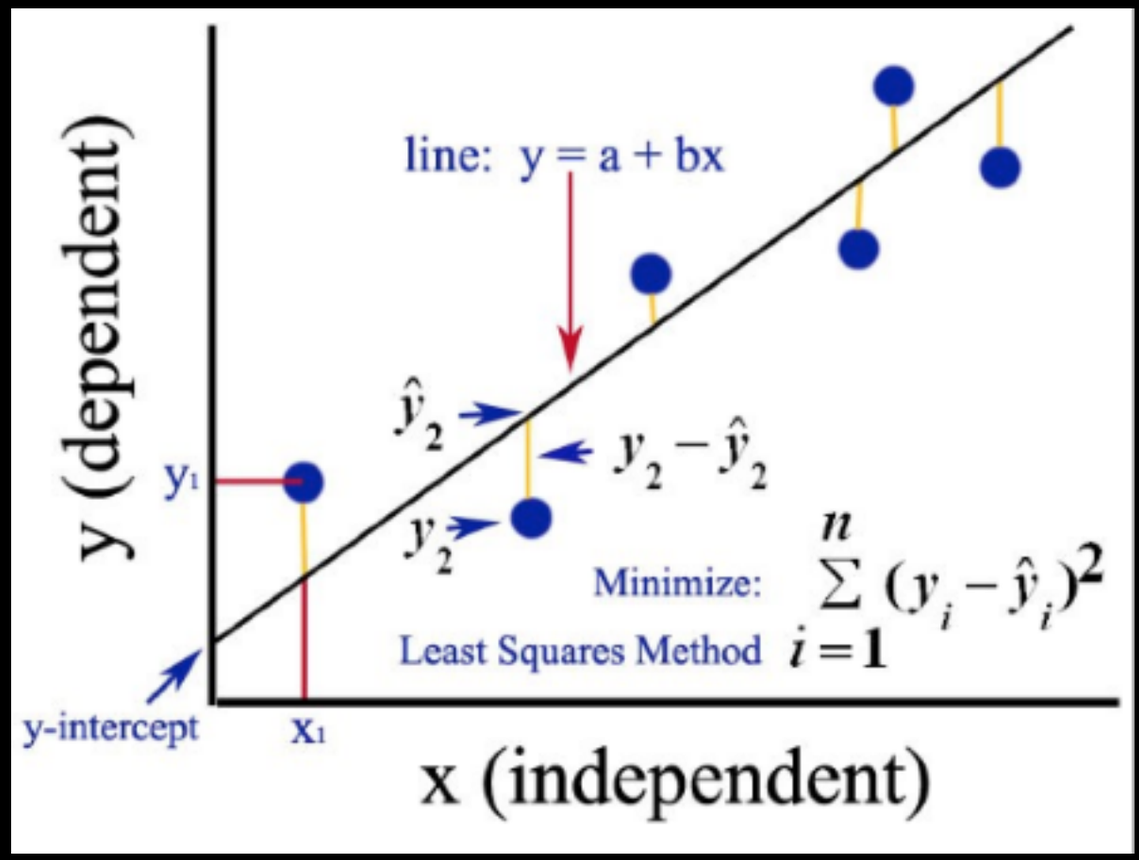
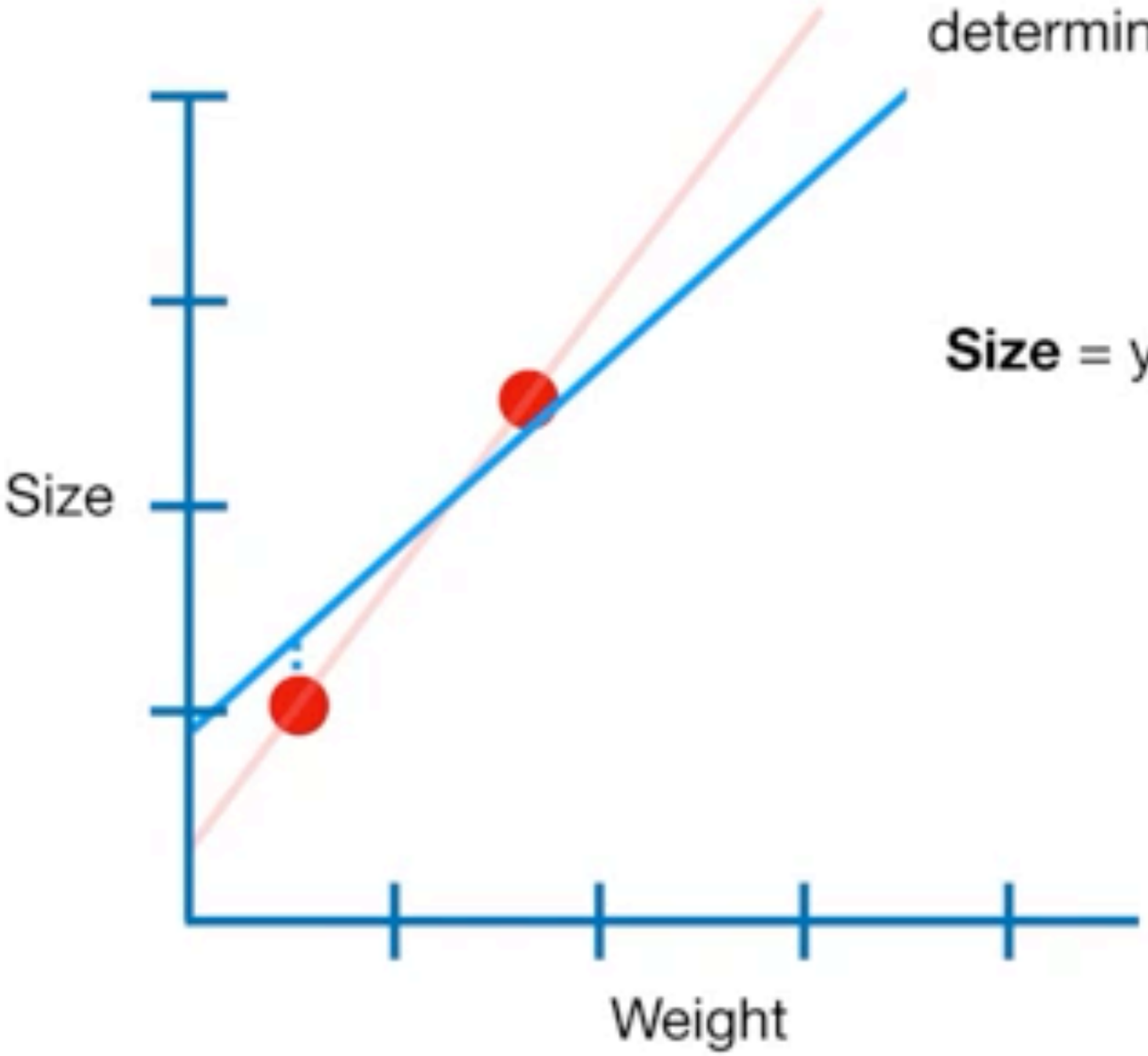
An **OLS** (ordinary least squares) regression reduces the squared errors between the data points and your line of best fit.

A **rigid regression** just adds a small bias to the OLS to make the OLS less "**rigid**." This approach is useful when your independent variables in your regression are **highly co-linear**.

Look at the video on the next slide on rigid regressions.





In contrast, when **Ridge Regression** determines values for the parameters in this equation…

↓

Size = y-axis intercept + slope × **Weight**

Weight