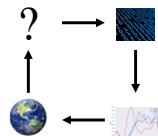


Linear Models & Feature Engineering

Slides by:

Joseph E. Gonzalez jegonzal@cs.berkeley.edu



Recap

Machine Modeling and Estimation (Learning)

Training Data



1. Define the model

$$\hat{y} = f_{\theta}(x) = \theta_0 + \theta_1 x$$

2. Choose a loss

$$L(\theta) = \frac{1}{n} \sum_{i=1}^n (y_i - f_{\theta}(x_i))^2$$

3. Minimize the loss

$$\hat{\theta} = \arg \min_{\theta} L(\theta)$$

Prediction (Testing)

Sometimes also called inference and scoring

1. Receive a new query point

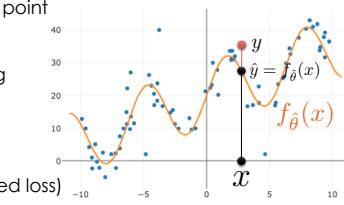
x

2. Make prediction using learned model

$$\hat{y} = f_{\hat{\theta}}(x)$$

3. Test Error (using squared loss)

$$(y - f_{\hat{\theta}}(x))^2 = (y - \hat{y})^2$$



Training Objective

$$\arg \min_{\theta} \frac{1}{n} \sum_{i=1}^n (y_i - f_{\theta}(x_i))^2$$

- Minimize error on training data
 - sample of data from the world
 - estimate of the expected error
- We can compute this directly

Idealized Objective

$$\arg \min_{\theta} \mathbf{E} [(y - f_{\theta}(x))^2]$$

- Minimize our expected prediction error over all possible test points
- Ideal Goal
 - Can't be computed ... ☺
 - But we can analyze it!

Analysis of Squared Error

Quantities in red are random variables

Training on a random sample of data from the population.

$$(\mathbf{X}_i, \mathbf{Y}_i) \sim \mathbf{P}(x, y) \rightarrow \hat{\theta} = \arg \min_{\theta} \frac{1}{n} \sum_{i=1}^n (\mathbf{Y}_i - f_{\theta}(\mathbf{X}_i))^2$$

Testing at a given query point x and computing expected squared error

$$\mathbf{E} [(\mathbf{Y} - f_{\hat{\theta}}(x))^2]$$

Expectation is taken over all possible \mathbf{Y} observations.

Expectation is taken over all possible training datasets

In the last lecture we showed that

$$\mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] =$$

Obs. Var. + **(Bias)²** + **Mod. Var.**

Other terminology:

"Noise" + **(Bias)²** + **Variance**

$$\mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] =$$

Assuming 0 mean observation
noise and true function $h(x)$
 $\mathbf{Y} = h(x) + \epsilon$

$$\mathbf{E} \left[(\mathbf{Y} - h(x))^2 \right] +$$

Obs. Variance
"Noise"

$$(h(x) - \mathbf{E} [f_{\hat{\theta}}(x)])^2 +$$

(Bias)²

$$\mathbf{E} \left[(\mathbf{E} [f_{\hat{\theta}}(x)] - f_{\hat{\theta}}(x))^2 \right] \quad \text{Model Variance}$$

Alternative proof

Courtesy of Allen Shen

Assuming 0 mean observation
noise and true function $h(x)$
 $\mathbf{Y} = h(x) + \epsilon$

$$\mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] = \mathbf{E} \left[\mathbf{Y}^2 - 2f_{\hat{\theta}}(x)\mathbf{Y} + f_{\hat{\theta}}^2(x) \right]$$

Linearity of Expectation = $\mathbf{E} [\mathbf{Y}^2] - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)]$

Definition of \mathbf{Y} = $\mathbf{E} [(h(x) - \epsilon)^2] - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)]$

$$\mathbf{E} [(h(x) - \epsilon)^2] = h^2(x) - 2h(x)\mathbf{E} [\epsilon] + \mathbf{E} [\epsilon^2]$$

