simplicity, cleanliness, and organization!

- keep it as simple as possibles especially if overwhelmed/struggling
- say retain only 5vars and 25obs
○ much easier to understand such data
- simplicity transpancy clarity:
○ use fancy code: eg loops iff they simplify
- have chunks of code only once
- code it all from raw to final (replication principle)
- organize: sections, comments, and logical order (eg rewrite, move code around)