

The Art of Analytics

EXPLORING VALUE FROM DATA

Introduction to Data Types

Understanding of Exploratory Data Analysis (EDA), is important since you can use certain statistical measurements only for specific data types.

Categorical Data

Categorical data represents characteristics. Therefore it can represent things like a person's gender, language etc. Categorical data can also take on numerical values (Example: 1 for female and 0 for male). Note that those numbers don't have mathematical meaning.

Nominal Data

Nominal values represent discrete units and are used to label variables, that have no quantitative value. Just think of them as „labels“. Note that nominal data that has no order. Therefore if you would change the order of its values, the meaning would not change.

Ordinal Data

Same as Nominal but in ordered fashion. Usually used to measure non-numeric features like happiness, customer satisfaction and so on.

Numerical Data

Understanding of Exploratory Data Analysis (EDA), is important since you can use certain statistical measurements only for specific data types.

Discrete Data

Can't be measured but it can be counted

It basically represents information that can be categorized into a classification. An example is the number of heads in 100 coin flips.

Continuous Data

Can be measured but it can't be counted

An example would be the height of a person, which you can describe by using intervals on the real number line.

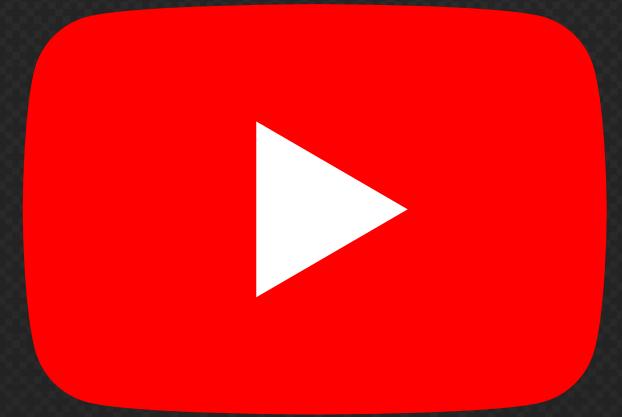
Interval Data

Ordered units that have the same difference.

Don't have a true zero

Ratio Data

The same as interval values, with the difference that they do have an absolute zero



Statistics

Upto video 8

Questions

- What are the four main data types in statistics?
- What is the difference between nominal data and ordinal data?
- What is the difference between discrete data and continuous data?
- What are some statistical methods that can be used to analyze nominal data?
- What are some statistical methods that can be used to analyze ordinal data?
- What are some statistical methods that can be used to analyze discrete data?
- What are some statistical methods that can be used to analyze continuous data?
- Why is it important to understand data types when analyzing data?

Reference : <https://towardsdatascience.com/data-types-in-statistics-347e152e8bee>

Thank You

IN CASE OF ANY DOUBT, FEEL FREE TO ASK ME