Data:

→ **Explain variables**
  ↳ predictor: pct
  ↳ input: pollster, poll_id, sample size, candidate

→ **Constructed variables**
  ↳ is_national, num_trump

→ **High-level cleaning aspects**
  ↳ filtering
  ↳ mutating

→ **Summary Statistics**
  ↳ reliability vs. outcome
  ↳ methodology vs results
  ↳ By state?