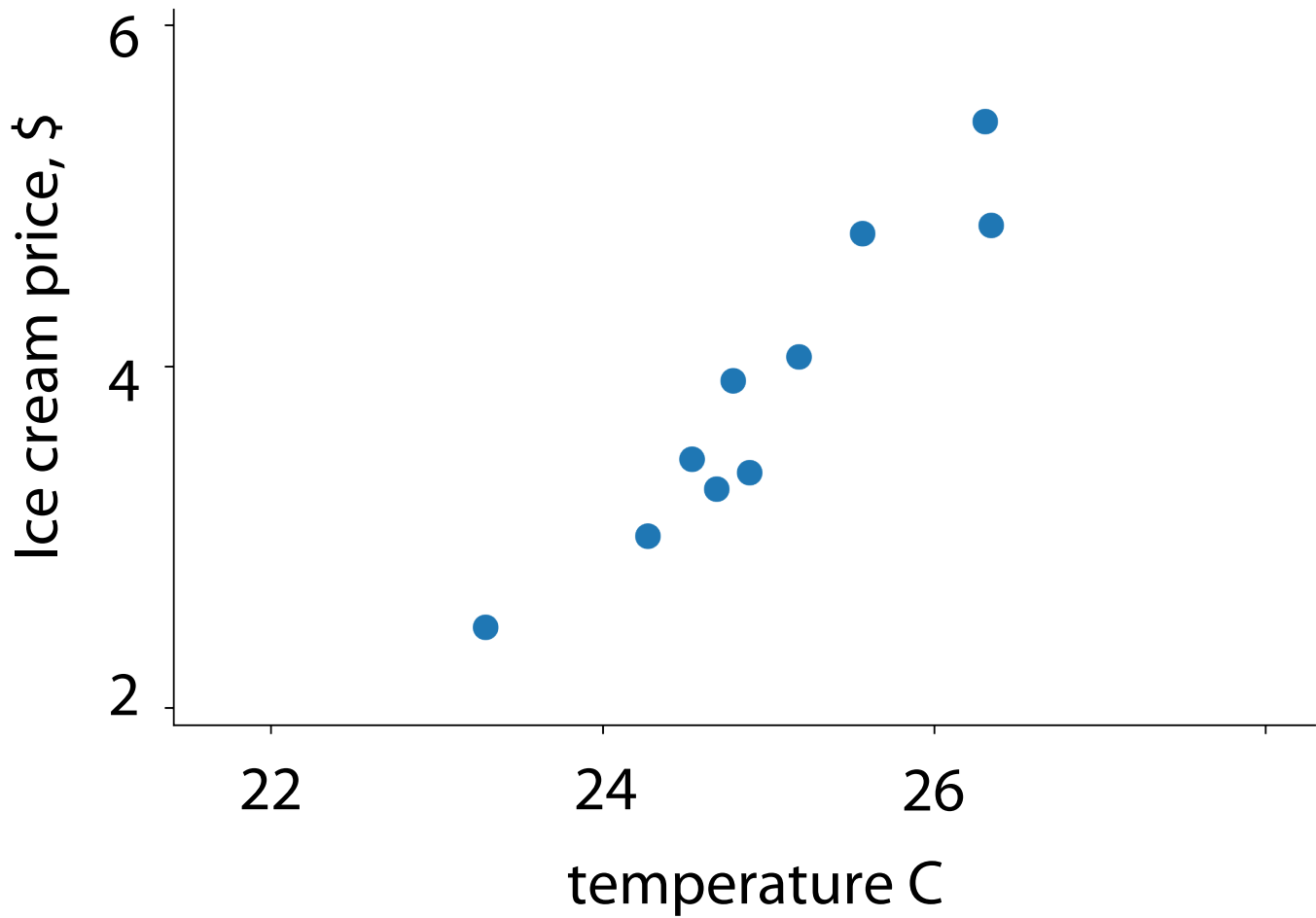


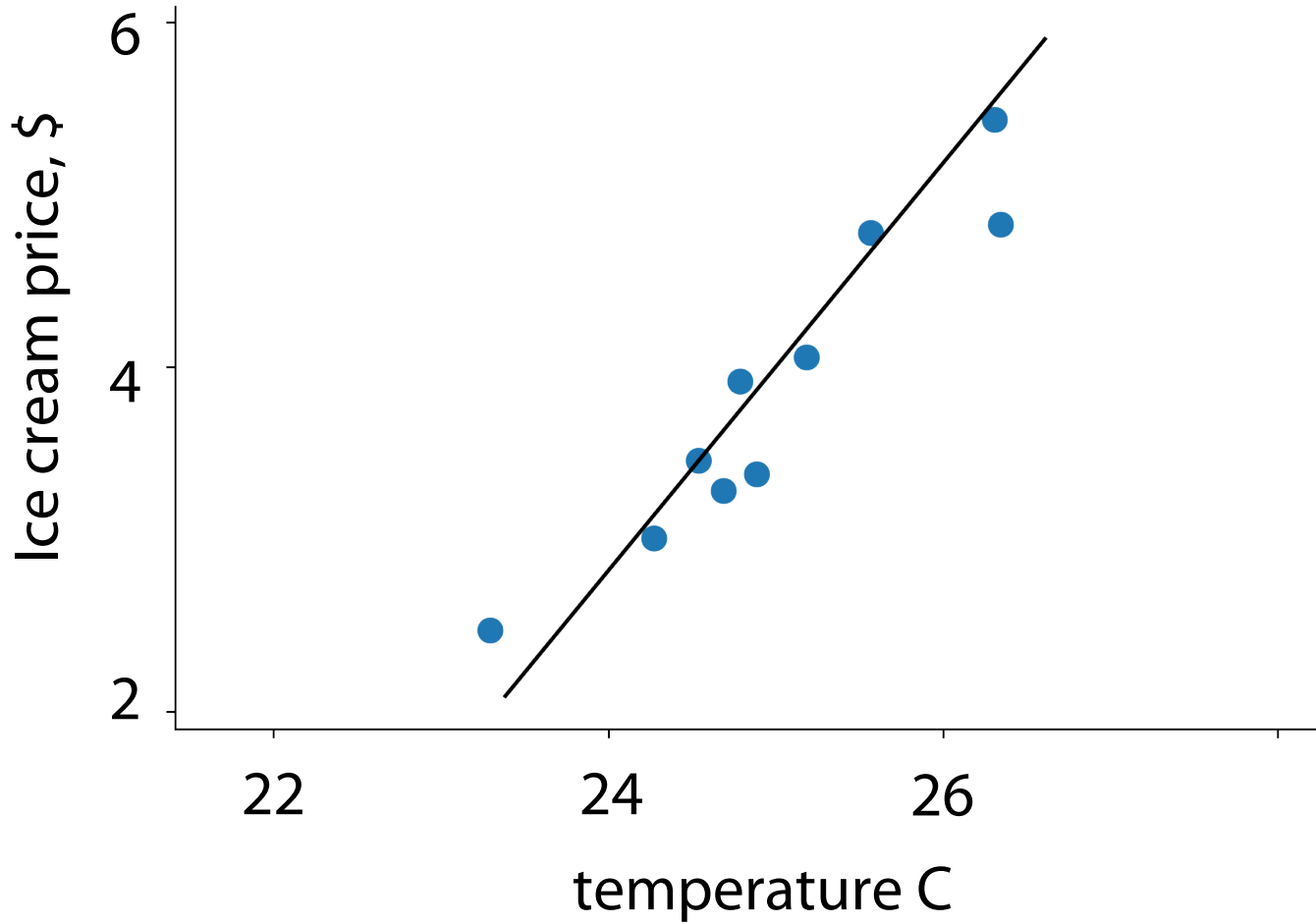
# Ice Cream conspiracy



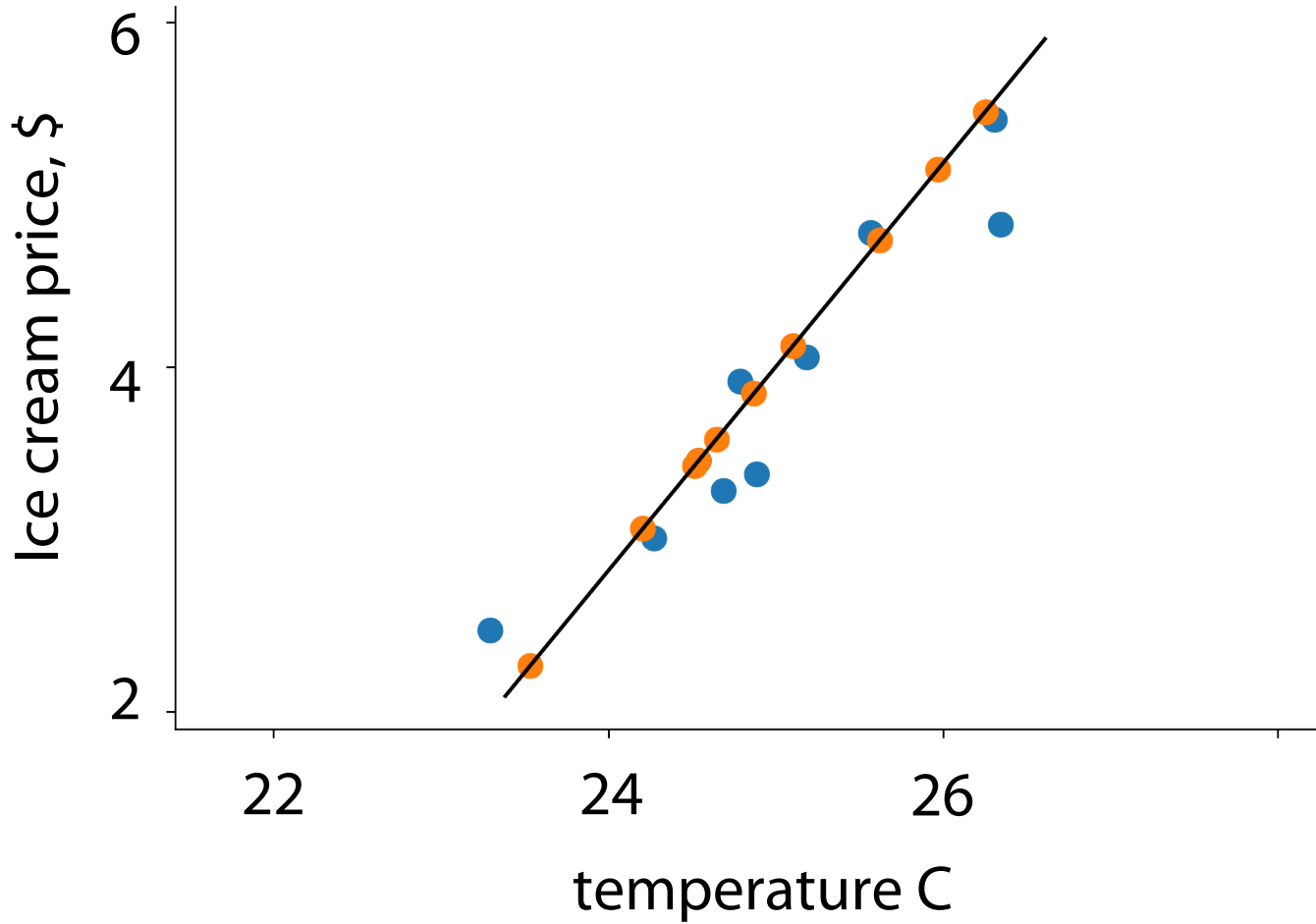
