

### Parameter vs. Statistic

| Variable                 | Parameter, Population | Statistic, Sample |
|--------------------------|-----------------------|-------------------|
| proportion or percentage | $\pi$                 | $p$               |
| average (mean)           | $\mu$                 | $\bar{X}$         |

### Sampling Methods

| Probability   | Non-Probability |
|---------------|-----------------|
| Simple random | Convenience     |
| Systematic    | Quota           |
| Stratified    | Judgment        |
| Cluster       | Snowball        |

### Variable Types

| Numerical: numbers | Categorical: names |
|--------------------|--------------------|
| Discrete           | Nominal            |
| Continuous         | Ordinal            |

### Data Sources

| Primary Data | Secondary Data    |
|--------------|-------------------|
| Surveys      | Published Sources |
| Experiments  |                   |

### Presenting Data

|                | Categorical Data                  | Numerical Data                              |
|----------------|-----------------------------------|---|
| Summary Tables | frequency count, cross tabulation | frequency count in different intervals/bins |
| Charts         | bar charts, pie charts            | histogram                                   |



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