

Economic Data Analysis

Part 1.2 | Numerical Data

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Example 1.2 | Starbucks Customers

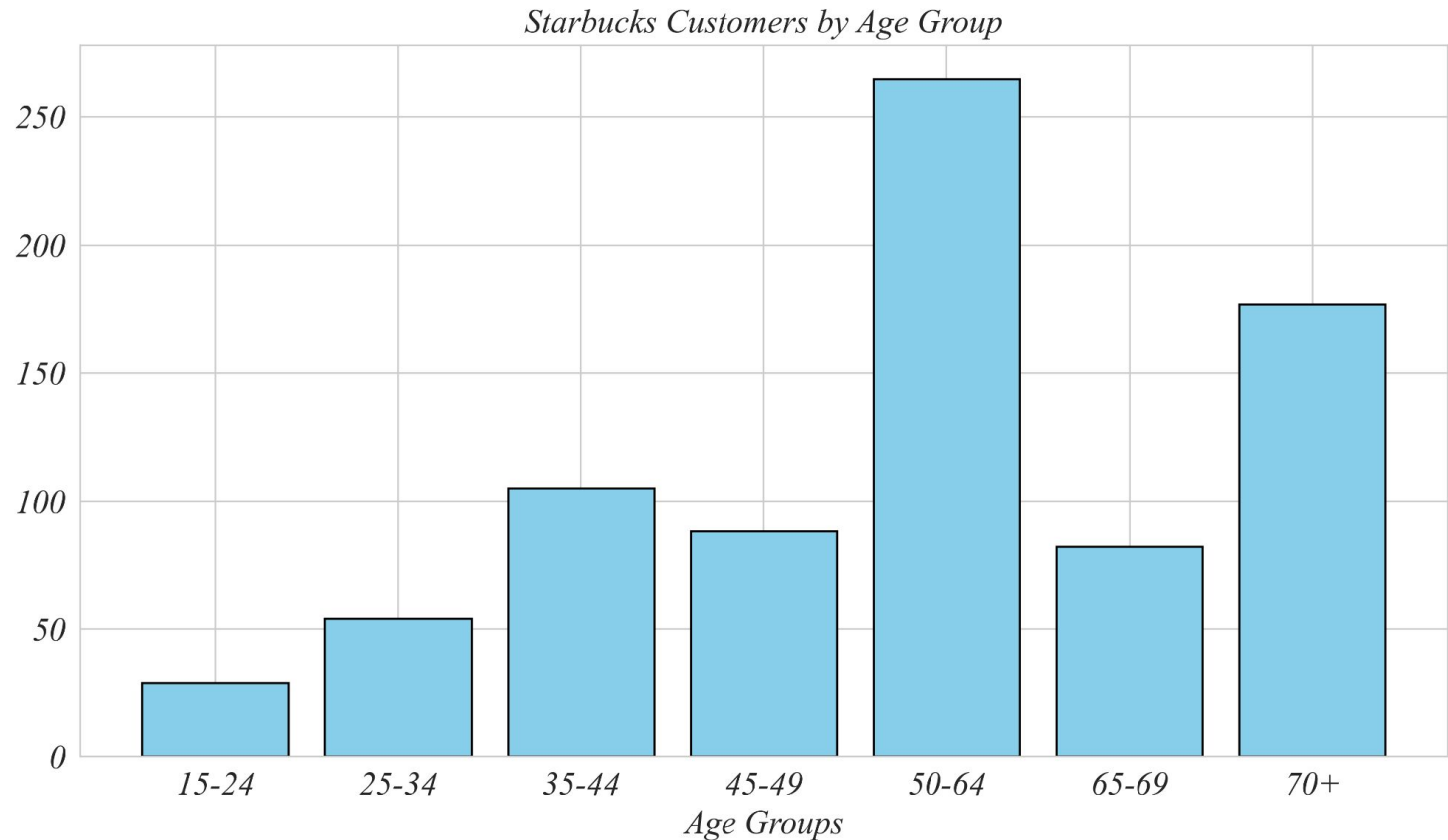
*Examine the ages of starbucks customers by age in
Starbucks_Customer_Profiles.csv*

