

S. No	Big Data Characteristics	Elucidation	Description
1	Volume	Size of Data	Quantity of collected and stored data. Data size is in TB
2	Velocity	Speed of Data	The transfer rate of data between source and destination
3	Value	Importance of Data	It represents the business value to be derived from big data
4	Variety	Type of Data	Different type of data like pictures, videos and audio arrives at the receiving end
5	Veracity	Data Quality	Accurate analysis of captured data is virtually worthless if it's not accurate
6	Validity	Data Authenticity	Correctness or accuracy of data used to extract result in the form of information

7	Volatility	Duration of Usefulness	Big data volatility means the stored data and how long is useful to the user
8	Visualization	Data Act/ Data Process	It is a process of representing abstract
9	Virality	Spreading Speed	It is defined as the rate at which the data is broadcast /spread by a user and received by different users for their use
10	Viscosity	Lag of Event	It is a time difference the event occurred and the event being described
11	Variability	Data Differentiation	Data arrives constantly from different sources and how efficiently it differentiates between noisy data or important data
12	Venue	Different Platform	Various types of data arrived from different sources via different platforms like personnel system and private & public cloud
13	Vocabulary	Data Terminology	Data terminology likes data model and data structures
14	Vagueness	Indistinctness of existence in a Data	Vagueness concern the reality in information that suggested little or no thought about what each might convey
15	Complexity	Correlation of Data	Data comes from different sources and it is necessary to figure out the changes whether small or large in data with respect to the previously

16 - Verbosity:

The redundancy of the information available at different sources.

17 - Voluntariness:

The will full availability of big data to be used according to the context.

