1. Qualitative data:

Qualitative or Categorical Data is data that can’t be measured or counted in the form of numbers. These types of data are sorted by category, not by number. That’s why it is also known as Categorical Data. These data consist of audio, images, symbols, or text. The gender of a person, i.e., male, female, or others, opinion on something, Colours, is qualitative data.

Types:

1. Nominal data:

Is used to label variables without any order or quantitative value.

Examples of Nominal Data:

* Colour of hair (Blonde, red, Brown, Black, etc.)
* Marital status (Single, Widowed, Married)
* Nationality (Indian, German, American)
* Gender (Male, Female, Others)
* Eye Colour (Black, Brown, etc.)

1. Ordinal data:

Have natural ordering where a number is present in some kind of order by their position on the scale.

Examples of Ordinal Data:

* When companies ask for feedback, experience, or satisfaction on a scale of 1 to 10
* Letter grades in the exam (A, B, C, D, etc.)
* Ranking of people in a competition (First, Second, Third, etc.)
* Economic Status (High, Medium, and Low)
* Education Level (Higher, Secondary, Primary)

1. Quantitative data:

Quantitative data can be expressed in numerical values, making it countable and including statistical data analysis. These kinds of data are also known as Numerical data. It answers the questions like “how much,” “how many,” and “how often.” For example, the price of a phone, the computer’s ram, the height or weight of a person, Temperature, Time, Scores and Marks etc., falls under quantitative data.

Types:

1. Discrete data

The discrete data contain the values that fall under integers or whole numbers. These data can’t be broken into decimal or fraction values.

Examples of Discrete Data :

* Cost of a cell phone
* The total number of students in a class
* Numbers of employees in a company
* The total number of players who participated in a competition
* Days in a week

1. Continuous data

Continuous data are in the form of fractional numbers.

Examples of Continuous Data :

* Speed of a vehicle
* The version of an android phone
* T-he height of a person
* The length of an object
* “Time-taken” to finish the work
* Wi-Fi Frequency
* Market share price

