**Variable**

**Qualitative Quantitative**

**Nominal Ordinal Interval Ratio**

**Categorical data** **Discrete or**

**Continuous**

**Nominal Data** – gender, eye colour, marital status, nationality, hair colour - no numeric value

**Ordinal Data** – class ranking, star rating – Sequence Value

**Discrete-interval data** – credit score, class ranking – provides measurements

**Continuous -Ratio data –** distance, weight height age

**Categorical data plots** – bar, box, count, violin

**Measure Of Central tendency -** Mean, mode, median

**Dispersion-**