

IMD0033 - Probabilidade

Lesson 18 - Sampling

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Agenda

- Solving problems with statistics
- Population and sampling
- Sampling error
- Simple random sampling (SRS)
- Stratified sampling
- Clustering sampling

Atualizar o repositório

```
git clone https://github.com/ivanovitchm/imd0033_2018_2.git
```

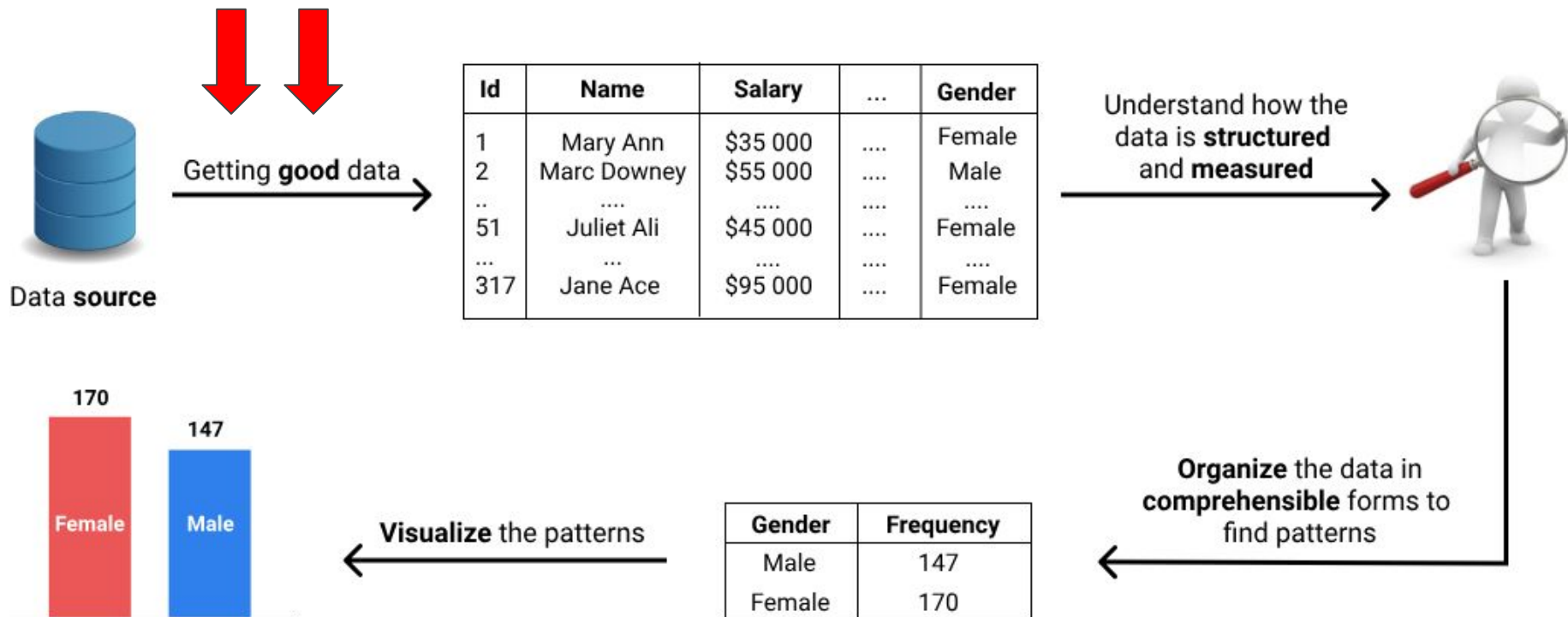
Ou

```
git pull
```

PREVIOUSLY ON...

- Perform basic data analysis
- Data visualization
- Fundamental statistical metrics like the mean or the median, and we plotted histograms, bar graphs or line plots.

