Big Data in Business – The 3 Vs

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E-commerce Company – Amazon

Volume

Amazon handles massive volumes of data generated from millions of customers worldwide. This includes product searches, orders, payments, delivery tracking, customer reviews, and clickstream data. Amazon processes petabytes of data daily to support its global operations.

Variety

Amazon deals with diverse types of data such as structured data (orders, inventory), semi-structured data (JSON logs, transaction records), and unstructured data (product images, videos, customer reviews, voice data from Alexa).

Velocity

Data at Amazon is generated and processed at very high speed. Customer recommendations, pricing updates, fraud detection, and inventory management occur in real time or near real time to ensure a smooth shopping experience and fast delivery.