

Terms and definitions				Nominal	Ratio
Qualitative	Quantitative	Discrete	Continuous	Qualitative/categorical order does not matter can't be sorted example Name, color, labels, gender	Order does matter Diff can be measured Ratio can be measured 'True' or 0 starting point example length, Temp in Kelvin, amount of money
categorical(-large, medium, small)	can be measured in terms of numbers	only a finite number of values	takes on any value in a certain range	Ordinal Ranking/Placement Order does matter Diff can not be measured example cgpa is ranked from 1-4, military rankings, consumer satisfaction rankings	
non-numeric	can be sorted in a logical way	can be counted	can be measured	Interval Order does matter Diff can be measured Ratio can not be measured No 'True' or 0 starting point example dates of events, Temp in Celsius	
can not be sorted/ordered in a logical way	example age, height, width	example number of cats in a neighborhood can be counted but can not be measured	example speed of a car, width, length		
example gender, eye color, religion					
Qualitative variables are Discrete but Quantitative can be either Discrete or Continuous					



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Page 1 of 1.

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