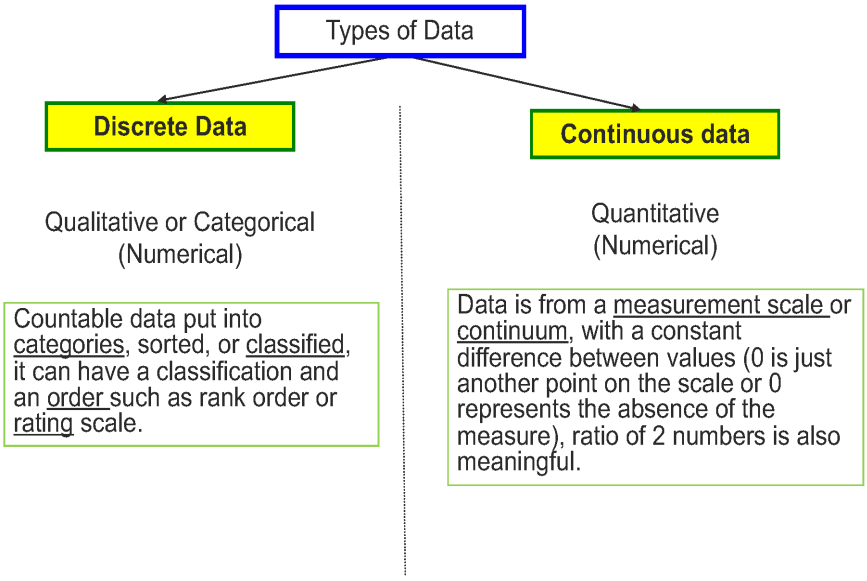
1.4 Types of Data: Pros and Cons

MBC 638

Data Analysis and Decision Making

It's important to identify data type before starting any analysis, measurement, or control.

Types of Data



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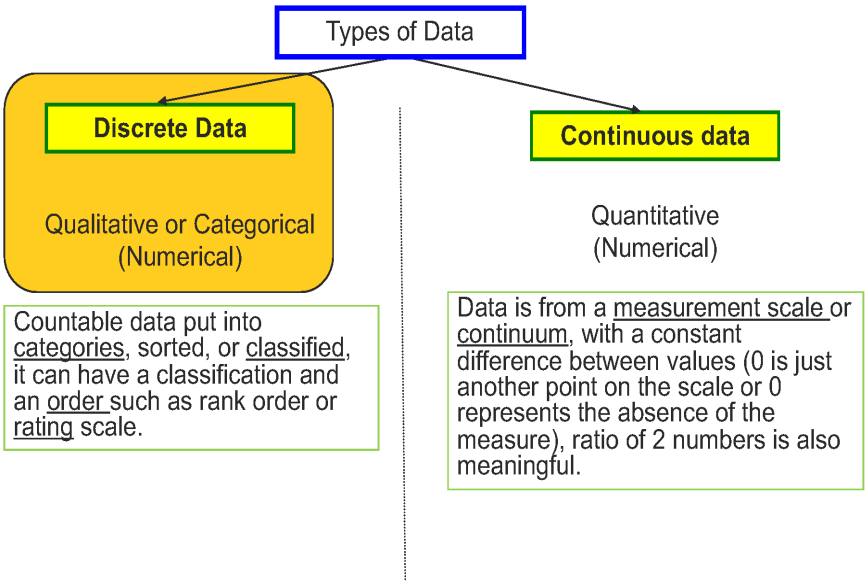

