

Qualitative Data

Describes qualities or categories. Think labels, names, or rankings. You can't do math with them.

Type	Description	Example
Nominal	Categories with no natural order	Hair color, gender, zip code
Ordinal	Categories with a meaningful order	Movie ratings (★ ★ ★), education level

Quantitative Data

Represents measurable quantities. You can perform arithmetic operations

Type	Description	Example
Interval	Ordered, equal spacing, but no true zero	Temperature in Celsius or Fahrenheit
Ratio	Ordered, equal spacing, and has a true zero	Height, age, income, test scores



SANGO STATS