

Data Analytics

CS301

Modeling: Formal Basics

Week 9: 29th Oct
Fall 2020

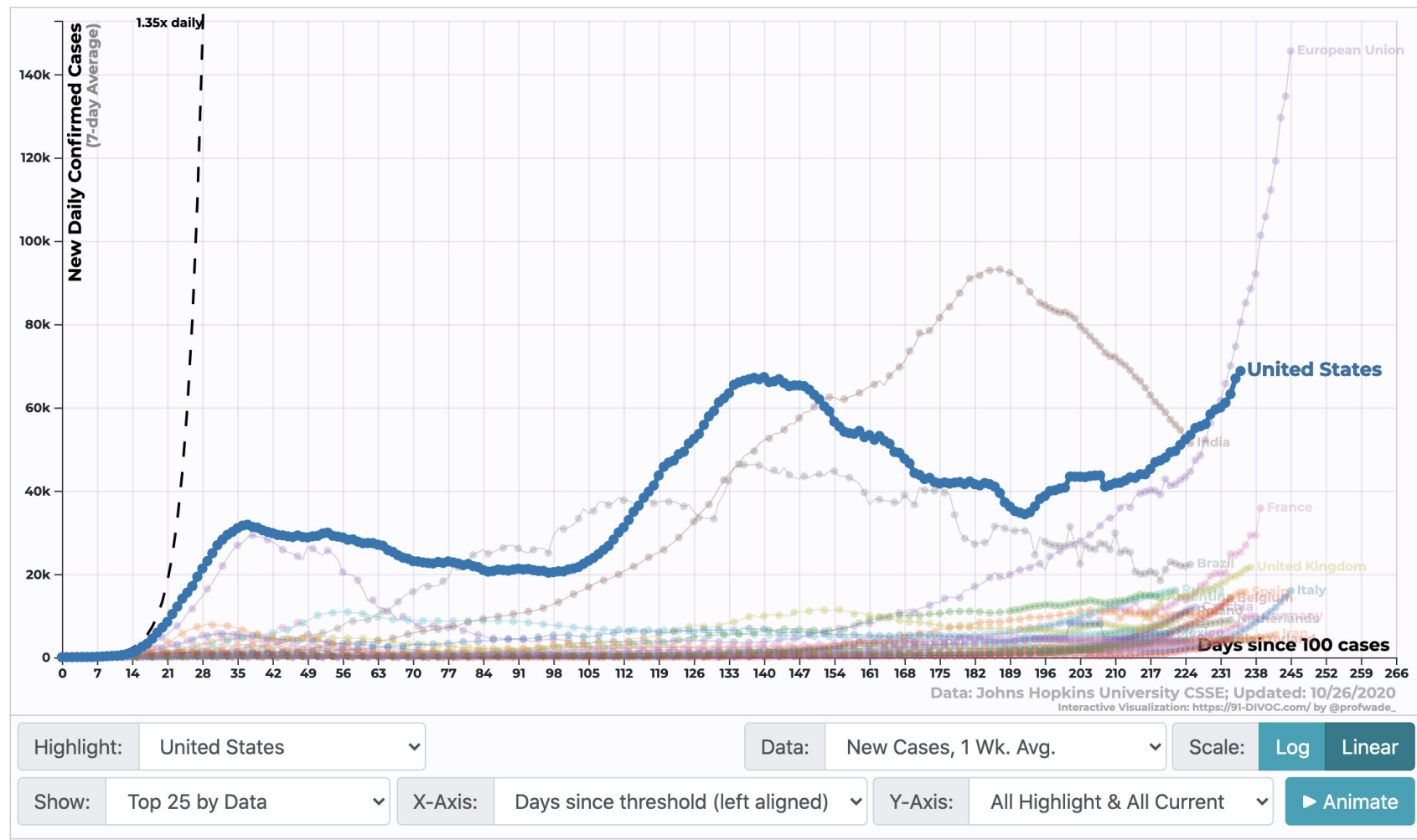
Oliver BONHAM-CARTER



Interactive Plots: Covid-19 Cases

- <https://91-divoc.com/pages/covid-visualization/>

New Confirmed COVID-19 Cases per Day



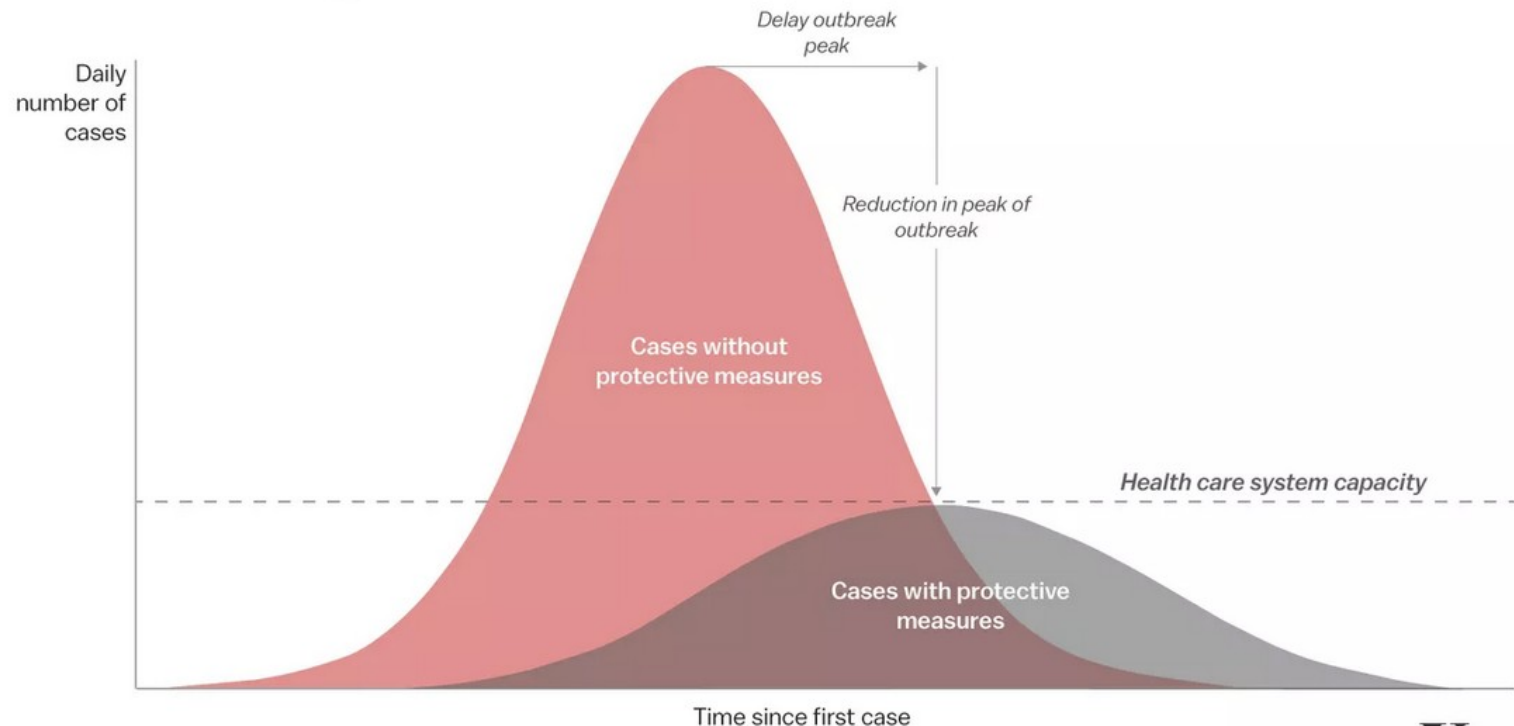


Good Reads

- How canceled events and self-quarantines save lives, in one chart

<https://www.vox.com/2020/3/10/21171481/coronavirus-us-cases-quarantine-cancellation>

Flattening the curve



Source: CDC

Christina Animashaun/Vox

Vox



Modeling Basics

- What are models?
 - Data does not provide much insight unless something can be learned from it.
 - The ability to use data to extract meaning and extra value (the learning)
- Let's talk about...
 - How to extract some meaning from your data
 - How to make predictions using your data as training



Modeling Basics

- Topics include
 - Modeling
 - Linear regression
 - Multivariate regression
 - Interaction terms



Types of Models (i)

- **Support Vector Machines**

- Supervised learning models with associated learning algorithms that analyze data used for classification and regression analysis.

- **Generalized Linear Models**

- Flexible generalization of ordinary linear regression that allows for response variables that have error distribution models other than a normal distribution

- **Generalized additive models**

- Generalized linear model in which the linear predictor depends linearly on unknown smooth functions of some predictor variables, and interest focuses on inference about these smooth functions



Types of Models (ii)

- **Linear Regression**

- Linear approach for modeling the relationship between a scalar dependent variable y and one or more explanatory variables (or independent variables) denoted X
- *(we have begun this study)*

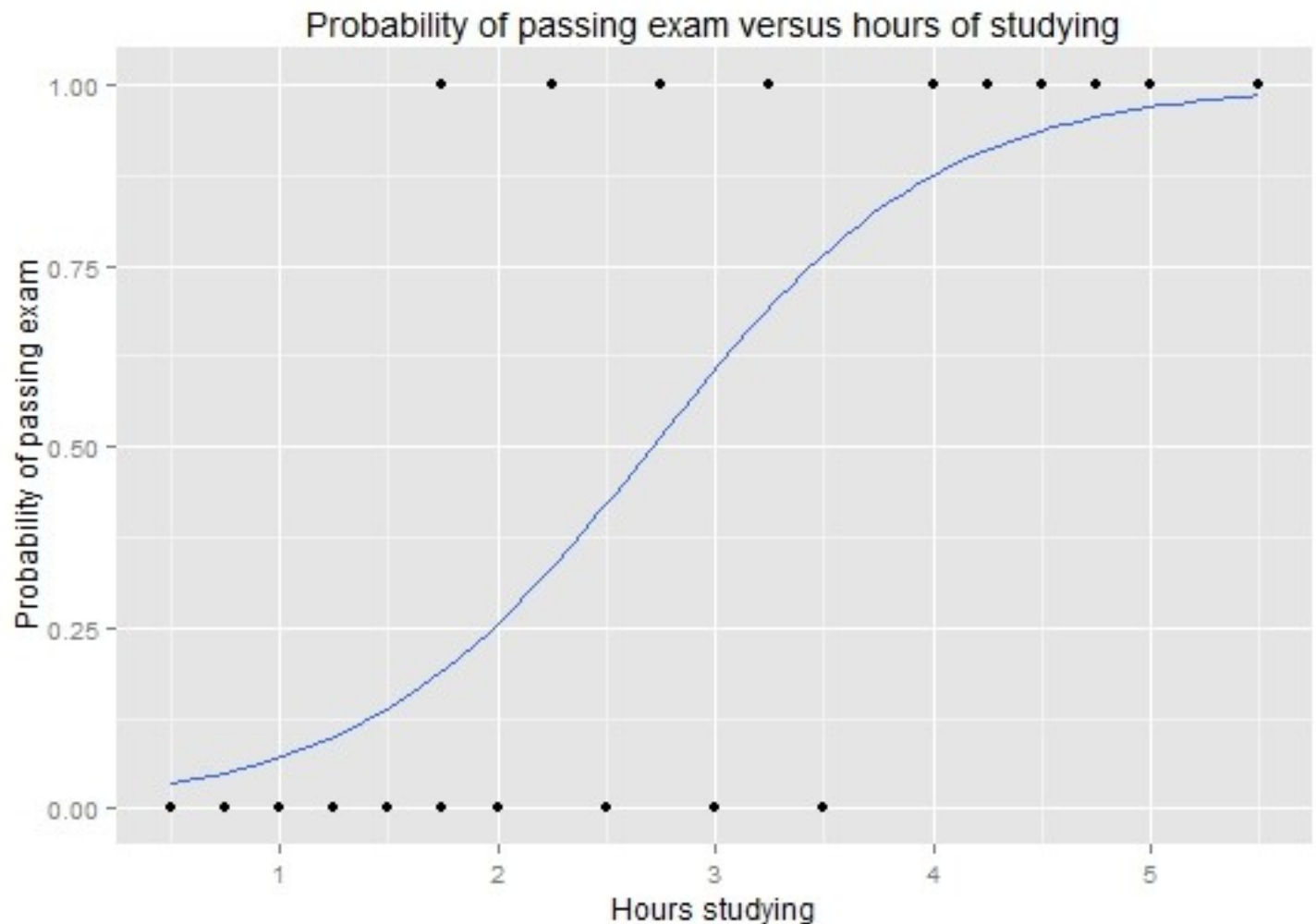
- **LOESS Regression**

- Combining much of the simplicity of linear least squares regression, but building with the flexibility of nonlinear regression.

