

# Qualitative Data

Categorical Data

- ✓ Represent characteristics  
eg. : person's gender, marital status, hometown

## Numerical data

Eg.: 1 = male  
2 = female

### CAUTION

This numbers don't have  
mathematical meaning  
→ Do not add them  
→ Do not compare them

## Ordinal data

- ✓ The **order** of the variable **matters**  
Eg.: recommendations
  - very likely
  - Likely
  - Neutral
  - Unlikely
  - Very unlikely

## Nominal Data

- ✓ **Label** variable  
Eg.:
  - Male / Female
  - American / French / Indian

### Sources :

<https://www.dummies.com/education/math/statistics/types-of-statistical-data-numerical-categorical-and-ordinal/>

<https://www.freecodecamp.org/news/types-of-data-in-statistics-nominal-ordinal-interval-and-ratio-data-types-explained-with-examples/>