responsive variable: outcome of a study.
explanatory variable: explain or influence changes in a responsive variable.
Display the relation between two quantative variables => Scatterplot
State => Plan => Solve => Conclude.
* put the explanatory variable on x-axis.
Examing: overall pattern/deviations
direction/form/strength
correlation / Pearson correlation coefficient

$$r = \frac{1}{n-1} \sum \left(\frac{x_i - \bar{x}}{s_x}\right)\left(\frac{y_i - \bar{y}}{s_y}\right)$$

r does not change if both x, y are divided.
$r \in (-1, 1)$