

Data

Facts or information that can be used for reporting, calculations, planning, or analysis.

Continuous

Data that can vary, along a continuous range. Continuous data is measurable; quantitative

Categorical

Data that is not continuous and takes on certain values. Categorical data is qualitative.

Discrete

Data that is quantitative and qualitative; discrete data has certain, direct values.

Attributes

Nominal

Data where you can distinguish between different values, but not necessarily order them.

Ordinal

Ordered data where ranking does exist, but indeterminate distance between values.

Interval

Data like ordinal data, but distance between data points is uniform. Not every arithmetic operation can be performed.

Ratio

Data bringing in the other attributes and all arithmetic operations can be performed.

Time

Critical for data and analysis as it comes into play frequently and in different forms.

Time Series Analysis – Possibly the most famous form of data analysis. Time periods and intervals are equal spaced.

Other

Important for both back-end and front-end users to understand data to help ensure proper builds on the back-end, proper analysis and data visualizations on the front-end, and ensure strong communication skills.