BIG DATA CHARACTERISTICS

- Volume: data size is huge (175 ZB)
- Velocity: data growth is fast
- Moore's law to data growth
  Data types may vary
- relational databases -> databases
- XML/JSON data
- Graph data
- Streaming data
- Vector data for ML

Big Data Analytics -> the use of advanced analytic techniques against a very large, diverse data sets that include structured, semi structured and unstructured data, from different sources, and in different sizes from terabytes to zettabytes.

For reference 1,000,000,000,000 GB = 1 ZB