Data Essentials Level 3 Glossary

Module 1: Data Mindset in a Digital World

Term	Definition
Artificial Intelligence (AI)	Artificial intelligence, or AI, refers to the ability of computer systems to perform tasks that normally require human intelligence, like speech recognition, decision-making, and language translation.
Big Data	If you collect enough data about something, it can help you to recognise patterns that you wouldn't otherwise have been aware of – it's a tool for discovery. The incredible volumes of data generated, collected, and processed today (combined with developments in computer processing power) makes Big Data a powerful tool.
Continuous data	Data that can be measured.
Data	Any information that can be collected on things like consumer profiles and behaviour, campaign and ad performance, etc.
Data architecture	Data architecture is how information flows in an organisation, and how it is controlled.
Data warehouse	A data warehouse is a place where companies and organisations can store their valuable data assets, including customer data, sales stats, employee records, and anything else of value to them.
Discrete data	Data that can be counted.
File formats	A standard way data is stored in a computer system or file.
IOT	The Internet of Things is a massive variety of devices, that aren't traditional computers, tablets, or smartphones, which connect to and share data with the internet. These devices gather and share data about how they're used and the environment in which they're operated.
Metadata	Data about data. For example, data saved in an Excel Spreadsheet. The metadata could be; created time, last saved time, author, title of the spreadsheet etc.
Nominal data	A qualitative data used to categorise or label variables. For example, male/female, hair colour, names of people.
Ordinal data	A qualitative data used to rank categorise in order. For example: education level (high school, A level, BSc, MSc, PhD) or income level (less than 50K, over 100K).
Primary data	When data is gathered first hand by an organisation or researcher.
Quantitative data	Data that refers to numeric data, such as a person's age or income.

Qualitative data	Data that cannot be easily categorised, i.e., text or scripts, images, and audio.
Secondary data	Also known as second-party data, it is data collected by someone else. For example, data publicly available in an open dataset.
Structured data	Data that has been organised into a formal repository, such as data stored in Excel.
Unstructured data	Data that is not easily classified, such as web pages or PDF files.