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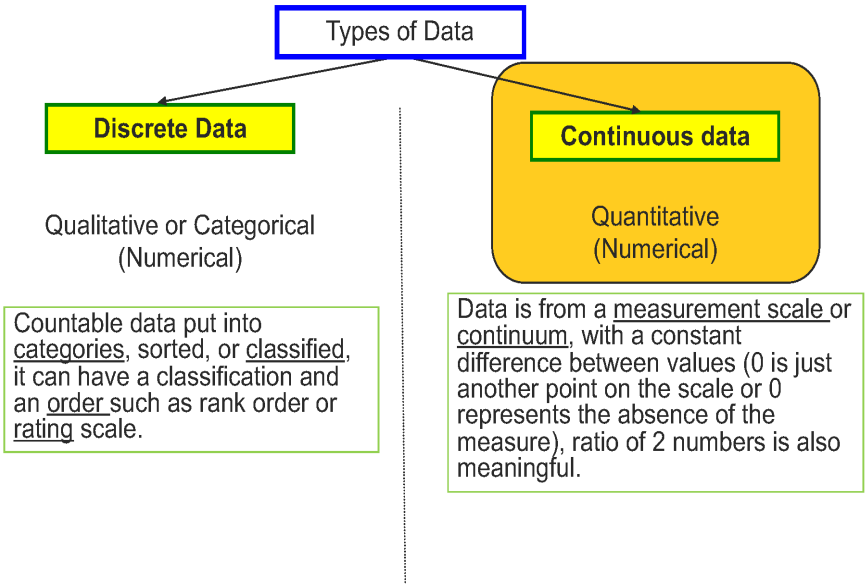

Types of Data: Examples

Discrete Data	Continuous Data
Eye color	Weight
Marital status	Height
Good/bad	Distance
Boy/girl	Money
Poor, okay, good, better, best	Time
Customer satisfaction (1–5)	Temperature
Course grade (A–F)	
Cooked meat (well, medium)	
Objects that only come in units (people, cars, animals)	

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  - Can be used to measure subjective concepts (e.g., customer experience)
  - Prone to greater error due to subjectivity
  - Cannot measure variability
  - Requires large amounts of data for statistical testing

When designing your projects, think about how to collect continuous data.


30 of 32


31 of 32
saturday
sunday
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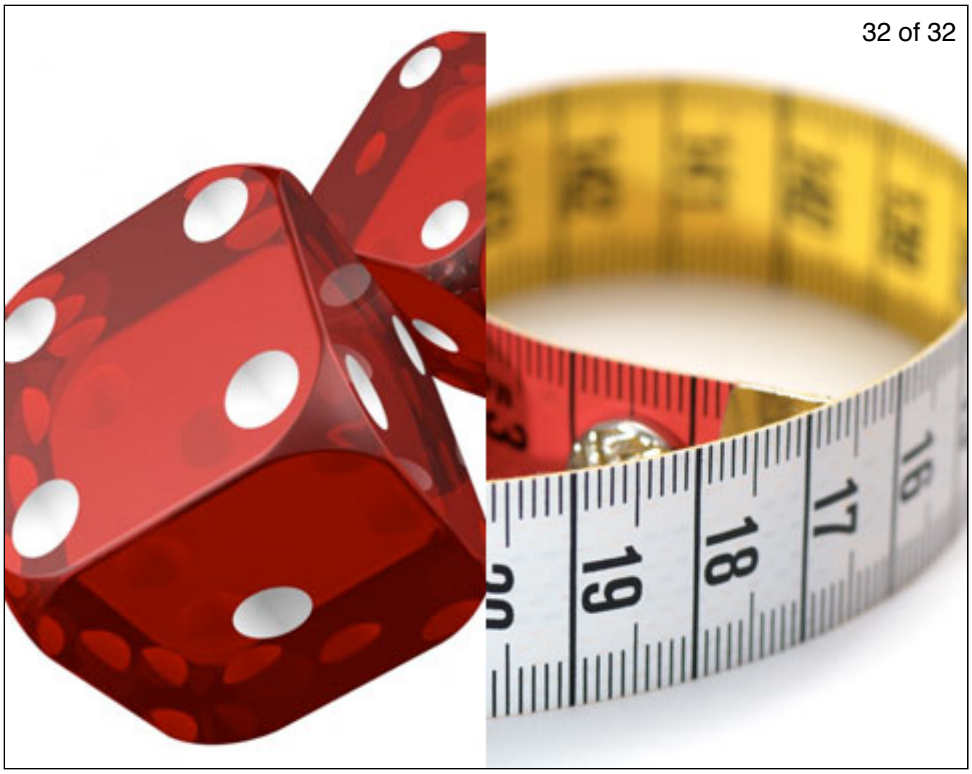
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