

A person wearing glasses is looking at a screen. A world map is overlaid on the screen, and there are some circular patterns on the right side. The background is dark blue.

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DATA ANALYTICS 101: THE 4V'S OF DATA

Data gives companies deeper insights and the ability to adapt products and services to meet and exceed the expectations of customers on the ground or in the air. Data is used to open up new possibilities for new revenue sources and better operational efficiency. And today's data is big... really big. At the heart of measuring big data are the 4Vs: **volume, variety, velocity and veracity.**

VOLUME

Amount of data being collected



Each Panasonic-equipped aircraft has seen an average of **4.5+ million interactions** with the IFE system in the past year

Over **5 billion** people have mobile devices

By 2020, it's estimated that **1.7MB of data will be created every second** for every person on earth

2.5 quintillion bytes of data created each day

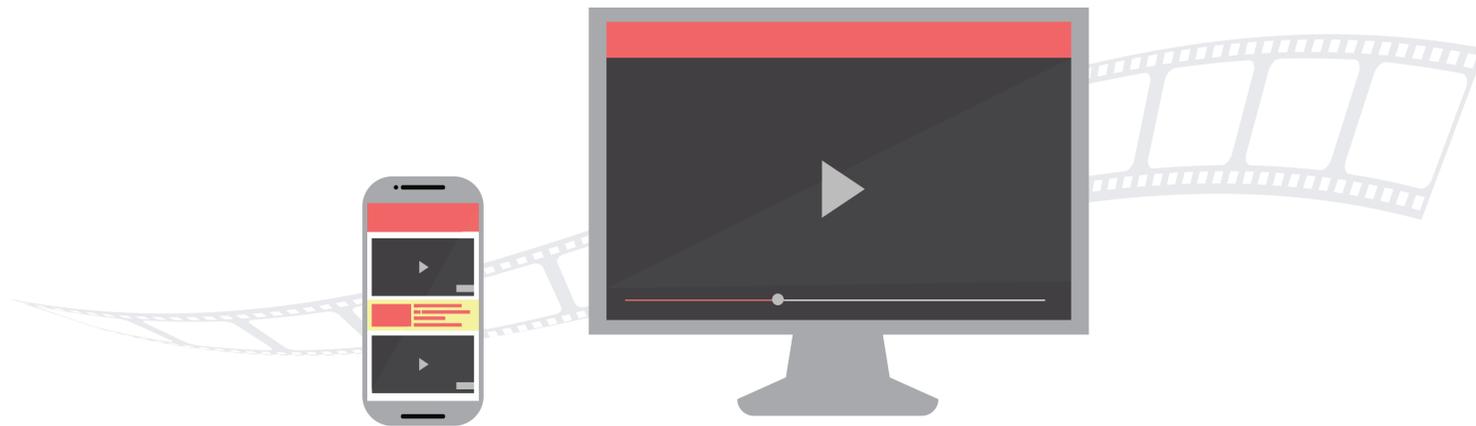
Over **1024 petabytes** of data exists in the cloud overall today



VARIETY

Different types of data

Over **50 million** adults use a wearable at least once a month in the U.S. alone



100 million hours of video are watched on Facebook each day, and more than **350 million photos** per day are posted on Facebook

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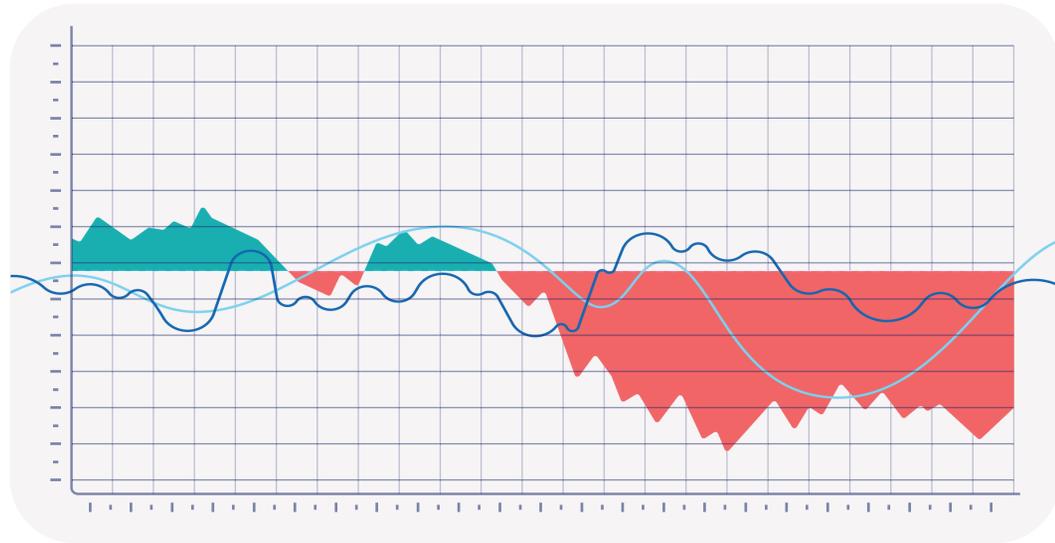


