homework2 isye

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Question 4.1

Question:

Describe a situation or problem from your job, everyday life, current events, etc., for which a clustering model would be appropriate. List some (up to 5) predictors that you might use.

Answer:

One clustering problem I've dealt with is trying to group retail franchises together to tailor our level of support to these stores. Any store can have a number of different attributes - meaning support may be needed for different areas of business in two stores in the same location. We didn't know beforehand the true clusters of the stores, but wanted a data-driven process to guide us.

We ended up clustering on:

- store square footage
- online presence metrics
- population density of the census tract they were located in
- type of building and store set-up
- cost of leasing the store lot

This project allowed us to develop sets of grouped retail stores - and allowed us to tailor our investment messages to each store's particular attributes. It also let us understand what strong performance looks like for stores with different locations and physical constraints. Eventually with more supplemental analysis - the clustering allowed us to make network decisions and invest in stores to reach the optimal 'tier' for their unique attributes.

Question 4.2

Question:

The iris data set iris.txt contains 150 data points, each with four predictor variables and one categorical response. The predictors are the width and length of the sepal and petal of flowers and the response is the type of flower. The data is available from the R library data sets and can be accessed with iris once the library is loaded. It is also available at the UCI Machine Learning Repository (https://archive.sci.uci.edu/ml/data sets/Iris). The response values are only given to see how well a specific method performed and should not be used to build the model.

Use the R function kmeans to cluster the points as well as possible.

Report the best combination of predictors, your suggested value of k, and how well your best clustering predicts flower type.

Answer:

Here are the steps to load the data and investigate some of the natural clustering of the data. In a real life application we would not have these answers to the correct cluster. This data here will be used to validate our final model. If we find a good clustering algorithm - our clusters should group together in similar clusters to the 'right' answers.

At first glance it might looks like setosa has significant dispersion away from versicolor and virginica, especially with the Petal Length and Petal Width measurements. Other measurements look like there is overlap between species.

It will be interesting to see if we can build a flexible enough clustering algorithm to pick up on this overlap.

I examine the correlation between variables to determine if there is any overlap between the different attributes. I suspect that because we are dealing with similar measures, we may have highly correlated predictors. I also plot specific variables against each other to examine their correlation.

The predictors Sepal Length and Sepal Length are highly correlated with each other. Sepal width seems to be the only predictor that is not highly correlated with the other measurements.

Based on this Exploratory Data Analysis - I am going to try fitting the clustering model using both Petal measurements and the Sepal Length measurement.

These highly correlated variables should give our model enough information to develop accurate clusters. In the last step I select the modeling variables and scale them for consistent magnitude.

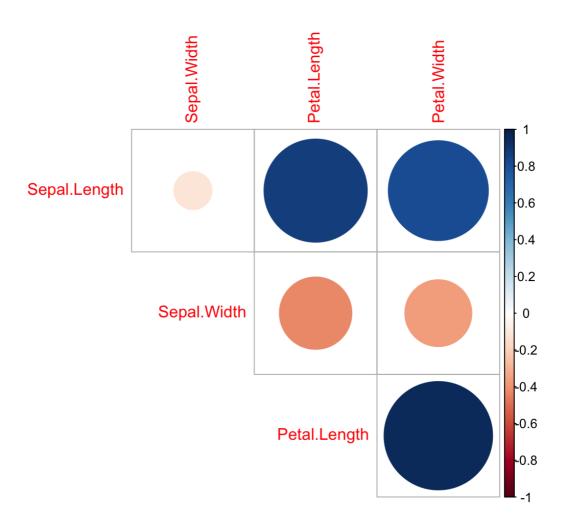
```
data("iris")

# load the iris dataset
iris_df <- iris %>% as_tibble()

# investigate dataset
str(iris_df)
```

