

Lecture 1: Introduction to Data, Datasets, and Data Structures

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Overview

- In this lecture, we'll cover:
 - The importance of understanding **different types of data** for business analytics.
 - The **chapter goals** and what you'll achieve by the end.
 - Introduction to the main categories of data: **Quantitative** and **Qualitative**.
 - Practical examples of data visualizations in R using histograms, bar plots, and pie charts.

1. Overview of the Chapter Goals

Upon concluding this chapter, you will be able to: 1. Identify and recall the **different types of data** and **data structures** in R. 2. Explain the significance of data types in **business analytics**. 3. **Import, clean, and transform** business datasets using R. 4. Distinguish between various **data structures** and their applications. 5. **Assess the quality and suitability** of datasets for analysis. 6. Construct and export **well-structured datasets** for advanced analysis.

2. Why Understanding Data Types Matters in Business Analytics

- **Data is the foundation** of business analytics, and understanding its characteristics helps in selecting the right analytical tools.
- Different types of data provide unique insights and require specific **statistical methods** for proper analysis.
- Correctly identifying data types is crucial for accurate **interpretation and decision-making** in business contexts.

3. Introduction to Types of Data

Quantitative Data

- **Definition:** Quantitative data consists of **numerical values** that can be measured or counted.
- **Subtypes:**
 1. **Continuous Data:** Values that can take any number within a range (e.g., temperature, revenue).
 2. **Discrete Data:** Countable values, often whole numbers (e.g., number of products sold, customer visits).

Qualitative Data

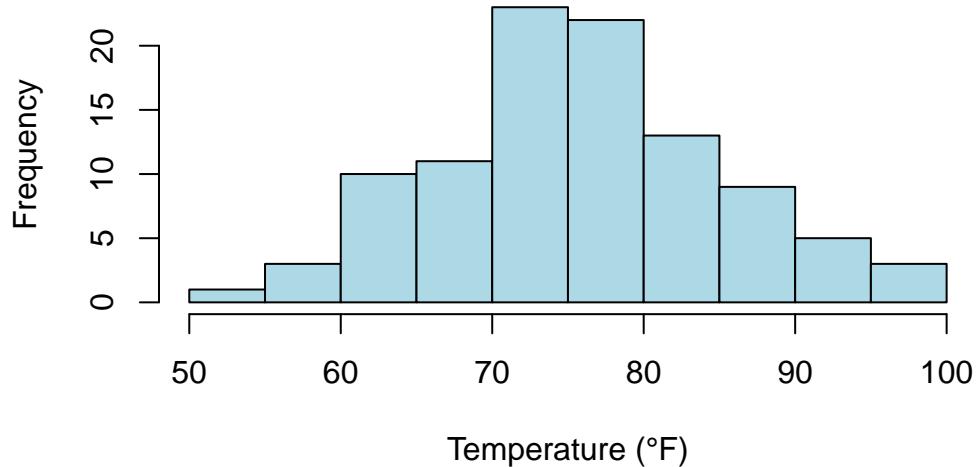
- **Definition:** Qualitative data consists of **categories or attributes** that describe characteristics, rather than numerical values.
- **Subtypes:**
 1. **Nominal Data:** Categorical data with **no inherent order** (e.g., product types, colors).
 2. **Ordinal Data:** Categorical data with a **meaningful order** but undefined intervals between categories (e.g., satisfaction ratings, education levels).

4. Visualizing Quantitative and Qualitative Data in R

Example: Visualizing Continuous Data (Temperature)

```
# Generate a histogram for continuous data (e.g., temperature)
set.seed(123)
temperature <- rnorm(100, mean = 75, sd = 10)
hist(temperature, main = "Histogram of Temperature", xlab = "Temperature (°F)", col = "lightblue")
```

