

Introduction-

Data- Refers to raw facts that were processed to form information.

1. Types of Data –
 - a. Categorical Data (Data which represents non-numeric category and Only two group of answers can be obtained Yes or NO example- Customer Feedback).
 - b. Numerical Data (Represents Numerical values that can be measured or counted such as age, salary)
 - i. Discrete data is calculated in finite manner it takes specific countable values.
 - ii. Continuous data is in infinite manner, and it is impossible to count.
2. Based on Measurement level (it is categorised because it determines the statistical tools that can be applied.)

based on measurement level data is categorized into two types –

- a. Qualitative which describes qualities or attributes of data. Qualitative data is further divided into two subcategories –
 - i. Nominal - categories which can't be numbers
 - ii. Ordinal - Groups or categories which follow order
- b. Quantitative- which represents the numerical measurement
 - i. interval - (numerical data with equal intervals but no True 0
 - ii. Ratio- Numeric data with equal interval or true zero (0)