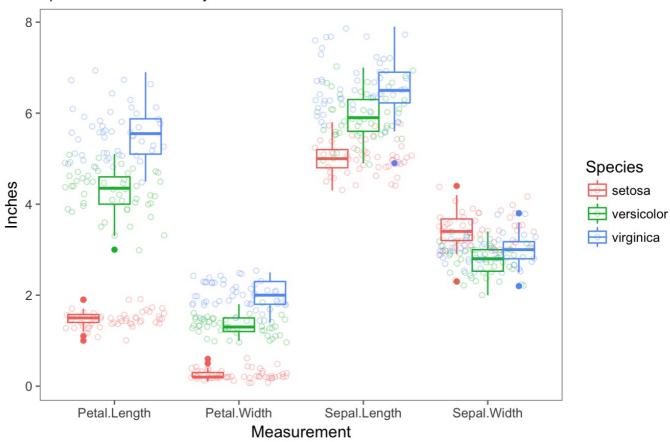
```
## Classes 'tbl_df', 'tbl' and 'data.frame': 150 obs. of 5 variables:
## $ Sepal.Length: num 5.1 4.9 4.7 4.6 5 5.4 4.6 5 4.4 4.9 ...
## $ Sepal.Width : num 3.5 3 3.2 3.1 3.6 3.9 3.4 3.4 2.9 3.1 ...
## $ Petal.Length: num 1.4 1.4 1.3 1.5 1.4 1.7 1.4 1.5 1.4 1.5 ...
## $ Petal.Width : num 0.2 0.2 0.2 0.2 0.2 0.4 0.3 0.2 0.2 0.1 ...
## $ Species : Factor w/ 3 levels "setosa", "versicolor", ..: 1 1 1 1 1 1 1 1
1 ...
```

```
# correlation plot - maybe we should eliminate correlated value?
corrplot(cor(iris_df[,-5]), type = 'upper', diag = F)
```



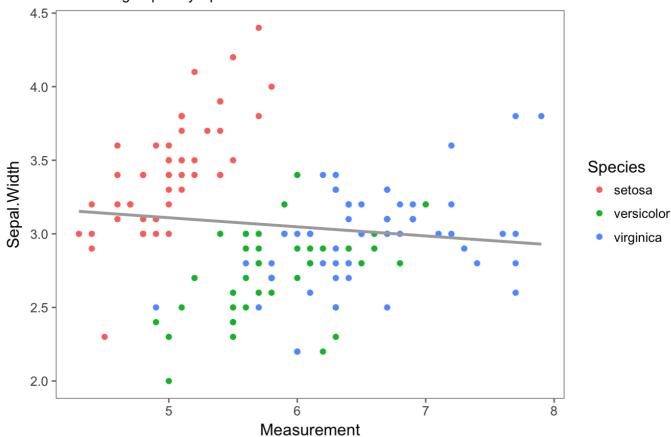
Iris Dataset Visualization

Species shown in color by measurements



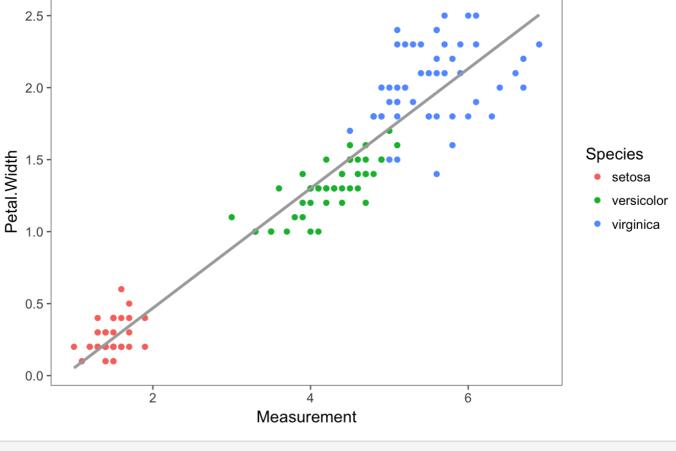
Sepal Width vs. Sepal Length

Attributes grouped by Species



Petal Width vs. Petal Length

Attributes grouped by Species



Answer:

To run the k-means clustering algorithm we input the chosen predictors into the kmeans function in the base R stats library. I set up a for loop to input possible values of K from 1 to 15 and will extract the Total Within Sum of Squared Distance to determine the optimal K.

I then plot the Total Within Sum of Squared Distance versus the values of K. This is the 'elbow' plot that can determine which K is best. Ideally, we'd choose the point K that starts a chain of diminishing returns in Total Sum of Squared Distance.

