

individual : object described by a set of data.

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variable : any characteristic of an individual.

{ categorical variable

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numerical / quantitative variable.

data : actual measurement record.

response variable : measures an outcome or result  
of a study.

observational study : observes individuals and measures  
variables of interest but does not intervene in  
order to influence the responses.

population : the entire group of individuals.

sample : the part of the population.