Types of Models (iii)

Logistic Regression

- Models where the dependent variable is categorical (i.e., 0's or 1's as factors)





Let's Begin Our Discussion...

- Working with models begins with a basic question to answer from the analysis of data.
- We will walk through each of these with a formal discussion

Q1: Do taller people
make more money?

Q2: Do hotter places
have more crime?

How Do We Answer Questions?

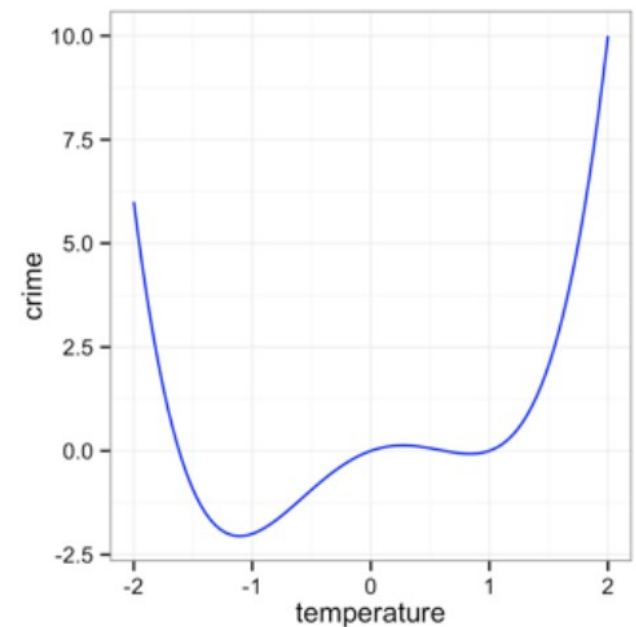
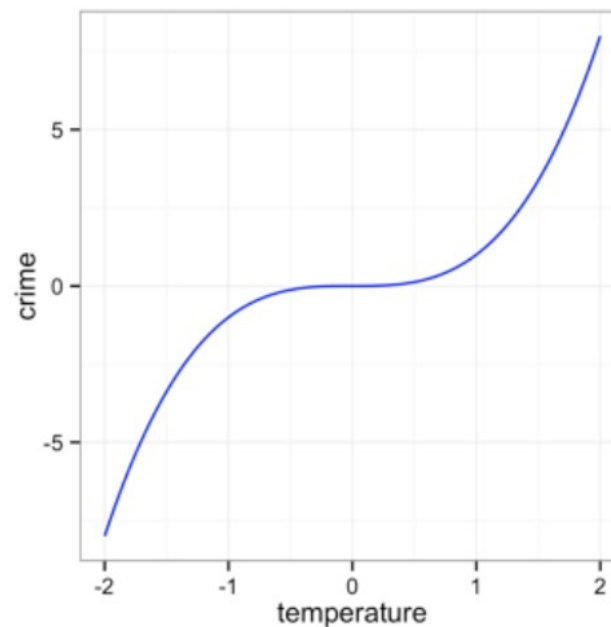
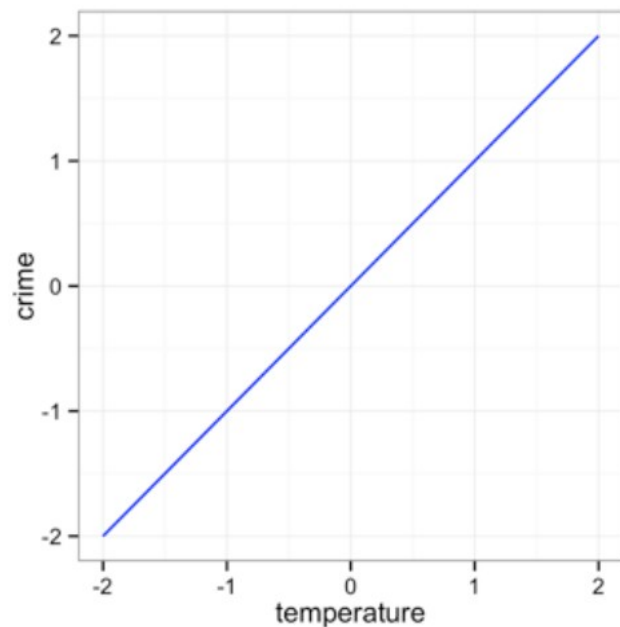
- **Modeling:** We employ a computational framework which we use data to build (for training).
- Then, we play with the framework to see what happens when we change part(s) of the data to see what happens.

What if...



Functions: the *stuff* behind the models

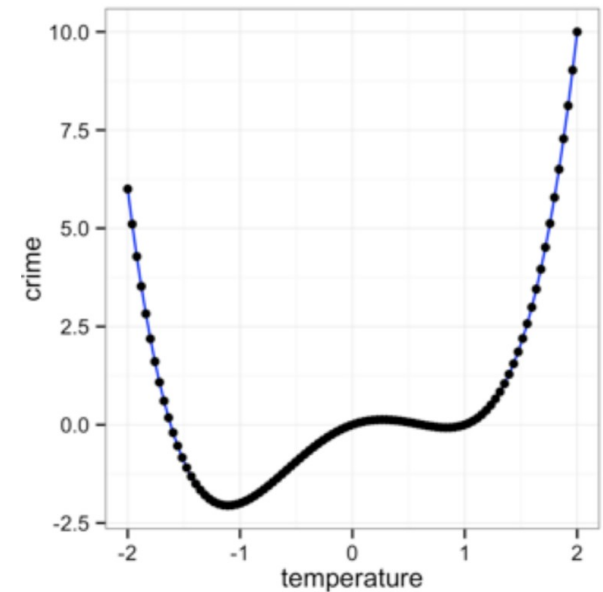
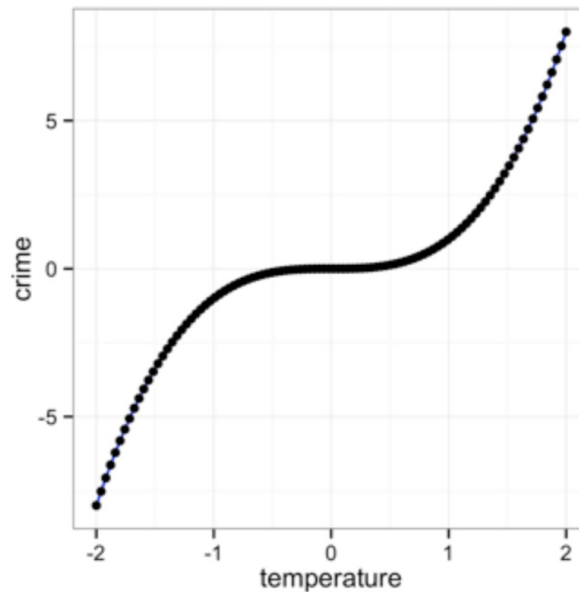
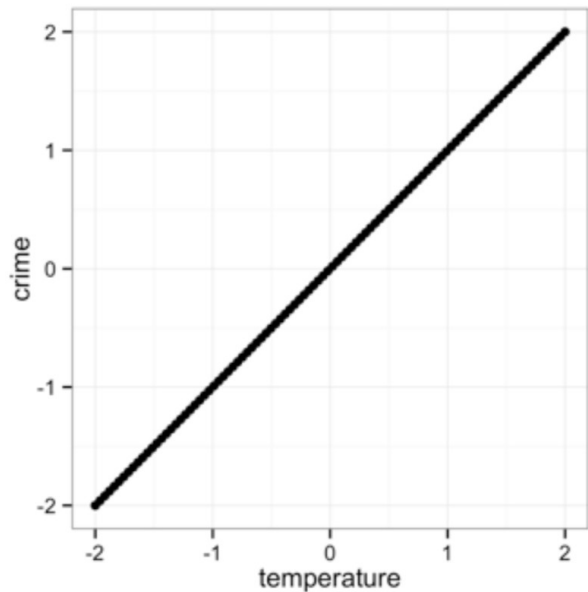
- Ideally, A function is a mathematical description of a relationship.





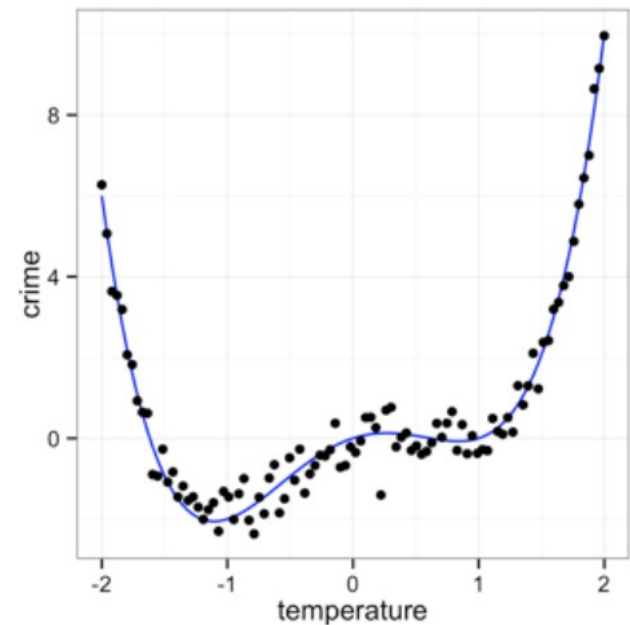
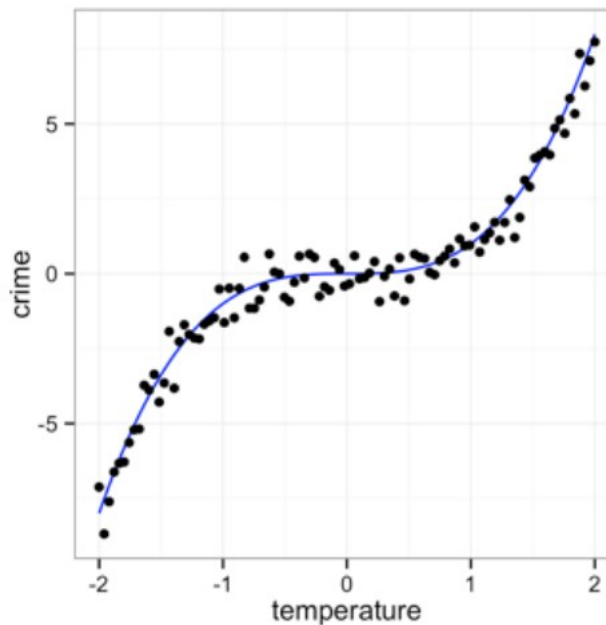
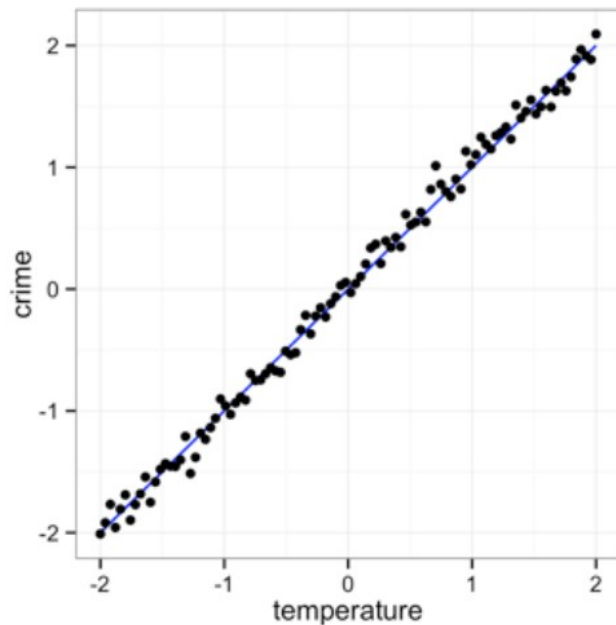
Functions: the *stuff* behind the models

- If one variable completely determines another, every (x, y) data point will fall on the **function**-line.