$\circlearrowleft \qquad \qquad \qquad \circlearrowright \qquad \qquad \text{Defn' of } \epsilon$

$$\mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] = \mathbf{E} \left[\mathbf{Y}^2 - 2f_{\hat{\theta}}(x)\mathbf{Y} + f_{\hat{\theta}}^2(x) \right]$$

$$\text{Linearity of Expectation} = \mathbf{E} [\mathbf{Y}^2] - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)]$$

$$\text{Definition of } \mathbf{Y} = \mathbf{E} [(h(x) - \epsilon)^2] - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)]$$

$$\mathbf{E} [(h(x) - \epsilon)^2] = h^2(x) - 2h(x)\mathbf{E} [\epsilon] + \mathbf{E} [\epsilon^2]$$

$\circlearrowleft \qquad \qquad \qquad \circlearrowright \qquad \qquad \text{Defn' of } \epsilon$

$$= h(x)^2 + \sigma^2 - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)]$$

Bonus study material!

$$\begin{aligned} \mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] &= \mathbf{E} \left[\mathbf{Y}^2 - 2f_{\hat{\theta}}(x)\mathbf{Y} + f_{\hat{\theta}}^2(x) \right] \\ &= h(x)^2 + \sigma^2 - \mathbf{E} [2f_{\hat{\theta}}(x)\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)] \\ &\stackrel{\text{Y is independent of } \theta}{=} h(x)^2 + \sigma^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] \mathbf{E} [\mathbf{Y}] + \mathbf{E} [f_{\hat{\theta}}^2(x)] \\ &= h(x)^2 + \sigma^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] \mathbf{E} [h(x) + \epsilon] + \mathbf{E} [f_{\hat{\theta}}^2(x)] \\ &\stackrel{\text{Linearity of expectation}}{=} h(x)^2 + \sigma^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] h(x) + \mathbf{E} [f_{\hat{\theta}}^2(x)] \end{aligned}$$

Assuming 0 mean observation
noise and true function $h(x)$
 $\mathbf{Y} = h(x) + \epsilon$

Bonus study material!

$$\mathbf{E} \left[(\mathbf{Y} - f_{\hat{\theta}}(x))^2 \right] = \mathbf{E} \left[\mathbf{Y}^2 - 2f_{\hat{\theta}}(x)\mathbf{Y} + f_{\hat{\theta}}^2(x) \right]$$

$$= h(x)^2 + \sigma^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] h(x) + \mathbf{E} [f_{\hat{\theta}}^2(x)]$$

$$\text{Definition of Variance} \quad \mathbf{Var} [f_{\hat{\theta}}] = \mathbf{E} [f_{\hat{\theta}}^2(x)] - \mathbf{E} [f_{\hat{\theta}}(x)]^2$$

$$= h(x)^2 + \sigma^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] h(x) + \mathbf{E} [f_{\hat{\theta}}(x)]^2 + \mathbf{Var} [f_{\hat{\theta}}(x)]$$

$$\stackrel{\text{Rearranging terms}}{=} \sigma^2 + h(x)^2 - 2\mathbf{E} [f_{\hat{\theta}}(x)] h(x) + \mathbf{E} [f_{\hat{\theta}}(x)]^2 + \mathbf{Var} [f_{\hat{\theta}}(x)]$$

$$= \sigma^2 + (h(x) - \mathbf{E} [f_{\hat{\theta}}(x)])^2 + \mathbf{Var} [f_{\hat{\theta}}(x)]$$

Bonus study material!

Summary

$$(\mathbf{X}_i, Y_i) \sim \mathbf{P}(x, y) \rightarrow \hat{\theta} = \arg \min_{\theta} \frac{1}{n} \sum_{i=1}^n (Y_i - f_{\theta}(\mathbf{X}_i))^2$$

Expectation is taken over all possible Y observations.

$$\mathbf{E}[(Y - f_{\hat{\theta}}(x))^2] = \sigma^2 + (h(x) - \mathbf{E}[f_{\hat{\theta}}(x)])^2 + \text{Var}[f_{\hat{\theta}}(x)]$$

Obs. Var. + (Bias)² + Mod. Var.

