## Day 4: Linear Regression

ME314: Introduction to Data Science and Machine Learning

LSE Methods Summer Programme 2019

1 August 2019

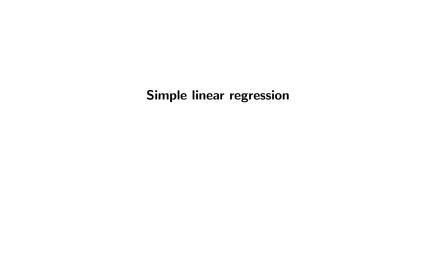
## Day 4 Outline

#### Simple linear regression

Estimation of the parameters
Confidence intervals
Hypothesis testing
Assessing overall accuracy of the model
Multiple Linear Regression
Interpretation
Model fit

#### Qualitative predictors

Qualitative predictors in regression models Interactions Non-linear effects



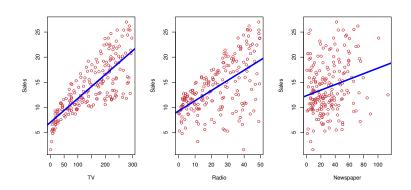
- Linear regression is a simple approach to supervised learning. It
- assumes that the dependence of Y on  $X_1, X_2, \ldots, X_p$  is linear.
- True regression functions are never linear!
   Although it may seem overly simplistic, linear regression is extremely useful both conceptually and practically.

## Linear regression for the advertising data

### Consider the advertising data. Questions we might ask:

- ▶ Is there a relationship between advertising budget and sales?
- ▶ How strong is the relationship between advertising budget and sales?
- ▶ Which media contribute to sales?
- ▶ How accurately can we predict future sales?
- Is the relationship linear?
- Is there synergy among the advertising media?

# Advertising data



# Simple linear regression using a single predictor X

We assume a model

$$Y = \beta_0 + \beta_1 X + \epsilon,$$

where  $\beta_0$  and  $\beta_1$  are two unknown constants that represent the intercept and slope, also known as coefficients or parameters, and  $\epsilon$  is the error term.

▶ Given some estimates  $\hat{\beta}_0$  and  $\hat{\beta}_1$  for the model coefficients, we predict future sales using

$$\hat{y} = \hat{\beta}_0 + \hat{\beta}_1 x,$$

where  $\hat{y}$  indicates a prediction of Y on the basis of X = x. The hat symbol denotes an estimated value.

## Estimation of the parameters by least squares

- Let  $\hat{y}_i = \hat{\beta}_0 + \hat{\beta}_1 x_i$  be the prediction for Y based on the ith value of X. Then  $e_i = y_i \hat{y}_i$  represents the ith residual.
- ▶ We define the residual sum of squares (RSS) as

$$RSS = e_1^2 + e_2^2 + \cdots + e_n^2,$$

or equivalently as

$$RSS = (y_1 - \hat{\beta}_0 - \hat{\beta}_1 x_1)^2 + (y_2 - \hat{\beta}_0 - \hat{\beta}_1 x_2)^2 + \dots + (y_n - \hat{\beta}_0 - \hat{\beta}_1 x_n)^2.$$

# Estimation of the parameters by least squares

▶ The least squares approach chooses  $\hat{\beta}_0$  and  $\hat{\beta}_1$  to minimize the RSS. The minimizing values can be shown to be

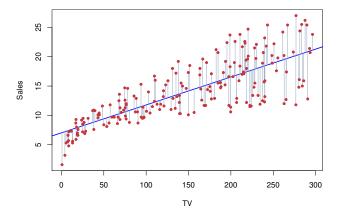
$$\hat{\beta}_{1} = \frac{\sum_{i=1}^{n} (x_{i} - \bar{x})(y_{i} - \bar{y})}{\sum_{i=1}^{n} (x_{i} - \bar{x})^{2}},$$

$$\hat{\beta}_{0} = \bar{y} - \hat{\beta}_{1}\bar{x}.$$

$$\beta_0 = y - \beta_1 x,$$

where  $\bar{y} \equiv \frac{1}{n} \sum_{i=1}^{n} y_i$  and  $\bar{x} \equiv \frac{1}{n} \sum_{i=1}^{n} x_i$  are the sample means.

## Example: advertising data



The least squares fit for the regression of sales on TV. The fit is found by minimizing the sum of squared residuals. In this case a linear fit captures the essence of the relationship, although it is somewhat deficient in the left of the plot.