# Principal Component Analysis



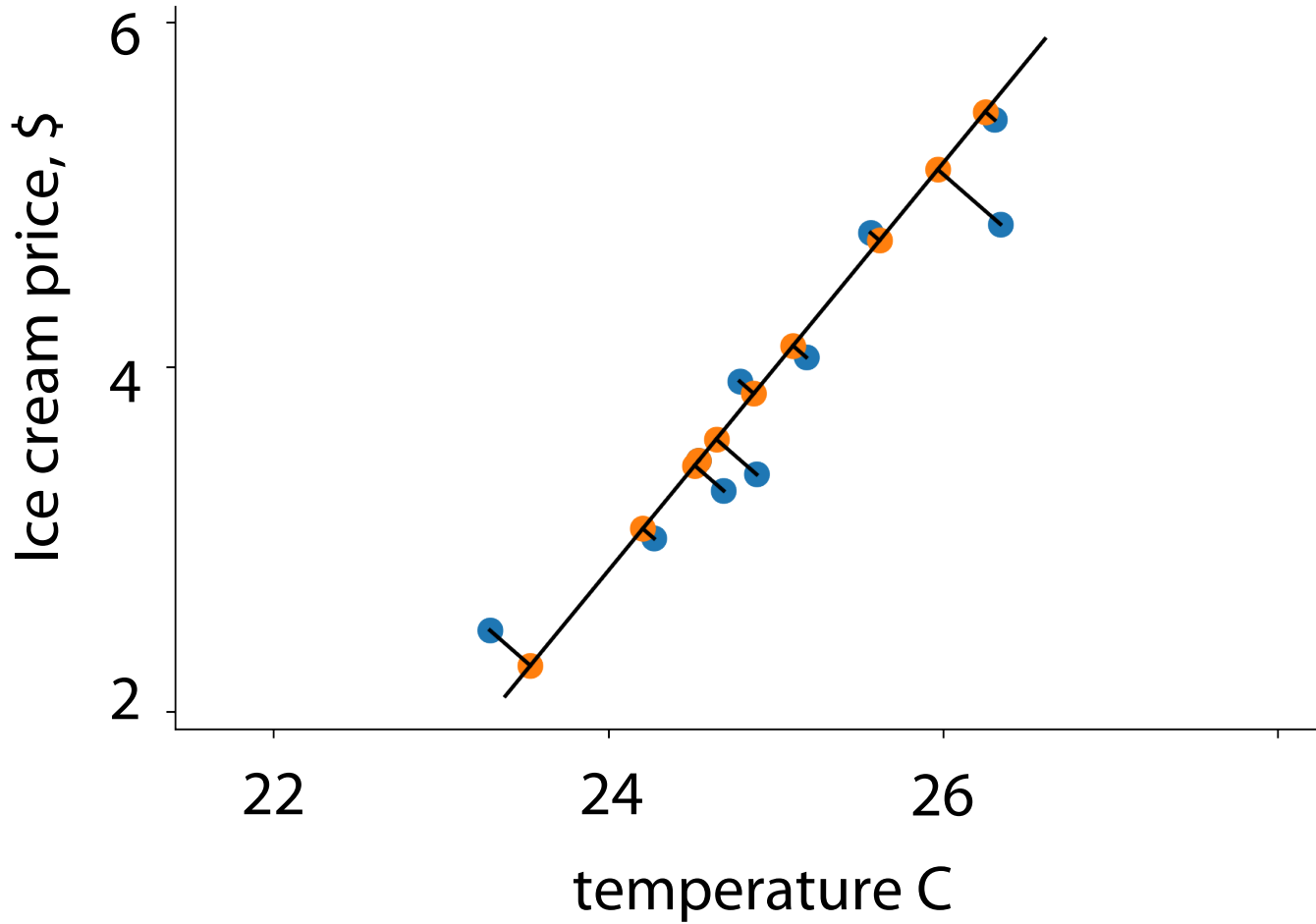
# Principal Component Analysis