Numerical Variables

Q. Which age group has the most Starbucks customers?

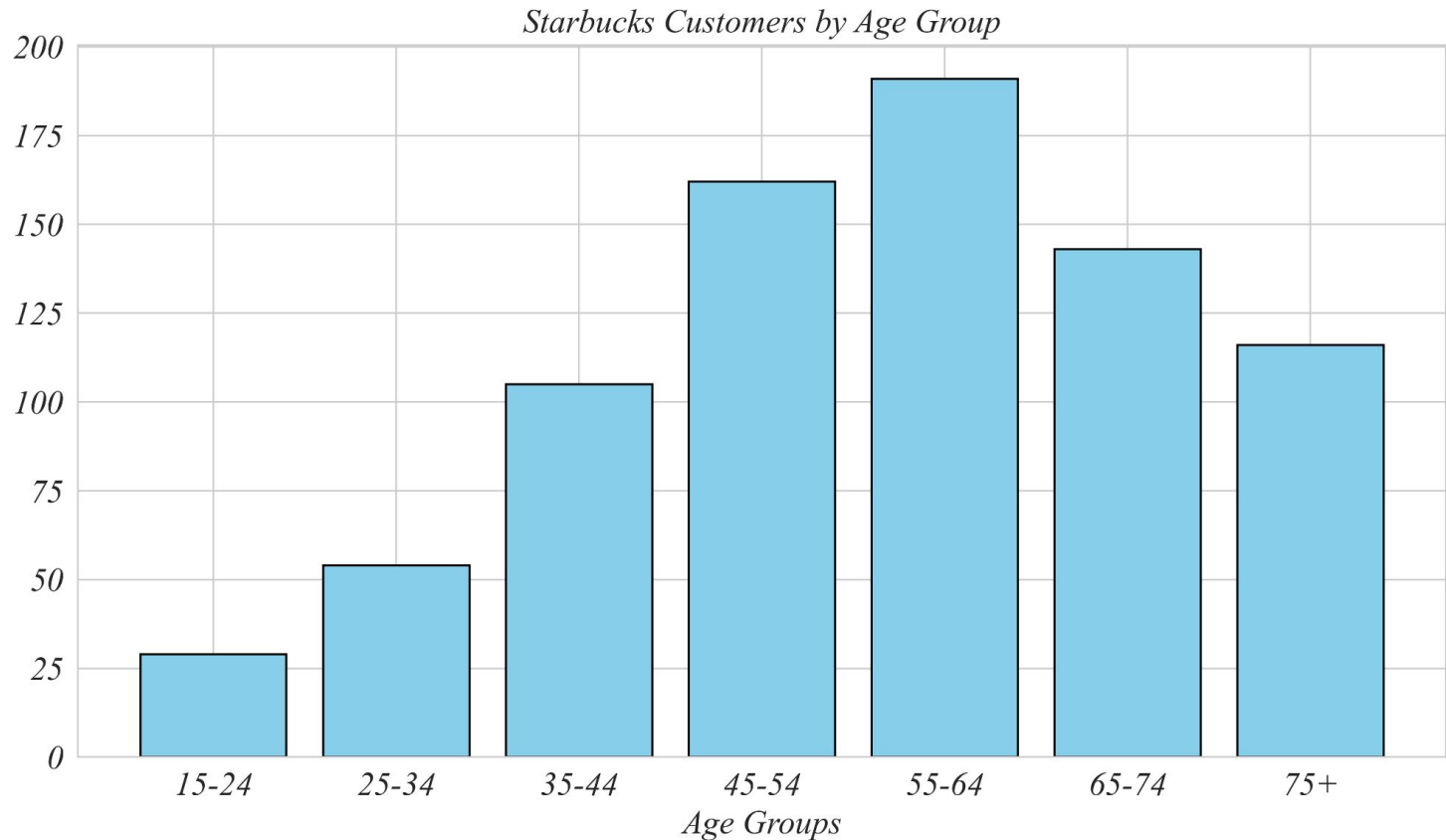
Numerical Variables: Use Histograms

