- Sample is a part of population that examined in order to gather information. It is a subset of a population
 - Parameter is a descriptive measure of a population and for a sample its called statistic.

• Therefore, statistics is used to make inference about parameters. BRANCHES OF STATIST Gote Sale.CO.UK from 12 preview from 2 of 12 page 2

Statistic

Descriptive

Describe basic feature of the data in a study. It provide simple summaries about sample and the measures using frequency counts range, mean, modes, median scores, and standard deviation

Inferential

Is used when draw a conclusions about population based on data from a sample. It only valid when the sample representative the population. Random sampling help to achieve this.

LEVEL OF MEASUREMENT

• **Nominal level:** used to classify or categorise. Variable that often produce nominal level data are gender, religion, etc.

• E.g:

• Ordinal level: used to rank items, objects or people.

• E.g.:

• Interval level: an ordered scale in which the difference between measurements is a meaningful quantity that does not involved a true zero points.

• E.g:

• Ratio level: like interval scale except it has true zero point.

• E.g:

	Nominal	Ordinal	Interval	Ratio
Addition	Not possible	Not possible	Possible	k ssible
Subtraction	Not possible	Not possibles	ossible	Possible
Multiplication	Not posti	Not possible	Not possible	Possible
Diveron	Not possible	Not possible	Not possible	Possible
>	Not possible	Possible	Possible	Possible
<	Not possible	Possible	Possible	Possible
=	Not possible	Possible	Possible	Possible

①All qualitative attributes are either nominal or ordinal①All quantitative attributes are either interval or ratio