

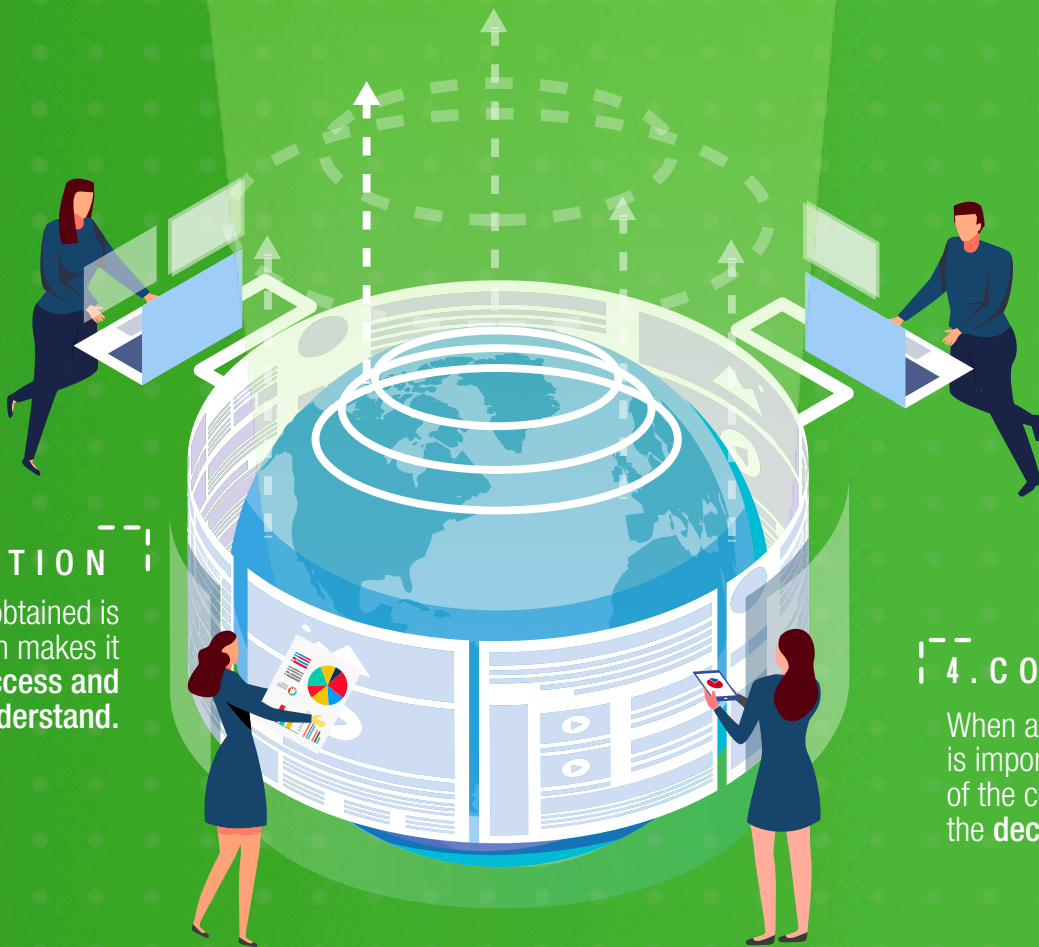
THE CLUES LEFT BY **SMALL DATA**

1. ORIGIN

Data is obtained using **big data tools** or by traditional means.

2. VOLUME

Large amounts of storage are not required to analyse **specific data**.



3. VISUALISATION

The information obtained is easy to view, which makes it easier to **access and understand**.

4. CONTEXT

When analysing data, it is important to keep sight of the context in which the **decision is taken**.

5. RELEVANCE

This enables companies to focus on their **short-term** business priorities.

6. OBJECTIVE

Finding small clues that reveal **new trends and opportunities**.