

Activity: Spot the Structure

Your Challenge

In this task, you will work in small groups to explore different types of data and decide which ones are **structured** and which are not. Then, you'll look at how organisations use numbers (quantitative data) to make decisions.

Step 1 – Sort the Data (5 minutes)

You will be given a sheet with different examples of data:

- A shopping list with prices
- A short blog post
- Patient heart rate readings
- A set of photos
- Flight booking details

■ With your group, **sort the data into two piles:**

- **Structured data** (fits into a table, rows, or columns)
- **Unstructured data** (free text, images, videos, anything without a clear format)

Step 2 – Find the Numbers (5 minutes)

From your structured data pile, **highlight or circle the quantitative values** (numbers, measurements, statistics).

- Example: prices on the shopping list, heart rate readings, ticket sales.

Then, discuss:

- How could an organisation use these numbers?
- What decisions could they make based on them?

Step 3 – Share Your Findings (5 minutes)

Choose **one example** from your group.

Be ready to tell the class:

1. Is it structured or unstructured?
2. What numbers did you find?
3. How could a business or organisation use that information?

What You'll Learn

By the end of this activity, you should be able to:

- Spot the difference between structured and unstructured data.
- Identify where numbers (quantitative data) appear in structured data.
- Explain how organisations can use structured data to make decisions.