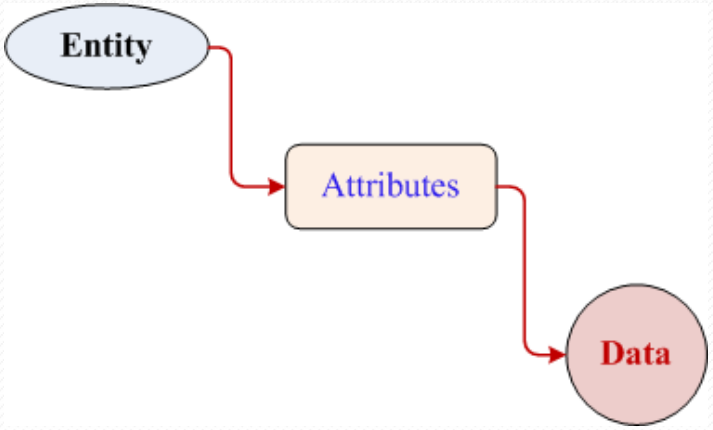
Data Analytics

Data Categorization

Today's discussion…

- Data in data analytics
- NOIR topology
- Nominal scale
  - Binary
    - Symmetric
    - Asymmetric
- Ordinal scale
- Interval and ration scale
- Multidimensional Data Model

Data in Data Analytics



NAME	AGE	GENDER	SALARY	EMPLOYER
:				
:				
ABCD	34	F	40000	XYZ
:				
:				

- **Entity:** A particular thing is called entity or object.
- **Attribute.** An attribute is a measurable or observable property of an entity.
- **Data.** A measurement of an attribute is called data.
- Note
  - Data defines an **entity**.
  - Computer can manage all type of data (e.g., audio, video, text, etc.).

Data in Data Analytics

- In general, there are many types of data that can be used to measure the properties of an entity.
- A good understanding of data **scales** (also called scales of measurement) is important.
- Depending the scales of measurement, different technique are followed to derive hitherto unknown knowledge in the form of
  - patterns, associations, anomalies or similarities from a volume of data.

