
L1: What is Data? Lab

Complete the following exercises with your small group. You should discuss the ideas together and work together, as only one person in each group will need to submit the final version to Canvas as a Word document. The goal of this lab is to practice identifying data, classifying variables, and thinking about how data can be used to tell a story.

1. Choose a Scenario

As a group, choose one of the following everyday scenarios:

- A student commuting to campus
- A person shopping online
- A group attending a concert
- A family planning a vacation
- A customer ordering food through a delivery app
- An athlete preparing for a game or race
- A student using a fitness tracker or smartwatch

Write your chosen scenario below and briefly explain what is happening in that scenario.

2. Identify Possible Data

For your chosen scenario, list at least 5 types of data that could be collected. For each type of data, explain who might collect it and why they might care about it.

Data Collected	Who Collects It?	Why Might They Want It?

3. Classify the Data

Classify each piece of data as one of the following:

- Quantitative Continuous
- Quantitative Discrete
- Qualitative Nominal
- Qualitative Ordinal

Then briefly explain why it fits that category.

Data Collected	Data Type	Explanation

4. Create a Small Fake Data Set

Now imagine you collected data from 5 people, 5 days, 5 events, or 5 observations connected to your scenario. Create a small fake data set using at least 3 of your variables from above.

Obs.\Variable			
#1			
#2			
#3			
#4			
#5			

5. Find a Pattern

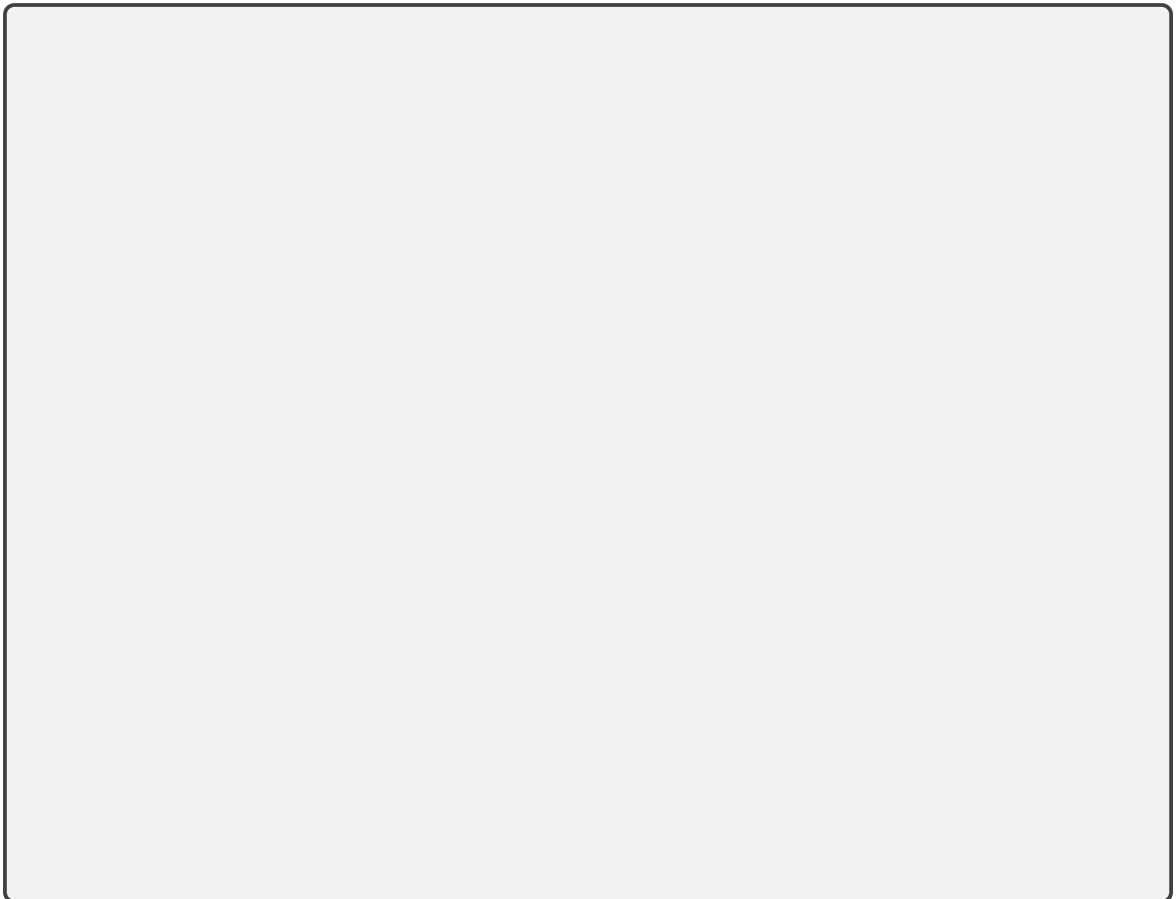
Look at the fake data set you created. What is one pattern, trend, difference, or interesting observation that someone might notice?



