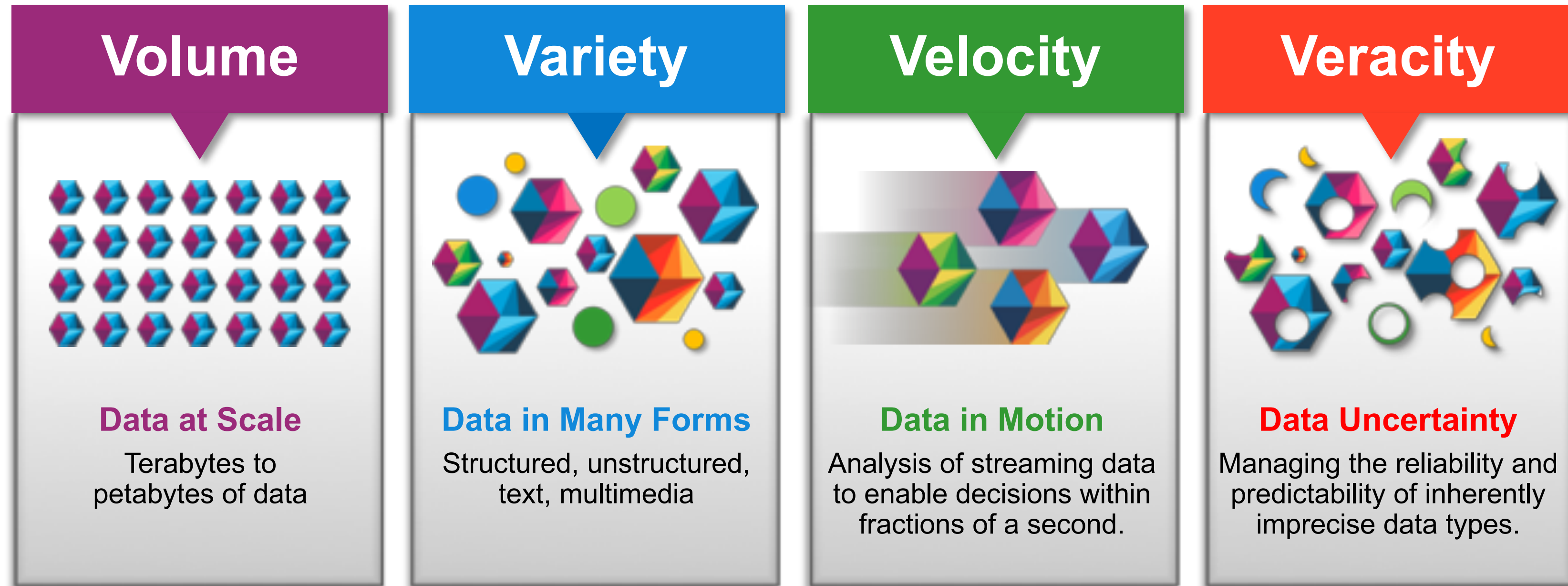
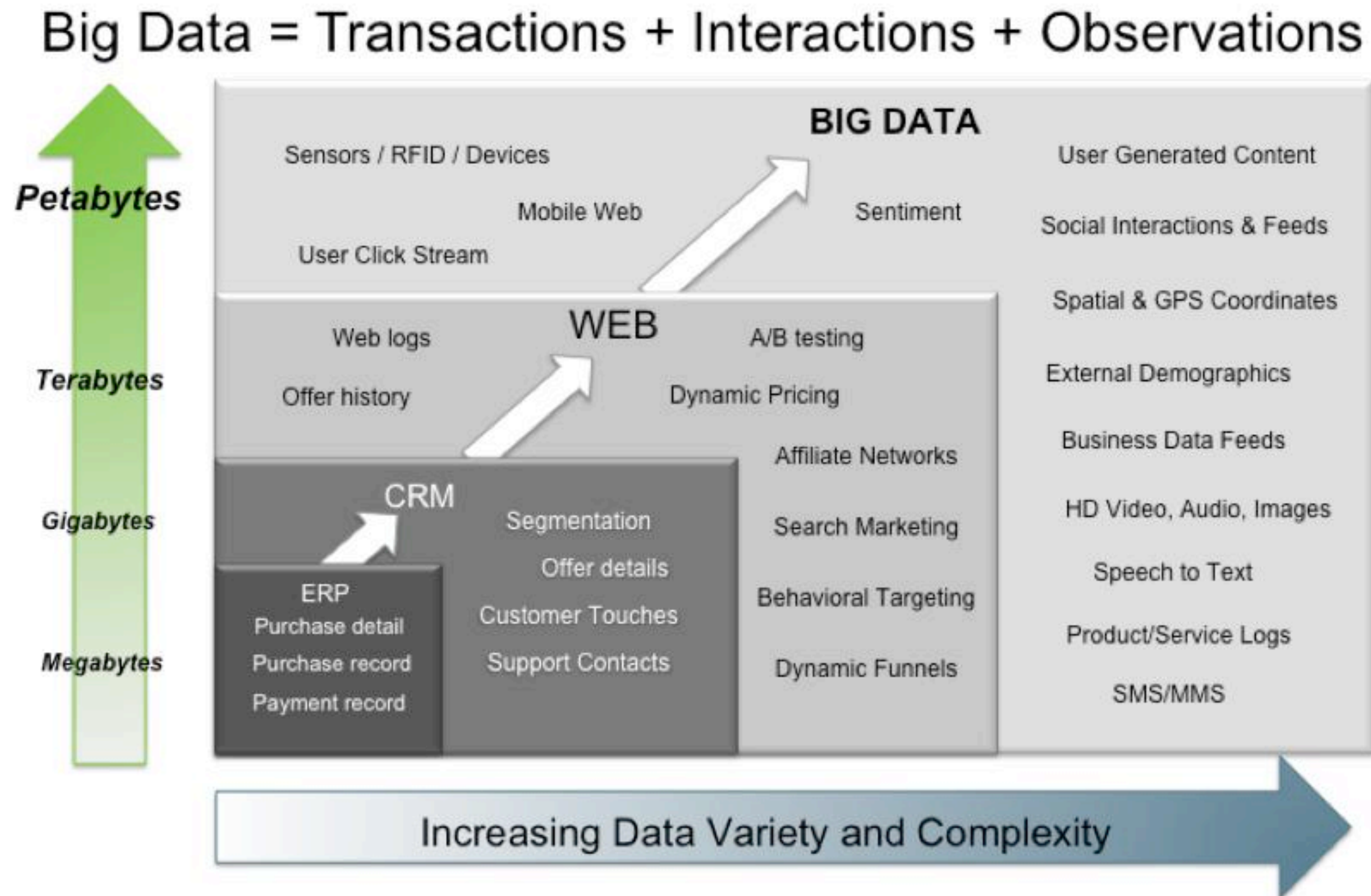


# TYPICAL CHARACTERISTICS OF BIG DATA



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

# TYPICAL CHARACTERISTICS OF BIG DATA



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