Expectation is taken over all possible training datasets

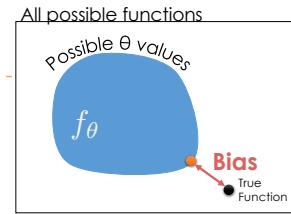
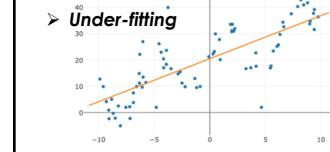
$$\text{Bias} = h(x) - \mathbf{E}[f_{\hat{\theta}}(x)]$$

The expected deviation between the predicted value and the true value

Depends on both the:

- choice of f
- learning procedure

➤ Under-fitting

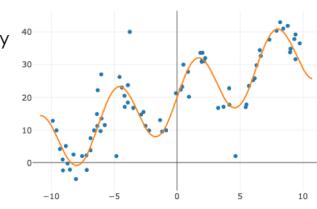


$$\text{Observation Variance} = \mathbf{E}[(Y - h(x))^2] = \sigma^2$$

the variability of the random noise in the process we are trying to model

- measurement variability
- stochasticity
- missing information

Beyond our control (usually)

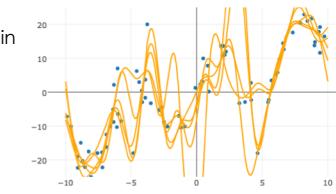


$$\text{Estimated Model Variance} =$$

$$\text{Var}[f_{\hat{\theta}}(x)] = \mathbf{E}[(f_{\hat{\theta}}(x) - \mathbf{E}[f_{\hat{\theta}}(x)])^2]$$

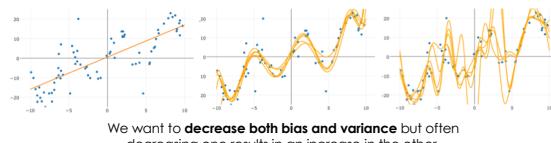
variability in the predicted value across different training datasets

- Sensitivity to variation in the training data
- Poor generalization
- Overfitting



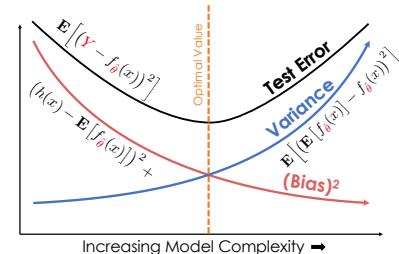
The Bias-Variance Tradeoff

Estimated Model Variance →

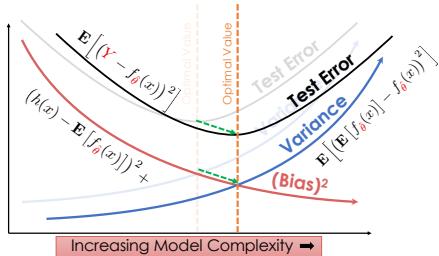


We want to decrease both bias and variance but often decreasing one results in an increase in the other.

Bias Variance Plot



More Data supports More Complexity



Model Complexity

- Roughly: capacity of the model to fit the data
- Many different measures and factors
 - Covered in machine learning class
- Dominant factors in **linear models**
 - Number and types of features
 - Regularization

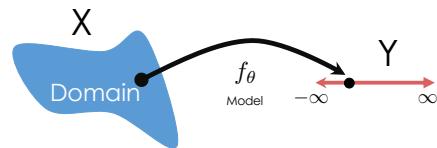
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[Start with this](#)

Regression and Linear Models

Regression

- Estimating relationship between X and Y
- Y is a quantitative value
- We will soon see X can be almost anything ...



Least Squares Linear Regression

One of the most widely used tools in machine learning and data science

Model

$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Loss Minimization

$$\hat{\theta} = \arg \min \frac{1}{n} \sum_{i=1}^n \left(y_i - \sum_{j=1}^d \theta_j \phi_j(x_i) \right)^2$$

We will return to solving this soon!