NOIR

Classification of scales of Measurement

NOIR classification

- The mostly recommended scales of measurement are

N: Nominal

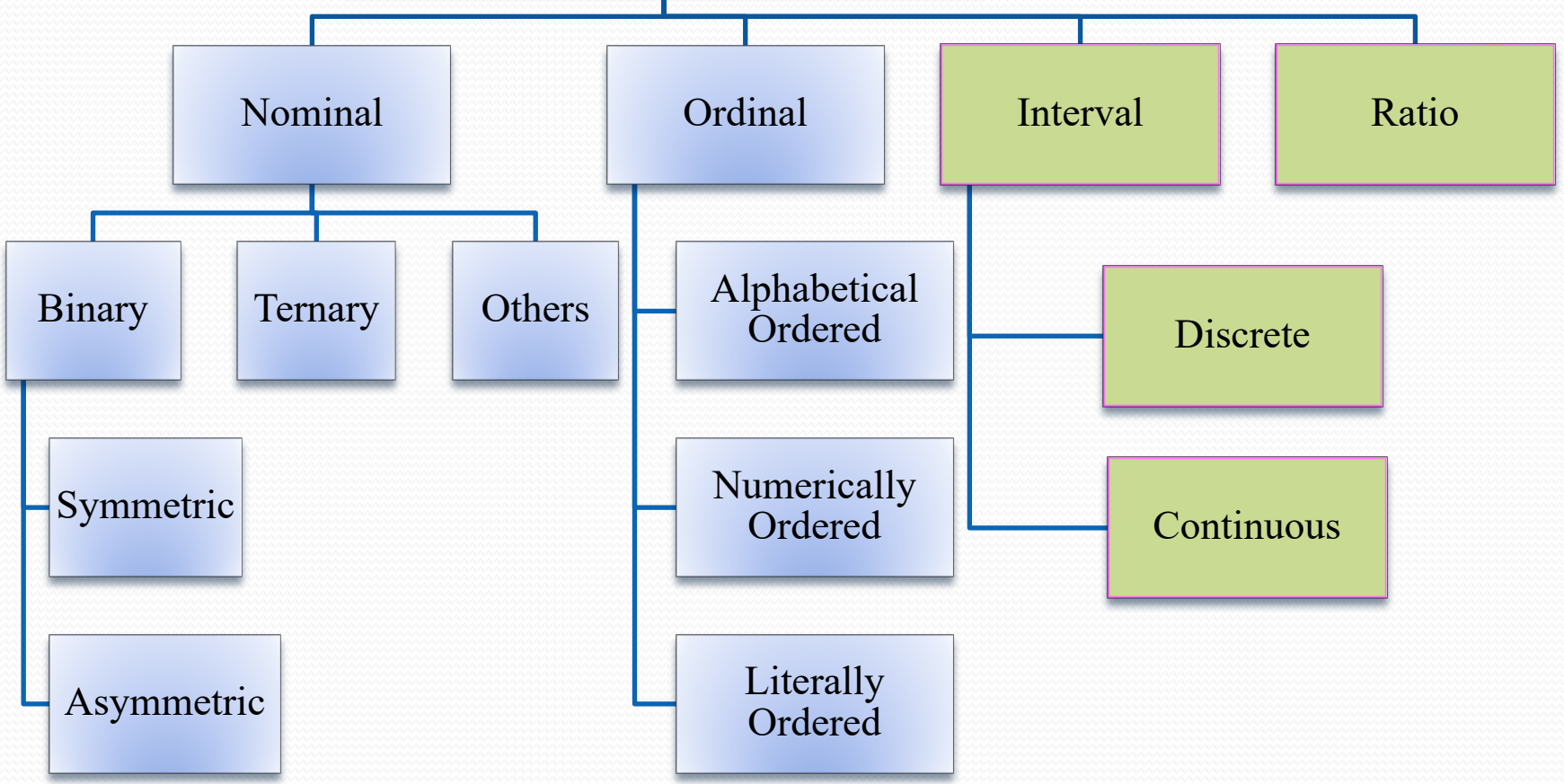
O: Ordinal

I: Interval

R: Ratio

The NOIR scale is the fundamental building block on which the **extended data types** are built.

NOIR Classification



Categorical (Qualitative)

Numeric (Quantitative)

Properties of data

- Following FOUR properties (operations) of data are pertinent.

#	Property	Operation	Type
1.	Distinctiveness	= and ≠	Categorical (Qualitative)
2.	Order	< , ≤ , > , ≥	
3.	Addition	+ and -	Numerical (Quantitative)
4.	Multiplication	* and /	

NOIR summary

- ✓ Nominal (with distinctiveness property only)
- ✓ Ordinal (with distinctive and order property only)
- ✓ Interval (with additive property + property of Ordinal data)
- ✓ Ratio (with multiplicative property + property of Interval data)

- Further, nominal and ordinal are collectively referred to as categorical or qualitative data. Whereas, interval and ratio data are collectively referred to as quantitative or numeric data.

Which of the following employment classifications best describes your area of work?

- **1.** Educator
- **2.** Construction worker
- **3.** Manufacturing worker
- **4.** Lawyer
- **5.** Doctor
- **6.** Other

Nominal scale

- **Definition**

A variable that takes a value among a set of mutually exclusive codes that have no logical order is known as a nominal variable.

- **Examples**

Gender — Used letters or numbers
{ M, F} **or** { 1, 0 }

Blood groups — Used string
{A , B , AB , O }

Rhesus (Rh) factors — Used symbols
{+ , - }

Country code — ??
????

