

Issues with Big Data

- ✦ Variability — Inconsistencies in the data
- ✦ Veracity — Poor data quality
- ✦ Complexity — Data management challenges

These are really the more pressing challenges

This is behind most of the problems!



Data is NOT information

- ✦ Data is just that, data
- ✦ It only contributes to information when given a context (your question)
- ✦ In that context, the data-derived information can be translated into action
 - ✦ Products
 - ✦ Services

