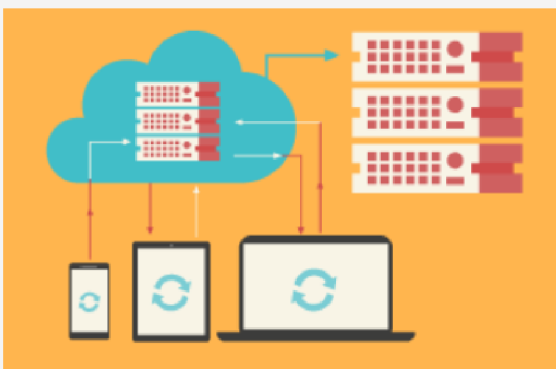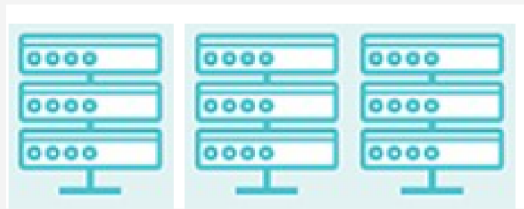IT'S ALL ABOUT THE
Big Data

Big Data refers to the dynamic, large, and disparate volumes of data being created by people, tools, and machines. It can be a combination of structured, semistructured and unstructured data

EXAMPLES

Transaction processing systems, customer databases, documents, emails, medical records, internet clickstream logs, mobile apps, and social networks. It also includes machine-generated data, such as network and server log files and data from sensors on manufacturing machines, industrial equipment, and internet of things devices.

VOLUME

Volume is the scale of the data or the increase in the amount of data stored.

VELOCITY

Velocity is the speed at which data accumulates. Data is being generated extremely fast, in a process that never stops

VARIETY

Variety is the diversity of the data. Variety also reflects that data comes from different sources, machines, people, and processes, both internal and external to organizations.

VERACITY

Veracity is the quality and origin of data, and its conformity to facts and accuracy. Attributes include consistency, completeness, integrity, and ambiguity.

VALUE

Value is our ability and need to turn data into value. Value isn't just profit. It may have medical or social benefits, as well as customer, employee, or personal satisfaction.