Relationships Between Variables are Messy

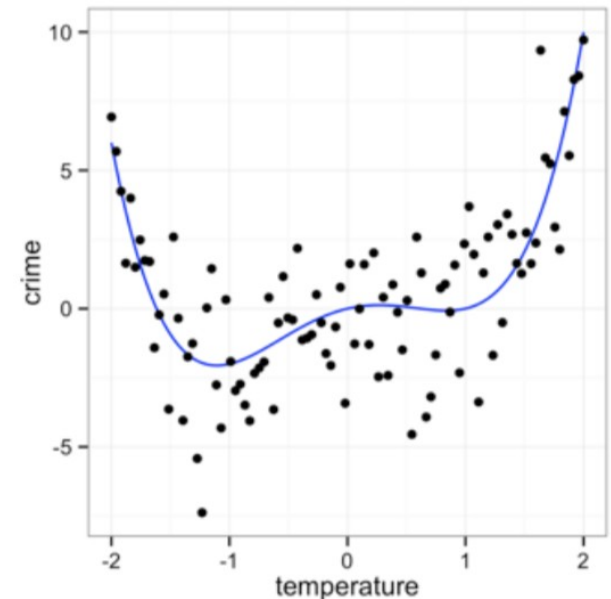
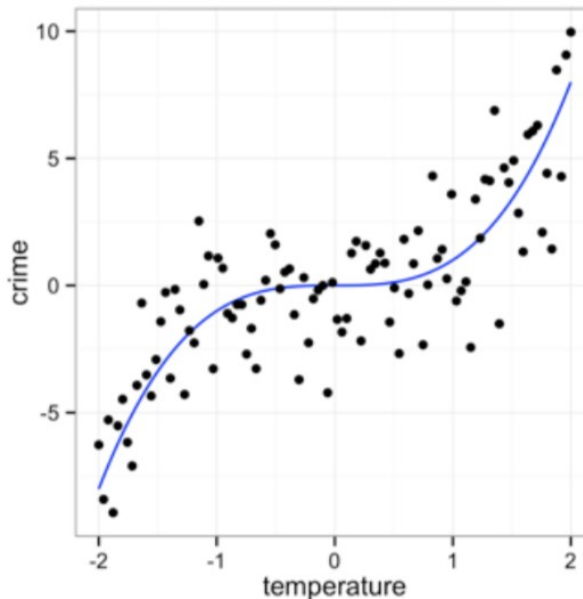
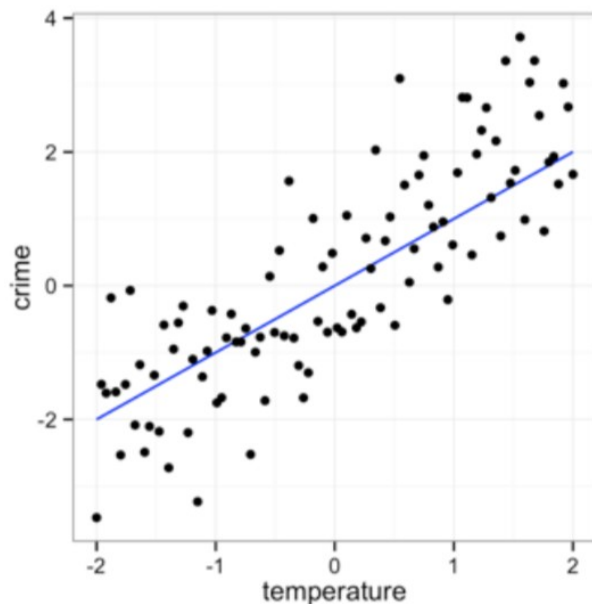
- This is what real data looks like on a good day!





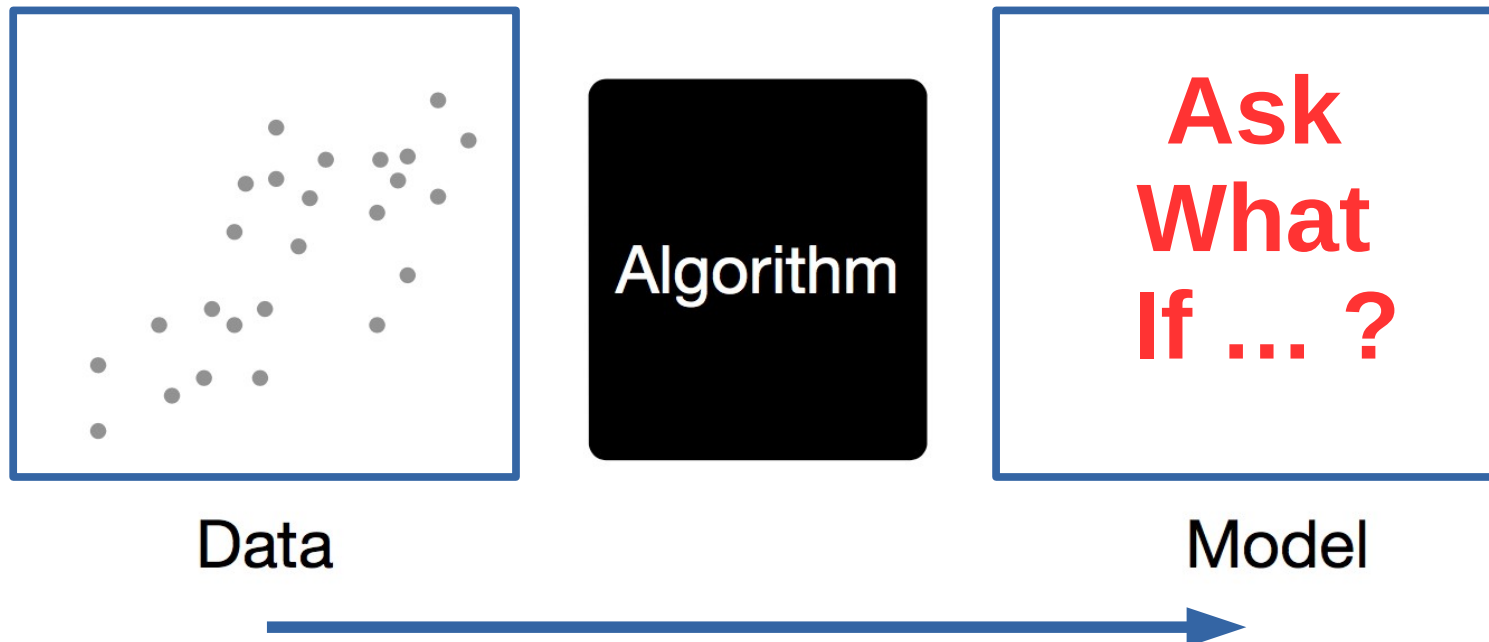
Relationships Between Variables

- If the actual relationship is affected by other variables, data points may not fall directly on the function-line.
- **Noise:** The greater the effect of other variables, the weaker the relationship. This is normally the situation with real data.



So, A Model, Then?

- Noise is what we get in data when not every point does *what it is supposed to do*.
- Modeling *attempts* to *more-correctly* identify relationships in noisy data.





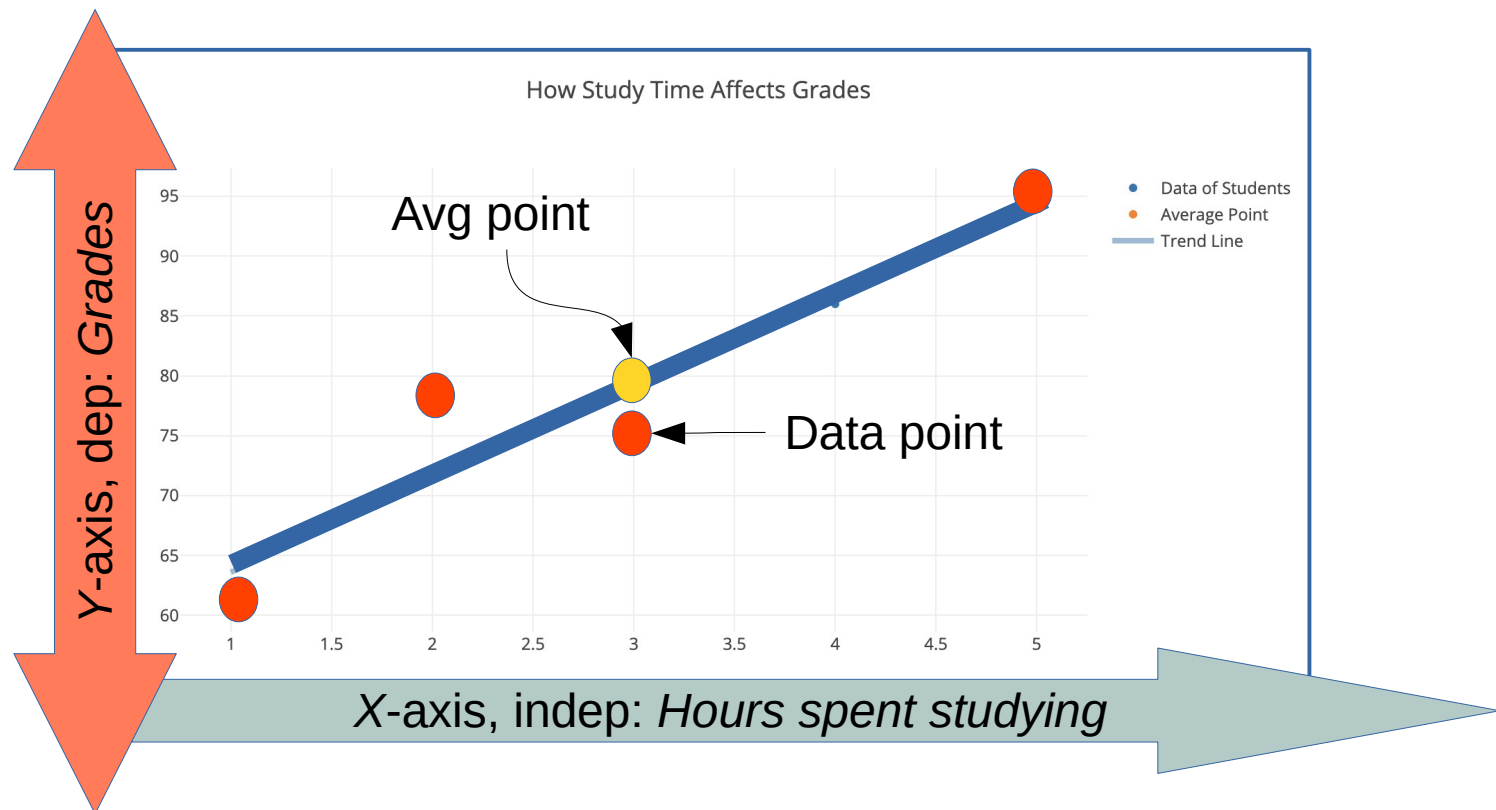
Let's Talk Linear Models

- **Linear regression:** How much do/does my **independent variable(s)** influence my **dependent variables**?
- As one variable climbs, does the other also climb (decline) at some *predicable* rate?
- Can I impose some value into my model to determine a *what-if* type of question which is firmly based on my data?