Linear Models and Feature Functions

$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Designing the feature functions is a big part of machine learning and data science.

Feature Functions

- capture domain knowledge
- substantially contribute to expressivity (and complexity)

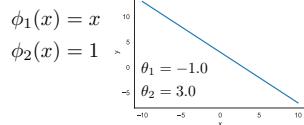
Linear Models and Feature Functions

$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Linear in the Parameters
Feature Functions

For Example: Domain: $x \in \mathbb{R}$ Model: $f_{\theta}(x) = \theta_1 x + \theta_2$

Features:



Adding a "constant" feature function $\phi_2(x) = 1$ is a common method to introduce an **offset** (also sometimes called **bias**) term.

Linear Models and Feature Functions

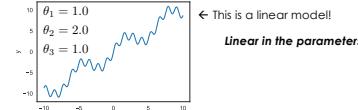
$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Linear in the Parameters
Feature Functions

For Example: $x \in \mathbb{R}$ $f_{\theta}(x) = \theta_1 x + \theta_2 \sin(x) + \theta_3 \sin(5x)$

Features:

$$\begin{aligned}\phi_1(x) &= x \\ \phi_2(x) &= \sin(x) \\ \phi_3(x) &= \sin(5x)\end{aligned}$$



Linear Models and Feature Functions

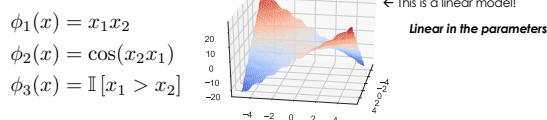
$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Linear in the Parameters
Feature Functions

For Example: $x \in \mathbb{R}^2$

$$f_{\theta}(x) = \theta_1 x_1 x_2 + \theta_2 \cos(x_2 x_1) + \theta_3 \mathbb{I}[x_1 > x_2]$$

Features:



Linear Models and Feature Functions

$$\hat{y} = f_{\theta}(x) = \sum_{j=1}^d \theta_j \phi_j(x)$$

Linear in the Parameters
Feature Functions

What if x is a record with numbers, text, booleans, etc...

X					Y
uid	age	state	hasBought	review	rating
0	32	NY	True	"Meh."	2.0
42	50	CA	False	Wanted out of box ...	4.5
57	16	CA	True	Feature engineering totally lit yo ...	4.1

Feature Engineering

- The process of transforming the inputs to a model to improve prediction accuracy.
- A key focus in many applications of data science
- Feature Engineering enables you to:
 - **capture domain knowledge** (e.g., periodicity or relationships between features)
 - **encode non-numeric features** to be used as inputs to models
 - **express non-linear relationships** using linear models

How do we define ϕ ?

Feature Engineering

Keeping it *Real*

Predict rating from review information

uid	age	state	hasBought	review	rating
0	32	NY	True	"Meh."	2.0
42	50	WA	True	"Worked out of the box ..."	4.5
57	16	CA	NULL	"Hella tots lit yo ..."	4.1

Schema:

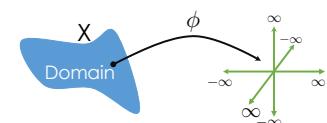
```
RatingsData(uid INTEGER, age FLOAT,
           state STRING, hasBought BOOLEAN,
           review STRING, rating FLOAT)
```

As a Linear Model?

$$X = \begin{pmatrix} uid & age & state & hasBought & review \\ 0 & 32 & NY & True & "Meh." \\ 42 & 50 & WA & True & "Worked out of the box ..." \\ 57 & 16 & CA & NULL & "Hella tots lit yo ..." \end{pmatrix} \quad Y = \begin{pmatrix} rating \\ 2.0 \\ 4.5 \\ 4.1 \end{pmatrix}$$

Can I use X and Y directly in a linear model?

- No! Why?
- Text, Categorical data, Missing values...