Q. Which age group has the most Starbucks customers?



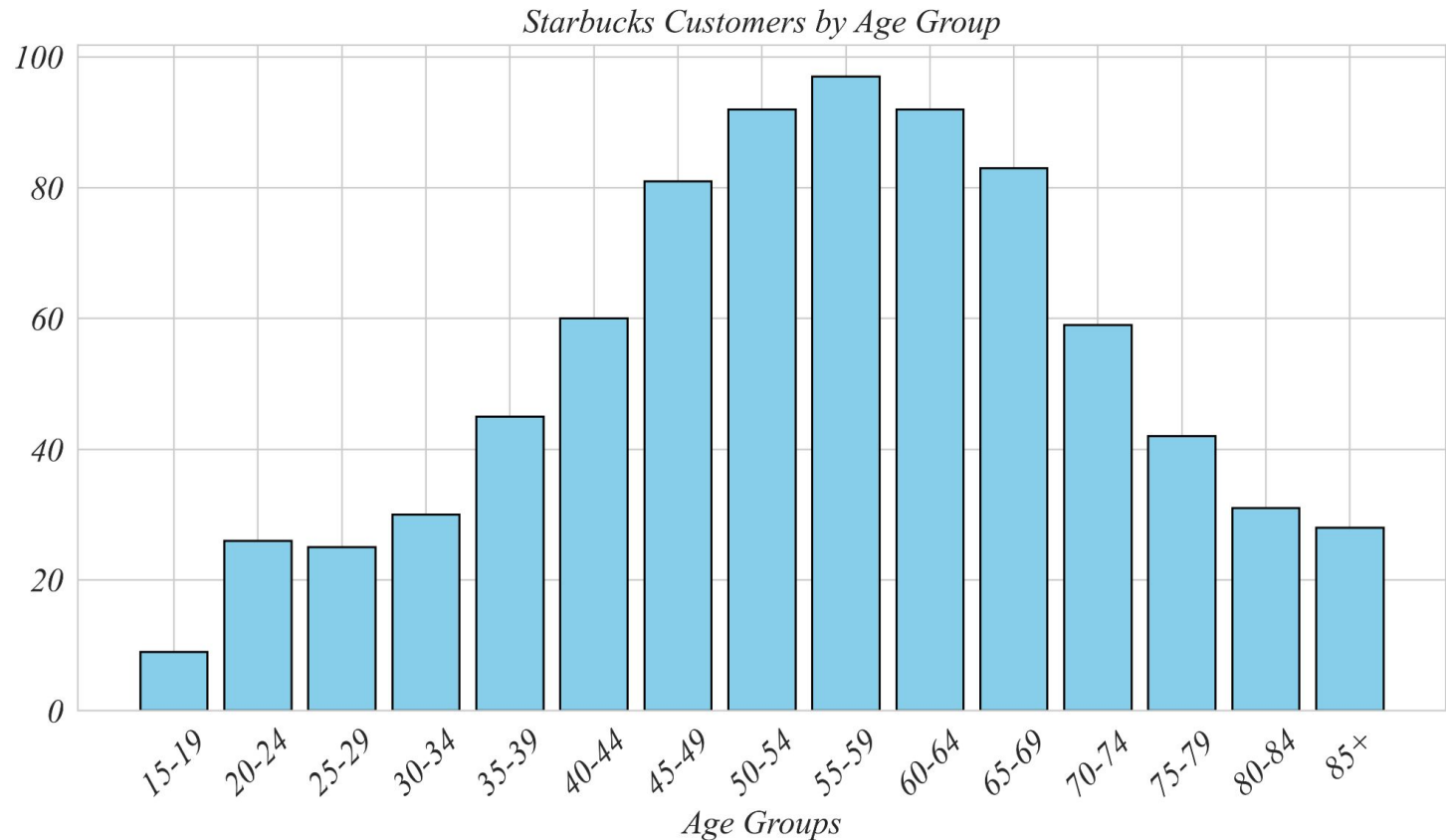
Numerical Variables: Avoid Unequal Bin Sizes

