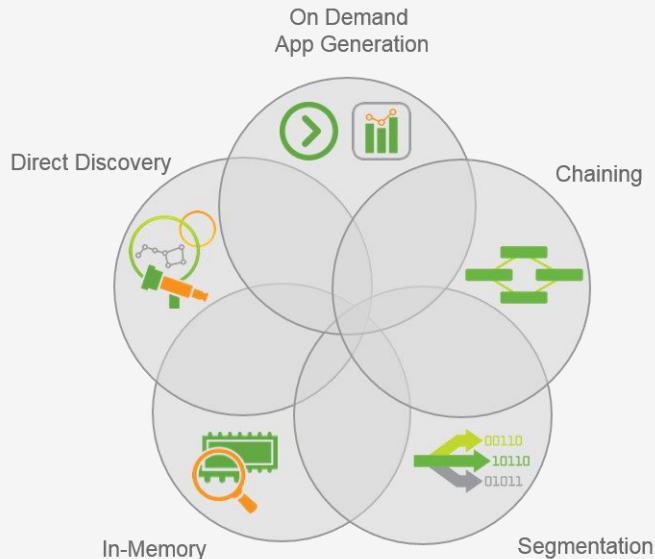# Qlik Q®

Big Data & Qlik

Qlik has several methods / techniques to handle Big Data. **None** of these methods cover all use cases. It therefore requires investigation what (combination) of techniques provides the best solution for the specific use case.
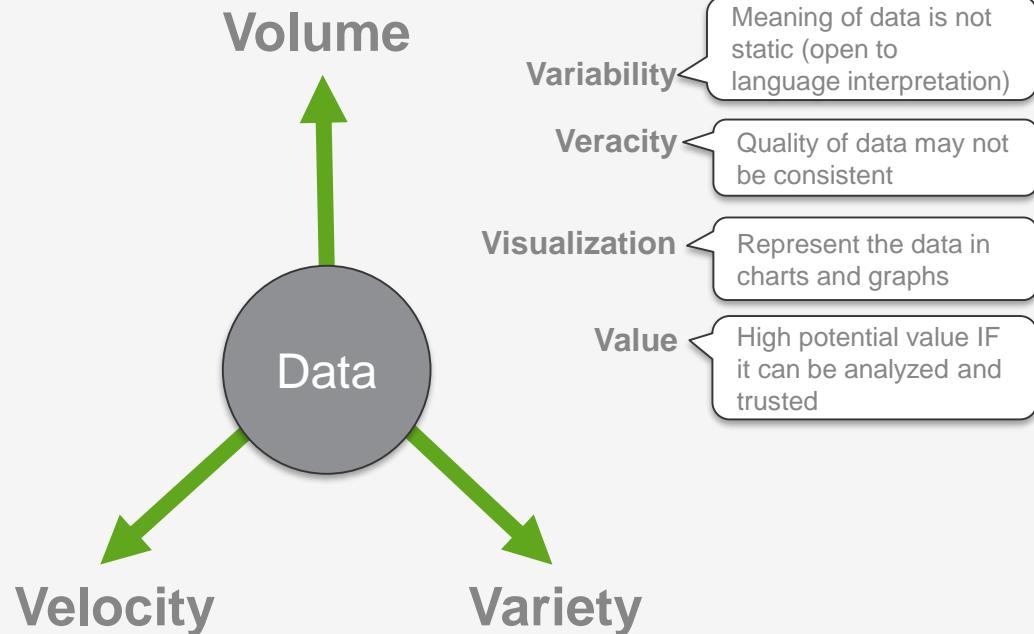
On Demand App Generation

Direct Discovery

Chaining

In-Memory

Segmentation

Definition

"Big data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a tolerable elapsed time."
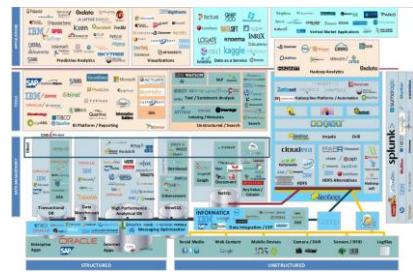
- Gartner

V-Components of Big Data

Volume

Data

Velocity

Variety

Variability — Meaning of data is not static (open to language interpretation)

Veracity — Quality of data may not be consistent

Visualization — Represent the data in charts and graphs

Value — High potential value IF it can be analyzed and trusted

Many Technologies

The Big Data landscape consists of many relatively new technologies provided and supported by many vendors and organizations.

Technical challenges

- The main challenge in analyzing Big Data is how to get the data from the storage into the analyzing engine(s) completely and quickly.
- Distributed systems split storage and analysis in pieces and distribute it over multiple nodes.

Conceptual challenges

- Often the value of the data is within the metadata and not the master data.
- More data doesn't always mean more insights or more value.
- Conceptual design of analysis is more important than ever.