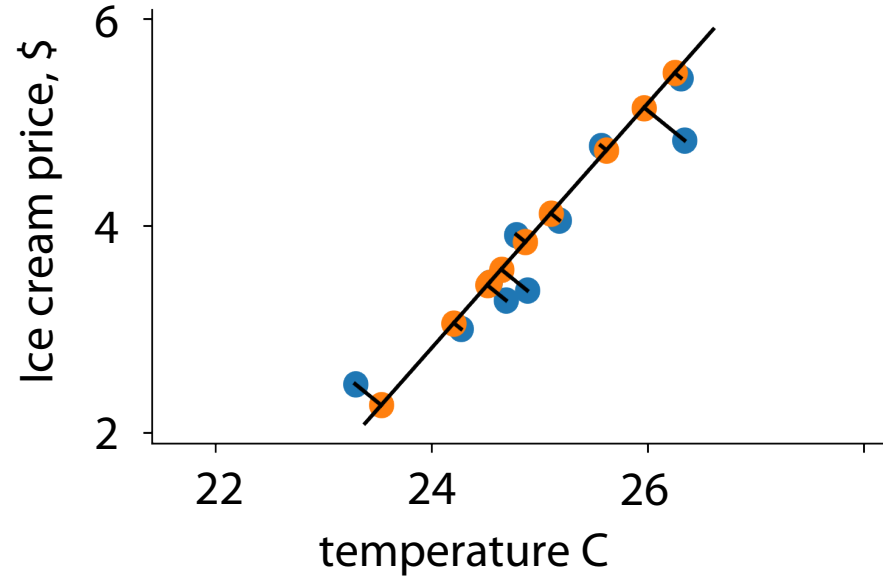
# Principal Component Analysis



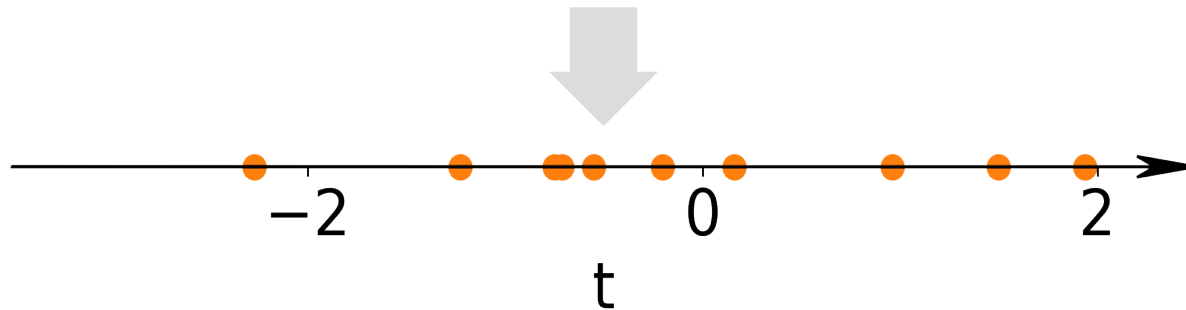
