1. **What is Data?**
   Data is the collection of information.

2. **What is the importance of the Data?**
   Data is important because it provides insights for analysis and help us to make better business decisions.

3. **What are the types of Data?**
   Following are the 4 types of data
   a. **Nominal:** Data with name or label. Data with no-inherent order or ranking. Such as Gender, Pepsi, Coke, Vinay …..

   Are you married?

   ○ Yes

   ○ No

   What languages do you speak?

   ○ Englisch

   ○ French

   ○ German

   ○ Spanish

   b. **Ordinal:** Data with rank or order series such as Good, Average, Below Average and Bad

   What Is Your Educational Background?

   ○ 1 - Elementary

   ○ 2 - High School

   ○ 3 - Undegraduate

   ○ 4 - Graduate

   c. **Discrete:** Anything that you can express in number. It holds finite number of possible values. It is the whole(integer) number

Eg: Number of students in class. Number of people in the house.

d. **Continuous:** Possible numeric values It holds infinite number of possible values. That means in a scale between 1 to 2, we have infinite possible values between 1 and 2. It can be 1.2, 1.34, 1.4578, 1.9876543 and so on Eg: Weight of the person can be 50.2kg or 62kg or 58.002kg and so on. Height of the person