Interestingly - the graph below indicates the best K could be anywhere for 3-6 clusters. With a real life problem we would not know the true answers to compare to.

To compare to the actuals I will use K = 3

I then re-fit the k-means model with K = 3 and observe the summary statistics. Using the cluster centers we can draw inference to try to understand why certain clusters are fit by the model. We can also see difference performance metrics given by the model. We are also provided with the predictions for each cluster in the data set. We will use these predictions to compare to the 'true' answers.

The table shows that our K-means model accurately clustered 86% of the observations. Our model performed well for the setosa and versicolor species but struggled with the virginica species.

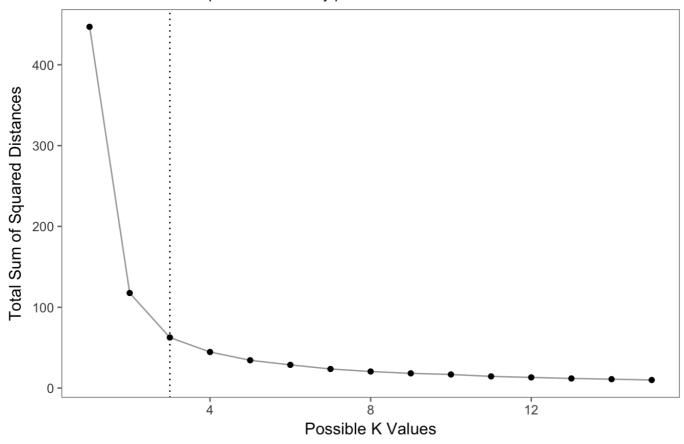
This might have been accepted as our exploratory data analysis showed separation from setosa and the

other species, but overlap between versicolor and virginica. Possibly there were quite a few 'edge cases' of virginica that the model could not separate with the information provided.

```
# set up kmeans - will iterate through optimal K by using within cluster distance
possible_K <- as.list(seq(from = 1, to = 15, by = 1))
# blank list to store for loop values
within dist <- list()</pre>
for (i in seq along(possible K)) {
        k = possible K[[i]]
        kmean fit <- kmeans(</pre>
                x = iris mod,
                centers = k,
                nstart = 20
        )
        within dist[[i]] = data.frame(between = kmean fit$betweenss,
                                       total = kmean fit$totss,
                                       total.within = kmean fit$tot.withinss)
(distance df <- data.frame(</pre>
        ss = reduce(within dist, rbind),
        possible_K = reduce(possible_K, rbind)
        ) %>%
        \verb|mutate(ratio = (ss.between / ss.total))| %>%
        ggplot(aes(x = possible K, y = ss.total.within)) +
        geom line(color = 'dark grey') +
        geom point(color = 'black') +
        theme few() +
        ylab('Total Sum of Squared Distances') +
        xlab('Possible K Values') +
        labs(title = 'Iris K-Means Clustering: K Optimization',
             subtitle = 'Total Within Sum of Squared Distance by possible K values'
) +
        geom vline(xintercept = 3, linetype = 'dotted')
```

Iris K-Means Clustering: K Optimization

Total Within Sum of Squared Distance by possible K values



```
## K-means clustering with 3 clusters of sizes 51, 41, 58
##
## Cluster means:
## Sepal.Length Petal.Width Petal.Length
## 1 -1.01370137 -1.2313076 -1.280215
## 2 1.22010208 1.0984134
                   1.073846
## 3 0.02887215 0.3062369 0.366608
##
## Clustering vector:
## [141] 2 2 3 2 2 2 2 2 3
##
## Within cluster sum of squares by cluster:
## [1] 12.32795 23.04022 27.25275
## (between SS / total SS = 86.0 %)
##
## Available components:
##
## [1] "cluster" "centers" "totss" "withinss"
## [5] "tot.withinss" "betweenss"
                     "size"
                              "iter"
## [9] "ifault"
```

```
# quick look at the model's clusters
kmeans_bestfit$cluster
```

quick look at the model's final centroids - we can draw inference from here but n
eed to unscale
kmeans bestfit\$centers %>% as tibble()

```
## # A tibble: 3 x 3
## Sepal.Length Petal.Width Petal.Length
   ##
     -1.01
              -1.23
## 1
                       -1.28
## 2
      1.22
               1.10
                       1.07
      0.0289
## 3
               0.306
                        0.367
```

```
# check accuracy against the original data
table(kmeans_bestfit$cluster, iris_df$Species)
```

```
##
##
    setosa versicolor virginica
##
  1 50
                 1
                 5
   2
        0
##
                         36
   3
        0
                44
##
                         14
```

