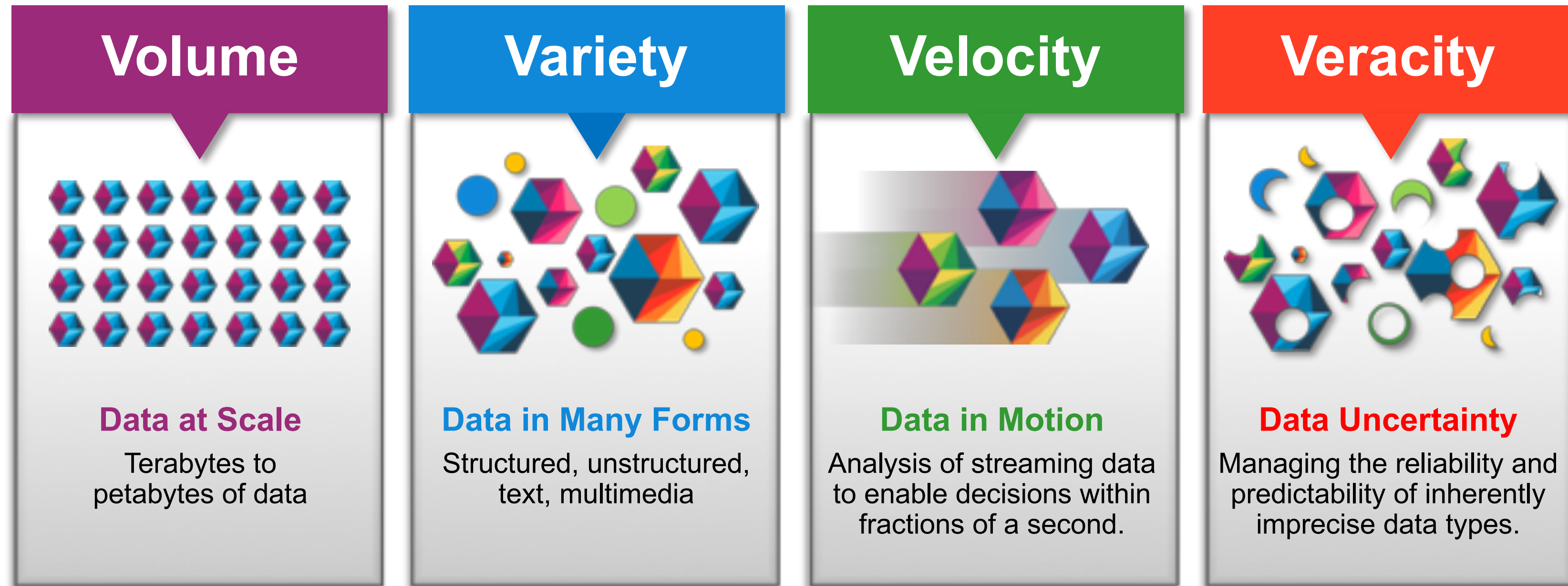
> 5. Variability: Change over time

> 6. Value: Margin or Profit generated by data

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