Histogram of Temperature

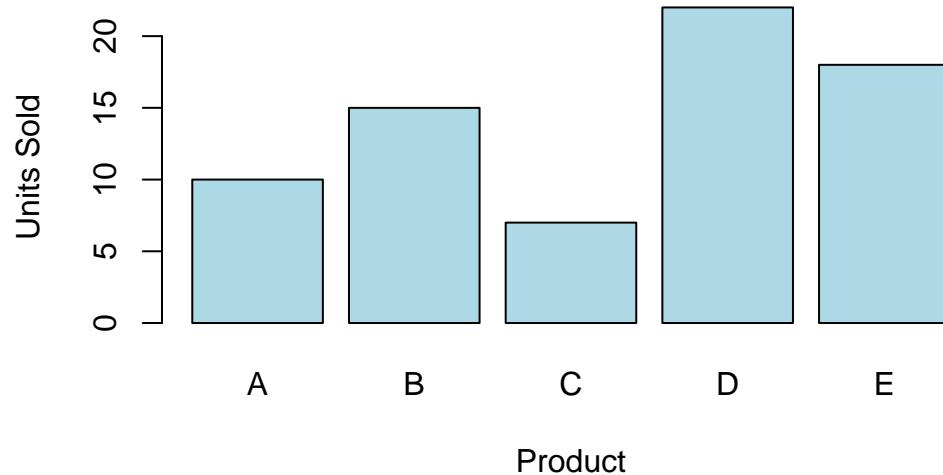


- **Explanation:** This histogram shows the distribution of continuous temperature data, a common tool for visualizing quantitative data.

Example: Visualizing Discrete Data (Units Sold)

```
# Generate a bar plot for discrete data (e.g., number of units sold)
units_sold <- c(10, 15, 7, 22, 18)
barplot(units_sold, main = "Bar Plot of Units Sold", xlab = "Product", ylab = "Units Sold",
```

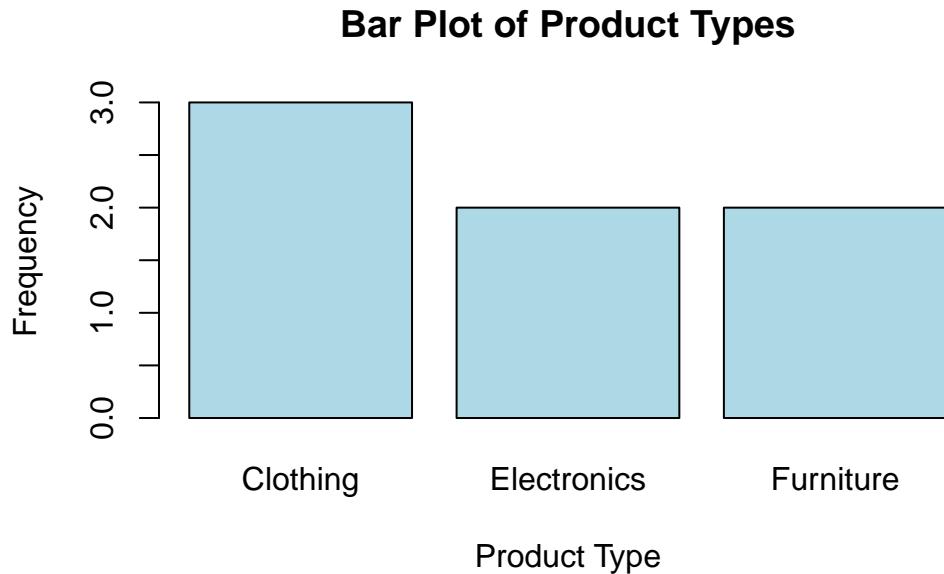
Bar Plot of Units Sold



- **Explanation:** Bar plots are useful for visualizing discrete data, where each bar represents the count of a category.

Example: Visualizing Nominal Data (Product Types)

```
# Generate a bar plot for nominal data (e.g., product types)
product_types <- c("Electronics", "Furniture", "Clothing", "Electronics", "Clothing", "Furniture")
barplot(table(product_types), main = "Bar Plot of Product Types", xlab = "Product Type", ylab = "Count")
```



- **Explanation:** This bar chart visualizes nominal data, where each bar represents the frequency of a product type.

Key Takeaways

- You have learned about **quantitative** (continuous and discrete) and **qualitative** (nominal and ordinal) data.
- **Visualizing data** using histograms and bar plots in R is crucial for understanding the characteristics of your dataset.

Looking Forward

- In the next lecture, we'll dive deeper into working with **quantitative data** in R, using practical examples and visualization techniques for continuous and discrete data.