$$\frac{\overrightarrow{u} \cdot \overrightarrow{v}}{\|\overrightarrow{u}\| \|\overrightarrow{u}\|} \longleftrightarrow \frac{\text{Cov}(X, Y)}{\sigma_X \sigma_Y}$$
But this is just the correlation $\text{Covr}(X, Y) = \rho_{X,Y}$.