Plan:

1. Describe basic steps to descriptive analysis
2. Explain sampling from a population

Descriptive Data Analysis

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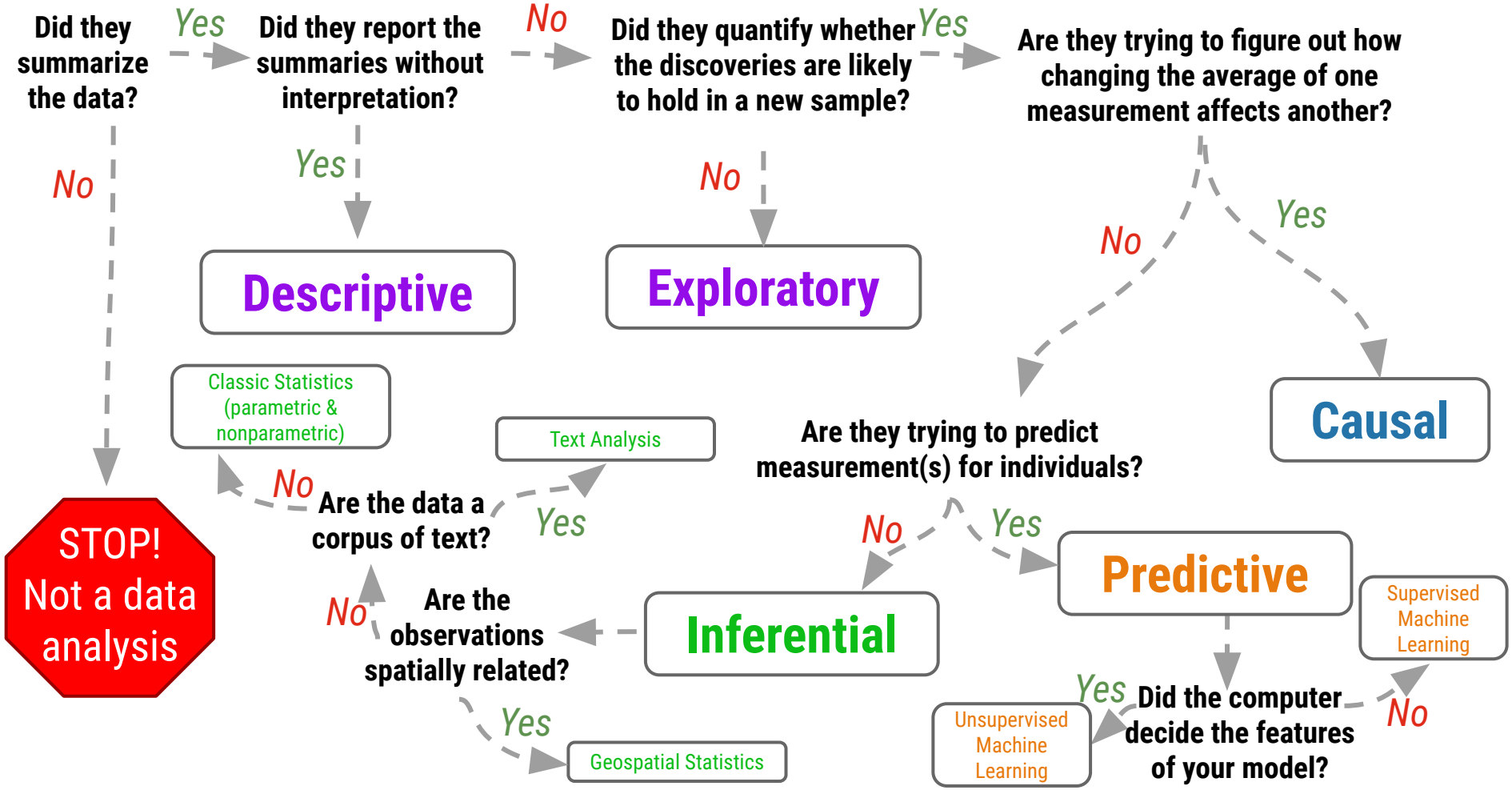
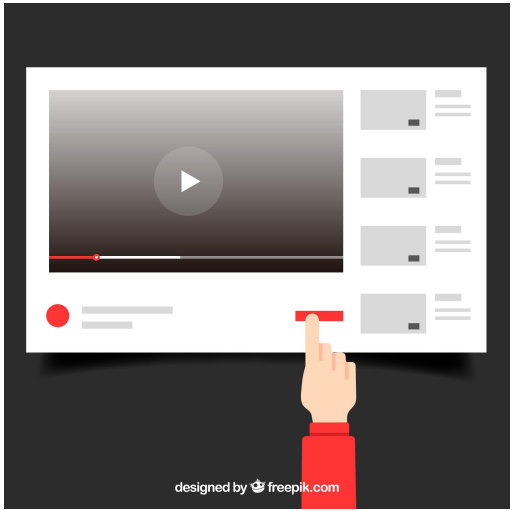

