Some other definition — 11%

Massive growth of transaction data, including data from customers and the supply chain — 28%

1

Explosion of new data sources (social media, mobile device, and machine-generated devices) — 18%

4

3

2

Requirement to store and archive data for regulatory and compliance — 19%

New technologies designed to address the volume, variety, and velocity challenges of Big Data — 24%

The potential of Big Data

Technological demand because data gets bigger

Some other definition — 11%

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