## Assessing the Accuracy of the Coefficient Estimates

▶ The standard error of an estimator reflects how it varies under repeated sampling. We have

$$SE(\hat{\beta}_1)^2 = \frac{\sigma^2}{\sum_{i=1}^n (x_i - \bar{x})^2},$$

$$SE(\hat{\beta}_0)^2 = \sigma^2 \left[ \frac{1}{n} + \frac{\bar{x}^2}{\sum_{i=1}^n (x_i - \bar{x})^2} \right],$$

where  $\sigma^2 = \operatorname{Var}(\epsilon)$ 

▶ These standard errors can be used to compute confidence intervals. A 95% confidence interval is defined as a range of values such that with 95% probability, the range will contain the true unknown value of the parameter. It has the form

$$\hat{\beta}_1 \pm 2 \times SE(\hat{\beta}_1)$$
.

### Confidence Intervals

That is, there is approximately a 95% chance that the interval

$$\left[\hat{\beta}_1 - 2 \times \operatorname{SE}(\hat{\beta}_1), \hat{\beta}_1 + 2 \times \operatorname{SE}(\hat{\beta}_1)\right]$$

will contain the true value of  $\beta_1$  (under a scenario where we got repeated samples like the present sample).

## Hypothesis testing

Standard errors can also be used to perform hypothesis tests on the coefficients. The most common hypothesis test involves testing the null hypothesis of

 $H_0$ : There is no relationship between X and Y versus the alternative hypothesis.

 $H_A$ : There is some relationship between X and Y.

Mathematically, this corresponds to testing versus

$$H_0: \beta_1 = 0$$

versus

$$H_A: \beta_1 \neq 0$$
,

since if  $\beta_1=0$  then the model reduces to  $Y=\beta_0+\epsilon$ , and X is not associated with Y.

## Hypothesis testing

▶ To test the null hypothesis, we compute a t-statistic, given by

$$t = \frac{\hat{\beta}_1 - 0}{\operatorname{SE}(\hat{\beta}_1)},$$

- ► This will have a t-distribution with n-2 degrees of freedom, assuming  $\beta_1 = 0$ .
- ▶ Using statistical software, it is easy to compute the probability of observing any value equal to | t | or larger. We call this probability the p-value.

## Assessing the Overall Accuracy of the Model

We compute the Residual Standard Error

RSE = 
$$\sqrt{\frac{1}{n-2}}$$
RSS =  $\sqrt{\frac{1}{n-2}\sum_{i=1}^{n}(y_i - \hat{y}_i)^2}$ ,

where the residual sum-of-squares is  $RSS = \sum_{i=1}^{n} (y_i - \hat{y}_i)^2$ .

R-squared or fraction of variance explained is

$$R^2 = \frac{\mathrm{TSS} - \mathrm{RSS}}{\mathrm{TSS}} = 1 - \frac{\mathrm{RSS}}{\mathrm{TSS}}$$

where TSS =  $\sum_{i=1}^{n} (y_i - \bar{y})^2$  is the total sum of squares.

It can be shown that in this simple linear regression setting that  $R^2 = r^2$ , where r is the correlation between X and Y:

$$r = \frac{\sum_{i=1}^{n} (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^{n} (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^{n} (y_i - \bar{y})^2}}.$$

## Results for the advertising data

# Results for the advertising data

```
summary(simple.regression)
##
## Call:
## lm(formula = advertising$sales ~ advertising$TV)
##
## Residuals:
      Min 1Q Median 3Q Max
##
## -8.3860 -1.9545 -0.1913 2.0671 7.2124
##
## Coefficients:
              Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 7.032594 0.457843 15.36 <2e-16 ***
## advertising$TV 0.047537 0.002691 17.67 <2e-16 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ''
##
## Residual standard error: 3.259 on 198 degrees of freedom
## Multiple R-squared: 0.6119, Adjusted R-squared: 0.6099
## F-statistic: 312.1 on 1 and 198 DF, p-value: < 2.2e-16
```

## Multiple Linear Regression

Here our model is

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_p X_p + \epsilon,$$

• We interpret  $\beta_j$  as the average effect on Y of a one unit increase in  $X_j$ , holding all other predictors fixed. In the advertising example, the model becomes

sales = 
$$\beta_0 + \beta_1 \times TV + \beta_2 \times radio + \beta_p \times newspaper + \epsilon$$
.

