

## ASSIGNMENT 2.1

### Big Data in Business (3Vs)

Example of AdTech companies (like Google Ads, Glance)

**Volume:** Massive amounts of ad data from many companies (advertisers), and thousands of customer data. Apart from these static data, the data of ad space is received in real-time from all the apps and websites.

**Variety:** The advertisement content can be in the form of videos, or fixed posters, images, gifs, audio, textual popups, notifications, etc. The type of ad space can also have many types, like Android apps, websites, iOS apps, etc.

**Velocity:** The ad data flows in at high speed. The bidding for the ad space happens instantly in real-time. Multiple advertisers bid for the user space's ad slot to win their chance to showcase their ads, and this happens in microseconds at glazing speeds.

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