Variables

- A VARIABLE associates a name with a value
- Makes it easy to remember and use later in the program
- Naming rules:
 - Reserved words can't be used as variable names, e.g. if, def, import
 - Begins with letter or _
 - Can contain any number of letters, digits, or _
 - O Case sensitive: **WEIGHT** is different from **weight**
 - Use camel casing, e.g. interestRate
- Use all uppercase letters for **symbolic constants**, e.g.

TAX_RATES and STANDARD_DEDUCTION

- Variables receive initial values (initialisation) and can be reset to new values with **assignment**:
 - Subsequent uses of the variable name in expressions are known as **variable references**