Question 5.1

Question:

Using crime data from the file uscrime.txt (http://www.statsci.org/data/general/uscrime.txt, description at http://www.statsci.org/data/general/uscrime.html), test to see whether there are any outliers in the last column (number of crimes per 100,000 people). Use the grubbs.test function in the outliers package in R.

Answer:

First we load the data and then examine it. Printed is a summary of the Crime column in the crime data set. We can see the key summary statistics of the distribution - including the mean, median and quartiles. We see that the max of this column is 1,993 but it is hard to tell how extreme this value is without visually looking at the data.

Next I plotted a density plot of the data and highlighted the median, 1st and 3rd quartiles to drive insights into possible outliers. It does seem this data has significant skew, and it is possible that values in the right tail of the distribution could be potential outliers.

Further we explore the skewness quantitatively using the moments package. I will also investigate the kurtosis of this data column. Finally we use the outliers package to see what the most extreme value is in our data set.

```
- Skewness: 1.08 indicates our data is positively skewed to the right
- Kurtosis: 3.9 indicates a right tailed skew from the normal distribution
- Extreme Value: 1,993 is the most extreme value away from the mean (possible o utlier but not guarenteed)
```

Next we will run the Grubbs Test to check for outliers more robustly. This test is based by calculating score of this outlier G (outlier minus mean and divided by sd) and comparing it to appropriate critical values. I will use a one tail implementation of this test (checking for outliers on the high tail) based on what we saw from the density plot.

The results of the Grubbs Test provide a p-value to test the alternative hypothesis: the detected value is an outlier.

The results show a p-value of .078 which is not significant at the .05 threshold. This means we cannot reject the null hypothesis that the highest value is an outlier.

Although our data is skewed, our exploratory analysis leads me to believe that we do not have any outliers in this data set. The result of the Grubbs test is close to significance but ultimately not enough to throw out data points - I personally am very risk adverse to throwing out data unless it is absolutely necessary.

```
## Crime

## Min. : 342.0

## 1st Qu.: 658.5

## Median : 831.0

## Mean : 905.1

## 3rd Qu.:1057.5

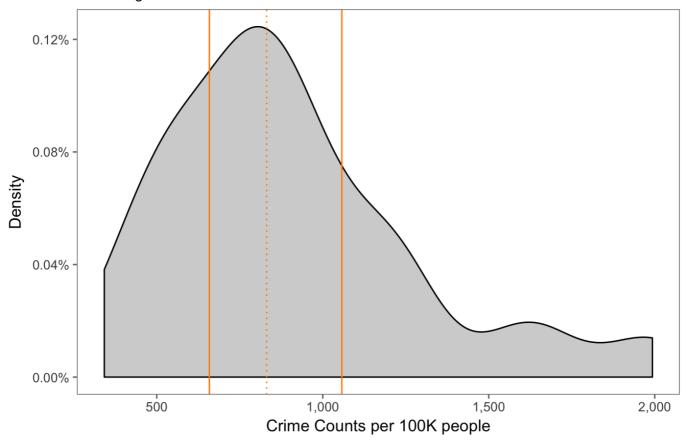
## Max. :1993.0
```

```
# skewness - measure of the asymmetry of the probability distribution around the me
skew crime <- skewness(crime df)</pre>
# kurtosis - measures the 'tailed-ness' of a random variable
kurtosis crime <- kurtosis(crime df)</pre>
# outliers detection with outliers package - gives the most extreme value from the
outlier crime <- outlier(crime df)</pre>
# density plot to visualize outliers
ggplot(data = crime df, aes(x = crime df)) +
        geom density(stat="density", fill = 'light grey') +
        theme few() +
        scale x continuous(labels = comma) +
        scale y continuous(labels = percent) +
        xlab('Crime Counts per 100K people') +
        ylab('Density') +
        labs(title = 'Density Plot of Crime Data',
             subtitle = 'Searching for outliers on tail extremes') +
        geom vline(
                xintercept = quantile(crime df$Crime, .25),
                linetype = 'solid', color = 'dark orange'
                ) + # 1st quartile
        geom vline(
                xintercept = median(crime df$Crime),
                linetype = 'dotted', color = 'dark orange'
                ) + # median
        geom vline(
                xintercept = quantile(crime df$Crime, .75),
                linetype = 'solid', color = 'dark orange'
                ) # 3rd quartile
```