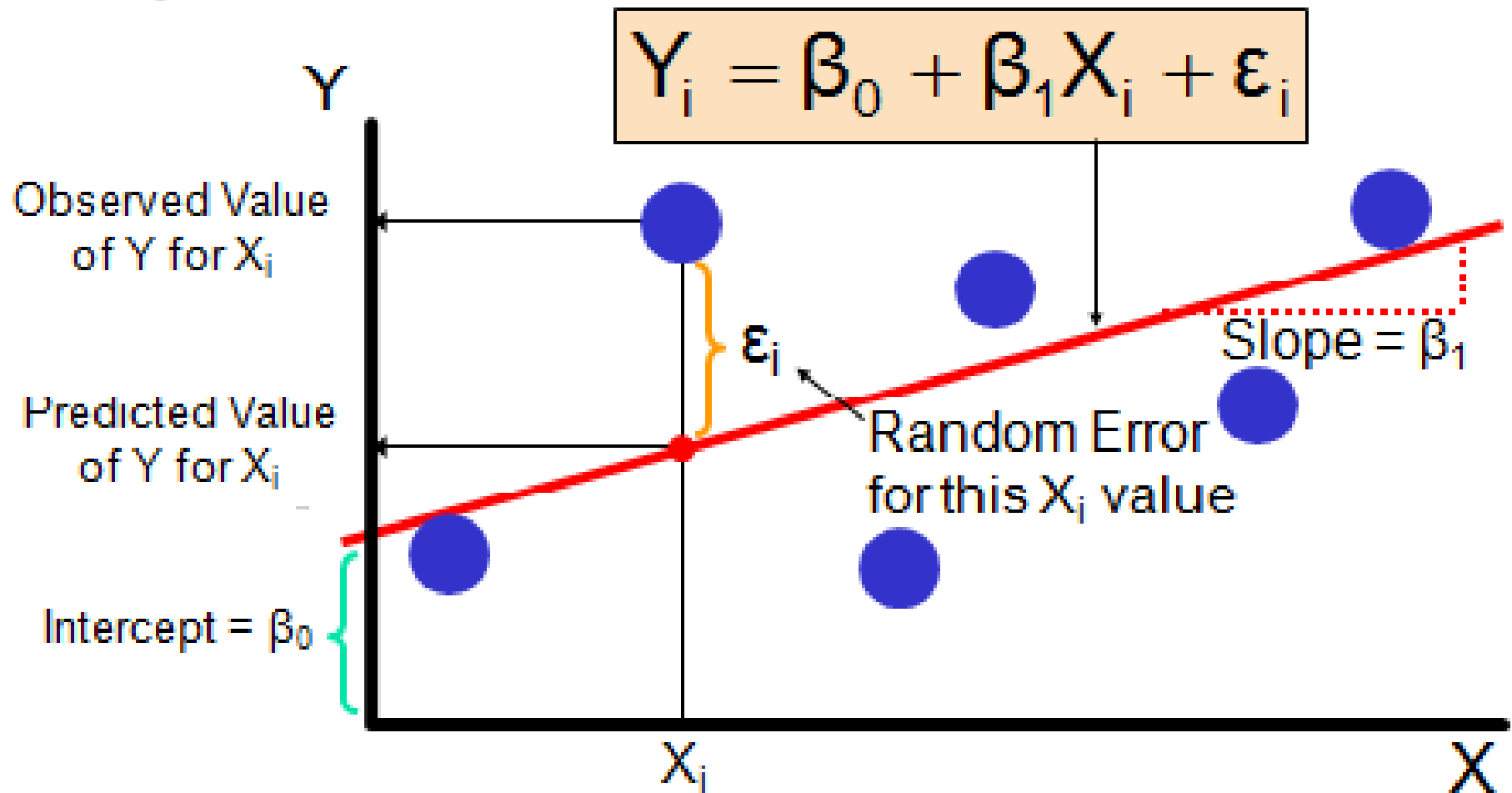


Variables?

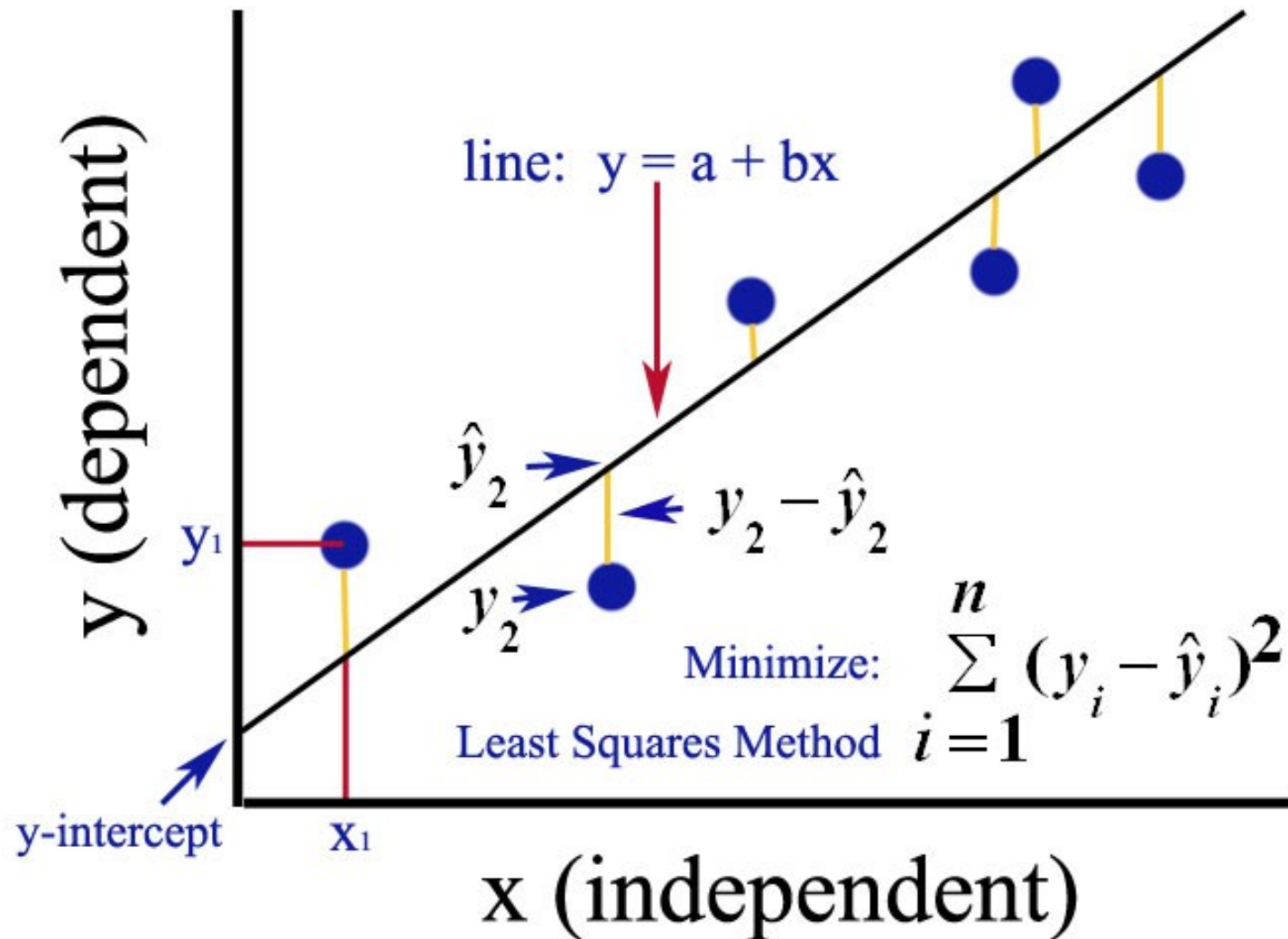
- **Independent variable:** a variable (often denoted by x) whose variation does not depend on that of another (i.e., time).
- **Dependent variables:** a variables (often denoted by y) that depends, by some law or rule (e.g., by a mathematical function), on the values of other variables (i.e., grades).
- Example: <https://chart-studio.plotly.com/~bchapman27/73.embed>



Let's Talk Linear Models



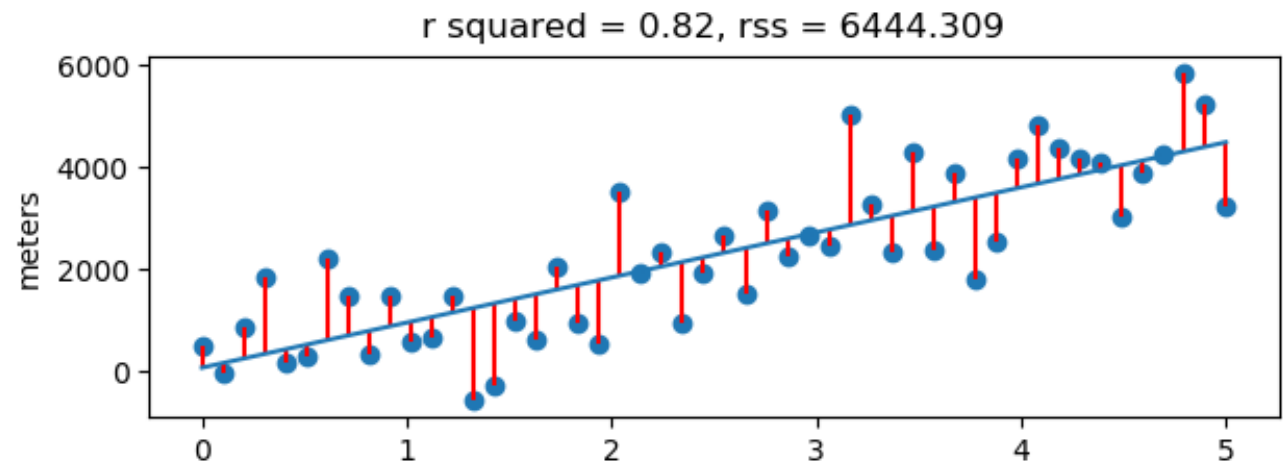
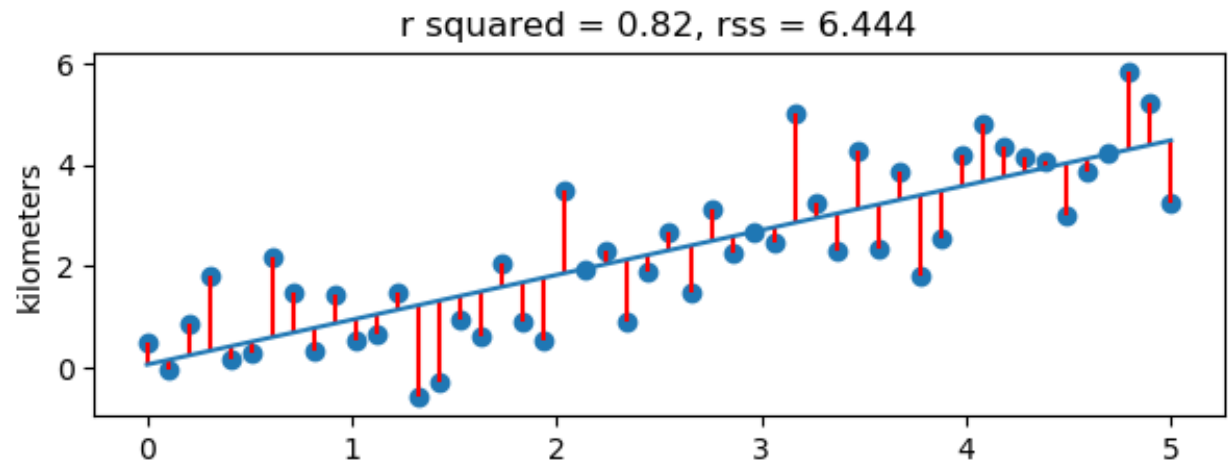
Another Linear Model





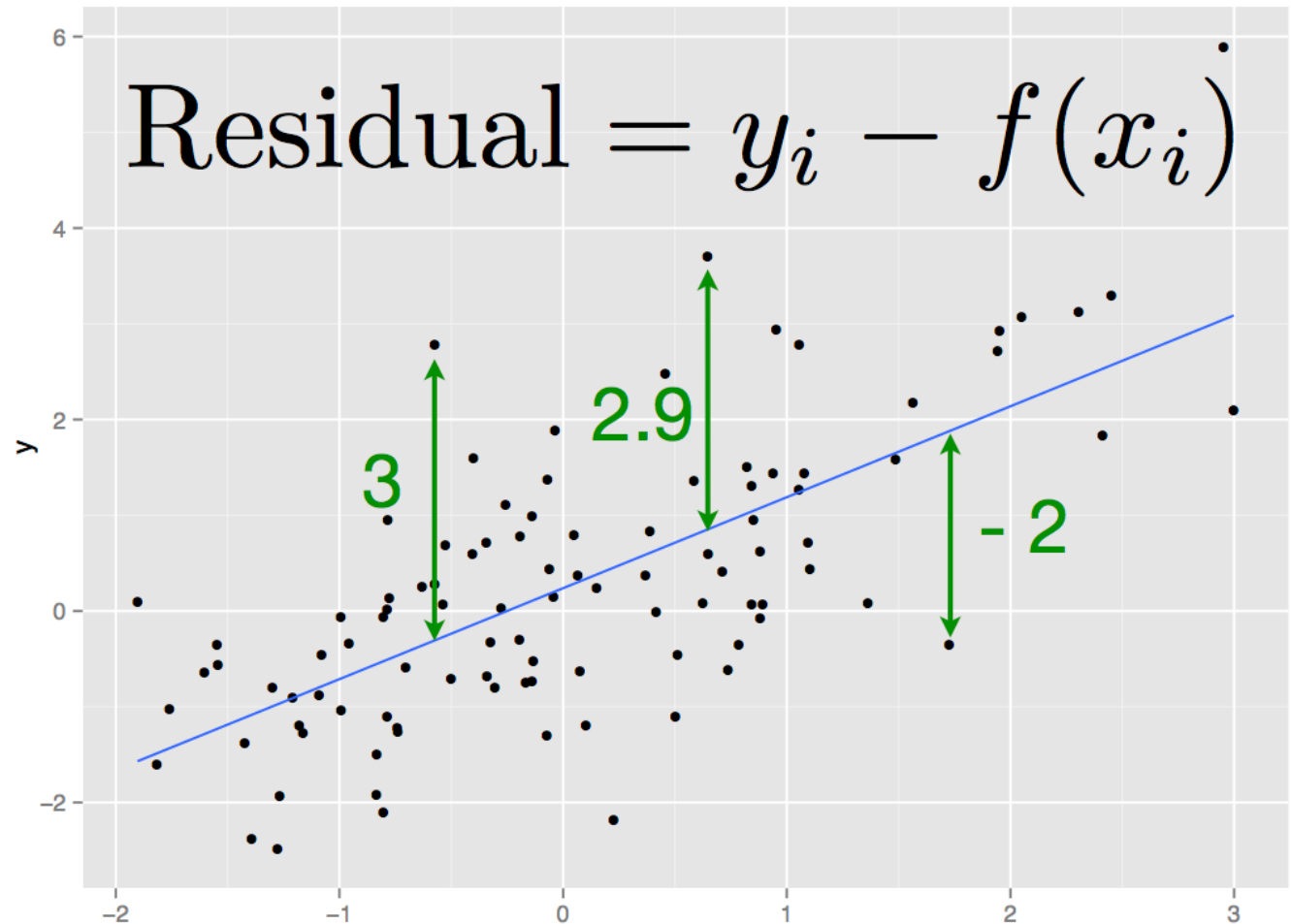
A Difference Between the Expected and the Actual Data