6. Craft a Data Story

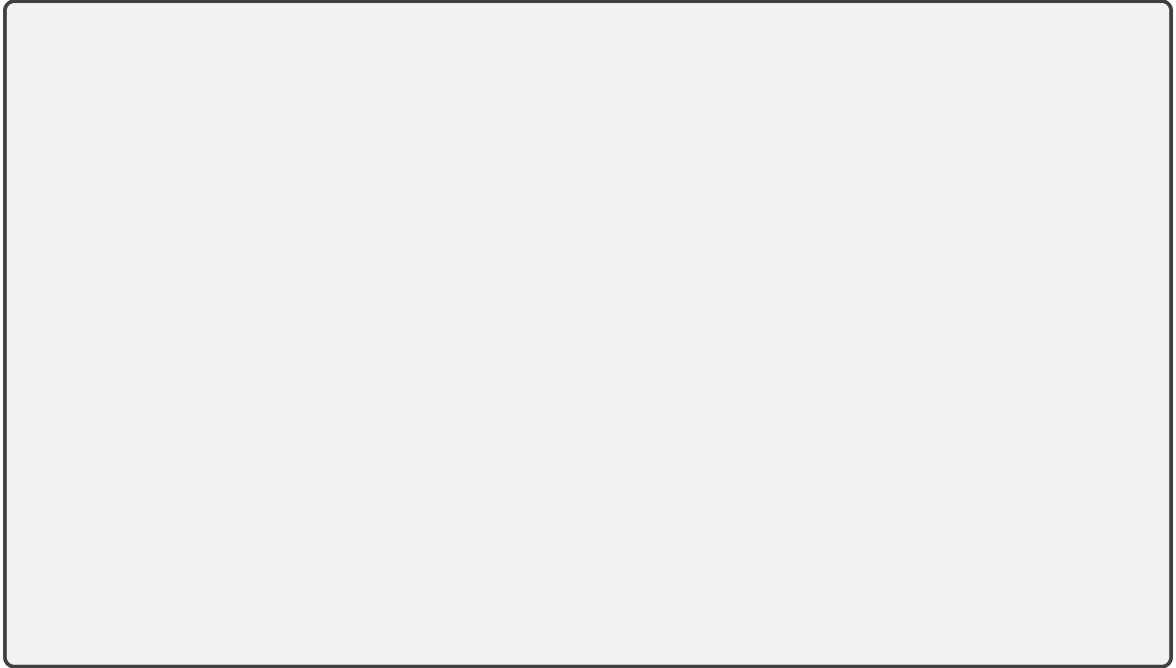
Use your scenario and fake data set to write a short data story. Your story should have a beginning, middle, and ending.

- (a) **Beginning:** What is the context or question?
- (b) **Middle:** What data was collected and what pattern was found?
- (c) **Ending:** What insight, decision, or recommendation came from the data?



7. Think About the Audience

Explain how your data story might change depending on the audience. How would you explain the results differently to a friend compared to someone in charge of making a decision?



8. Final Reflection

What is one thing that could be misleading, incomplete, or missing from your data story? What would you want to know before making a strong conclusion?