Basic Transformations

- Uninformative features: (e.g., UID)
 - Is this informative (probably not?)
 - Transformation: remove uninformative features (why?)
 - Could increase model variance ...
- Quantitative Features (e.g., Age)
 - Transformation: May apply non-linear transformations (e.g., log)
 - Transformation: Normalize/standardize (more on this later ...)
 - Example: $(x - \text{mean})/\text{stddev}$
- Categorical Features (e.g., State)
 - How do we convert State into meaningful numbers?
 - Alabama = 1, ..., Utah = 50 ?
 - Implies order/magnitude means something ... we don't want that ...
 - Transformation: One-hot-Encode

One Hot Encoding (dummy encoding)

- Transform categorical feature into many binary features:

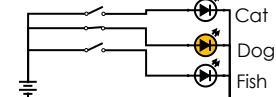
state	AK	... CA	... NY	... WA	... WY				
NY	0	...	0	...	1	...	0	...	0
WA	0	...	0	...	0	...	1	...	0
CA	0	...	1	...	0	...	0	...	0

$$\phi_1(x) = \mathbb{I}[x \text{ is 'AK'}]$$

$$\text{Corresponding feature functions } \phi_2(x) = \mathbb{I}[x \text{ is 'AL'}] \dots$$

See notebook for example $\phi_{50}(x) = \mathbb{I}[x \text{ is 'WY'}]$

Origin of the term: multiple "wires" for possible values one is hot ...



Encoding Missing Values

- Missing values in **Quantitative Data**
 - Try to impute (estimate) missing values... (tricky)
 - Substitute the sample mean
 - Try more sophisticated algorithms to predict the missing value ...
 - Add a binary field called "missing_col_name". (why?)
 - Sometimes missing data is signal!
- Missing values in **Categorical Data**
 - Add an additional category called "missing_col_name"
 - Some Boolean values can be converted into
 - True => +1, False => -1, Missing => 0

Encoding categorical data

- Categorical Data → **One-hot encoding:**

state	AL	... CA	... NY	... WA	... WY				
NY	0	...	0	...	1	...	0	...	0
WA	0	...	0	...	0	...	1	...	0
CA	0	...	1	...	0	...	0	...	0

- Text Data

- Bag-of-words & N-gram models



Bag-of-words Encoding

- Generalization of one-hot-encoding for a string of text:



- Encode text as a long vector of word counts (Issues?)
 - Long = millions of columns → typically high dimensional and very sparse
 - Word order information is lost... (Is this an issue?)
 - New unseen words at prediction (test) time → drop them ...
- A **bag** is another term for a **multiset**: an unordered collection which may contain multiple instances of each element.
- Stop words**: words that do not contain significant information
 - Examples: the, in, at, or, on, a, an, and ...
 - Typically removed

I made this art piece in graduate school

Do you see the stop word?

There used to be a dustbin and broom ... but the janitors got confused ...

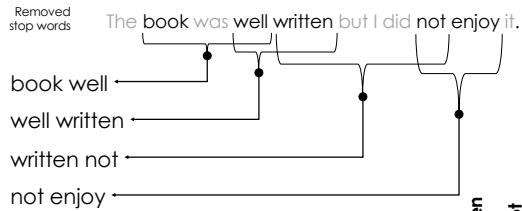


N-Gram Encoding

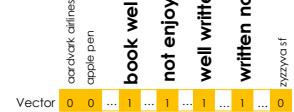
- Sometimes word order matters:

The book was not well written but I did enjoy it. → *The book was well written but I did not enjoy it.*

- How do we capture word order in a "vector" model?
 - N-Gram: "Bag-of-sequences-of-words"



2-Gram Encoding



N-Gram Encoding

- Sometimes word order matters:

The book was not well written but I did enjoy it. → *The book was well written but I did not enjoy it.*

- How do we capture word order in a "vector" model?
 - N-Gram: "Bag-of-sequences-of-words"
- Issues:
 - Can be very sparse (many combinations occur only once)
 - Many combinations will only occur at prediction time → drop ..
 - Often use hashing approximation:
 - Increment counter at **hash("not enjoy")** collisions are okay