- The residual sum of squares (**RSS**) is a measure of the discrepancy between the data and an estimation model.
- A small RSS value indicates a tight fit of the model to the data.



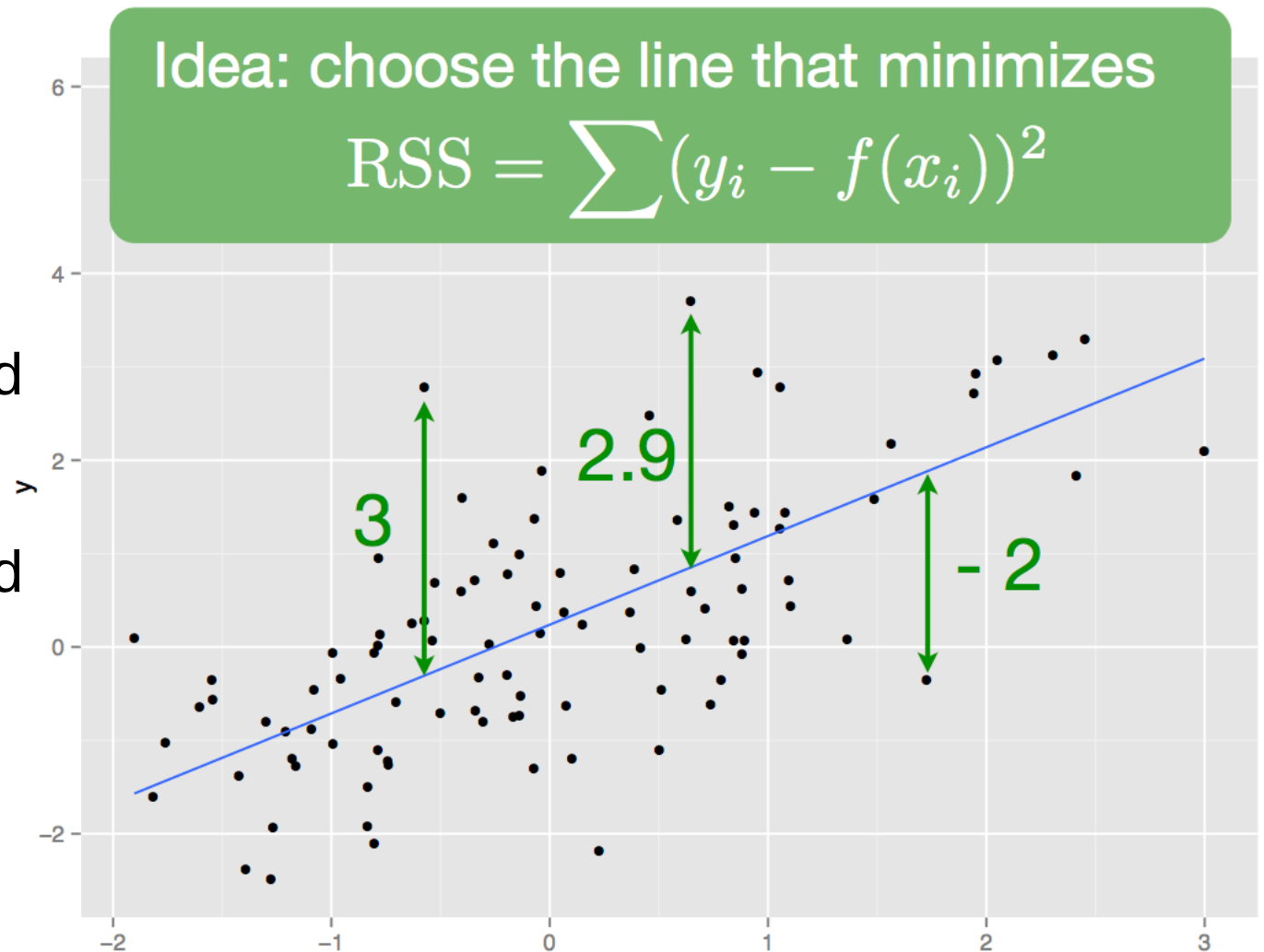
Draw a Line Through Data

- A *residual* of an observed value is the difference between the observed value and the estimated value of the quantity of interest



Draw a Line Through Data

- Residual sum of squares (RSS), also known as the sum of squared residuals (SSR) or the sum of squared errors of prediction (SSE)



Types of Questions to Address With Data

Q1: Is crime influenced by yearly temperature?

File: crime.csv



Q2: What influence is there on earning potential and personal height?

File: wages.csv

Crime Data Set



- Is there a relationship between crime and temperature?
State statistics from 2009.

```
rm(list = ls()) # remove old vars
library(tidyverse)
# open the crime dataset from the data.
c <- file.choose() # set the filename
crime <- read.csv(c) # load and read the data.
```




Crime Data Set

```
View(crime) #or  
tbl_df(crime) # dataframe
```

	state	abbr	low	murder	tc2009
	<chr>	<chr>	<int>	<dbl>	<dbl>
1	Alabama	AL	-27	7.1	4337.5
2	Alaska	AK	-80	3.2	3567.1
3	Arizona	AZ	-40	5.5	3725.2
4	Arkansas	AR	-29	6.3	4415.4
5	California	CA	-45	5.4	3201.6
6	Colorado	CO	-61	3.2	3024.5
7	Connecticut	CT	-32	3.0	2646.3
8	Delaware	DE	-17	4.6	3996.8
9	Florida	FL	-2	5.5	4453.7
10	Georgia	GA	-17	6.0	4180.6
...					

Yearly low temp

Murder rate

Training data



Exploratory Plots

#plot with general trend line

```
crime %>% ggplot(aes(x = low, y = tc2009)) +  
  geom_point(alpha = I(1/4)) + geom_smooth()
```

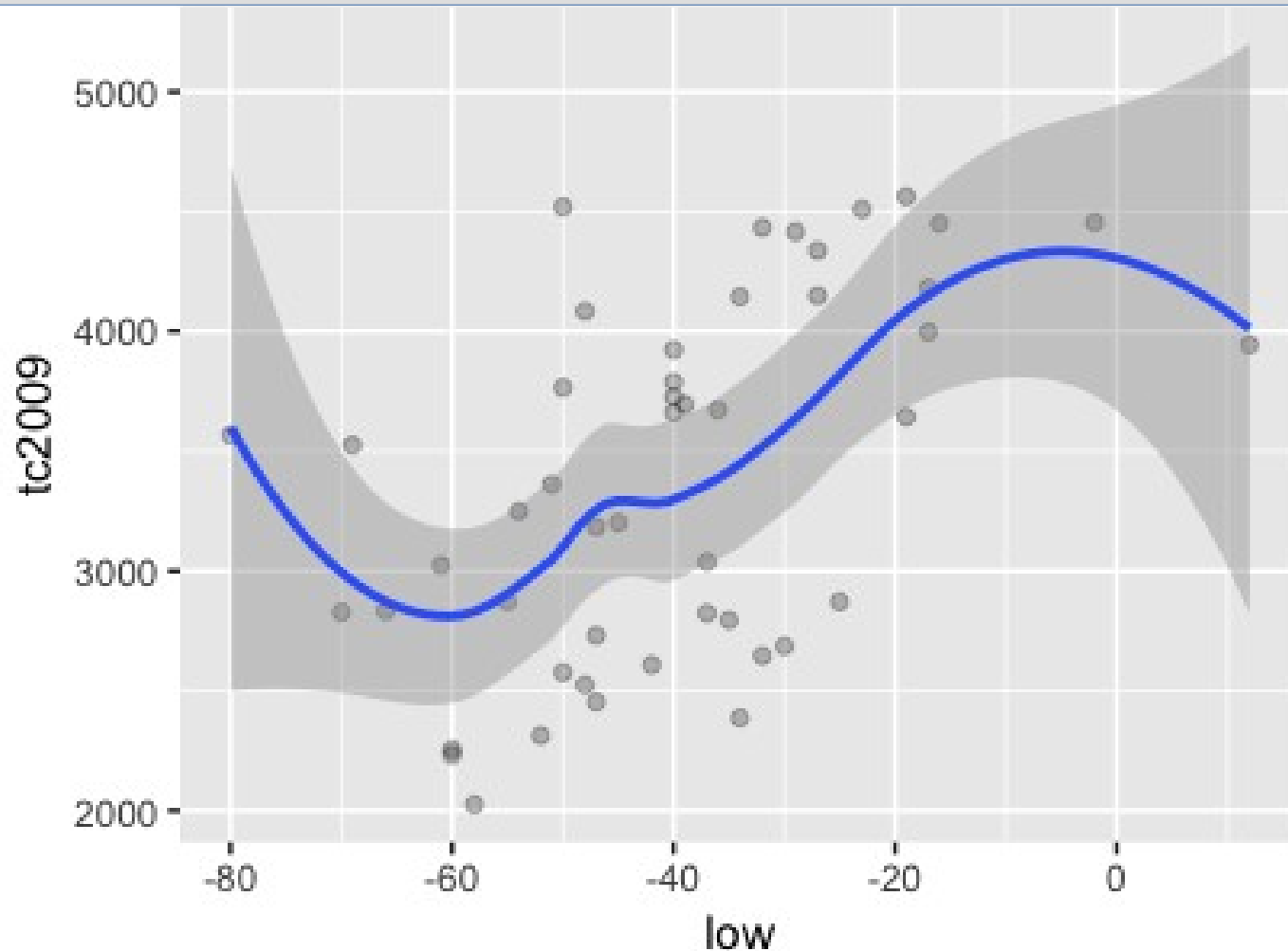
#plot with linear model line

```
crime %>% ggplot(aes(x = low, y = tc2009)) +  
  geom_point(alpha = I(1/4)) +  
  geom_smooth(method = lm)
```



Plots: General Trends

```
crime %>% ggplot(aes(x = low, y = tc2009)) +  
  geom_point(alpha = I(1/4)) + geom_smooth()
```