Go much deeper into the theory



Solving problems with Statistics

Id	Name	Salary (\$ / year)	Unexpected days off	Late at work	Extra hours worked								
1	Macy Davidson	56000	6	Seldom	26								
2	Jake Pugh	29000	0	Often	0								
3	Draven Whitaker	43000				Id	Name	Department	Salary (\$ / year)	Age		
4	Izabella Pratt	35000											
5	Gerardo Baker	25000				1	Alec Sullivan	IT	42000	26		
6	Milo Norton	50000				2	Agustin Wang	PR	35000	31		
7	Fiona Benson	60000				3	Jocelyn Pruitt	Marketing	41000	32		
							
						72	Lainey Smith	IT	27000	21		
							
			231	Lexi Wilcox	IT	85000	57					

Id	Name	Department	Salary (\$ / year)	Age
1	Alec Sullivan	IT	42000	26
2	Agustin Wang	PR	35000	31
3	Jocelyn Pruitt	Marketing	41000	32
....
72	Lainey Smith	IT	27000	21
....
231	Lexi Wilcox	IT	85000	57

Statistics



Summarize data

- Most frequent value in the *Department* column: IT

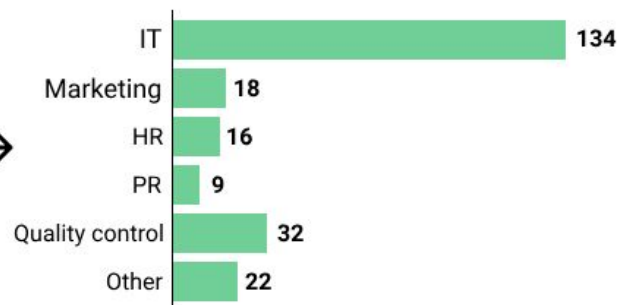


Organize data in a comprehensible form

Department	Frequency
IT	134
Marketing	18
HR	16
PR	9
Quality control	32
Other	22

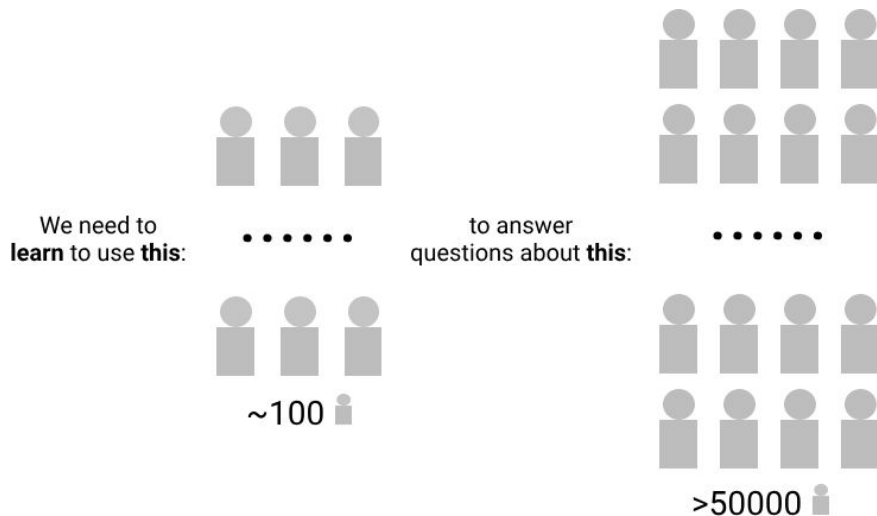


Visualize data

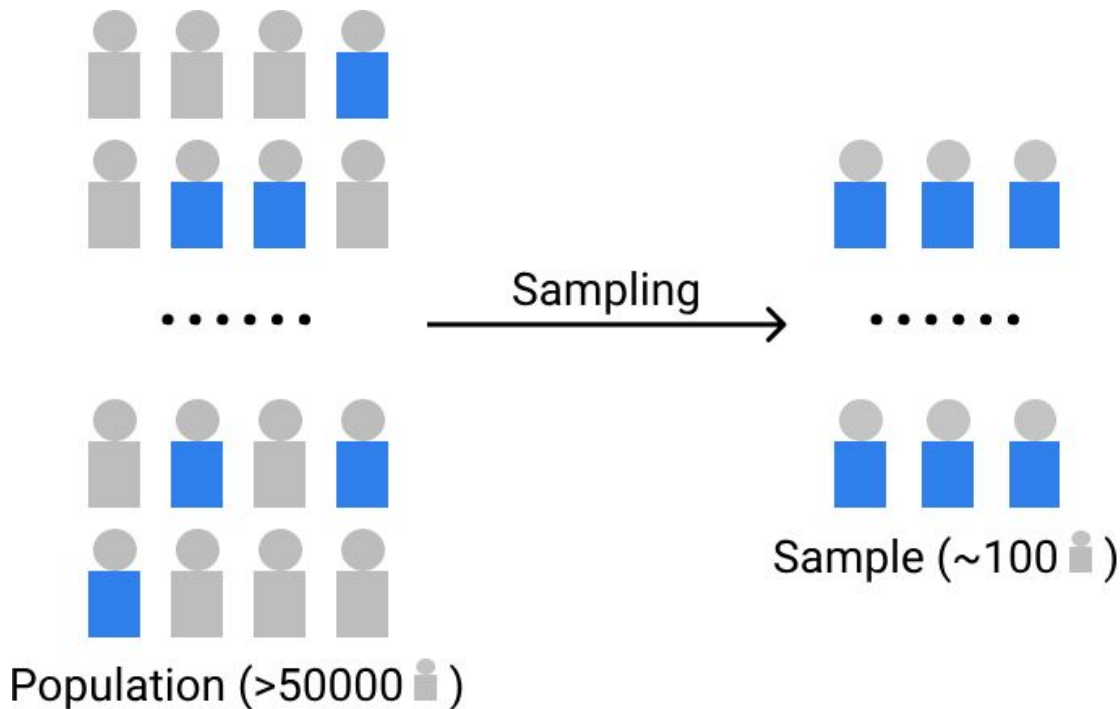


Solving problems with statistics

1. You run an international company with over **50000 employees**.
2. Now you want to determine whether the employees have been impacted negatively in any significant way.



