



$$\pi \sim \text{Beta}(\alpha, \beta)$$

$$X_i | \pi \sim \text{Bernoulli}(\pi)$$

1. Closure properties on BetaBinomial

2. Correct CBG model

$$Y = \sum_{i=1}^N X_i \sim \text{BetaBinom}(N, \alpha, \beta)$$

$$Z = \gamma(\text{Pop} \cdot \text{age\%} \cdot \text{occ\%}) \quad \mathbb{E}[Z] = ?$$

$$\mathbb{E}[Z] = \gamma \mathbb{E}[Y]$$

$$= \frac{N \gamma \alpha}{\alpha + \beta}$$

Expected # of
people in CBG of
age-occupation group

$$\text{BetaBinom}(\gamma N, \alpha, \beta)$$

$$\text{TOTAL-VISITS}^{\text{est}} = \text{Pop} \cdot \sum_{\text{age, occ}} \gamma_{\text{age, occ}} \cdot \text{age\%} \cdot \text{occ\%}$$