3.25 billion hours of video are watched on YouTube every month



VELOCITY

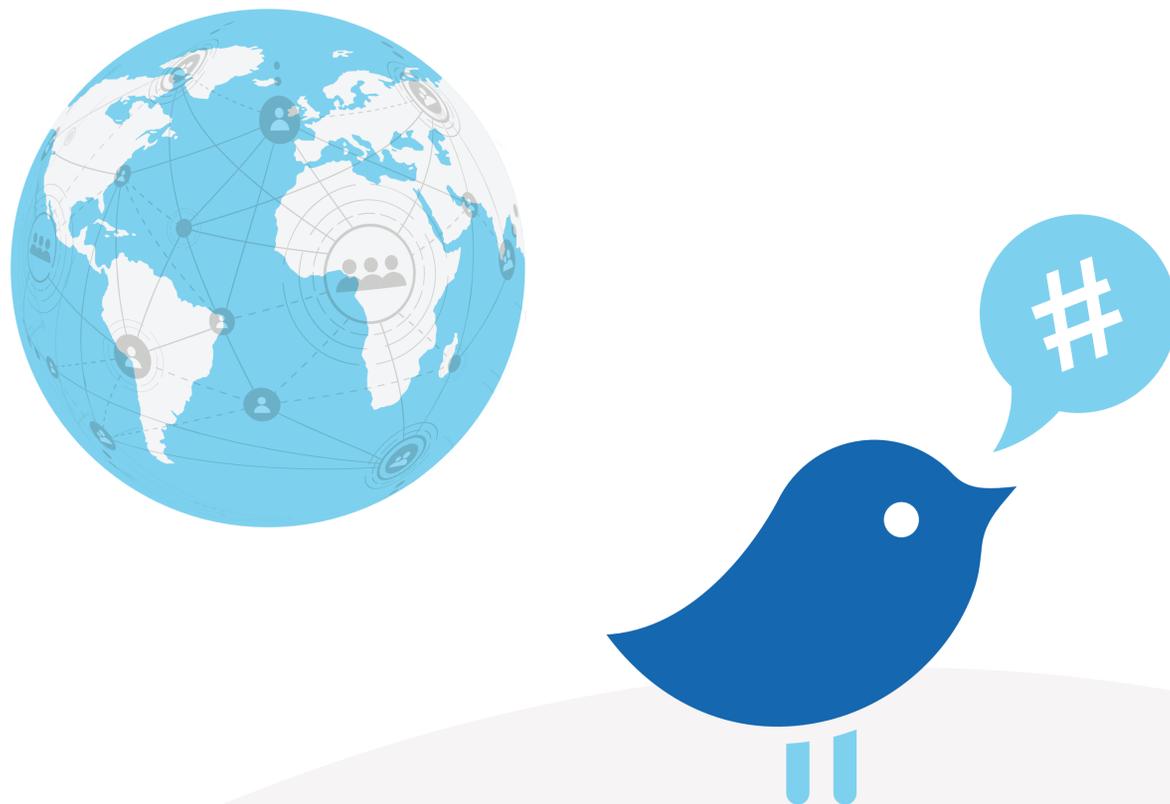
Real-time data processing with how quickly new data becomes available



In a single day, the New York Stock Exchange captures data at such high speeds that a total of **1 terabyte** of information is collected

Every second, megabytes of information are being collected, on average, from more than four devices per human on earth

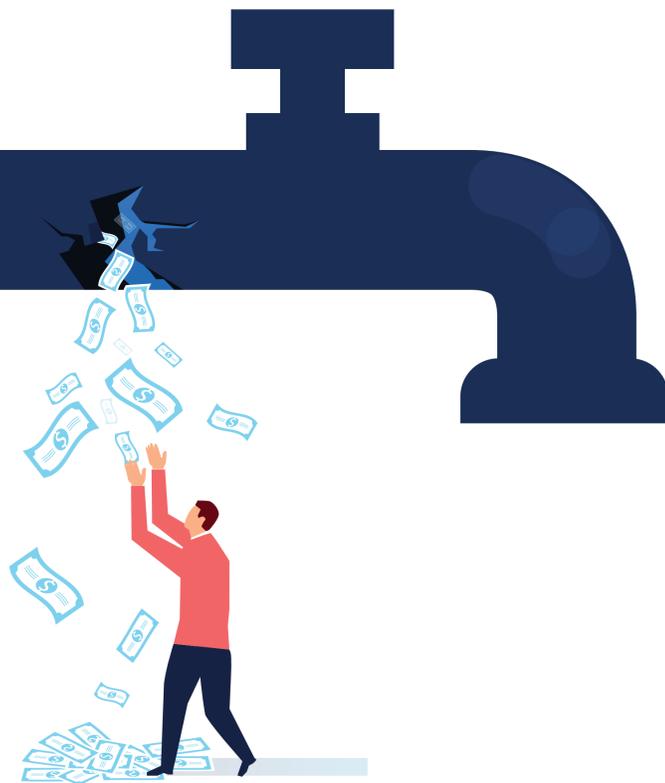
Every second, 6,000 tweets are generated on Twitter, with over **360,000 tweets per minute**



VERACITY

Trustworthiness of the data

Data quality issues cost **\$3.1 trillion dollars per year**



Average financial impact of poor data on businesses is **\$9.7 million per year**

Over 50 percent of CEOs have a distrust of the reliability of the data available to their companies

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