

# Data Types

Strategic and Competitive Intelligence

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Data: definition

# Data

**Data, n.**

Latin *datum*

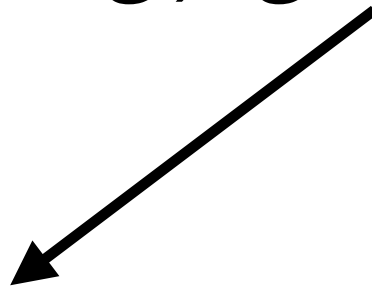
*“(Thing) given”*

# Data

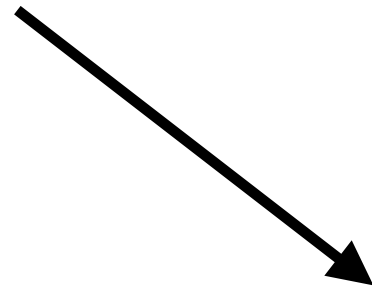
**Data, n.**

Latin *datum*

“(Thing) given”

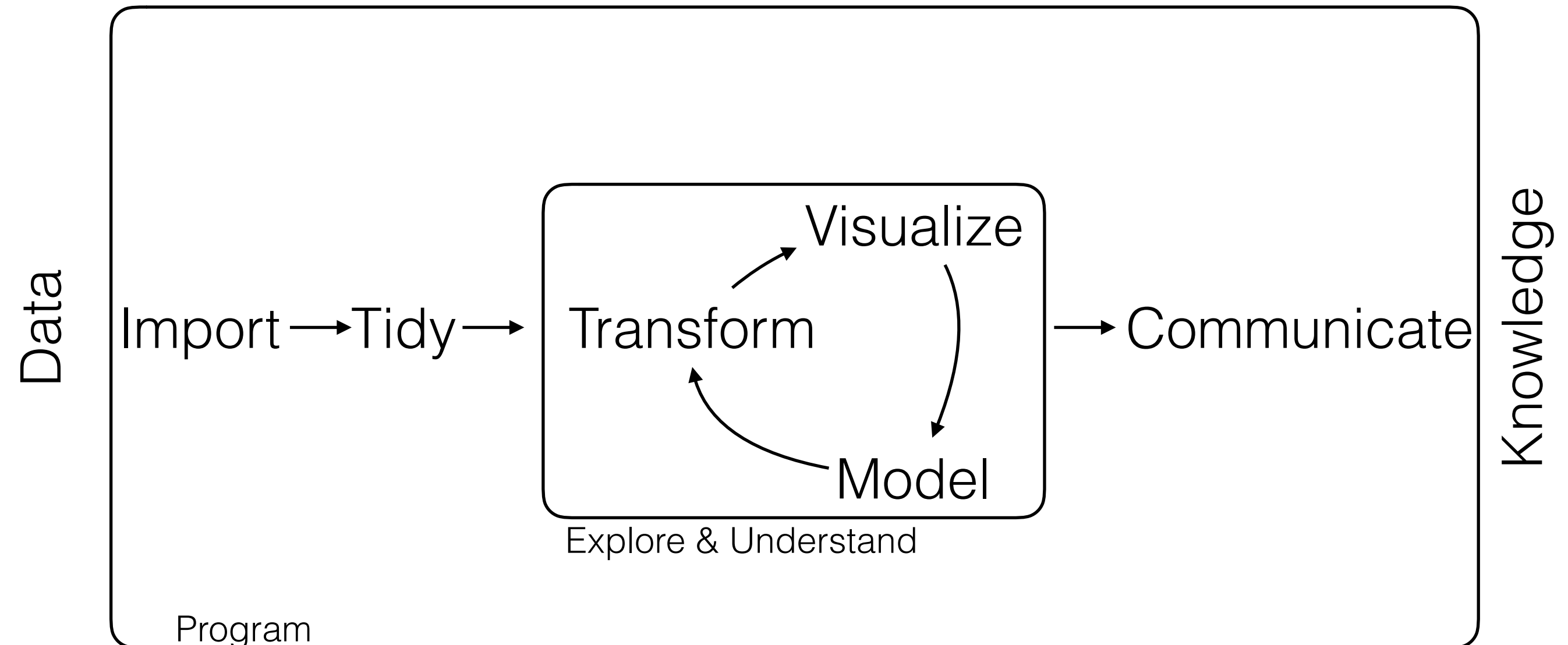


*By?*



*To?*

# Information?



# Explore & Understand

The background of the slide is filled with numerous translucent, three-dimensional shapes. These shapes are primarily red and grey, with some appearing as thin, wireframe-like structures and others as more solid, rounded forms. They are scattered across the slide, creating a complex, abstract pattern that suggests a sense of depth and movement.

Knowledge

Information

Data

# Explore & Understand

- **Data** is collected and analyzed.
- Data only becomes **information** suitable for making decisions once it has been analyzed in some fashion.
- **Knowledge** is derived from extensive amounts of experience dealing with information on a subject.