Feature Transformations to Capture Domain Knowledge

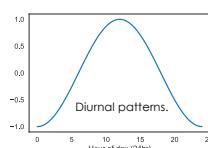
- Feature functions capture domain knowledge by introducing **additional information** from other sources **and/or combining features**

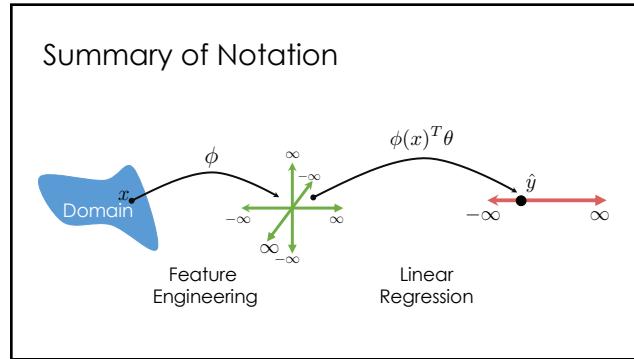
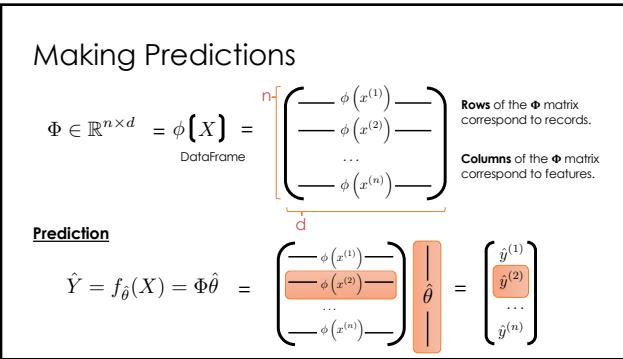
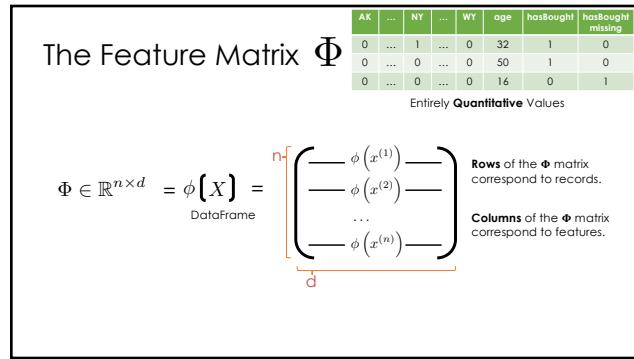
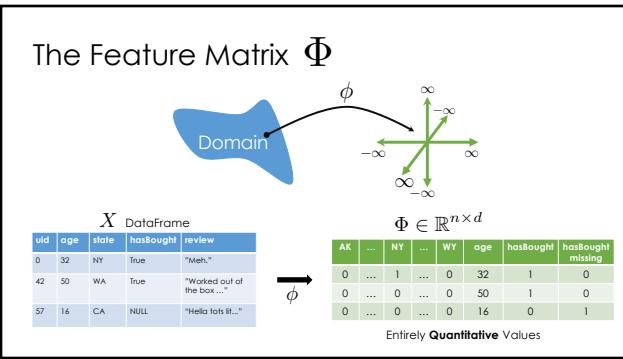
Could do a database lookup

$$\phi_i(x) = \text{isWinter}(x_{\text{date}}, x_{\text{location}})$$

- Encoding non-linear patterns

$$\phi_i(x) = \cos\left(\frac{x_{\text{hour}}}{12}\pi + \pi\right)$$





Optimizing the Loss (Bonus Material)

$$\begin{aligned} L(\theta) &= \frac{1}{n} \sum_{i=1}^n \left(y_i - \sum_{j=1}^d \theta_j \phi_j(x_i) \right)^2 = (Y - \hat{Y})^T (Y - \hat{Y}) \\ &= \frac{1}{n} (Y - \Phi \theta)^T (Y - \Phi \theta) \\ &= \frac{1}{n} (Y^T Y - 2Y^T \Phi \theta + \theta^T \Phi^T \Phi \theta) \end{aligned}$$

