

ID

ID's level of measurement: qualitative, nominal

ID categorical data

Age

'Age' - level of measurement: quantitative, ratio

'Age interval' level of measurement is: ordinal

The same variable can have different levels of measurement

Age at time of purchase = Year of deal - Year of birth of client

We want to see the age at which customers buy our product

Real estate is something people rarely buy more than once in their life.
So we expect age to be a central variable in the analysis

Price

Price is numerical and can be discrete or continuous

If we are interested banks and corporations treat it as continuous.

So, the level of measurement here is ratio

Gender

Gender

Type of data: categorical

Level of measurement: nominal

A good way to represent categorical data is with a pie chart

It is very similar to yes or no questions.

Such variables are called binary as there are only two possibilities which are always categorical.

Location /State

'State' is categorical like ID

In fact, we can level the US states from 1 to 50 and use numbers instead.

The variable is categorical and its level of measurement is nominal.

State is a categorical variable => bar chart? pie chart?

However I prefer the pareto diagram as it gives us additional information