### Interpreting regression coefficients

- The ideal scenario is when the predictors are uncorrelated a balanced design:
  - Each coefficient can be estimated and tested separately.
  - Interpretations such as "a unit change in X<sub>j</sub> is associated with a β<sub>j</sub> change in Y, while all the other variables stay fixed", are possible.
- Correlations amongst predictors cause problems:
  - The variance of all coefficients tends to increase, sometimes dramatically
  - Interpretations become hazardous when X<sub>j</sub> changes, everything else changes.
- Claims of causality should be avoided for observational data.

## The woes of (interpreting) regression coefficients

#### "Data Analysis and Regression" Mosteller and Tukey 1977

- ▶ a regression coefficient  $\beta_j$  estimates the expected change in Y per unit change in  $X_j$ , with all other predictors held fixed. But predictors usually change together!
- Example: Y total amount of change in your pocket;  $X_1$  = number of coins;  $X_2$  = number of pennies, nickels and dimes. By itself, regression coefficient of Y on  $X_2$  will be > 0. But how about with  $X_1$  in model?
- Y = number of tackles by a rugby player in a season; W and H are his weight and height. Fitted regression model is  $\hat{Y} = \beta_0 + .50W .10H$ . How do we interpret  $\hat{\beta}_2 < 0$ ?

## Two quotes by famous Statisticians

- "Essentially, all models are wrong, but some are useful" George Box
- "The only way to find out what will happen when a complex system is disturbed is to disturb the system, not merely to observe it passively" Fred Mosteller and John Tukey, paraphrasing George Box

## Estimation and Prediction for Multiple Regression

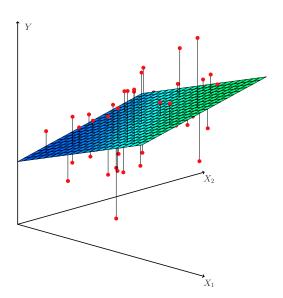
▶ Given estimates  $\hat{\beta}_0, \hat{\beta}_1, \dots, \hat{\beta}_p$ , we can make predictions using the formula

$$\hat{y} = \hat{\beta}_0 + \hat{\beta}_1 x_1 + \hat{\beta}_2 x_2 + \dots + \hat{\beta}_p x_p.$$

▶ We estimate  $\beta_0, \beta_1, \dots, \beta_p$  as the values that minimize the sum of squared residuals

$$RSS = \sum_{i=1}^{n} (y_i - \hat{y}_i)^2 = \sum_{i=1}^{n} (y_i - \hat{\beta}_0 - \hat{\beta}_1 x_{i1} - \hat{\beta}_2 x_{i2} - \dots - \hat{\beta}_p x_{ip})^2.$$

This is done using standard statistical software. The values  $\hat{\beta}_0, \hat{\beta}_1, \dots, \hat{\beta}_p$  that minimize RSS are the multiple least squares regression coefficient estimates.



## Results for the advertising data

```
multiple.regression <-
    lm(advertising$sales ~ advertising$TV +
        advertising$radio + advertising$newspaper)
cor(advertising[,-1])

## TV radio newspaper sales
## TV 1.00000000 0.05480866 0.05664787 0.7822244
## radio 0.05480866 1.00000000 0.35410375 0.5762226
## newspaper 0.05664787 0.35410375 1.00000000 0.2282990
## sales 0.78222442 0.57622257 0.22829903 1.0000000</pre>
```

## Results for the advertising data

```
summary(multiple.regression)
##
## Call:
## lm(formula = advertising$sales ~ advertising$TV + advertising
      advertising$newspaper)
##
##
## Residuals:
      Min 1Q Median 3Q
                                    Max
##
## -8.8277 -0.8908 0.2418 1.1893 2.8292
##
## Coefficients:
                        Estimate Std. Error t value Pr(>|t|)
##
## (Intercept)
                        2.938889 0.311908 9.422 <2e-16 *
## advertising$TV
                     0.045765 0.001395 32.809 <2e-16 *
## advertising$radio 0.188530 0.008611 21.893 <2e-16 *
## advertising$newspaper -0.001037 0.005871 -0.177
                                                      0.86
## ---
                 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' '
## Signif. codes:
##
```

### Some important questions

- 1. Is at least one of the predictors  $X_1, X_2, \dots, X_p$  useful in predicting the response?
- 2. Do all the predictors help to explain Y, or is only a subset of the predictors useful?
- 3. How well does the model fit the data?
- 4. Given a set of predictor values, what response value should we predict, and how accurate is our prediction?

