DATA - Raw facts and figures, Records, files, images, audio, video etc

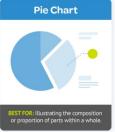
DATA - After analysing / studying -> we get **INFORMATION**



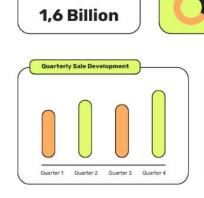








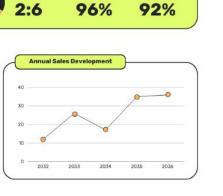




Sales

Value Average:

Performance Dashboard



Customer Loyalty Percentage Level Branding Exposure Effectivity Level

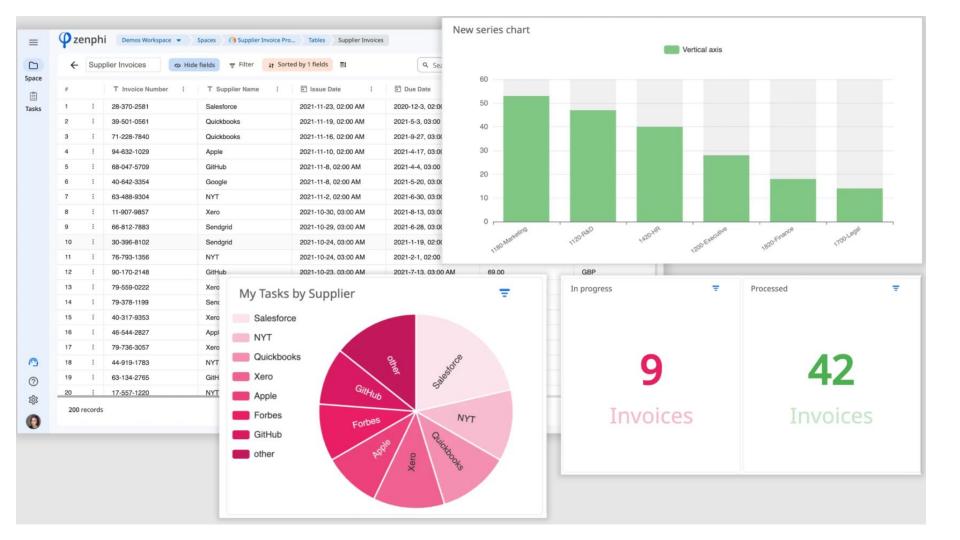
Functional Product Ratio



BEST FOR: Presenting the relationship between two variables.



BEST FOR: Showing the distribution of continuous data.



DATA Numerical NON Numerical

1,2,3 80,90,100,etc

Anything in number

A,b,c

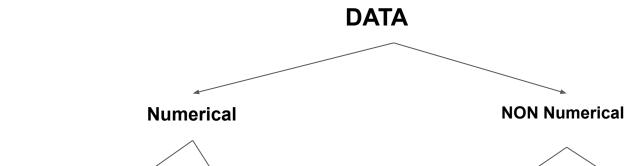
My name is xyz

Red, blue, green

Have a good day

Python Programming

ANYTHING NON Number



Discrete

Continuous

1 ,2, 3, 4, 5,

180,200,

10-20, 20-30, 30 - 40

Anything continuous in nature

Eg: stock prices

Red , blue , green

Categorical

A grade, C+ grade,

GOod, bad etc

Any category

NON Categorical

English sentence

I am a student

Instagram comment

50% ,

25

Any single numerical value

EG : movie ratings

