Introduction to Data. 12. 24 Rook. Types: Variables: items that could hold different value of the same type. Quantitave: Namerical values that represent value Categorical: Values belong to the same category. Continuous: Numerical values that are infinate along a range. Discrete : Countable numerical values that are Finite within a range Nomial: Values in category with no order. Ordinal : Values in category with an ordering. Prosent: Location: In memories, in files. Reperesentation: Bits Interpretation: Binary.