



## STOP using the term "BIG DATA"!!!!

### I am tired of hearing the term BIG DATA!

As analysts, we need to deal in facts – measurable ones!  
I don't believe BIG DATA has ever really been defined.

Have you heard the DBMS vendors and analytic software vendors, selling pitch that includes:  
"We do BIG DATA!"?

Have some fun. Ask the sales rep what is "BIG DATA?". Most likely, you'll get the industry standard pitch – Volume, Variety, Velocity, etc. All the "V" words.

You've set the hook. Now reel that sucker in! Ask some follow-up questions.

1. What "Volume" is needed to go from DATA, to BIG data? Is it megabytes? Terabytes? Gigabytes? Petabytes? How many?
2. What "Variety" is needed to take us from DATA, to BIG data? 2 sources? 3? 4? 5? Is it different data in one source? Does the data have to be from different databases?
3. What Velocity is needed to take us from DATA, to BIG data? Bytes per second? Fields per second? Rows per second? Transactions per second? A steady flow, or, just the peak?
4. And, does BIG Data have to be all three? If I have 500 petabytes of static data (NO Variety & NO Velocity). Is the 500 petabytes NOT Big Data?

Do you ever think BIG DATA is just a sales & marketing term – a synonym for "How big is your wallet?"?

Let me toss out 2 NEW definitions for BIG DATA:

1. Data is BIG when it is a P.I.T.A. That is, when it is a **Pain.In.The.Analysis**,. for YOU!  
THAT is BIG Data!.
2. My preferred definition of BIG data: Think of it like a BIG idea. A big idea is one that has value – one that can make the world a better place. It has no volume, velocity, variety. It just has VALUE.

When you take ANY data, and, you use it to make the world a better place,  
THAT is BIG DATA!

My visualization tool of choice – Tableau – handles BIG Data. It can handle data of any size.

But, Tableau does really BIG data when it sends out its Tableau Foundation representatives to work on a project to help eliminate malaria.

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