# Principal Component Analysis



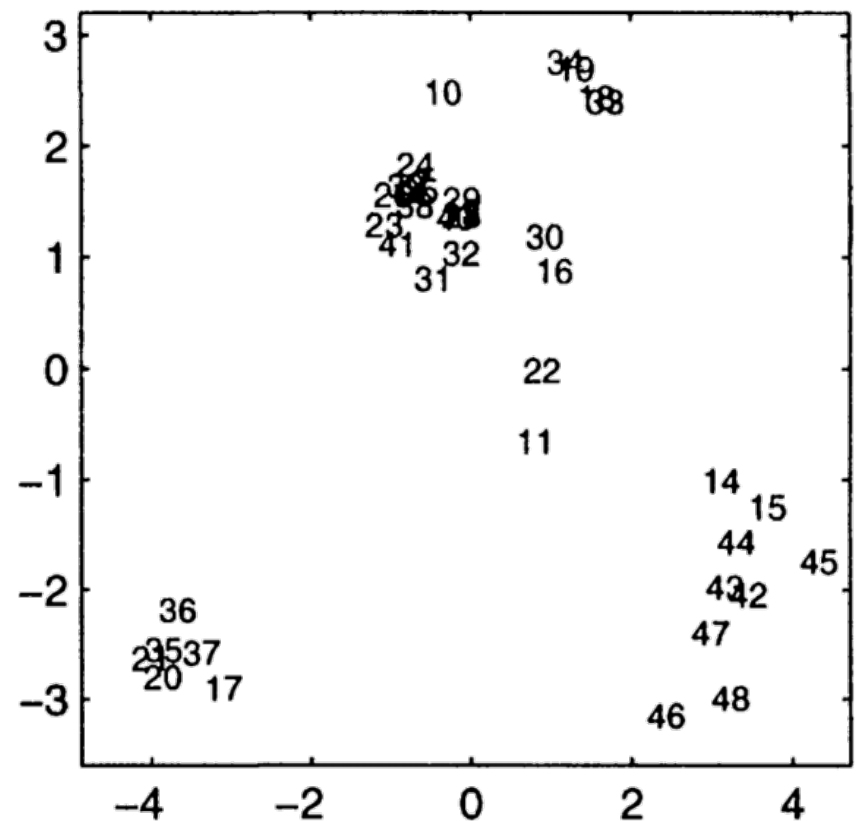
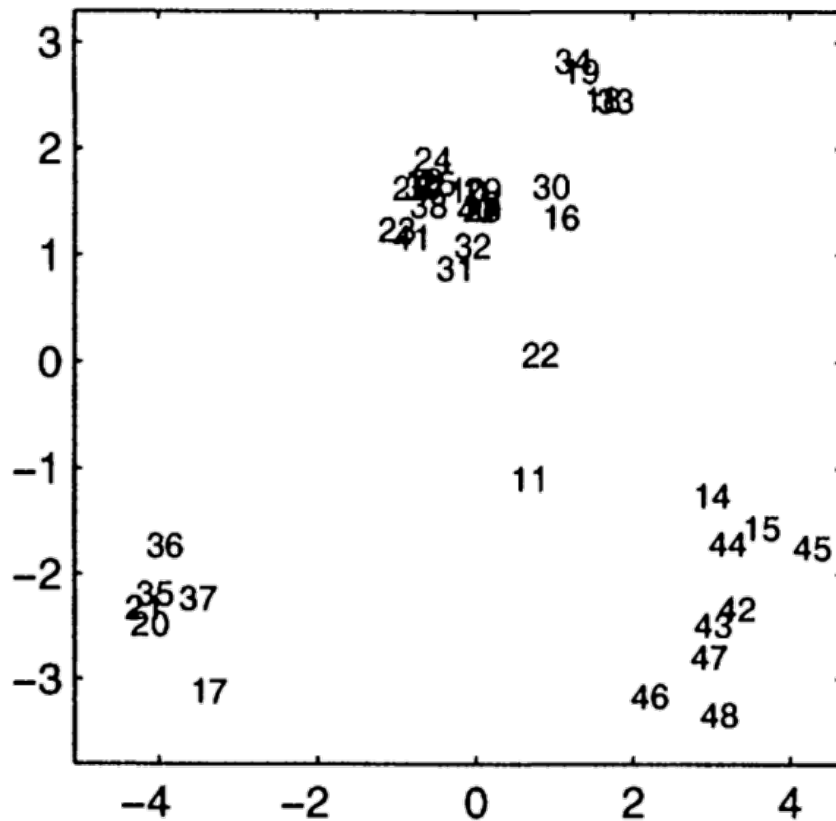
# Principal Component Analysis