Did they summarize the data?
Yes
Did they report the summaries without interpretation?
No
Did they quantify whether the discoveries are likely to hold in a new sample?
Yes
Are they trying to figure out how changing the average of one measurement affects another?
No
Yes
Causal
No
Descriptive
Yes
No
Exploratory
Yes
STOP! Not a data analysis
No
Classic Statistics (parametric & nonparametric)
Are the data a corpus of text?
Yes
Text Analysis
Are they trying to predict measurement(s) for individuals?
No
Yes
Predictive
Inferential
No
Are the observations spatially related?
Yes
Geospatial Statistics
Supervised Machine Learning
Yes
Unsupervised Machine Learning
Did the computer decide the features of your model?
No

Descriptive: The goal of descriptive analysis is to understand the components of a data set, describe what they are, and explain that description to others who might want to understand the data.

- **Problem**: Understanding whether users are nice or mean on Youtube
- **Data science question**: Are the words that people use in their comments more frequently positive words (great, awesome, nice, useful) or negative words (bad, stupid, lame, awful)?
- **Type of analysis**: Descriptive analysis

To answer this you would calculate statistics about YouTube comments



Statistics

*"the science that deals with the **collection, classification, analysis, and interpretation of numerical facts or data**"*

Source: dictionary.com

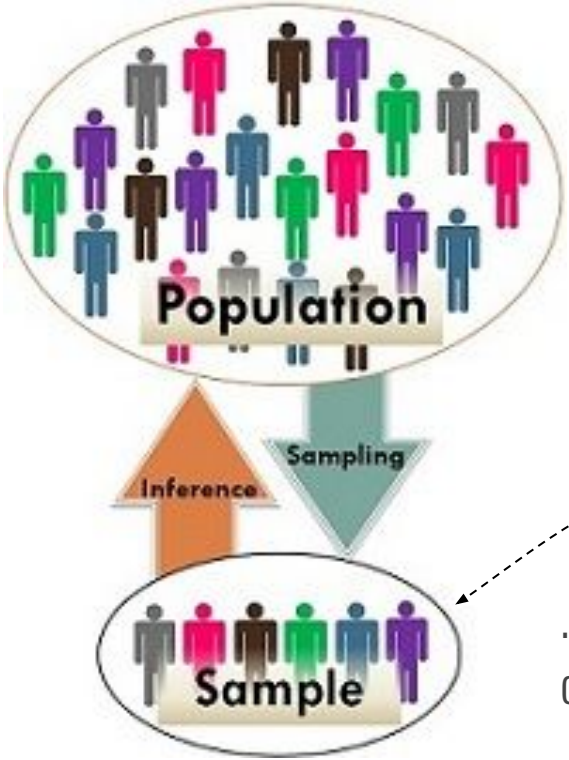
statistic

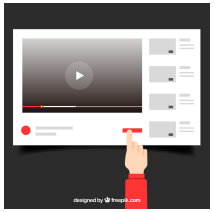
“A quantity computed from a sample”

Source: dictionary.com

Populations & Samples

We want to learn something about this...





Our <u>population</u>: *all* YouTube comments

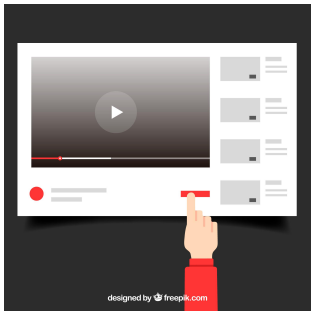
Our <u>sample</u>: 100,000 comments

....but we can only *actually* collect data from this

Image source: keydifferences.com

statistic

"A quantity computed from a sample"

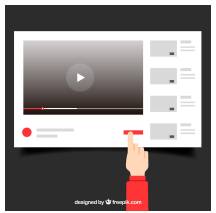


For our YouTube analysis, we could take a random sample of comments from YouTube and calculate the following statistic: *the number of positive and the number of negative words in each review.*

Source: dictionary.com

Best sampling practices:

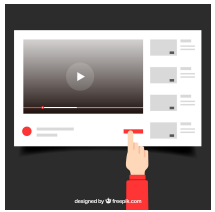
- Always think about what your population is
- Collect data from a sample that is representative of your population
- If you have no choice but to work with a dataset that is not collected randomly and is biased, be careful not to generalize your results to the entire population



You'd want to be sure you sample randomly across *all* YouTube comments, making sure not to get more comments from one genre over another, or one location over another, etc.

