Types/sources of big data used by industry professionals worldwide in 2016

	In use	Planned within 12 months	Planned in long-term
Transaction data	64%	19%	9%
System logs	59%	11%	13%
Sensor/RFID/machine data	30%	11%	18%
Documents/texts	30%	23%	21%
Social media data	24%	26%	24%
Clickstream data	21%	19%	22%
Videos/images	12%	17%	17%

Share of respondents

● In use   ● Planned within 12 months   ● Planned in long-term