Q. Which age group has the most Starbucks customers?



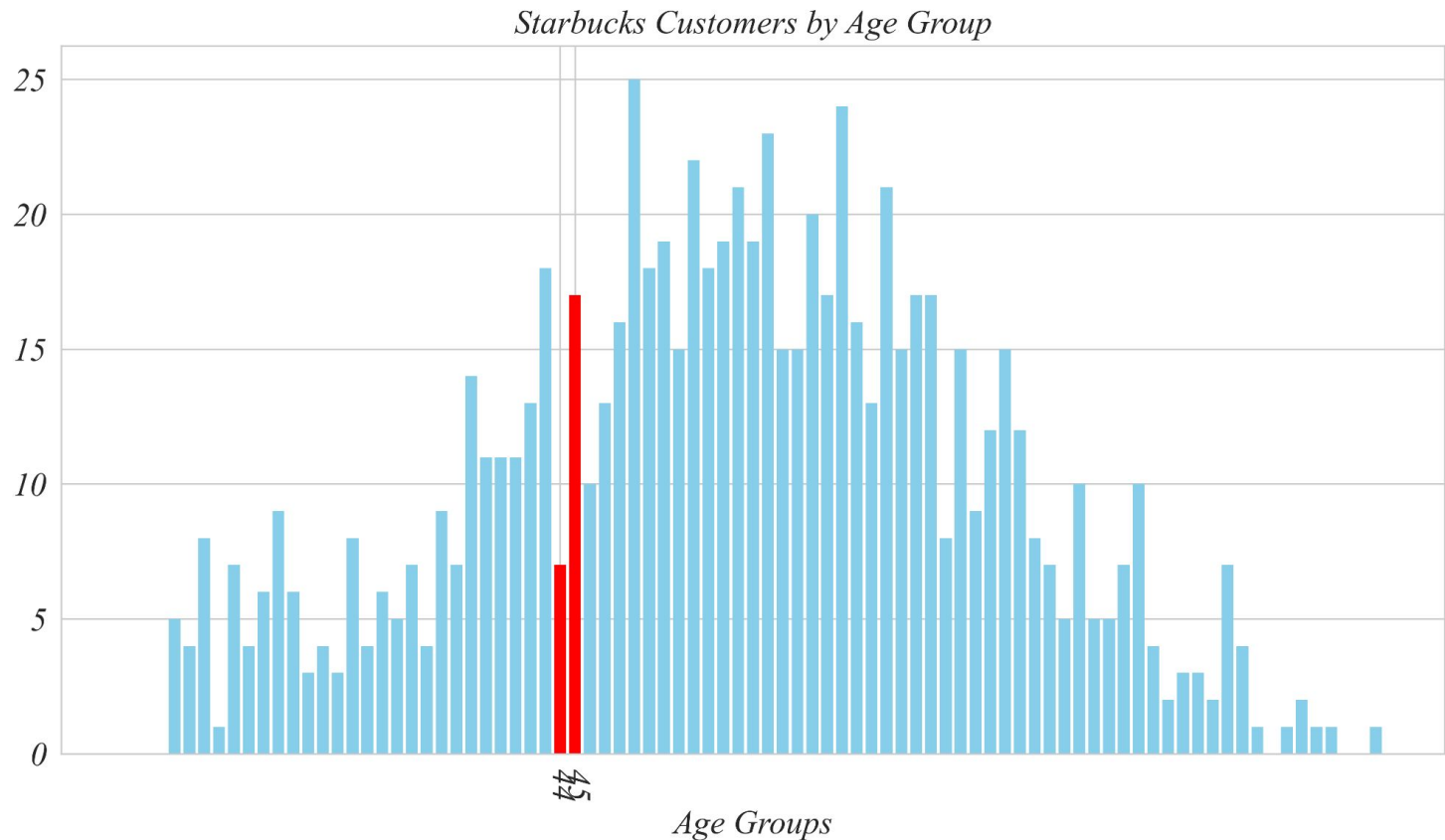
Numerical Variables: Smaller Bins Increases Resolution