Examples of bad sampling:

- Surveying subscribers of a gun-related magazine for research on Americans' attitudes toward owning guns
- Randomly sampling Facebook users for what TV shows people like



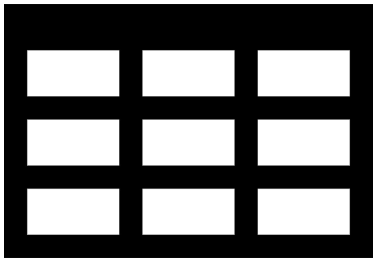
To understand *all* YouTube comments, you wouldn't just want to sample from one YouTube channel, or videos in a single language.

It's *always* worth spending time at the beginning of a project to determine whether or not the data you have are garbage. Be certain they are actually able to help you answer the question you're interested in.

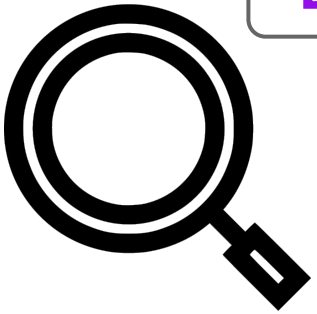
GIGO : Garbage In. Garbage Out.

Descriptive

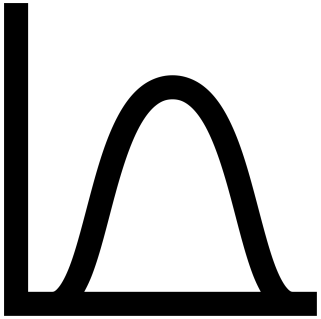
Descriptive Analysis



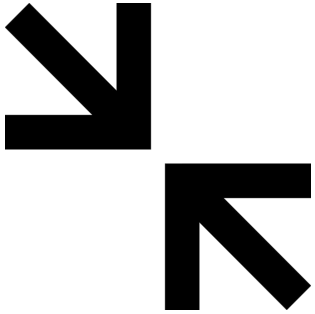
Size



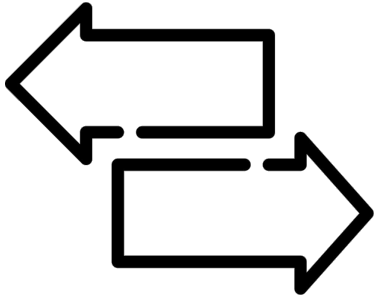
Missingness



Shape

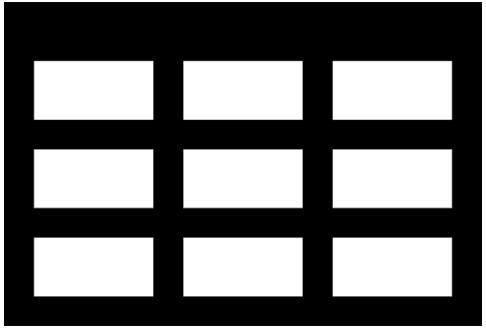


Central Tendency



Variability

Descriptive



Size

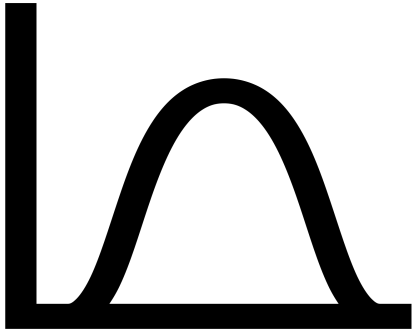
How many observations (rows) and variables (columns) you have is an important first step. You should always be aware of the size of your dataset .

Descriptive

Missingness

It's critical to know how many observations have missing data for variables of interest in your data. Knowing *why* they're missing is also important.

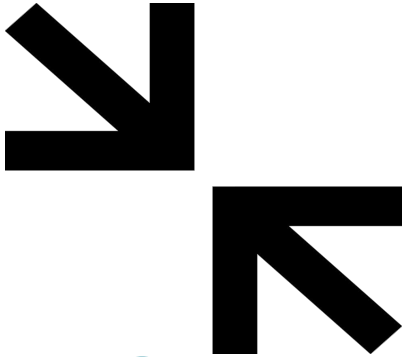
Descriptive



Shape

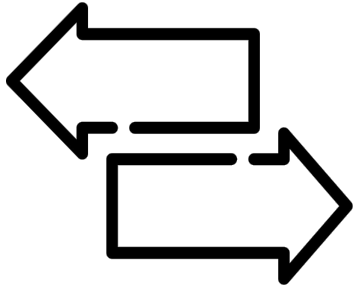
It's critical to know the distribution of the variables in your dataset. Certain statistical approaches can only be used with certain distributions.