## Is at least one predictor useful?

▶ For the first question, we can use the F-statistic

$$F = \frac{(TSS - RSS)/p}{RSS/(n-p-1)} \sim F_{p,n-p-1}$$

## Deciding on the important variables

- ▶ The most direct approach is called all subsets or best subsets regression: we compute the least squares fit for all possible subsets and then choose between them based on some criterion that balances training error with model size.
- ► However we often can't examine all possible models, since there are  $2^p$  of them; for example when p = 40 there are over a billion models!
- Instead we need an automated approach that searches through a subset of them. We discuss two commonly use approaches next.

### Forward selection

- ▶ Begin with the null model a model that contains an intercept but no predictors.
- ► Fit *p* simple linear regressions and add to the null model the variable that results in the lowest RSS.
- Add to that model the variable that results in the lowest RSS amongst all two-variable models.
- ► Continue until some stopping rule is satisfied, for example when all remaining variables have a p-value above some threshold.

#### Backward selection

- Start with all variables in the model.
- ▶ Remove the variable with the largest p-value that is, the variable that is the least statistically significant.
- ► The new (p 1) variable model is fit, and the variable with the largest p-value is removed.
- Continue until a stopping rule is reached. For instance, we may stop when all remaining variables have a significant p-value defined by some significance threshold.

### Model selection - continued

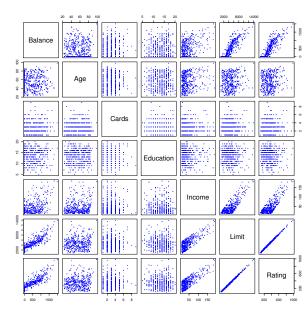
- ► Later we discuss more systematic criteria for choosing an "optimal" member in the path of models produced by forward or backward stepwise selection.
- ► These include Mallow's C<sub>p</sub>, Akaike information criterion (AIC), Bayesian information criterion (BIC), adjusted R<sup>2</sup> and Cross-validation (CV).



## Other Considerations in the Regression Model

#### **Qualitative Predictors**

- Some predictors are not quantitative but are qualitative, taking a discrete set of values.
- ► These are also called categorical predictors or factor variables.
- See for example the scatterplot matrix of the credit card data in the next slide.
- ▶ In addition to the 7 quantitative variables shown, there are four qualitative variables: gender, student (student status), status (marital status), and ethnicity (Caucasian, African American (AA) or Asian).



### Qualitative Predictors – continued

 Example: investigate differences in credit card balance between males and females, ignoring the other variables. We create a new variable

$$x_i = \begin{cases} 1 & \text{if } i \text{th person is female} \\ 0 & \text{if } i \text{th person is male} \end{cases}$$

Resulting model:

$$y_i = \beta_0 + \beta_1 x_i + \epsilon_i = \begin{cases} \beta_0 + \beta_1 + \epsilon_i & \text{if } i \text{th person is female} \\ \beta_0 + \epsilon_i & \text{if } i \text{th person is male} \end{cases}$$

▶ Interpretation?

### Credit card data

```
credit <- read.csv("http://faculty.marshall.usc.edu/gareth-james
names(credit)

## [1] "X" "Income" "Limit" "Rating" "Cards"

## [6] "Age" "Education" "Gender" "Student" "Married

## [11] "Ethnicity" "Balance"

gender.regression <- lm(credit$Balance ~ credit$Gender)</pre>
```

## Results for gender model

```
summary(gender.regression)
##
## Call:
## lm(formula = credit$Balance ~ credit$Gender)
##
## Residuals:
      Min 1Q Median 3Q Max
##
## -529.54 -455.35 -60.17 334.71 1489.20
##
## Coefficients:
                   Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 529.54 31.99 16.554 <2e-16 ***
## credit$GenderMale -19.73 46.05 -0.429 0.669
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ''
##
## Residual standard error: 460.2 on 398 degrees of freedom
## Multiple R-squared: 0.0004611, Adjusted R-squared: -0.00205
## F-statistic: 0.1836 on 1 and 398 DF, p-value: 0.6685
```

## Qualitative predictors with more than two levels

▶ With more than two levels, we create additional dummy variables. For example, for the ethnicity variable we create two dummy variables. The first could be

$$x_{i1} = \begin{cases} 1 & \text{if } i \text{th person is Asian} \\ 0 & \text{if } i \text{th person is not Asian,} \end{cases}$$

and the second could be

$$x_{i2} = \begin{cases} 1 & \text{if } i \text{th person is Caucasian} \\ 0 & \text{if } i \text{th person is not Caucasian.} \end{cases}$$

## Qualitative predictors with more than two levels

Then both of these variables can be used in the regression equation, in order to obtain the model

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \epsilon_i = \begin{cases} \beta_0 + \beta_1 + \epsilon_i & \text{if $i$th person is Asian} \\ \beta_0 + \beta_2 + \epsilon_i & \text{if $i$th person is Caucasian} \\ \beta_0 + \epsilon_i & \text{if $i$th person is AA} \end{cases}$$

► There will always be one fewer dummy variable than the number of levels. The level with no dummy variable – African American in this example – is known as the baseline.