**2D**  $\rightarrow$  **1D**



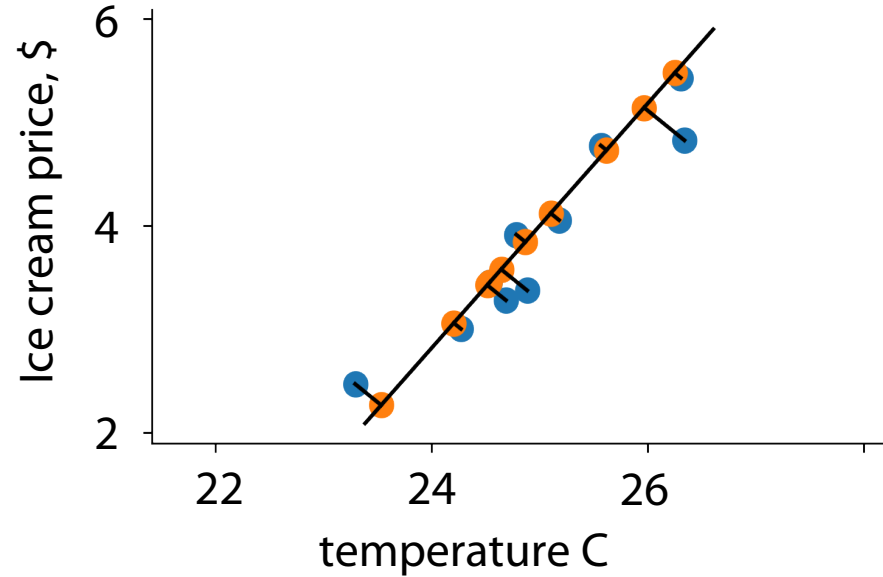
# Principal Component Analysis



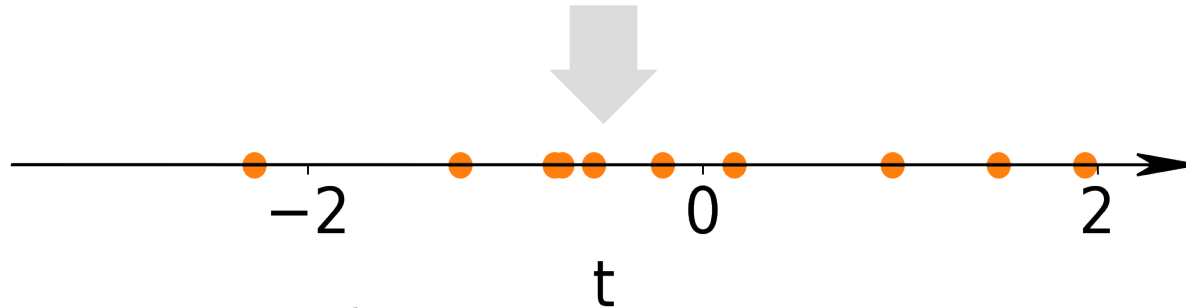
Projection of the Tobamovirus data by using PCA on the full data set and PPCA with 136 missing values

[source: Tipping, M. E., & Bishop, C. M. (1999). Probabilistic principal component analysis]

