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# Unstructured Data

Definition and examples



# What is unstructured data?

WHAT!?



It is information that is not organized in some type of data structure and has not a predefined data model.



Unstructured data is not contained in a database. This makes it hard for computers to analyze unstructured information.



Usually, unstructured data is in a text form. Only 20 percent of the data available to businesses is structured data, and the rest 80 percent is unstructured.



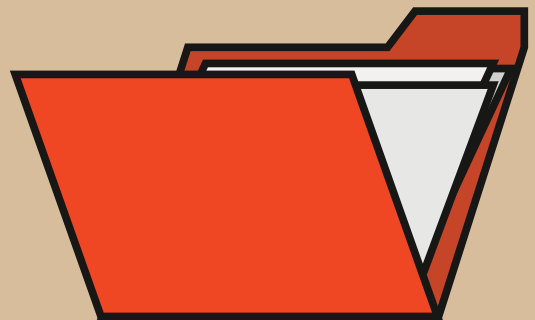
While structured data is highly organized and is easy for analysis, unstructured information cause a lot of challenges to data analysis experts.

# Examples of Unstructured Data



## Emails

Among the most popular unstructured data we use every day for business



## Text files

Word processing, spreadsheets, PDF files, reports, graphics files, XML files and etc....



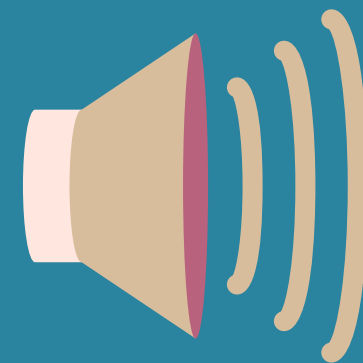
## Websites

YouTube, photo sharing sites, Instagram, Flickr, business websites, etc...



## Social Media

The data generated from the social media platforms such as Facebook, Twitter, LinkedIn



## Media

All sorts of media such as digital images, audio, video, MP3, and etc.



## Mobile data

This includes information such as different types of text messages and location

# Examples of Unstructured Data



## Communications

All types of communication such as live chat, collaboration software, IM, etc.



## Customer-generated content

Online comments, emails or calls to customer service department, etc.



## Raw data from research

Surveys, focus groups, interviews are common unstructured data examples



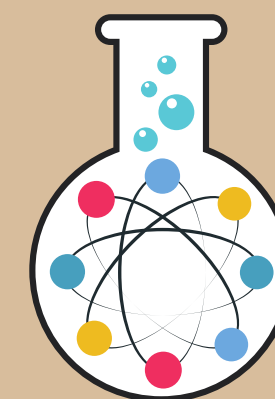
## Books, magazines, blogs

All of the writings (books, news, articles, press releases, and etc.)



## Medical records

The significant list of healthcare records that create the whole “patient picture”



## Scientific data

Oil gas exploration, seismic imagery, atmospheric data, space exploration and so on.