<https://en.wikipedia.org/wiki/Data>

# Explore & Understand Knowledge

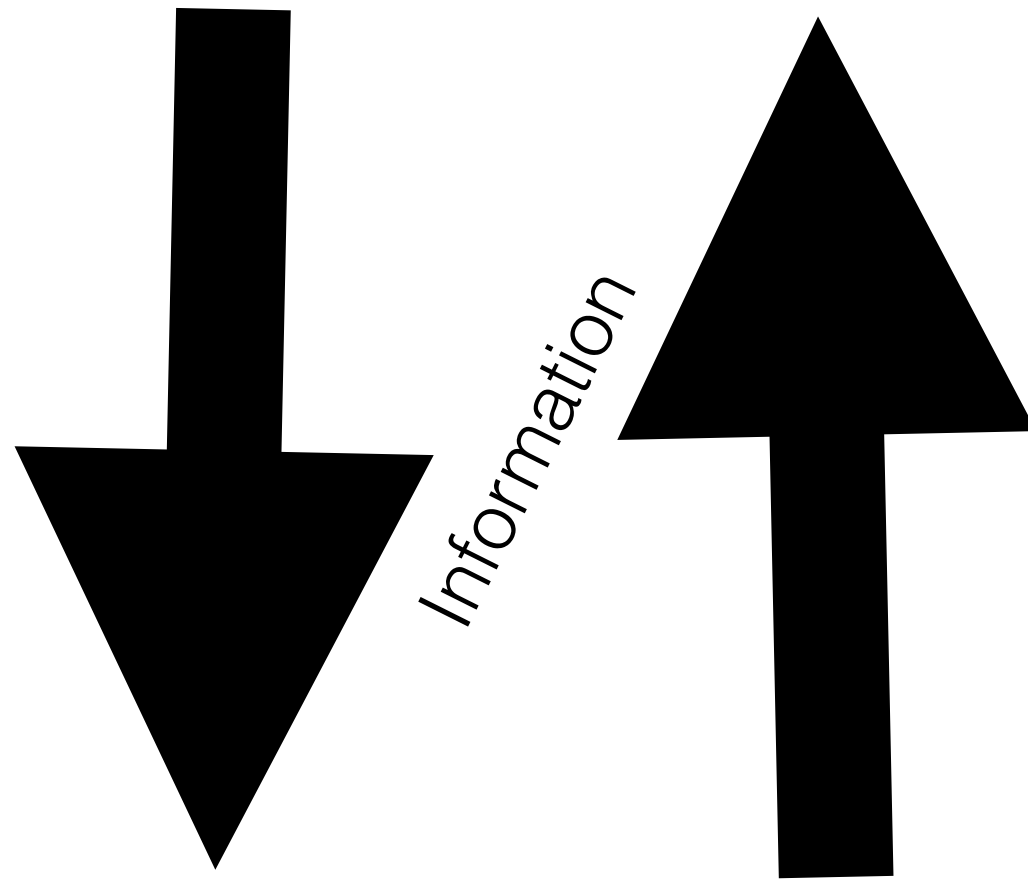
*Information*

Data



# Explore & Understand

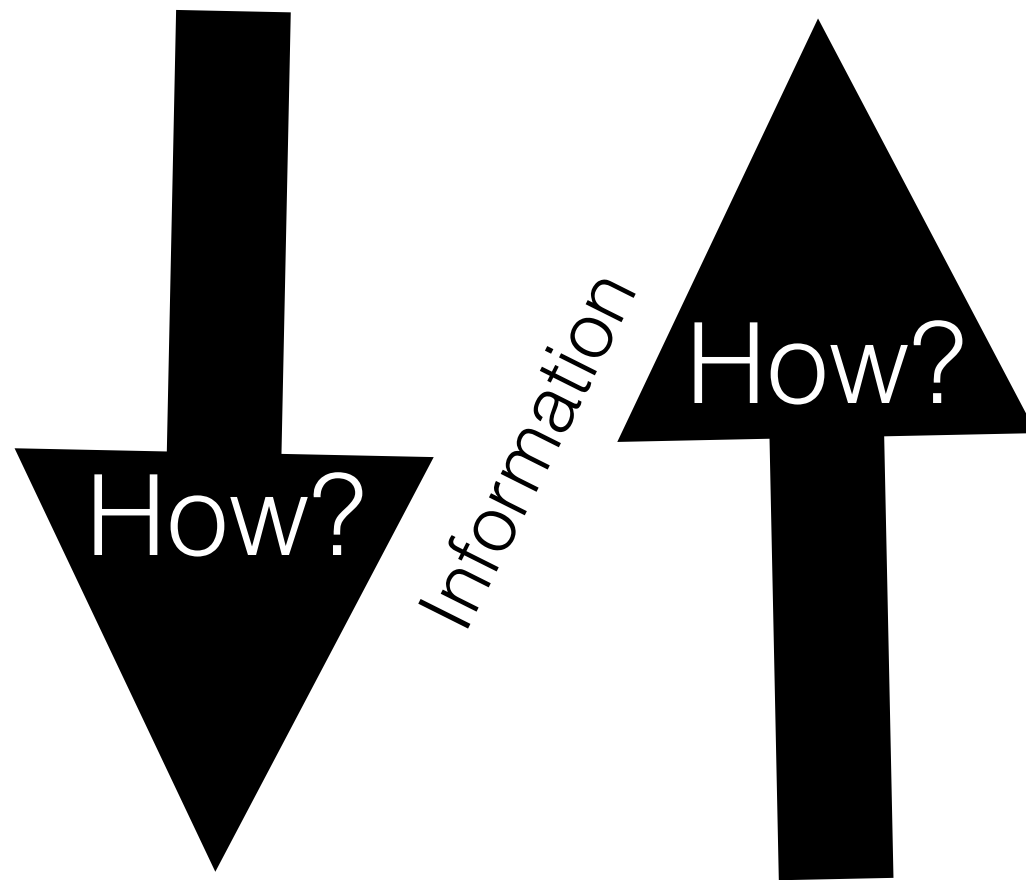
Knowledge



Data

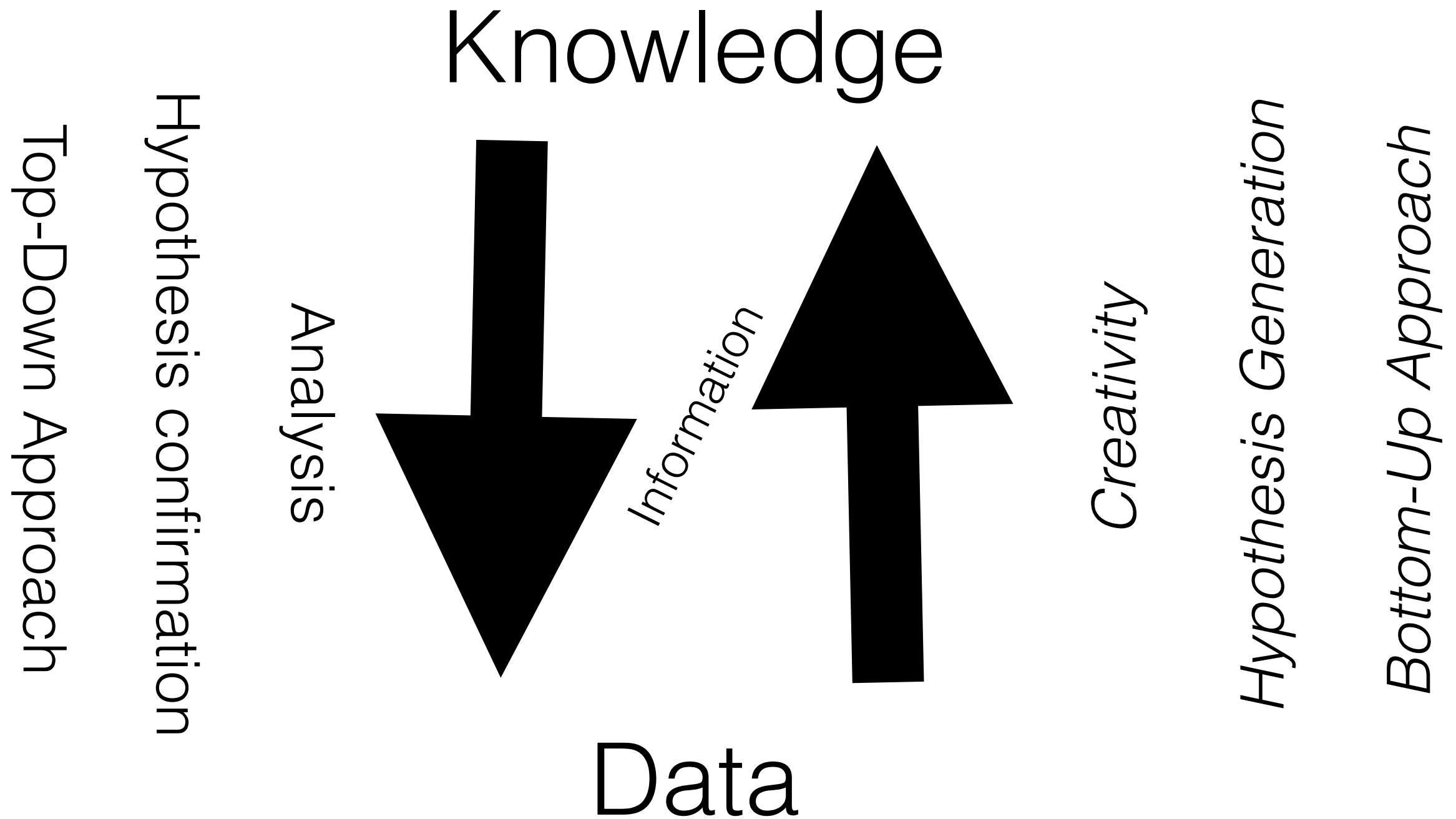
# Explore & Understand

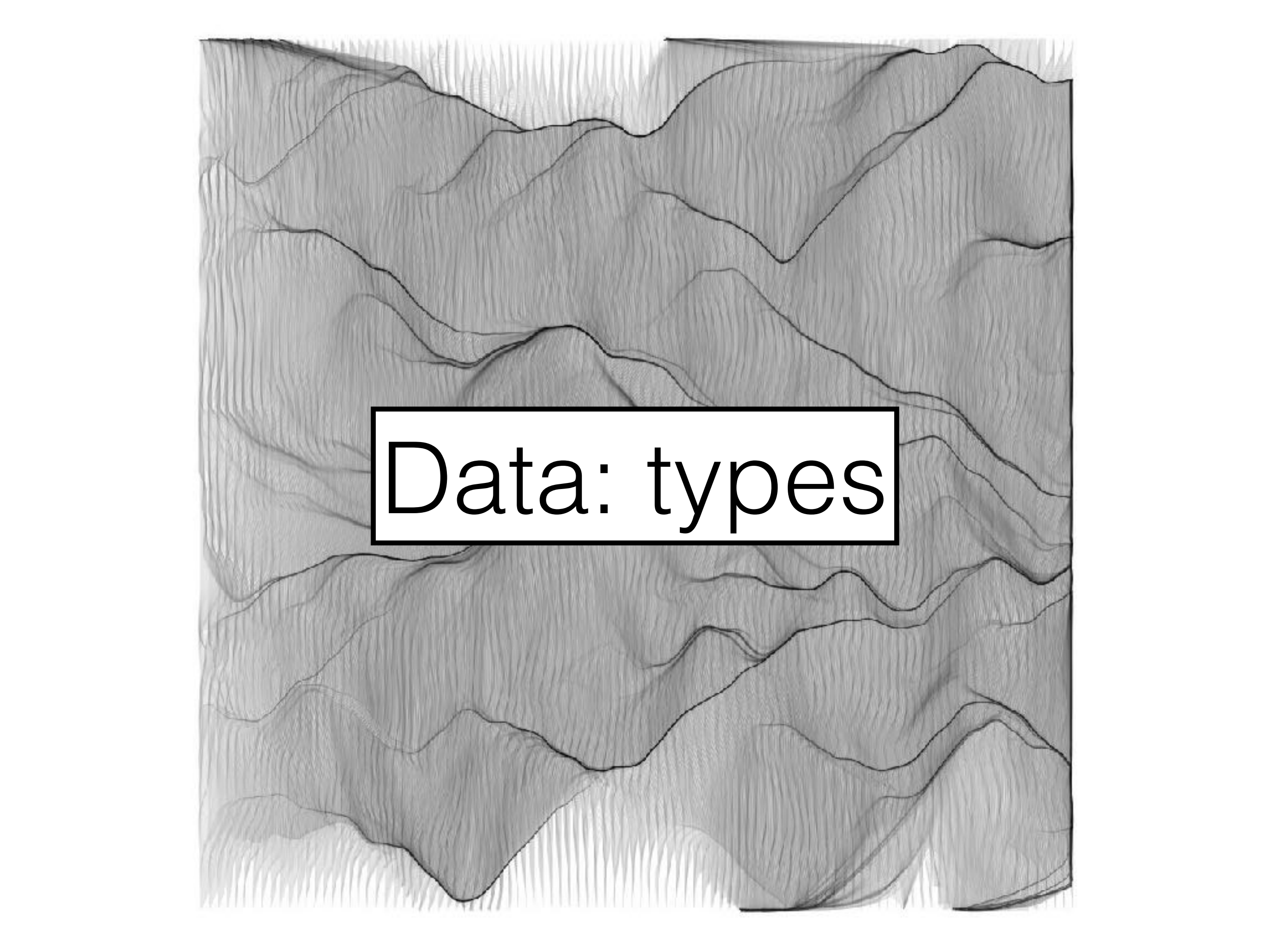
Knowledge



Data