Density Plot of Crime Data

[1] "Kurtosis: 3.9436576049143"

Searching for outliers on tail extremes



```
# show initial results
print(paste0('Skewness: ', skew_crime))

## [1] "Skewness: 1.08848013045005"
```

```
print(paste0('Kurtosis: ', kurtosis_crime))
```

```
princ(publed ( Nareobib_crime))
```

```
print(paste0('Most Extreme Value: ', outlier_crime))
```

```
## [1] "Most Extreme Value: 1993"
```

```
##
## Grubbs test for one outlier
##
## data: crime_df$Crime
## G = 2.81290, U = 0.82426, p-value = 0.07887
## alternative hypothesis: highest value 1993 is an outlier
```

Question 6.1

Question:

Describe a situation or problem from your job, everyday life, current events, etc., for which a Change Detection model would be appropriate. Applying the CUSUM technique, how would you choose the critical value and the threshold?

Answer:

After reviewing the slides I am planning on trying to implement a few change detection models at my work. We have many tracking metrics and look at them versus various comparison periods: last year, last month, versus rolling 3 month average etc. The problem is random variation and comparisons against different time period leads to a lot of false alarms or fire drills trying to figure out when something went wrong.

Implementing a change detection model on key marketing and sales metrics would help identify true 'problems' and allow us to react in time to them.

I would tune the critical value to quickly detect change at the expense of false alarms. I think the cost of altering the business of potential problems and there not being any problem will cost less than have a real problem be left unattended. Teams can see the change and then review the various aspects to determine if it really requires action. With no warning we would find out too late.

Question 6.2

Question:

Using July through October daily-high-temperature data for Atlanta for 1996 through 2015, use a CUSUM approach to identify when unofficial summer ends (i.e., when the weather starts cooling off) each year. You can get the data that you need from the file temps.txt or online, for example at

http://www.iweathernet.com/atlanta-weather-records or

https://www.wunderground.com/history/airport/KFTY/2015/7/1/CustomHistory.html.

Answer:

First steps again are to load in the data and visualize to explore some of the questions we want to answer. I plotted the daily temperatures by year and by month to see what the particular trends are in this data.

In the Daily Temperature by Year plot we want to see if climate has generally changed for the warmer as time goes on. It looks like temperatures have stayed relatively stable throughout the years, but there are a few years with abnormally high mean temperatures starting in 2010. The mean temperatures for 2010 and 2011 are as high as most 3rd quartile temperature levels from 1996-2009!

In the Daily Temperature by Month plot we want to see when we start transitioning out of summer. We can

clearly see this transition in the plot and it matches our intuition. Starting in September temperatures start to cool down and in October we see a mean temperature in the 70s. Ideally, our change detection model would start to pick up changes as early as late August that temperatures are decreasing.

I set up a loop to run a cusum model on each individual year to determine which day start a string of temperature changes - this will be my estimate of the date summer ends. To do this I set up a cusum model using the mean of all summer days as the center value, the standard deviation of all summer days as the target standard deviation. Detection standard deviation is set to 1.96 times the summer day standard deviation. Any value greater than 1.96 times the standard deviation will add to the cumulative sum model.

