**Find the levels of Measurement:**

**1.Sales Data**

|  |  |  |
| --- | --- | --- |
| Description: A dataset showing product sales over time. | | Levels of Measurement |
| **Order ID: Unique order identifier.** |  | Categorical, Nominal |
| **Product: Name of the product.** | | Categorical, Nominal |
| **Category: Product category.** | | Categorical, Nominal |
| **Order Date: Date of purchase.** | | Numerical, Interval |
| **Region: Region where the sale occurred.** | | Categorical, Nominal |
| **Quantity: Number of units sold.** | | Numerical, Ratio |
| **Price per Unit: Price of a single unit.** | | Numerical, Ratio |
| **Total Sales: Total revenue from the sale.** | | Numerical, Ratio |
| **Discount: Discount applied to the order.** | | Numerical, Ratio |
| **Profit: Profit from the order.** | | Numerical, Ratio |

**2. Customer Feedback Data**

|  |  |
| --- | --- |
| Description: Data on customer feedback and ratings for a product or service. | Levels of Measurement |
| **Customer ID: Unique customer identifier.** | Categorical, Nominal |
| **Product: Product or service name.** | Categorical, Nominal |
| **Rating: Customer rating (1 to 5).** | Categorical, Ordinal |
| **Feedback: Text feedback from the customer.** | Categorical, Nominal |
| **Purchase Date: Date of the purchase.** | Numerical, Interval |
| **Region: Region of the customer.** | Categorical, Nominal |
| **Customer Lifetime Value: Total value the customer brings to the business.** | Numerical, Ratio |

**3. Marketing Campaign Data**

|  |  |
| --- | --- |
| Description: Dataset tracking the performance of marketing campaigns. | Levels of Measurement |
| **Campaign ID: Unique campaign identifier.** | Categorical, Nominal |
| **Start Date: Start date of the campaign.** | Numerical, Interval |
| **End Date: End date of the campaign.** | Numerical, Interval |
| **Channel: Marketing channel (e.g., Email, social media, TV).** | Categorical, Nominal |
| **Budget: Budget allocated to the campaign.** | Numerical, Ratio |
| **Leads Generated: Number of leads generated.** | Numerical, Ratio |
| **Conversion Rate (%): Percentage of leads converted to customers.** | Numerical, Ratio |
| **Revenue Generated: Revenue directly attributed to the campaign.** | Numerical, Ratio |

**4. Inventory Management Data**

|  |  |
| --- | --- |
| Description: Data for inventory levels in a warehouse. | Levels of Measurement |
| **Product ID: Unique product identifier.** | Categorical, Nominal |
| **Product Name: Name of the product.** | Categorical, Nominal |
| **Category: Product category.** | Categorical, Nominal |
| **Stock Level: Current stock in the warehouse.** | Numerical, Ratio |
| **Reorder Level: Minimum stock level to trigger a reorder.** | Numerical, Ratio |
| **Reorder Quantity: Quantity to reorder when stock is low.** | Numerical, Ratio |
| **Lead Time (days): Time it takes to restock.** | Numerical, Ratio |
| **Supplier: Supplier name.** | Categorical, Nominal |

**5. Employee Productivity Data**

|  |  |
| --- | --- |
| Description: Data for analysing employee performance. | Levels of Measurement |
| **Employee ID: Unique employee identifier.** | Categorical, Nominal |
| **Department: Department where the employee works.** | Categorical, Nominal |
| **Hours Worked: Total hours worked in a month.** | Numerical, Ratio |
| **Projects Completed: Number of projects completed.** | Numerical, Ratio |
| **Overtime Hours: Total overtime hours worked.** | Numerical, Ratio |
| **Performance Rating: Rating given by the manager (1 to 5).** | Categorical, Ordinal |
| **Salary: Monthly salary of the employee.** | Numerical, Ratio |

**6. Retail Store Transaction Data**

|  |  |
| --- | --- |
| Description: Transaction data for a retail store. | Levels of Measurement |
| **Transaction ID: Unique identifier for the transaction.** | Categorical, Nominal |
| **Store ID: Store where the transaction occurred.** | Categorical, Nominal |
| **Date: Transaction date.** | Numerical, Interval |
| **Customer ID: Customer involved in the transaction.** | Categorical, Nominal |
| **Items Purchased: Number of items purchased.** | Numerical, Ratio |
| **Total Amount: Total amount spent in the transaction.** | Numerical, Ratio |
| **Payment Method: Payment method used (e.g., Cash, Credit Card).** | Categorical, Nominal |

\*\***Note**: For dates like **Order Date**, **Purchase Date**, **Start Date**, **End Date**, and **Date**, they can be considered both **Categorical, Ordinal** and **Numerical, Interval** depending on the context (order vs. differences).