

Understanding raw data:

- **Data sources:** Location where data originates
 - Report from a computer system
 - Selection from a large online database
 - Data table that has been manually entered
- **Data formats**
 - Tabular
 - XML
 - CSV
 - Excel
 - DB
 - JSON
- **Data types**
 - First-party data
Data that was gathered from inside your own organization.
 - Second-party data
Data that was gathered outside your organization but directly from the original source.
 - Third-party data
Data gathered outside your organization and aggregated.
 - Geographic
 - Demographic
 - Time-based
 - Financial
 - Qualitative