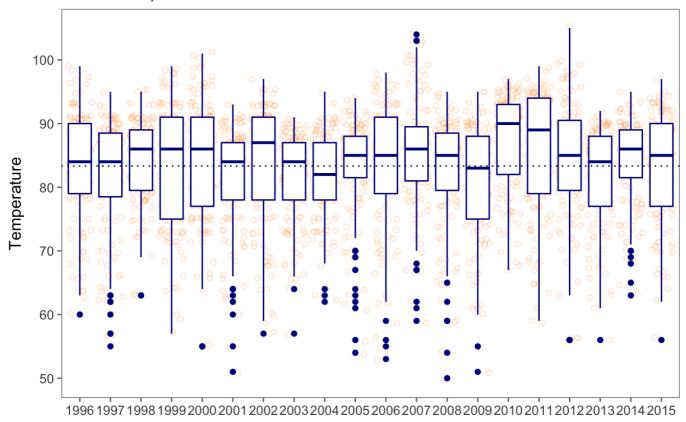
To determine the end of summer and not just an abnormally cold week, I will choose the first day that starts a string of at least 4 days 'flagged' as a significant negative change by the cusum model.

The dates for each year are listed in a data frame below. The earliest end of summer was 2013-08-15. The latest end of summer was 2005-10-06. Most end of summer days occur in early to mid-September.

```
# load libraries
library(lubridate); library(qcc); library(changepoint); library(bda)
## EDA
# read in the temp data
temps df = read delim('6.2tempsSummer2018.txt', delim = '\t') %>%
       as tibble() %>%
       gather(year, temp, -DAY) %>%
       mutate(year = as.factor(year),
              date = paste(DAY, year, sep = '-')) %>%
       mutate(date val = dmy(date),
              color = ifelse(temp > mean(.$temp), 'Above', 'Below'),
              month = month(date val),
              day = day(date val)) %>%
       dplyr::select(date_val, DAY, year, temp,color, month, day)
# visualize trends - warmer over time?
ggplot(data = temps df, aes(x = year, y = temp)) +
       geom_jitter(pch = 21, alpha = .2, color = 'dark orange') +
       geom boxplot(color = 'dark blue') +
       theme few() +
       theme(legend.position = 'none') +
       geom hline(yintercept = mean(temps df$temp), linetype = 'dotted') +
       xlab('') +
       ylab('Temperature') +
       labs(title = 'Daily Temperature by Year',
             subtitle = 'Summer Temperatures 1996-2015')
```