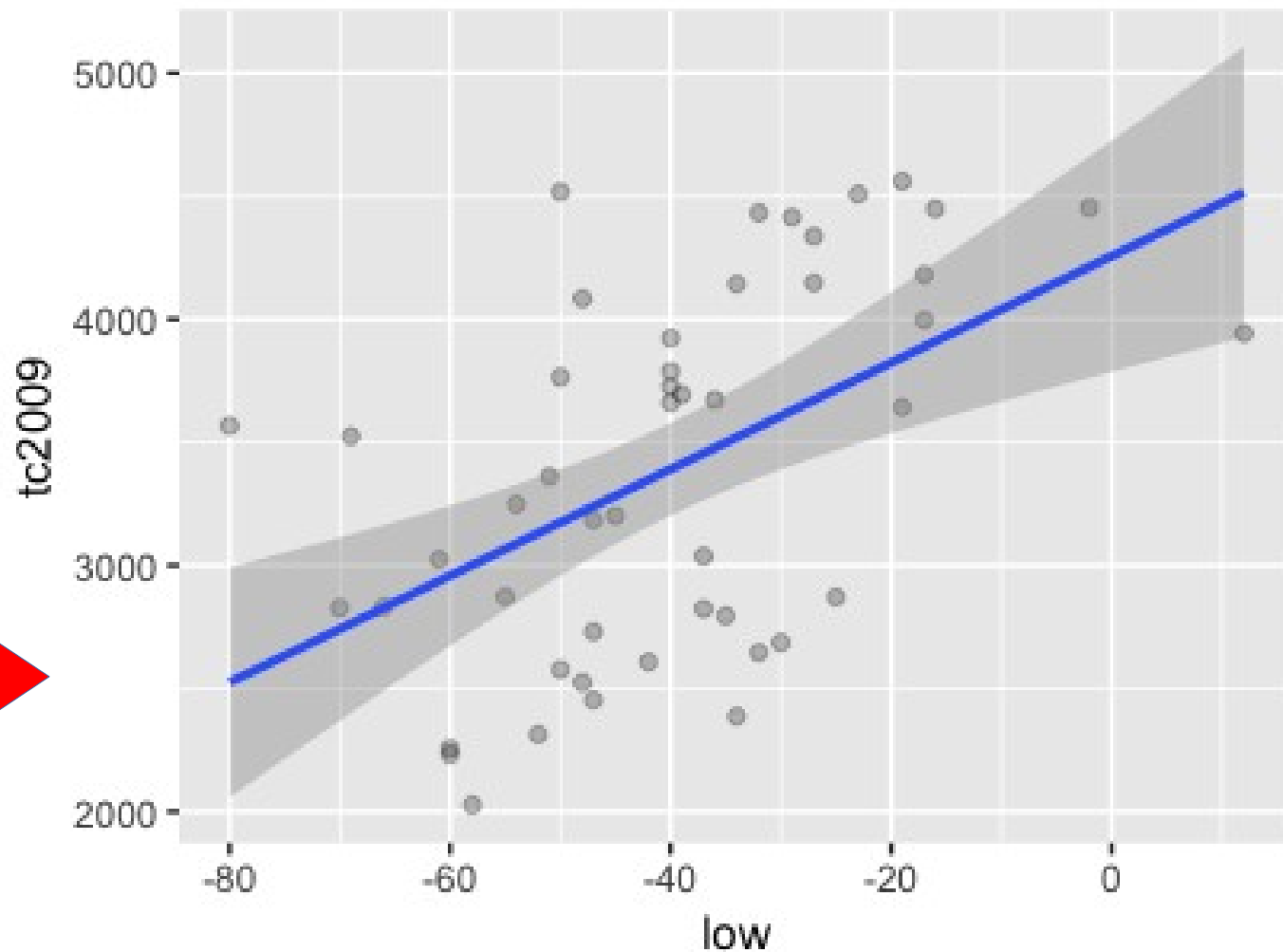


**This is
the
data's
general
pattern**



Plots: Linear Model Line

```
crime %>% ggplot(aes(x = low, y = tc2009)) +  
  geom_point(alpha = I(1/4)) + geom_smooth(method = lm)
```



**The
linear
model
and is
used
for
predictions**



Build a Linear Model

- How much does *low* (*indep Var*) influence *tc2009* (*dep Var*)
- Linear model syntax

lm

Model formula:
response ~ predictor(s)

data

```
mod <- lm(tc2009 ~ low, data = crime)
```



Models Use Formulas

- R formulas are expressions built with ~ (tilda)

```
tc2009 ~ low
```

Note: **tc2009** is **independent** variable and **low** is **dependent** variable

```
class(tc2009 ~ low)
```

gives: [1] "formula", meaning,
 $tc2009 = f(x) = low * x + b$



Models Use Formulas

- Formulas only need to include the response and predictor variables

$$y = f(x) = \alpha + \beta x + \epsilon$$

#Syntax to Build the linear model:

$$y \sim x$$



Types of Formulas

response ~ explanatory

dependent ~ independent

outcome ~ predictors



Build Your Model!

```
mod <- lm(tc2009 ~ low, data = crime)
```

Call:

```
lm(formula = tc2009 ~ low, data = crime)
```

Coefficients:

(Intercept)	low
4256.86	21.65



Intercept and Coefficient

mod

```
> mod
```

```
Call:
```

```
lm(formula = tc2009 ~ low, data = crime)
```

```
Coefficients:
```

(Intercept)	low
4256.86	21.65



Coef

- Shows the model's coefficients (i.e., intercept, slopes)

```
coef(mod)
```

```
coefficients(mod)
```

```
# (Intercept)                low
```

```
#  4256.86158          21.64725
```

α

β



Interpreting Models

Linear models are very easy to interpret

$$y = \alpha + \beta x + \epsilon$$

α is the expected value of y when x is 0.

β is the expected increase in y associated with a one unit increase in x



Coefficients: For Prediction

`coef(mod)`

`coefficients(mod)`

(Intercept) low

4256.86158 21.64725

The best estimate of
tc2009 for a state with low = -10 is

$$4256.86 + 21.6 * (-10) = 4040.86$$

$$(x,y) \leftarrow (-10, 4040.86)$$



Coefficient Calculator

This function is now my data!!

Based on our training using data,
If $x = -10$, my Y will be about 4040.86

The best estimate of
tc2009 for a state with low = -10 is
 $4256.86 + 21.6 * (-10) = 4040.86$

I can even predict y ,
based on my own values of x !

Due to
error,
there
is a
slight
difference
between
This
value
and our
own
value.



Coefficient Calculator Function

```
# Function to compute estimated y value for an entered x  
value
```

```
tellMeY <- function(x_int){  
  
  cat("  intercept :",mod$coefficients[1] )  
  cat("\n  slope      :",mod$coefficients[2] )  
  y = mod$coefficients[1] + x_int * mod$coefficients[2]  
  cat("\n Model predicts y = ",y, "from x = ",x_int)  
}
```

```
# what if x = -10?  
tellMeY(-10) # note: x = -10
```

```
> # what if x = -10?  
> tellMeY(-10) # note: x = -10  
  intercept : 4256.862  
  slope      : 21.64725  
Model predicts y = 4040.389 from x = -10  
>
```

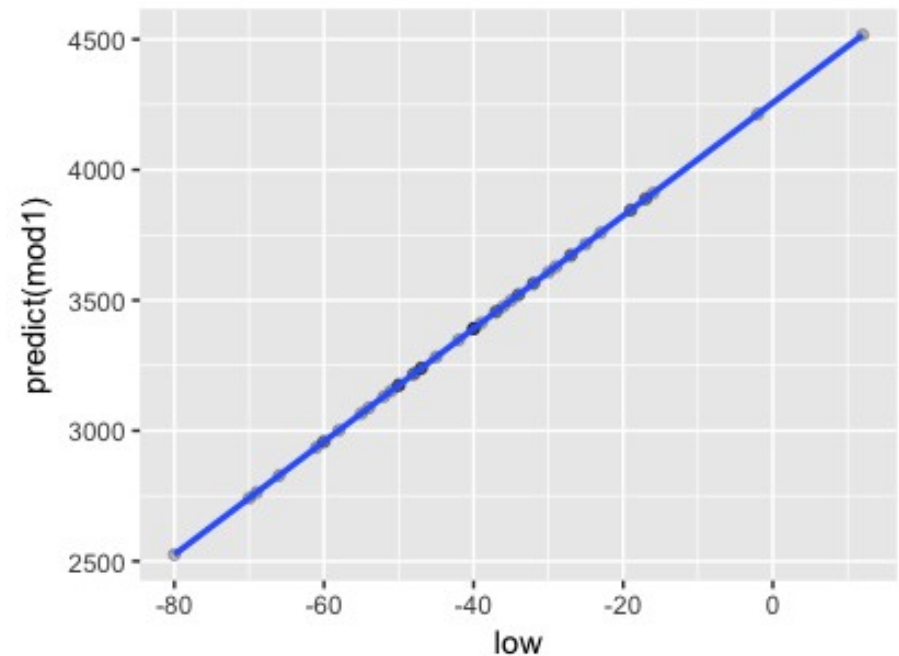
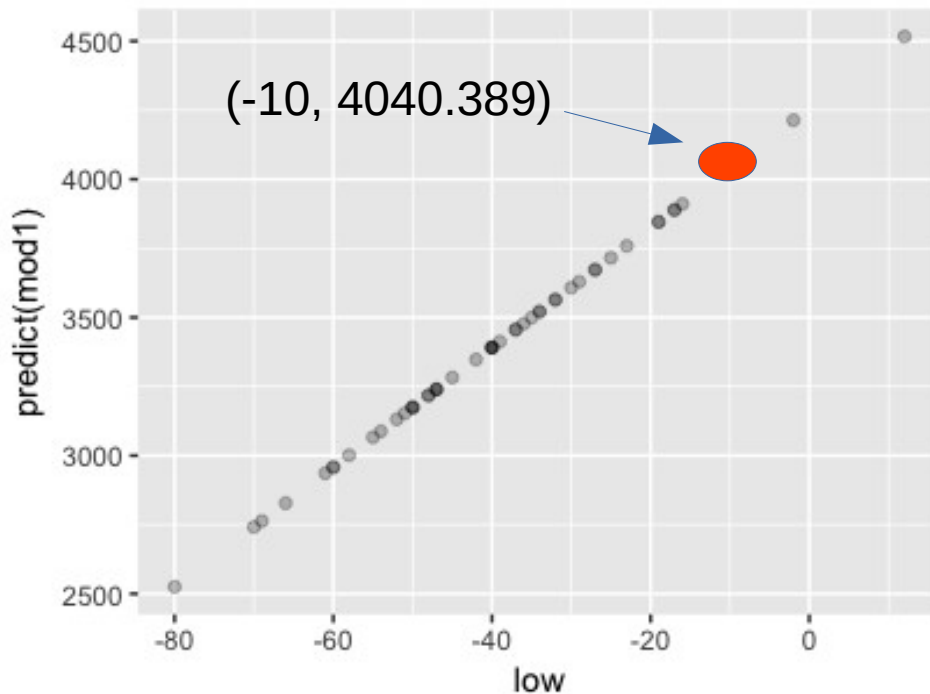


Forecasting the Data

?predict

```
crime %>% ggplot(aes(x = low, y = predict(mod))) +  
  geom_point(alpha = I(1/4))
```

```
crime %>% ggplot(aes(x = low, y = predict(mod))) +  
  geom_point(alpha = I(1/4)) + geom_smooth()
```