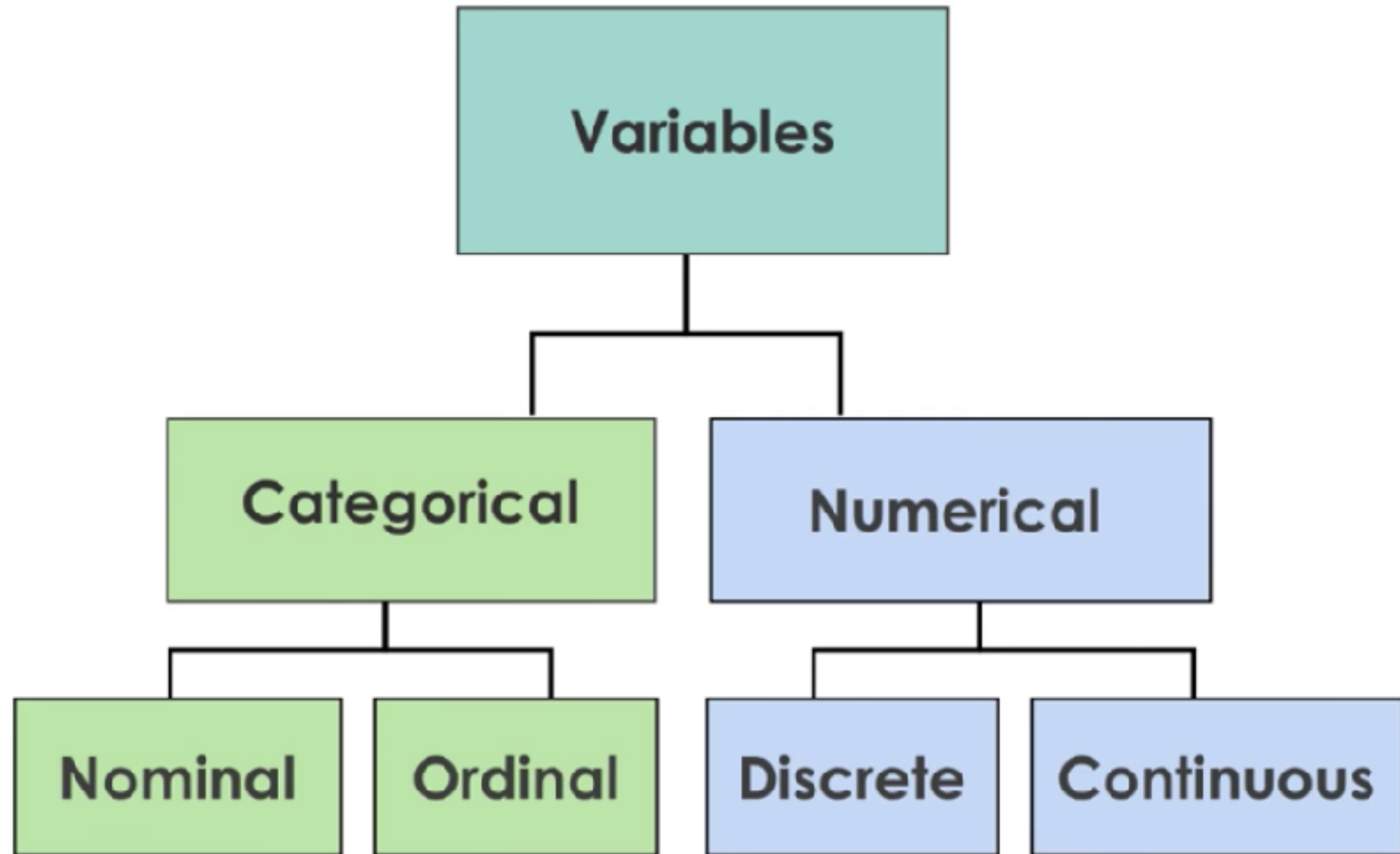
# Explore & Understand





# Data: types

# Data Types



# Data classes in R

**Integer**

**Numeric**

**Character**

**Boolean**

1

1.2

“Apple”

TRUE

3

1.0

“Pssp”

FALSE

134

3.3333

“a”

T

The background is a dark, almost black, space filled with a complex network of thin, glowing white lines. These lines are somewhat chaotic and organic, resembling a web or a neural network. A central white rectangular box with a thin black border contains the text. The text is in a clean, sans-serif font, with 'Quantitative' on the top line and 'Qualitative' on the bottom line.

Quantitative  
Qualitative

# Quantitative vs Qualitative

- Quantitative information is based on quantities obtained using a quantifiable measurement process.
- In contrast, qualitative information records qualities that are descriptive, subjective or difficult to measure.



# Exercise

DataTypes.R

# Exercise

- 1- What's the mean of consumption of the data set?
- 2- What's the standard deviation of the weight?
- 3- What's the median of the weight?
- 4- What's the difference between mean and median?
- 5- Count the total number of carburetors in all the cars and divide it for the number of cars
- 6- How many cars has an automatic transmission?
- 7- How many cars has 8 cylinders?
- 8- What's the mean of consumption for cars having an automatic transmission?
- 9- Create your own question
- 10- Answer to a question made by a colleague