1. Label Encoder
2. One hot Encoder
3. Manual Encoder
4. Frequency Encoder

1. Label Encoder

→ Use this when data is ordinal

Eg: Yes → 1 | positive — 1
     No → 0 | negative — 0

→ Use this method when coloumn has only two categories
→ Label encoder should not be used on coloumn which has more than 2 categories.

2. One hot Encoding / Get dummies

→ Use this method when data is nominal [no order]
→ Use this method when data has two or three categories.

3. Manual Encoding.

* Use this method when Coloumn has 3 or more categories
* Encoding should be done by comparing categories with target

4. Frequency Encoding

                        values found
      → red = 700   1
        blue = 400   →   0
        green = 1000   2