# Principal Component Analysis



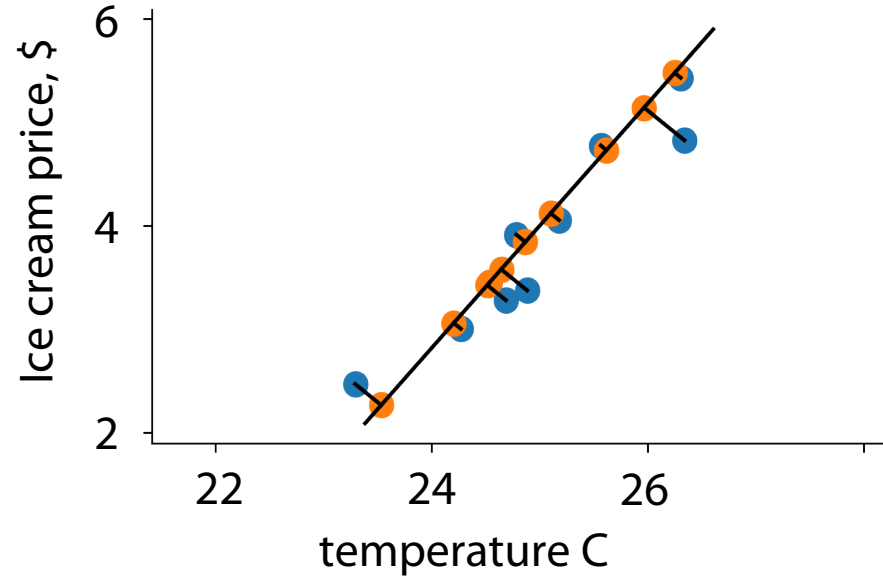
**2D** → **1D**



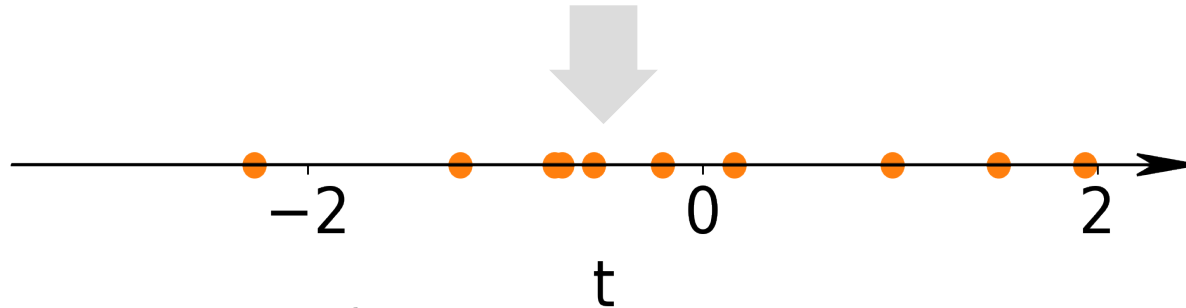
$$p(t_i) = \mathcal{N}(0, I)$$



# Principal Component Analysis



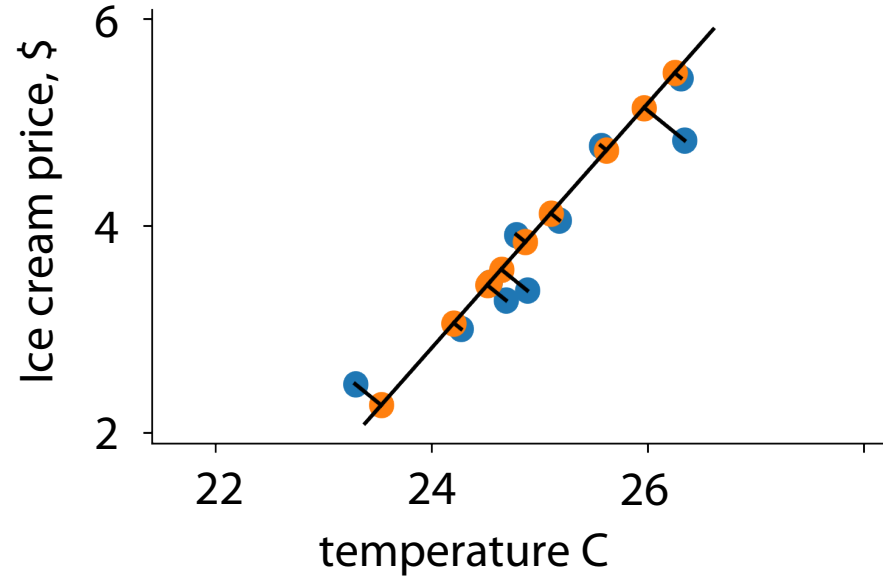
**2D**  $\rightarrow$  **1D**



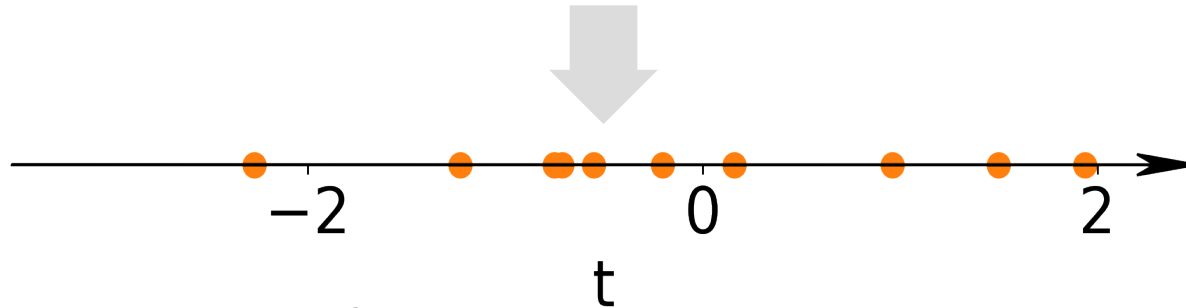
$$p(t_i) = \mathcal{N}(0, I)$$

$$x_i = (1, 1)t_i + (25, 4)$$

# Principal Component Analysis



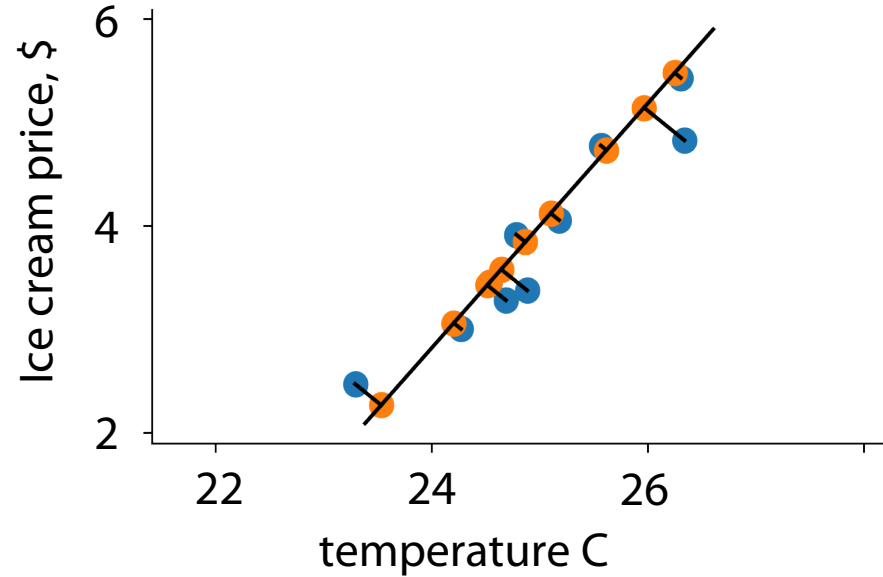
**2D**  $\rightarrow$  **1D**



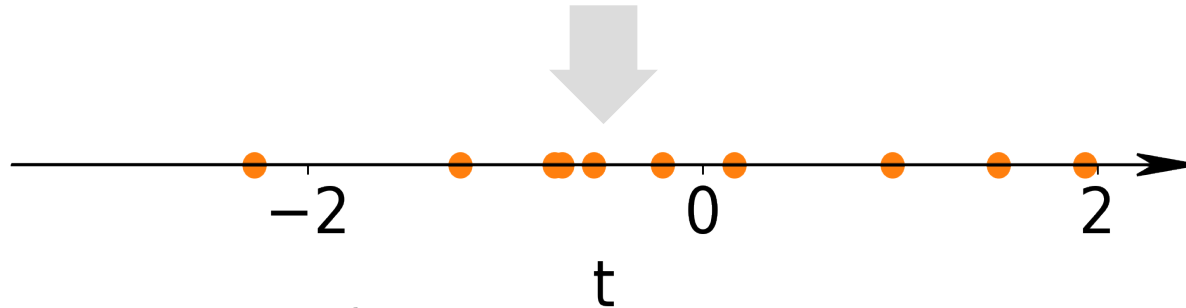
$$p(t_i) = \mathcal{N}(0, I)$$

$$x_i = W t_i + b$$

# Principal Component Analysis



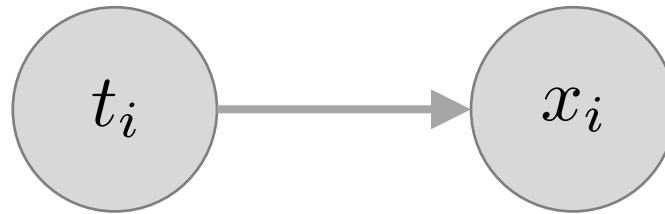
