
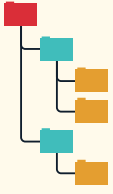




Points	Nominal Data	Ordinal Data	
<p><b>Meaning</b></p>	<p>Nominal data are those items which are distinguished by a simple naming system. They are data with no numeric value, such as profession. The nominal data just name a thing without applying it to an order related to other numbered items.</p>	<p>Ordinal data is data which is placed into some kind of order by their position on the scale. For example, they may indicate superiority. However, you cannot do arithmetic with ordinal numbers because they only show sequence.</p>	
<p><b>Are they categorical?</b></p>	<p>Yes, nominal data are also called categorical data.</p>	<p>Ordinal variables are “in between” categorical and quantitative variables.</p>	
<p><b>The level of quantitative value</b></p>	<p>Without any type of quantitative value.</p>	<p>We can assign numbers to ordinal data but we cannot do arithmetic with ordinal numbers.</p>	
<p><b>Key Points</b></p>	<ul style="list-style-type: none"> <li>Nominal data cannot be quantified.</li> <li>It also cannot be assigned to any type of order.</li> <li>The values are only allocated to distinct categories.</li> <li>Those categories have no meaningful order.</li> </ul>	<ul style="list-style-type: none"> <li>Ordinal data is placed into some kind of order.</li> <li>Ordinal numbers only show sequence.</li> <li>We can assign numbers to ordinal data.</li> <li>We cannot do arithmetic with ordinal numbers.</li> <li>We don't know if the differences between the values are equal.</li> </ul>	
<p><b>Examples</b></p>	<ul style="list-style-type: none"> <li>Gender (Women, Men)</li> <li>Religion (Muslin, Buddhist, Christian)</li> <li>Hair color (Blonde, Brown, Brunette, Red, etc.)</li> <li>Marital status (Married, Single, Widowed)</li> <li>Ethnicity (Hispanic, Asian)</li> <li>Eye color (Blue, Green, Brown).</li> </ul>	<ul style="list-style-type: none"> <li>The first, second and third person in a competition.</li> <li>Education level: the elementary school, high school, college.</li> <li>Customer rating of the sales experience on a scale of 1-10.</li> <li>Letter grades: A, B, C, and etc.</li> <li>Economic status: low, medium and high.</li> <li>Customer level of satisfaction: very satisfied, satisfied, neutral, dissatisfied, very dissatisfied.</li> </ul>	