#### Credit card data

```
ethnicity.regression <- lm(credit$Balance ~ credit$Ethnicity)
summary(ethnicity.regression)
##
## Call:
## lm(formula = credit$Balance ~ credit$Ethnicity)
##
## Residuals:
      Min 1Q Median 3Q
##
                                    Max
## -531.00 -457.08 -63.25 339.25 1480.50
##
## Coefficients:
                           Estimate Std. Error t value Pr(>|t|
##
## (Intercept)
                             531.00
                                       46.32 11.464 <2e-1
                                       65.02 -0.287 0.77
## credit$EthnicityAsian -18.69
## credit$EthnicityCaucasian -12.50
                                       56.68 -0.221 0.82
## ---
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' '
##
## Residual standard error: 460.9 on 397 degrees of freedom
```

#### Extensions of the Linear Model

Removing the additive assumption: interactions and nonlinearity Interactions:

- ▶ In our previous analysis of the Advertising data, we assumed that the effect on sales of increasing one advertising medium is independent of the amount spent on the other media.
- ► For example, the linear model

$$\widehat{\text{sales}} = \beta_0 + \beta_1 \times TV + \beta_2 \times radio + \beta_3 \times newspaper$$

states that the average effect on sales of a one-unit increase in TV is always  $\beta_1$ , regardless of the amount spent on radio.

#### Interactions – continued

- But suppose that spending money on radio advertising actually increases the effectiveness of TV advertising, so that the slope term for TV should increase as radio increases.
- ▶ In this situation, given a fixed budget of \$100,000, spending half on radio and half on TV may increase sales more than allocating the entire amount to either TV or to radio.
- In marketing, this is known as a synergy effect, and in statistics it is referred to as an interaction effect.

# Modelling interactions - Advertising data

Model takes the form

sales = 
$$\beta_0 + \beta_1 \times TV + \beta_2 \times radio + \beta_3 \times (radio \times TV) + \epsilon$$
  
=  $\beta_0 + (\beta_1 + \beta_3 \times radio) \times TV + \beta_2 \times radio + \epsilon$ 

## Modelling interactions - Advertising data

summary(interaction.model)

##

```
##
## Call:
## lm(formula = advertising$sales ~ advertising$TV * advertising
##
## Residuals:
      Min 1Q Median 3Q
##
                                     Max
## -6.3366 -0.4028 0.1831 0.5948 1.5246
##
## Coefficients:
                                   Estimate Std. Error t value
##
## (Intercept)
                                  6.750e+00 2.479e-01 27.233
## advertising$TV
                                  1.910e-02 1.504e-03 12.699
## advertising$radio
                                  2.886e-02 8.905e-03 3.241
## advertising$TV:advertising$radio 1.086e-03 5.242e-05 20.727
## ---
                    '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 '
## Signif. codes:
```

interaction.model <- lm(advertising\$sales ~ advertising\$TV\*adver

### Interpretation

- ► The results in this estimation suggests that interactions are important (statistically at least – it may be unimportant substantively)
- ► The p-value for the interaction term  $TV \times radio$  is extremely low, indicating that there is strong evidence for  $H_A: \beta_3 \neq 0$ .
- ► The R² for the interaction model is 96.8%, compared to only 89.7% for the model that predicts *sales* using *TV* and *radio* without an interaction term.

### Interpretation – continued

- ▶ This means that (96.8 89.7)/(100 89.7) = 69% of the variability in sales that remains after fitting the additive model has been explained by the interaction term.
- ► The coefficient estimates in the table suggest that an increase in TV advertising of \$1,000 is associated with increased sales of

$$(\hat{eta}_1 + \hat{eta}_3 imes \textit{radio}) imes 1000 = 19 + 1.1 imes \textit{radio units}.$$

► An increase in radio advertising of \$1,000 will be associated with an increase in sales of

$$(\hat{\beta}_2 + \hat{\beta}_3 \times TV) \times 1000 = 29 + 1.1 \times TV$$
 units.