Descriptive



Central Tendency

Knowing the mean, median, and/or mode can help you get an idea of what a typical value is for your variable(s) of interest



Variability

The central tendency tells you part of the story. The variability in the values in your observation helps fill in the rest.

Descriptive Statistics & Summary

"We must suppress some of the truth to communicate the truth... In short, the techniques of descriptive statistics are designed to match the salient features of the data set to human cognitive abilities."

-I.J. Good (1983)

Descriptive

Descriptive Analyses are often included as "Table 1" in academic publications

Table 1. Baseline Characteristics of the Patients.*

Characteristic	Ranibizumab Monthly (N=301)	Bevacizumab Monthly (N=286)	Ranibizumab as Needed (N=298)	Bevacizumab as Needed (N=300)
Age — no. (%)				
50–59 yr	2 (0.7)	1 (0.3)	6 (2.0)	2 (0.7)
60–69 yr	33 (11.0)	28 (9.8)	31 (10.4)	34 (11.3)
70–79 yr	102 (33.9)	84 (29.4)	115 (38.6)	103 (34.3)
80–89 yr	142 (47.2)	150 (52.4)	126 (42.3)	142 (47.3)
≥90 yr	22 (7.3)	23 (8.0)	20 (6.7)	19 (6.3)
Mean — yr	79.2±7.4	80.1±7.3	78.4±7.8	79.3±7.6
Sex — no. (%)				
Female	183 (60.8)	180 (62.9)	185 (62.1)	184 (61.3)
Male	118 (39.2)	106 (37.1)	113 (37.9)	116 (38.7)
Race — no. (%)†				
White	297 (98.7)	281 (98.3)	296 (99.3)	294 (98.0)
Other	4 (1.3)	5 (1.7)	2 (0.7)	6 (2.0)
History of myocardial infarction — no. (%)	34 (11.3)	40 (14.0)	30 (10.1)	36 (12.0)
History of stroke — no. (%)	14 (4.7)	18 (6.3)	22 (7.4)	16 (5.3)
History of transient ischemic attack — no. (%)	12 (4.0)	25 (8.7)	12 (4.0)	19 (6.3)
Blood pressure — mm Hg				
Systolic	134±18	135±19	136±17	135±17
Diastolic	75±10	75±10	76±9	75±10
Visual-acuity score and Snellen equivalent				
68–82 letters, 20/25–40 — no. (%)	111 (36.9)	94 (32.9)	116 (38.9)	103 (34.3)
53–67 letters, 20/50–80 — no. (%)	98 (32.6)	118 (41.3)	108 (36.2)	119 (39.7)
38–52 letters, 20/100–160 — no. (%)	67 (22.3)	53 (18.5)	58 (19.5)	58 (19.3)
23–37 letters, 20/200–320 — no. (%)	25 (8.3)	21 (7.3)	16 (5.4)	20 (6.7)
Mean score	60.1±14.3	60.2±13.1	61.5±13.2	60.4±13.4
Total thickness at fovea — μm‡	458±184	463±196	458±193	461±175
Retinal thickness plus subfoveal-fluid thickness at fovea — μm	251±122	254±121	247±122	252±115
Foveal center involvement — no. (%)				
Choroidal neovascularization	176 (58.5)	153 (53.5)	176 (59.1)	183 (61.0)
Fluid	85 (28.2)	81 (28.3)	77 (25.8)	72 (24.0)
Hemorrhage	20 (6.6)	24 (8.4)	24 (8.1)	25 (8.3)
Other	18 (6.0)	20 (7.0)	15 (5.0)	18 (6.0)
No choroidal neovascularization or not possible to grade	2 (0.7)	8 (2.8)	6 (2.0)	2 (0.7)

* Plus–minus values are means ±SD.
† Race was self-reported.
‡ Total thickness at the fovea includes the retina, subretinal fluid, choroidal neovascularization, and retinal pigment epithelial elevation.

https://www.nejm.org/doi/full/10.1056/nejmoa1102673

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Size

Shape

Central tendency

variability

Zooming in on this we see variables stratified by Age, Sex, and Race

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Descriptive

Descriptive Statistics & Summary

Calculating descriptive statistics, understanding what they tell you about your data, and reporting them are critical steps in every analysis.