Aside: intercept terms

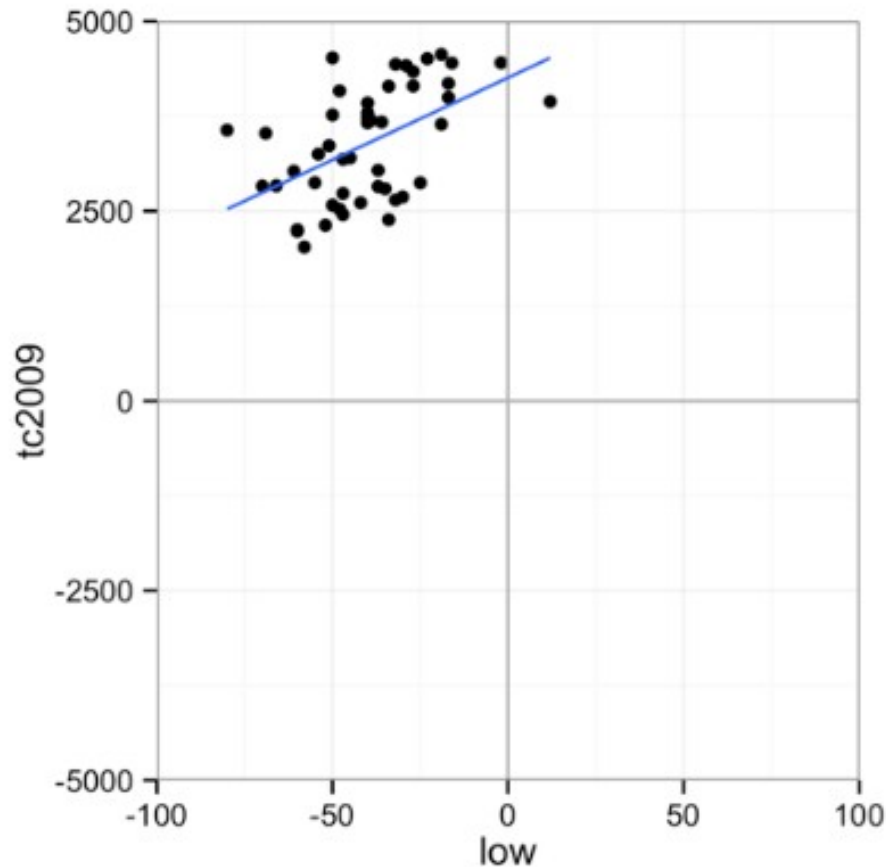
R includes an intercept term in each model by default

$$y = \alpha + \beta x + \epsilon$$

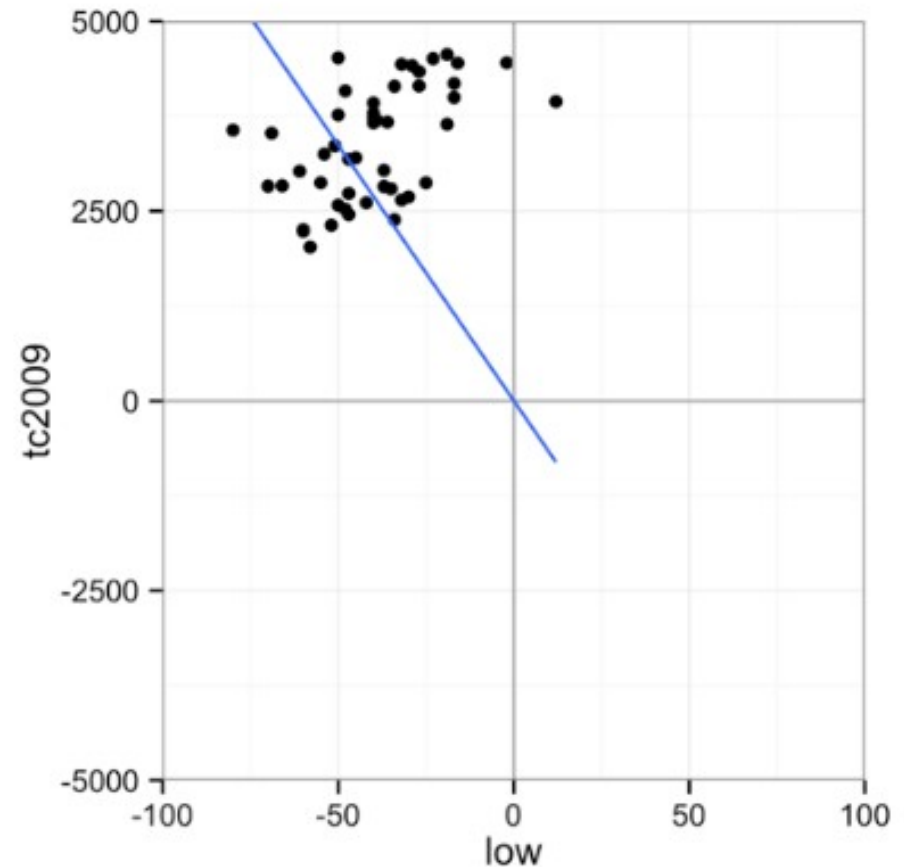
$$y \sim x$$

Study at $x = 0$?

(Does $x = 0$ make sense here?)



With α



Without α

Every linear model has a y intercept. Including α lets this term vary. Not including α forces the intercept to (0, 0).



Study at $x = 0$?

(Does $x = 0$ make sense here?)

- The y -intercept is the place where the regression line crosses the y -axis (where $x = 0$), and is denoted by b from $y = mx + b$
- **Meaningful interpretation:** Sometimes the y -intercept is relevant (and sometimes it is not)
- No meaning for the y -intercept when data is not present near the point where $x = 0$ (and the model suggests that data is present at this point)

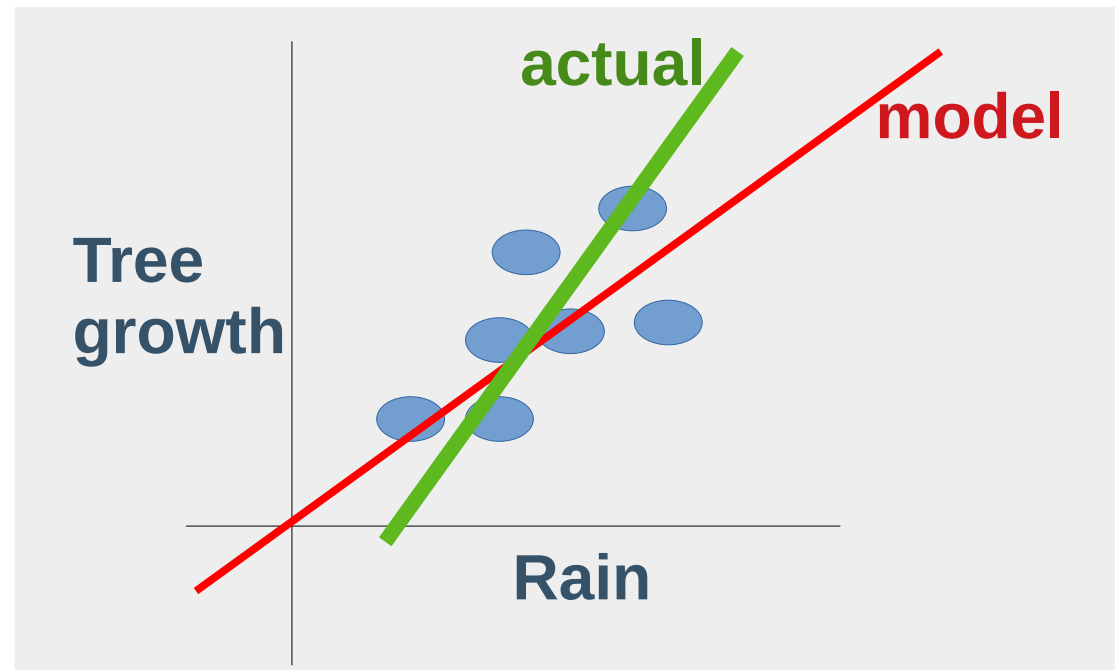
Study at $x = 0$?

(Does $x = 0$ make sense here?)

Ex: A model where rain (x) is used to predict tree growth (y)

If *rain* = 0, then
tree_growth = 0

Intercept not relevant:
The regression line may
cross y -axis at some
other point (other than
zero)





An Intercept Term: To Use or Not?

You can explicitly ask for an intercept by including the number one, 1, as a formula term. You can remove the intercept by including a zero or negative 1.

equivalent - includes intercept

```
lm(tc2009 ~ 1 + low, data = crime)
```

```
lm(tc2009 ~ low, data = crime)
```

equivalent - removes intercept

```
lm(tc2009 ~ low - 1, data = crime)
```

```
lm(tc2009 ~ 0 + low, data = crime)
```



Let's Test An Intercept

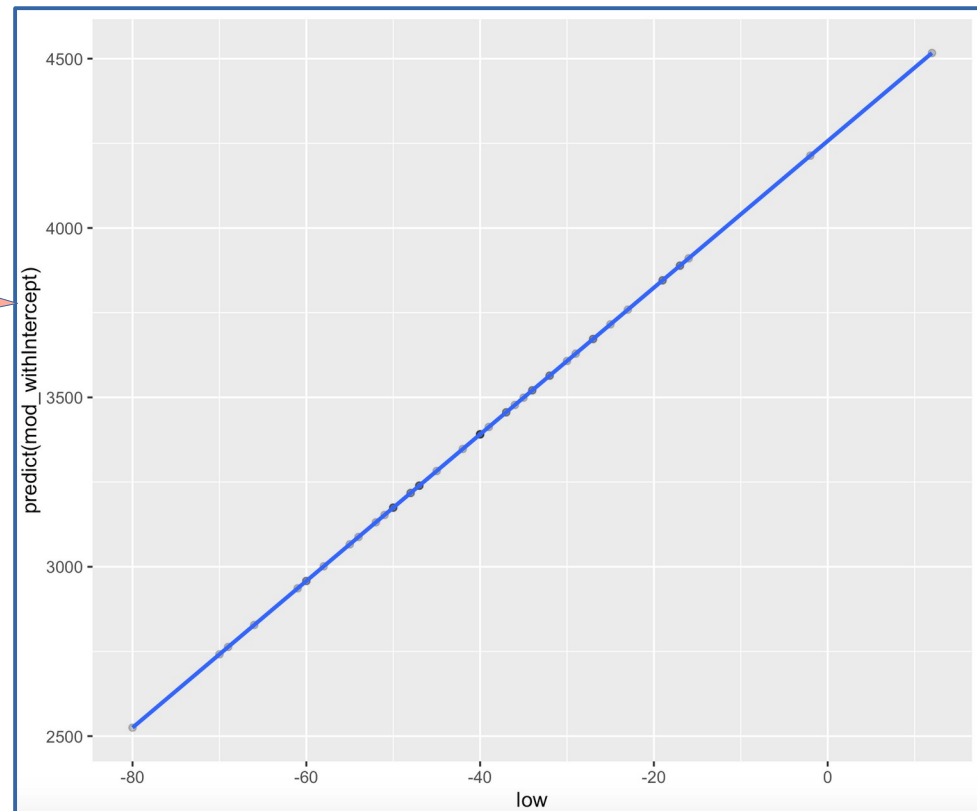
Add the intercept

```
# equivalent - includes intercept
```

```
mod_withIntercept <- lm(tc2009 ~ 1 + low, data = crime)
```

```
crime %>% ggplot(aes(x = low, y =  
predict(mod_withIntercept))) + geom_point(alpha = 1/4))  
+ geom_smooth()
```

Does this
represent
your data?





Let's Test An Intercept

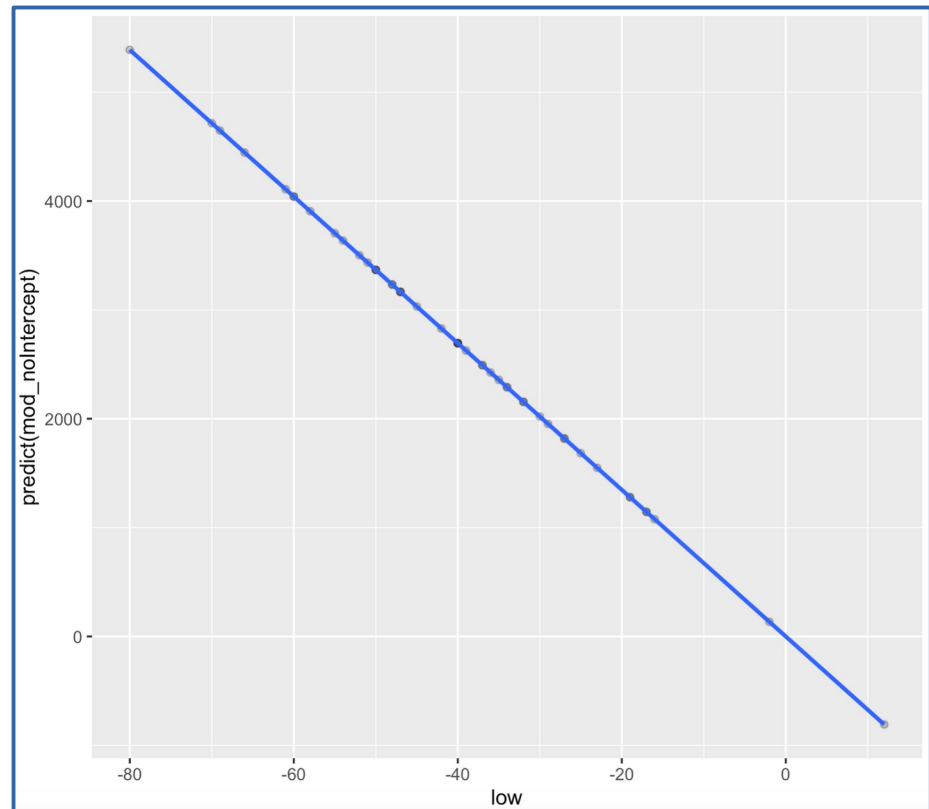
Remove the intercept

```
# equivalent - removes intercept
```

```
mod_noIntercept <- lm(tc2009 ~ low - 1, data = crime)
```

```
crime %>% ggplot(aes(x = low, y =  
predict(mod_noIntercept))) + geom_point(alpha = 1/4)) +  
geom_smooth()
```

Does this
represent
your data?