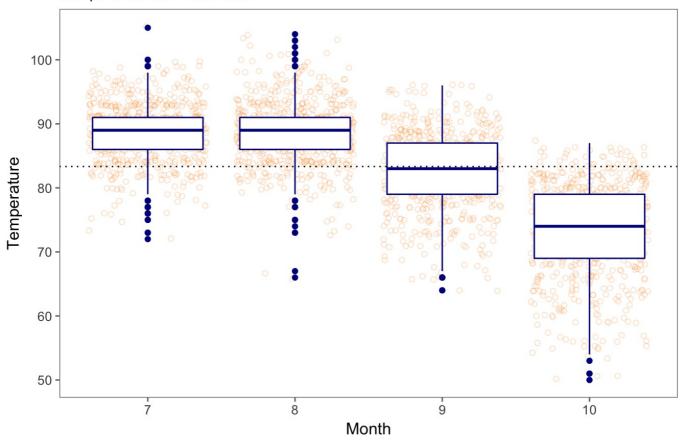
Daily Temperature by Year

Summer Temperatures 1996-2015



Daily Temperature by Month

Sample Data from 1996-2015



```
## Cusum Model
# setup cusum algorithm for changes over time
temps_model_df <- read_delim('6.2tempsSummer2018.txt', delim = '\t') %>%
        as data frame() %>%
        gather(year, temp, -DAY) %>%
        mutate(year = as.factor(year),
               date = paste(DAY, year, sep = '-')) %>%
        mutate(date val = dmy(date),
               color = ifelse(temp > mean(.$temp), 'Above', 'Below'),
               month = month(date val),
               day = day(date val)) %>%
        dplyr::select(date val, DAY, year, temp,color, month, day)
# grab only the summer dates for the cusum model
summer df = temps model df %>%
        filter(month %in% c(as.Date(7), as.Date(8)))
# determine baseline mean and sd metrics in the summer months only
summer mean = mean(summer df$temp)
summer sd = sd(summer df$temp)
# list of years to loop through
years = as.list(unique(as.character(temps model df$year)))
# empty list to store values of the for loop into
store days <- list()</pre>
```

```
# cusum for loop
for (i in seq along(years)) {
        # take a year subset
        year index <- years[[i]]</pre>
        df <- temps model df %>%
                filter(as.character(year) == year_index) %>%
                dplyr::select(temp)
        # fit a cusum model to that year
        qsum <- qcc::cusum(</pre>
                data = df$temp,
                centervalue = summer mean,
                std.dev = summer sd,
                se.shift = 1.96,
               plot = F
           )
        # extract the first day that starts at least 4 consecutive days of temperat
ure flagged by cusum model
        qsum results <- qsum$neg %>%
                as tibble() %>%
                rownames_to_column() %>%
                cbind(date = temps model df$DAY) %>%
                mutate( # current cusum value times the next and the fourth value
cannot be 0!
                        consecutive = value * lead(value,1) * lead(value, 4) == 0
                        ) 응>응
                filter(consecutive == F) %>%
                .[1,] %>%
                cbind(year index) %>%
                dplyr::select(., -consecutive)
        # store the first day of a string of flagged temperatures into a list
        store days[[i]] = qsum results
# reduce the list of stored temperatures and format into a readable format
end summer <- reduce(store days, rbind) %>%
       mutate(date = paste(date, year index, sep = '-')) %>%
        mutate(date val = dmy(date)) %>%
        dplyr::select(date val, 'cusum val' = value) %>%
       mutate(year date = year(date val)) %>%
        dplyr::select(year date, date val, cusum val) %>%
        mutate(month_val = month(date_val),
               day val = day(date val))
# find the earliest end of summer
earliest end <- end summer %>%
        filter(month val == min(month val))
# find the latest end of summer
latest end <- end summer %>%
    filter(month val == max(month val))
```

```
# print outputs
print(paste('Earliest Summer End: ', earliest_end$date_val))
```

```
## [1] "Earliest Summer End: 2013-08-15"
```

```
print(paste('Latest Summer End: ', latest_end$date_val))
```

```
## [1] "Latest Summer End: 2005-10-06"
```

```
end_summer
```

```
##
      year date date val cusum val month val day val
## 1 1996 1996-09-18 -0.2128955 9
           1997 1997-09-22 -1.4566970
                                                    9
## 2
                                                             22
## 3
           1998 1998-09-29 -0.9527283
                                                   9
                                                             29
## 4
           1999 1999-09-20 -2.2253764
                                                    9
                                                             20
## 5 2000 2000-09-06 -2.70001
## 6 2001 2001-09-24 -1.6399583
## 7 2002 2002-09-24 -1.2293172
                                                    9
                                                    9
                                                             24
                                                    9
                                                             24
          2003 2003-09-28 -0.7898293
                                                    9
                                                             28
## 9 2004 2004-09-15 -0.8492196

## 10 2005 2005-10-06 -1.3905193

## 11 2006 2006-09-21 -1.8172197
                                                    9
                                                             1.5
                                                  10
                                                             6
                                                   9
                                                             21
           2007 2007-09-16 -0.9815750
                                                    9
## 12
                                                             16
## 13 2008 2008-09-17 -1.8401883
## 14 2009 2009-09-29 -0.8967318
## 15 2010 2010-09-26 -1.3599757
                                                    9
                                                             17
                                                    9
                                                             29
                                                    9
                                                             26
## 16
           2011 2011-09-04 -0.1212649
                                                   9
                                                             4
          2012 2012-09-30 -1.6603207
## 17
                                                    9
                                                             30
## 18 2013 2013-08-15 -0.8288572
## 19 2014 2014-09-23 -0.4691220
                                                   8
                                                             15
                                                    9
                                                             23
## 20
           2015 2015-09-12 -0.1263554
                                                   9
                                                             12
```

Question:

Use a CUSUM approach to make a judgment of whether Atlanta's summer climate has gotten warmer in that time (and if so, when).