### Hierarchy

- Sometimes it is the case that an interaction term has a very small p-value, but the associated main effects (in this case, TV and radio) do not.
- ▶ The hierarchy principle: If we include an interaction in a model, we should also include the main effects, even if the p-values associated with their coefficients are not significant.

### Hierarchy

- The rationale for this principle is that interactions are hard to interpret in a model without main effects – their meaning is changed.
- Specifically, the interaction terms also contain main effects, if the model has no main effect terms.

## Interactions between qualitative and quantitative variables

- ► Consider the *Credit* dataset, and suppose that we wish to predict balance using income (quantitative) and student (qualitative).
- Without an interaction term, the model takes the form

$$\textit{balance}_i \approx \beta_0 + \beta_1 \times \textit{income}_i + \left\{ \begin{array}{ll} \beta_2 & \text{if $i$th person is a student} \\ 0 & \text{if $i$th person is not a student} \end{array} \right.$$

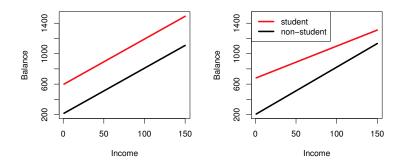
$$= \beta_1 \times \textit{income}_i + \left\{ \begin{array}{ll} \beta_0 + \beta_2 & \text{if $i$th person is a student} \\ \beta_0 & \text{if $i$th person is not a student} \end{array} \right.$$

▶ With interactions, it takes the form

$$\textit{balance}_i \approx \beta_0 + \beta_1 \times \textit{income}_i + \left\{ \begin{array}{ll} \beta_2 + \beta_3 \times \textit{income}_i & \text{if ith person is a student} \\ 0 & \text{if ith person is not a student} \end{array} \right.$$

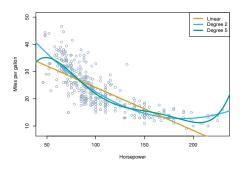
$$= \left\{ \begin{array}{ll} \left(\beta_0 + \beta_2\right) + \left(\beta_1 + \beta_3\right) \times \textit{income}_i & \text{if ith person is a student} \\ \beta_0 + \beta_1 \times \textit{income}_i & \text{if ith person is not a student} \end{array} \right.$$

#### Credit data



- ► For the *Credit* data, the least squares lines are shown for prediction of balance from income for students and non-students.
- ▶ Left: no interaction between income and student.
- ▶ Right: with an interaction term between income and student.

### Non-linear effects of predictors



- ▶ Polynomial regression on *Auto* data
- ▶ The figure suggests that

$$\mathit{mpg} = \beta_0 + \beta_1 \times \mathit{horsepower} + \beta_2 \times \mathit{horsepower}^2 + \epsilon$$
 may provide a better fit.

```
library(ISLR)
auto.model <- lm(Auto$mpg ~ Auto$horsepower + I(Auto$horsepower^
summary(auto.model)
##
## Call:
## lm(formula = Auto$mpg ~ Auto$horsepower + I(Auto$horsepower^2
##
## Residuals:
##
      Min 1Q Median 3Q
                                        Max
## -14.7135 -2.5943 -0.0859 2.2868 15.8961
##
## Coefficients:
                       Estimate Std. Error t value Pr(>|t|)
##
## (Intercept)
                   56.9000997 1.8004268 31.60 <2e-16 *
## Auto$horsepower -0.4661896 0.0311246 -14.98 <2e-16 *
## I(Auto$horsepower^2) 0.0012305 0.0001221 10.08 <2e-16 *
## ---
## Signif. codes: 0 '*** 0.001 '** 0.01 '*' 0.05 '.' 0.1 ''
##
```

## Residual standard error: 4.374 on 389 degrees of freedom
## Multiple R-squared: 0.6876, Adjusted R-squared: 0.686

### What we did not cover

- ► Correlation of the error-terms.
- ▶ Non-constant variance of error terms.
- ▶ Outliers.
- ► High leverage points.
- ► Collinearity.

See text Section 3.3.3

#### Generalizations of the Linear Model

In much of the rest of this course, we discuss methods that expand the scope of linear models and how they are fit:

- ► Classification problems: logistic regression, support vector machines
- Non-linearity: kernel smoothing, splines and generalized additive models; nearest neighbor methods.
- Interactions: Tree-based methods, bagging, random forests and boosting (these also capture non-linearities)
- Regularized fitting: Ridge regression and lasso