Results: summary(mod)

```
> summary(mod)
```

Call:

```
lm(formula = tc2009 ~ low, data = crime)
```

Residuals:

Min	1Q	Median	3Q	Max
-1134.36	-647.13	98.03	533.62	1344.30

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	4256.86	233.44	18.236	< 2e-16 ***
low	21.65	5.33	4.061	0.000188 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 649.9 on 46 degrees of freedom

Multiple R-squared: 0.2639, Adjusted R-squared: 0.2479

F-statistic: 16.49 on 1 and 46 DF, p-value: 0.000188



R-squared Value

- Goodness of fit of a model: The R^2 coefficient of determination describes how well the regression predictions approximate the real data points.

$R^2 = 1$, indep variable(s) predict dep variables

$R^2 = 0$, no prediction

Residual standard error: 649.9 on 46 degrees of freedom
Multiple R-squared: 0.2639, Adjusted R-squared: 0.2479
F-statistic: 16.49 on 1 and 46 DF, p-value: 0.000188



Extracting Info

```
#Create a simple model  
myX <- 0:100  
myY <- myX + 1  
mod <- lm(myY ~ myX)  
summary(mod)
```



Types of Questions to Address With Data

Q1: Is crime influenced by yearly temperature?

File: [crime.csv](#)



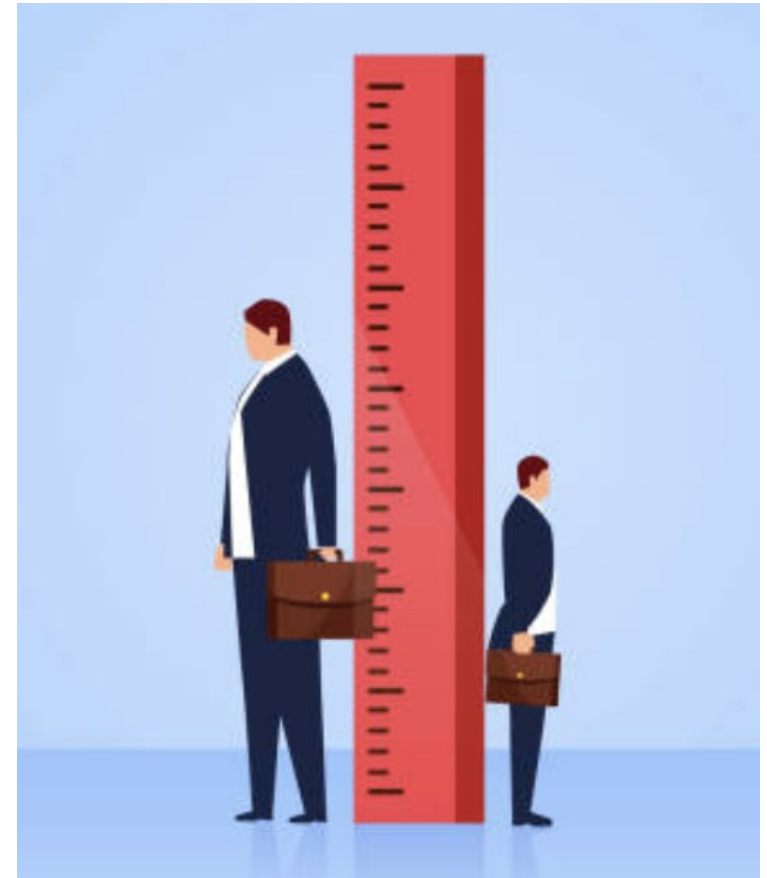
Q2: What influence is there on earning potential and personal height?

File: [wages.csv](#)



Consider This!

- Try making a model with the other data set to determine what influence height has on earning potential.





Load the Wages Data

Fit a linear model to the wages data set that predicts *earn* with *height*.

```
rm(list = ls()) # remove old vars  
# open the wages.csv dataset from  
the data.  
  
w <- file.choose() # set the  
filename  
  
wages <- read.csv(w) # load and  
read the data.
```

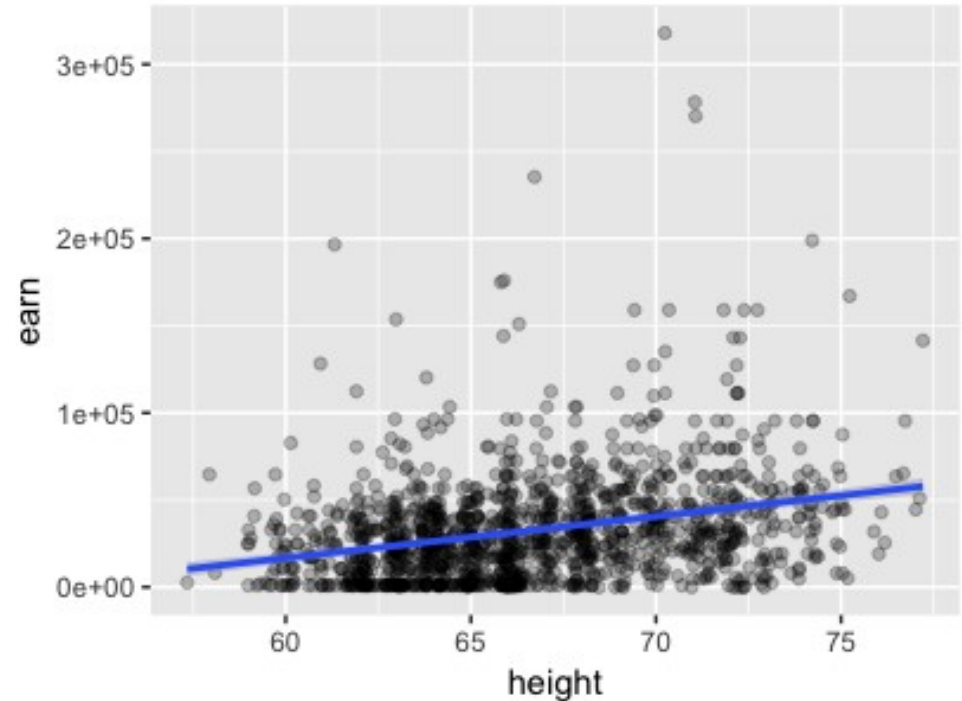
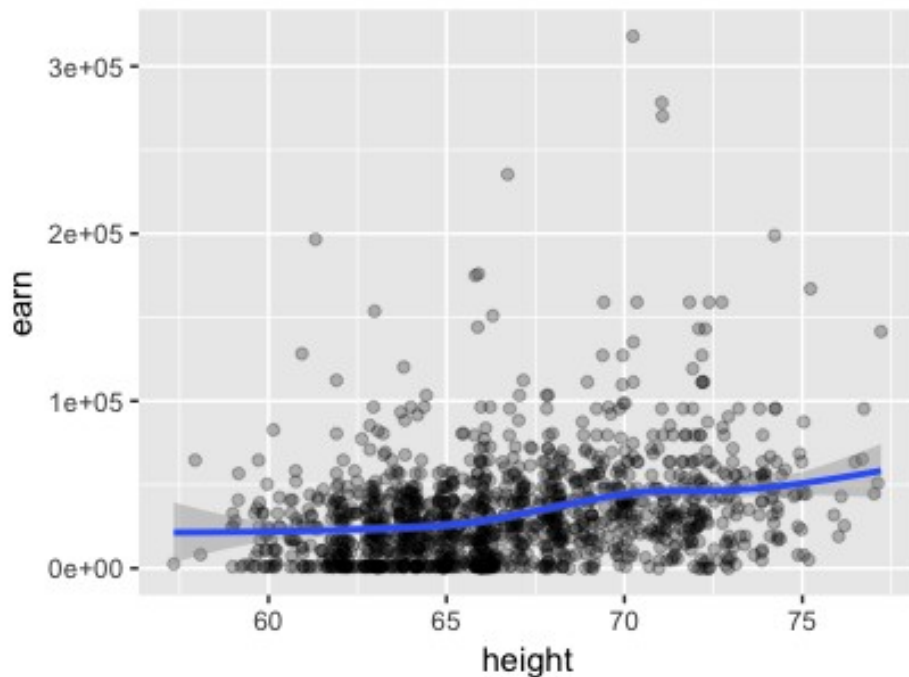


Do *Tall* People *Earn* More?

```
wages %>% ggplot(aes(x = height, y = earn)) + geom_point(alpha = 1/4) + geom_smooth() # add a line
```

```
wages %>% ggplot(aes(x = height, y = earn)) + geom_point(alpha = 1/4) + geom_smooth(method = lm) # linear model line
```

Try switching the x's and y's for another view.





Correlations:

Earn and Height

```
# Find correlations using the "pearson"  
method
```

```
cor(wages$earn, wages$height, method =  
"pearson")
```

```
> # Find correlations using the "pearson" method  
> cor(wages$earn, wages$height, method = "pearson")  
[1] 0.2916002
```

Make a Model

```
hmod <- lm(earn ~ height, data = wages)  
summary(hmod)
```

Where **dependent** var is *earn*

And **independent** var is *height*

$$\textcircled{y} = \alpha + \beta \textcircled{x} + \epsilon$$



Summary of Model

- summary(hmod)

```
> summary(hmod)
```

```
Call:
```

```
lm(formula = wages$earn ~ wages$height)
```

```
Residuals:
```

Min	1Q	Median	3Q	Max
-47903	-19744	-5184	11642	276796

```
Coefficients:
```

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-126523	14076	-8.989	<2e-16 ***
wages\$height	2387	211	11.312	<2e-16 ***

```
---
```

```
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
Residual standard error: 29910 on 1377 degrees of freedom
```

```
Multiple R-squared:  0.08503,    Adjusted R-squared:  0.08437
```

```
F-statistic:   128 on 1 and 1377 DF,  p-value: < 2.2e-16
```



Earn Regressed Over *height*

```
hmod <- lm(earn ~ height, data = wages)
```

```
coef(hmod)
```

```
## (Intercept)          height
```

```
## -126523.359      2387.196
```

$$\textit{earn} = \alpha + \beta \times \textit{height} + \epsilon$$



$$\textit{earn} = -126523.36 + 2387.20 \times \textit{height} + \epsilon$$



An Estimation

The best estimate of *earn* for someone 68 inches tall is

$$\textit{earn} = -126523.36 + 2387.20 \times 68 + \epsilon$$

$$\textit{earn} = 35806.24$$



Build a Model

- Fit a linear model to the wages data set
- How do we interpret the results?

Q: What happens when
we regress *earn* over *race*?

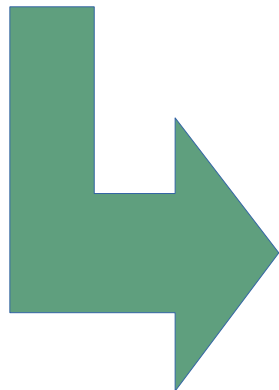


Summary

```
rmod <- lm(earn ~ race, data = wages)
coef(rmod) # get the model's y-intercepts and slopes
```

```
coef(rmod)
# (Intercept) racehispanic raceother racewhite
# 28372.09 -2886.79 3905.32 4993.33
```

summary(rmod)



Coefficients:

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	28372	2781	10.204	<2e-16	***
racehispanic	-2887	4515	-0.639	0.5227	
raceother	3905	6428	0.608	0.5436	
racewhite	4993	2929	1.705	0.0885	.

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Estimates From Coefficients

```
coef(rmod)
```

#	(Intercept)	racehispanic	raceother	racewhite
#	28372.09	-2886.79	3905.32	4993.33

The estimate for a white person is
 $28372.09 + 4993.33 = 33365.42$

The estimate for a other person is
 $28372.09 + 3905.32 = 32277.41$

The estimate for a hispanic person is
 $28372.09 + -2886.79 = 25485.30$

The estimate for a black person is
 $28372.09 = 28372.09$



What Do Plots Also Indicate??



```
ggplot(data = wages) +  
  geom_point(mapping = aes(y = earn, x = height, color = race )) +  
  geom_smooth(mapping = aes(y = earn, x = height )) + facet_wrap(~race)
```