Nominal scale

Note

- The nominal scale is used to label data categorization using a consistent naming convention.
- The labels can be numbers, letters, strings, enumerated constants or other keyboard symbols.
- Nominal data thus makes "category" of a set of data.
- The number of categories should be two (binary) or more (ternary, etc.), but countably finite.

Nominal scale

Note

- A nominal data may be numerical in form, but the numerical values have no mathematical interpretation.
  - For example, 10 prisoners are 100, 101, … 110, but; 100 + 110 = 210 is meaningless. They are simply labels.
- Two labels may be identical (=) or dissimilar (≠).
- These labels do not have any ordering among themselves.
  - For example, we cannot say blood group B is better or worse than group A.
- Labels (from two different attributes) can be combined to give another nominal variable.
  - For example, blood group with Rh factor (A+ , A- , AB+, etc.)

Binary scale

- **Definition**

A nominal variable with exactly two mutually exclusive categories that have no logical order is known as binary variable

- **Examples**

Switch: {ON, OFF}
Attendance: {True, False}
Entry: {Yes, No}
etc.

Note

- A Binary variable is a special case of a nominal variable that takes only two possible values.

Symmetric and Asymmetric Binary Scale

- Different binary variables may have unequal importance.
- If two choices of a binary variable have equal importance, then it is called symmetric binary variable.
  - Example: Gender = {male , female}

    // usually of equal probability.
- If the two choices of a binary variable have unequal importance, it is called asymmetric binary variable.
  - Example: Food preference = {V , NV}

Operations on Nominal variables

- Summary statistics applicable to nominal data are mode, contingency correlation, etc.
- Arithmetic (+, -, * and /) and logical operations (<, >, ≠ etc.) are not permitted.
- The allowed operations are : accessing (read, check, etc.) and re-coding (into another non-overlapping symbol set, that is, one-to-one mapping) etc.
- Nominal data can be visualized using line charts, bar charts or pie charts etc.
- Two or more nominal variables can be combined to generate other nominal variable.
  - Example: Gender (M,F) × Marital status (S, M, D, W)

Survey

This computer tutorial is	___	___	___	___	___
	not helpful	somewhat helpful	moderately helpful	very helpful	extremely helpful
	1	2	3	4	5

Ordinal scale

- **Definition**

Ordered nominal data are known as ordinal data and the variable that generates it is called ordinal variable.

- Example:

Shirt size = { S, M, L, XL, XXL}

Note

The values assumed by an ordinal variable can be ordered among themselves as each pair of values can be compared literally or using relational operators ($<$, $\leq$, $>$, $\geq$).

Operation on Ordinal data

- Usually relational operators can be used on ordinal data.
- Summary measures mode and median can be used on ordinal data.
- Ordinal data can be ranked (numerically, alphabetically, etc.) Hence, we can find any of the percentiles measures of ordinal data.
- Calculations based on order are permitted (such as count, min, max, etc.).
- Spearman's R can be used as a measure of the strength of association between two sets of ordinal data.
- Numerical variable can be transformed into ordinal variable and vice-versa, but with a loss of information.
  - For example, Age [1, … 100] = [young, middle-aged, old]

Interval scale

- **Definition**

Interval-scale variables are continuous measurements of a roughly linear scale.

- Example:
  weight, height, latitude, longitude, weather, temperature, calendar dates, etc.

Note

- Interval data are with well-defined interval.
- Interval data are measured on a numeric scale (with +ve, o (zero), and –ve values).
- Interval data has a zero point on origin. However, the origin does not imply a true absence of the measured characteristics.
  - For example, temperature in Celsius and Fahrenheit; o^0 does not mean absence of temperature, that is, no heat!

Operation on Interval data

- We can add to or from interval data.
  - For example: date1 + x-days = date2
- Subtraction can also be performed.
  - For example: current date – date of birth = age
- Negation (changing the sign) and multiplication by a constant are permitted.
- All operations on ordinal data defined are also valid here.
- Linear (e.g. cx + d) or Affine transformations are permissible.
- Other one-to-one non-linear transformation (e.g., log, exp, sin, etc.) can also be applied.