**2D**  $\rightarrow$  **1D**



$$p(t_i) = \mathcal{N}(0, I)$$

$$x_i = W t_i + b + \varepsilon_i, \quad \varepsilon_i \sim \mathcal{N}(0, \Sigma)$$

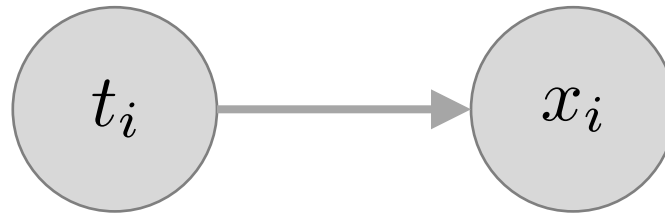
# Principal Component Analysis



$$p(t_i) = \mathcal{N}(0, I)$$

$$p(x_i \mid t_i, \theta) = \mathcal{N}(Wt_i + b, \Sigma)$$

# Principal Component Analysis

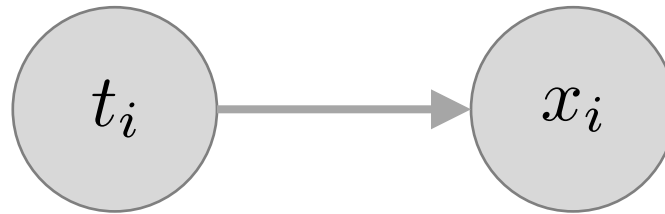


$$p(t_i) = \mathcal{N}(0, I)$$

$$p(x_i \mid t_i, \theta) = \mathcal{N}(Wt_i + b, \Sigma)$$

$$\max_{\theta} p(X \mid \theta)$$

# Principal Component Analysis

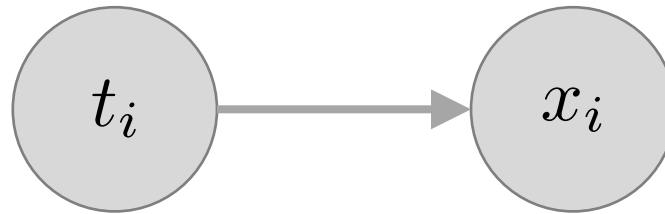


$$p(t_i) = \mathcal{N}(0, I)$$

$$p(x_i \mid t_i, \theta) = \mathcal{N}(Wt_i + b, \Sigma)$$