Answer:

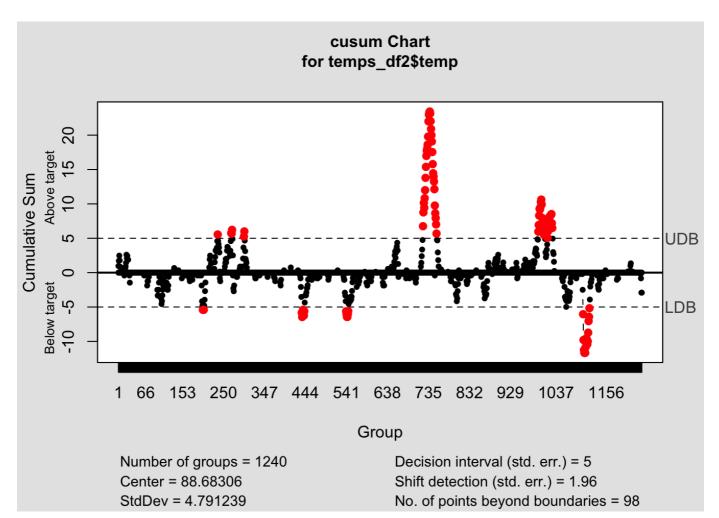
To answer this question we will use the a cusum model to see if any year's summer days have been hotter than the overall average of the summer months. To do this we will filter the data set to only the summer months, then set up a cusum model with center value as the mean temperature of all summer months. We will use the standard deviation for the same time period.

We are hoping to see positive changes versus the average summer temperature plus average summer standard deviation.

Examining the cusum plot - there is an extreme amount of positive change around the mid 2000s, with another run of hot summers following close to the end of our data set.

** Looking at the results from the cusum model - extreme summer temperatures show up first in 2006, and the following summer has the highest total string of positive changes detected. 2007 looks to be the peak of the hot summers shown in the cusum chart. In particular, 8-25-2007, shows the highest cummulative sum total of any of the years summer days. August of 2018 had 18 days above 95 degrees and only 5 days below 90 degrees!**

```
# setup cusum algorithm for changes over time
temps df2 <- read delim('6.2tempsSummer2018.txt', delim = '\t') %>%
        as_data_frame() %>%
        gather(year, temp, -DAY) %>%
        mutate(year = as.factor(year),
               date = paste(DAY, year, sep = '-')) %>%
       mutate(date val = dmy(date),
               month = month(date val),
               day = day(date val)) %>%
        filter(month %in% c(7, 8)) %>%
        dplyr::select(date val, DAY, year, temp)
# center value and std.dev
summer center2 <- mean(temps df2$temp)</pre>
summer sd2 <- sd(temps df2$temp)</pre>
# print outputs
print(paste('Overall Summer Mean: ', summer center2))
## [1] "Overall Summer Mean: 88.683064516129"
print(paste('Overall Summer Standard Deviation: ', summer sd2))
## [1] "Overall Summer Standard Deviation: 4.79123867097968"
# plot the cusum chart for all summer days
```



```
# extract the cusum results to see exactly when summers get hotter than normal
qsum_results <- qcc::cusum(</pre>
        data = temps df2$temp,
        centervalue = summer center2,
        std.dev = summer sd2,
        se.shift = 1.96,
        plot = F
qsum positive <- qsum results$pos %>%
        as tibble() %>%
        rownames to column() %>%
        cbind(date = temps df2$date val) %>%
        left join(., temps df2, by = c('date' = 'date val')) %>%
        dplyr::select(date, value, temp) %>%
        filter(value != 0) %>%
        arrange(date)
highest cusum <- qsum positive %>% filter(value == max(value)) %>%
        dplyr::select(date)
print(paste('Date with Highest Cusum: ', as.character(highest cusum$date)))
```

```
## [1] "Date with Highest Cusum: 2007-08-25"
```

```
##
           date
                   value temp
## 1 2007-08-03 0.1297204 94
## 2 2007-08-04 0.8855838 97
## 3 2007-08-05 1.4327328 96
## 4 2007-08-06 2.3973104 98
## 5 2007-08-07 3.3618880 98
## 6 2007-08-08 4.7438942 100
## 7 2007-08-09 6.7520433 103
## 8 2007-08-10 8.7601924 103
## 9 2007-08-11 10.1421986 100
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## 23 2007-08-25 23.4375710 94
## 24 2007-08-26 23.1498628 92
## 25 2007-08-27 22.0272975 88
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## 28 2007-08-30 19.0770301 89
## 29 2007-08-31 17.5370362 86
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