Operation on Interval data

Note

- Interval data can be transformed to nominal or ordinal scale, but with loss of information.
- Interval data can be graphed using histogram, frequency polygon, etc.

Ratio scale

- **Definition**

  Interval data with a clear definition of "zero" are called ratio data.

  - Example:

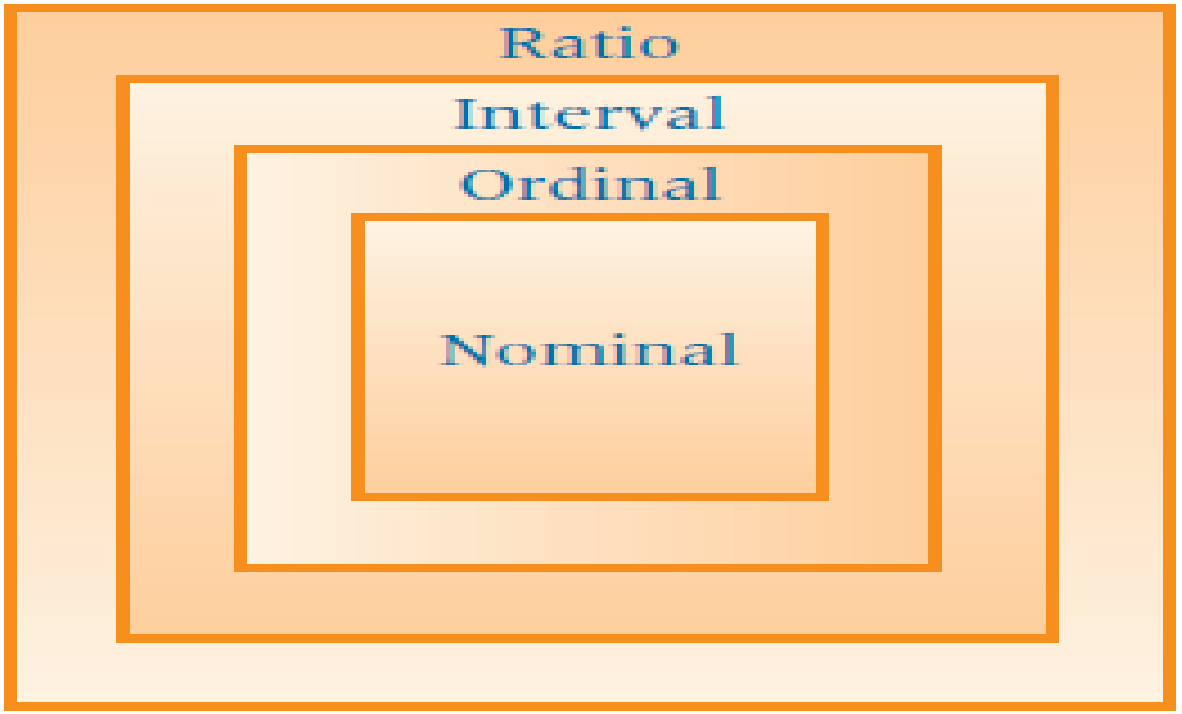
  Temperature in Kelvin scale, Intensity of earth-quake on Richter scale, Sound intensity in Decibel, cost of an article, population of a country, etc.

Note

- All ratio data are interval data but the reverse is not true.
- In ratio scale, both differences between data values and ratios (of non-zero) data pairs are meaningful.
- Ratio data may be in linear or non-linear scale.
- Both interval and ratio data can be stored in same data type (i.e., integer, float, double, etc.)

Operation on Ratio data

- All arithmetic operations on interval data are applicable to ratio data.
- In addition, multiplication, division, etc. are allowed.
- Any linear transformation of the form (ax + b)/c are known.


Ratio
Interval
Ordinal
Nominal