$$\max_{\theta} p(X \mid \theta) = \prod_{i=1}^N p(x_i \mid \theta)$$

# Principal Component Analysis



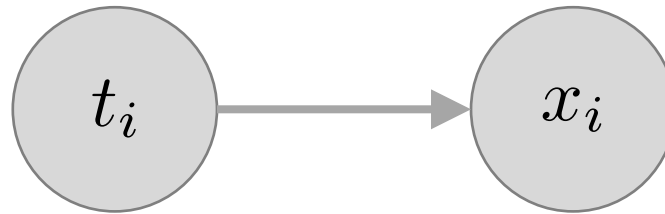
$$p(t_i) = \mathcal{N}(0, I)$$

$$p(x_i \mid t_i, \theta) = \mathcal{N}(Wt_i + b, \Sigma)$$

$$\max_{\theta} p(X \mid \theta) = \prod_{i=1}^N p(x_i \mid \theta)$$

$$= \prod_i \int p(x_i \mid t_i, \theta) p(t_i) dt_i$$

# Principal Component Analysis



$$p(t_i) = \mathcal{N}(0, I)$$

$$p(x_i \mid t_i, \theta) = \mathcal{N}(Wt_i + b, \Sigma)$$

$$\max_{\theta} p(X \mid \theta) = \prod_{i=1}^N p(x_i \mid \theta)$$

$$= \prod_i \underbrace{\int p(x_i \mid t_i, \theta) p(t_i) dt_i}_{\text{conjugacy, } \mathcal{N}(\mu_i, \Sigma_i)}$$