Q. Which age group has the most Starbucks customers?



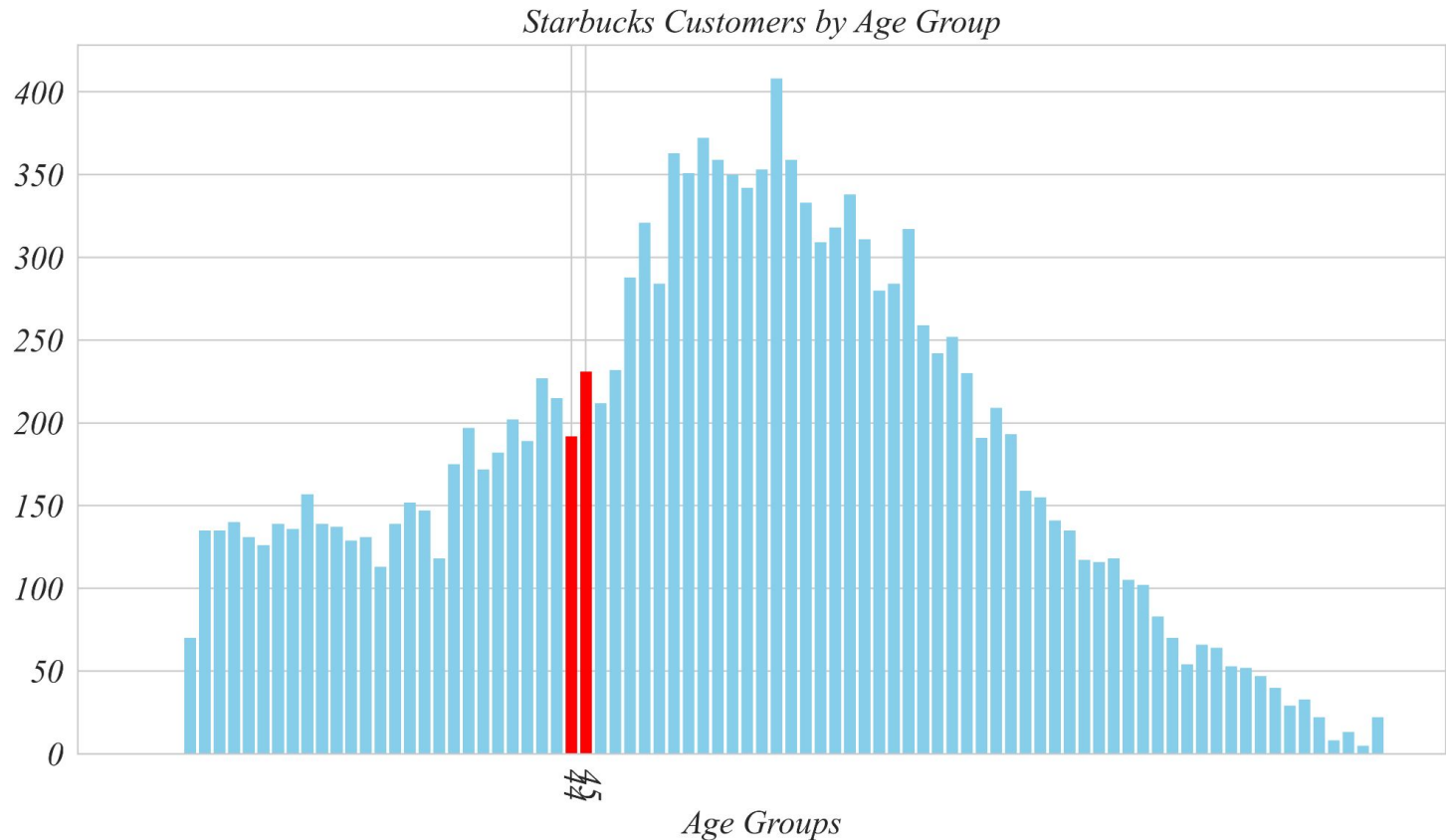
Numerical Variables: Smaller Bins Increases Noise

Q. Which age group has the most Starbucks customers?



Numerical Variables: More Data Reduces Noise

Q. Which age group has the most Starbucks customers?



Numerical Variables

- Use **histograms** to visualize continuous variables.
- Make histograms with equally sized bins.
- Histograms with bins that are too narrow increase statistical noise, which can obscure underlying relationships.