Taking the Gradient of the loss

Optimizing the Loss (Bonus Material)

Deriving the Normal Equation

$$L(\theta) = \frac{1}{n} (Y^T Y - 2Y^T \Phi \theta + \theta^T \Phi^T \Phi \theta)$$

Taking the Gradient of the loss

$$\nabla_{\theta} L(\theta) = -\frac{2}{n} \Phi^T Y + \frac{2}{n} \Phi^T \Phi \theta$$

Rule 1 Rule 2

Setting the gradient equal to 0 and solving for θ :

$$0 = -\frac{2}{n} \Phi^T Y + \frac{2}{n} \Phi^T \Phi \theta \rightarrow \hat{\theta} = (\Phi^T \Phi)^{-1} \Phi^T Y$$

"Normal Equation"

The Normal Equation $\hat{\theta} = (\Phi^T \Phi)^{-1} \Phi^T Y$

$$\hat{\theta} = \begin{pmatrix} n & d \\ \Phi^T & \Phi \end{pmatrix}^{-1} \begin{pmatrix} n & 1 \\ \Phi^T & | & Y \end{pmatrix}$$

Note: For inverse to exist Φ needs to be full column rank.
→ cannot have co-linear features

This can be addressed by adding regularization ...

In practice we will use regression software
(e.g., scikit-learn) to estimate θ

Geometric Derivation (Bonus Material)

Examine the column spaces:

Columns space of Φ

$$\Phi = \begin{pmatrix} | & | & | \\ \Phi^{(1)}, \Phi^{(2)}, \dots, \Phi^{(d)} \\ | & | & | \end{pmatrix} \in \mathbb{R}^{n \times d}$$

We have decided to make this derivation not bonus material and therefore you should know it!

$$Y = \begin{pmatrix} y_1 \\ y_2 \\ \vdots \\ y_n \end{pmatrix} \in \mathbb{R}^n$$

Linear model → Y is a linear combination of columns Φ

Columns space of Φ

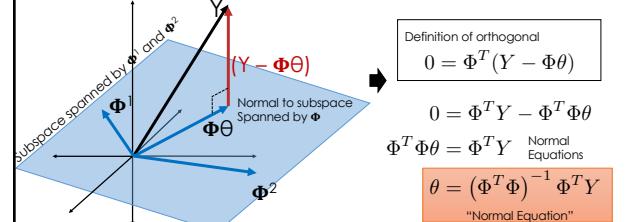
$$\Phi = \begin{pmatrix} | & | & | \\ \Phi^{(1)}, \Phi^{(2)}, \dots, \Phi^{(d)} \\ | & | & | \end{pmatrix} \in \mathbb{R}^{n \times d} \quad Y = \begin{pmatrix} y_1 \\ y_2 \\ \vdots \\ y_n \end{pmatrix} \in \mathbb{R}^n$$

Linear model → Y is a linear combination of columns Φ

$$Y \approx \hat{Y} = \Phi \hat{\theta} \Rightarrow \begin{pmatrix} \hat{y}_1 \\ \hat{y}_2 \\ \vdots \\ \hat{y}_n \end{pmatrix} \approx \begin{pmatrix} | & | & | \\ \Phi^{(1)}, \Phi^{(2)}, \dots, \Phi^{(d)} \\ | & | & | \end{pmatrix} \mid \hat{\theta}$$

$$Y \approx \hat{Y} = \Phi \hat{\theta} \Rightarrow \begin{pmatrix} \hat{y}_1 \\ \hat{y}_2 \\ \vdots \\ \hat{y}_n \end{pmatrix} \approx \begin{pmatrix} | & | & | \\ \Phi^{(1)}, \Phi^{(2)}, \dots, \Phi^{(d)} \\ | & | & | \end{pmatrix} \mid \hat{\theta}$$

\hat{Y} is in the subspace spanned by the columns of Φ



Lecture ended here

Note you do need to know the final geometric derivation even though I said in lecture that you do not.