



Structured data – usually a series of measurements on distinct observational units and can be arranged as a table.

Unstructured data – usually does not look like a nice table, but contains information non-the-less. Often the first step in analysing unstructured data is to extract information to make structured data. (E.g. images – Flickr, videos – YouTube, text – Twitter)

Quantitative – measures of values or counts and are expressed as numbers.

Qualitative – measures of 'types' and may be represented by a name, symbol, or a number code.