1. Big data is a term used to describe massive amounts of data. The data does not necessarily have to be varied in type, but most of the time it is. To deal with big data means to write algorithms to interpret the data in a way that gives you a new kind of realization. Why deal with big sets of data? Well, big companies like Amazon, Google, Microsoft, etc. have millions of users and if they were to want to say make improvements to their products, they would have to view what their millions of customers found meaningful. That would mean they would have to view their “big data” and they would have to interpret it. The three Vs are Volume, Velocity, and Variety. Volume refers to the quantity of data present. Velocity refers to the speed at which new data is accumulated. Variety is the variety in the data, like ints, floats, strings, etc.