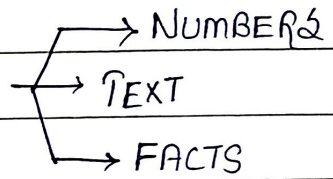
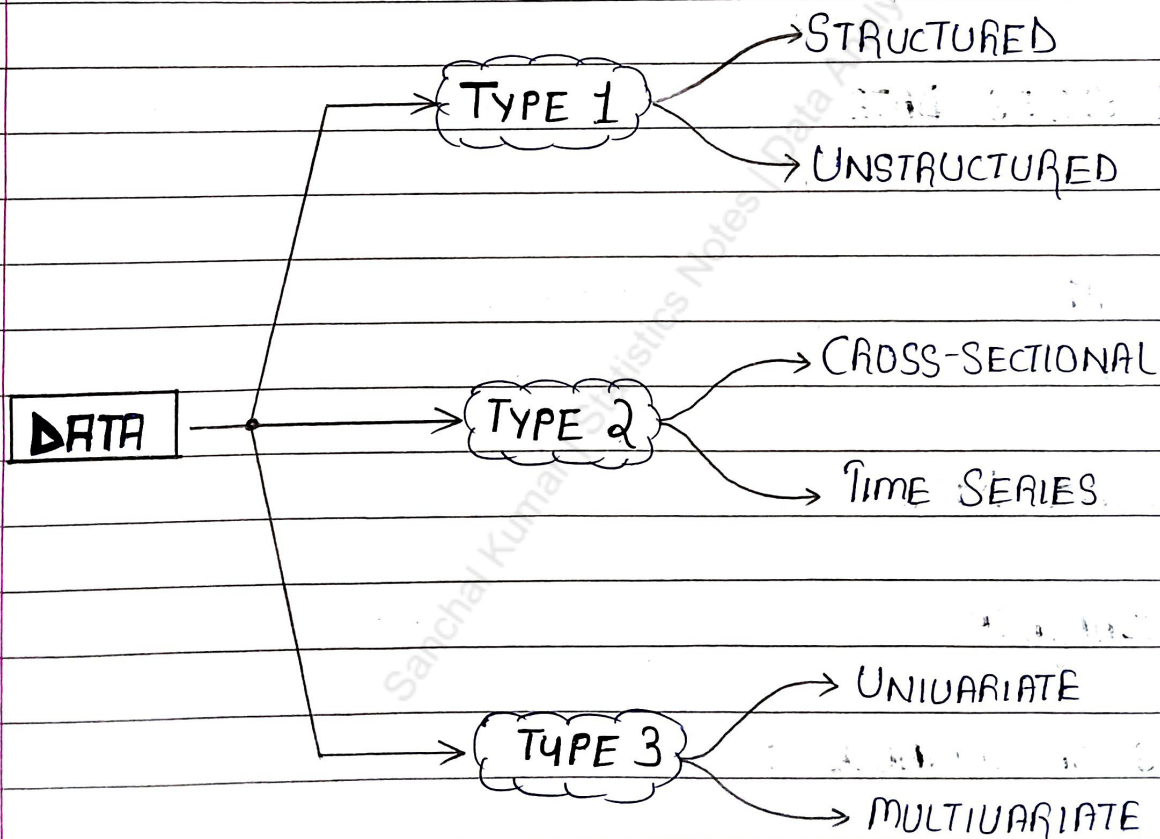


DATA :

- Data is essentially RAW INFORMATION collected from different sources.



- Analyzing data → INFORMED DECISIONS OR DRAWING CONCLUSION.



• STRUCTURED DATA :

↳ Tables

↳ Spreadsheets

↳ Relational Database

• UNSTRUCTURED DATA :

↳ Multimedia Contents (img, audio, videos)

↳ Text (e-mails, articles, blogs)

↳ Webpage content

• CROSS-SECTIONAL DATA : Data collected at a single point of time.

E.g.: Survey data collected on a particular date.

• TIME SERIES DATA : Data collected over a sequence of time interval.

E.g.: Monthly/Daily Stock Prices.

Monthly sales data collected over several interval of time.

• UNIVARIATE Data :- Single variable

• MULTIVARIATE : Two or more variables.

* TYPES OF VARIABLES :

1. NOMINAL : Think of categories without a specific order, like GENDER or COLOURS.

2. ORDINAL : These have specific order but no regular/uniform difference between them like EDUCATION LEVEL, CUSTOMER RATING.

3. **NUMERICAL**: These are numbers with meaningful differences like, income, age or price.
4. **CATEGORICAL**: Similar to nominal but often used for types like types of cars or product categories.
5. **INTERVAL**: These have meaningful intervals between values but no true zero like temperature or IQ.
6. **RATIO** - These have true zeros and meaningful ratios like height or weight.