Convention

```
lower_case_variables = 5
lower_case_variables = 4
UPPER_CASE_CONSTANT = 5
```

Arithmetic

```
integer_example = 5
float_example = 4.5
```

Conversions

```
string_example = raw_input("please enter something
here: ")
float_conversion = float(string_example)
int_conversion = int(string_example)
```