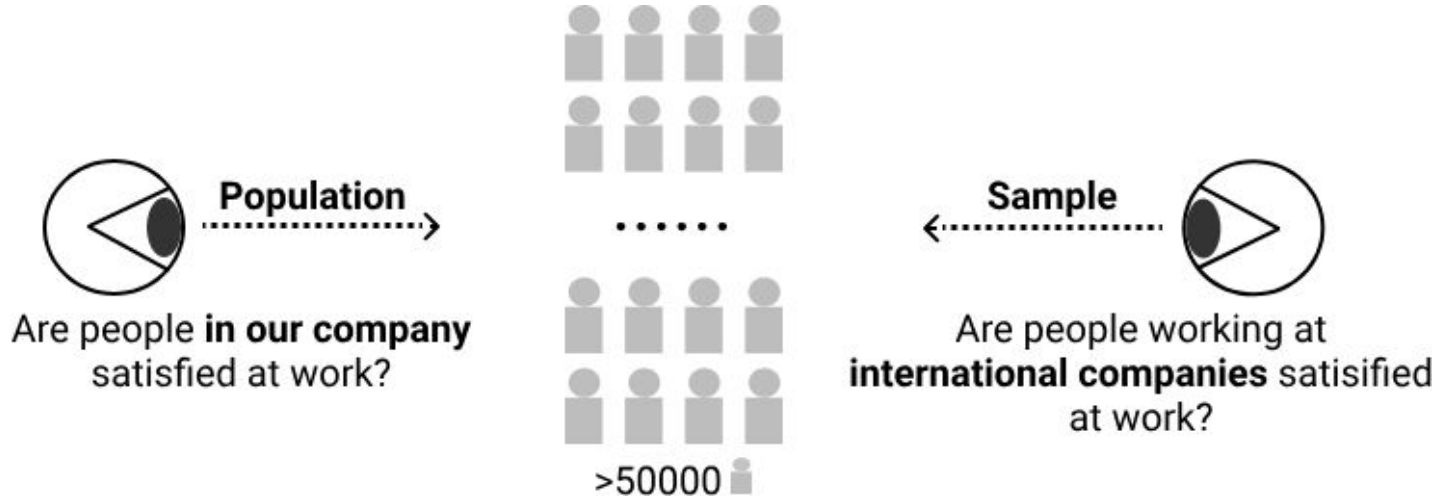
Population and Sampling



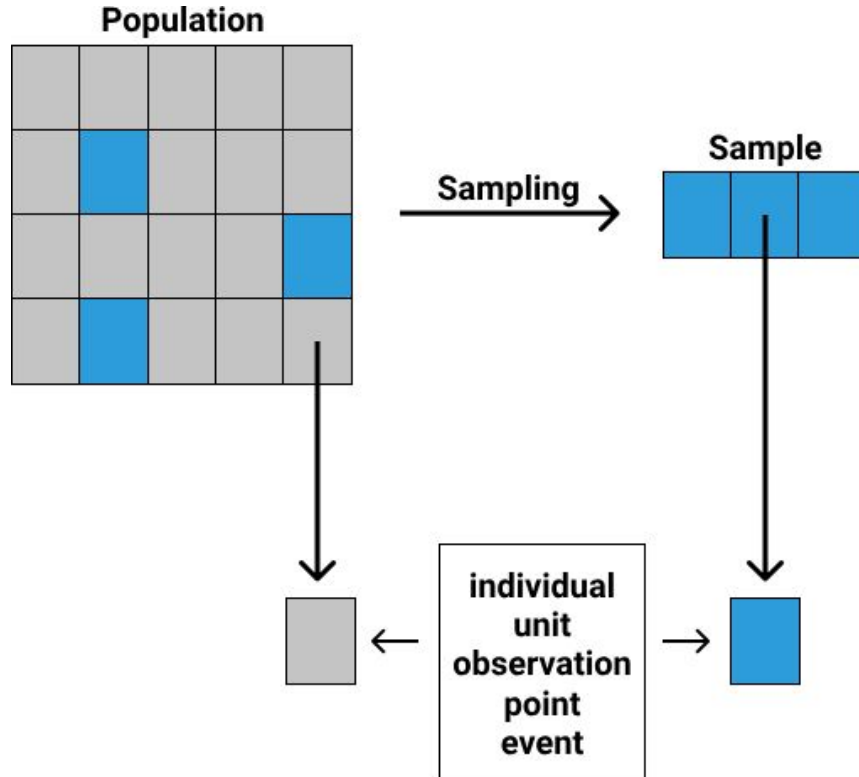
Whether a set of data is a sample or a population depends on the question we're trying to answer.

Population and Sampling

If we tried to find out whether people at international companies are satisfied at work



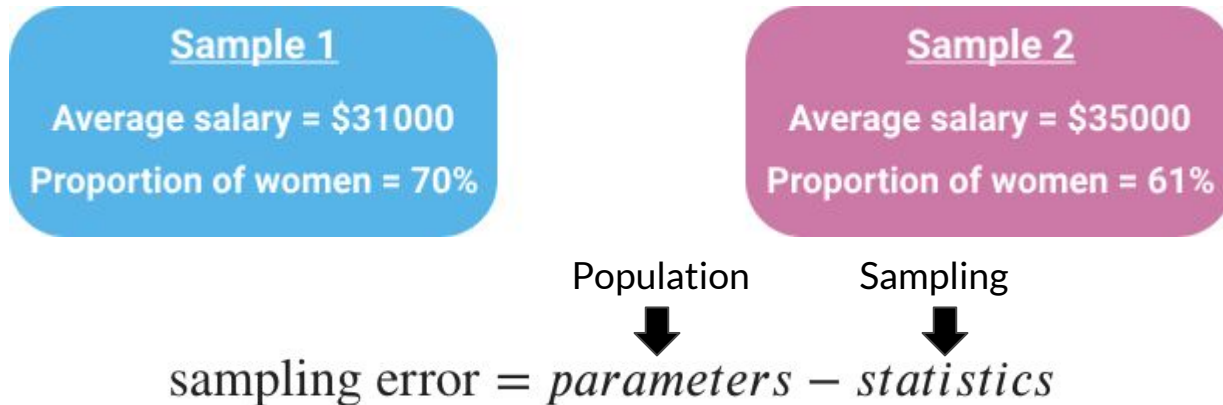
Population and Sampling



You'll often see this terminology used interchangeably: sample unit, sample point, sample individual, or sample observation.

Sampling error

For instance, let's say we know that the average salary in our company is **U\$ 34500**, and the **proportion of women is 60%**.



WNBA Player stats Season 2016-2017

Points, Assists, Height, Weight and other personal details and stats



Thomas De Jonghe • updated a year ago (Version 1)

7
voters
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New Kernel

Data (9 KB)

API

 kaggle datasets download -d jinxbe/wnba-player-s...

?

 Download All



Data Sources

 WNBA Stats.csv 143 x 32

About this file

Personal Stats, bio from the 2016-2017 season WNBA.

Columns

A Name

A Team

A Pos

Height

Weight

BMI

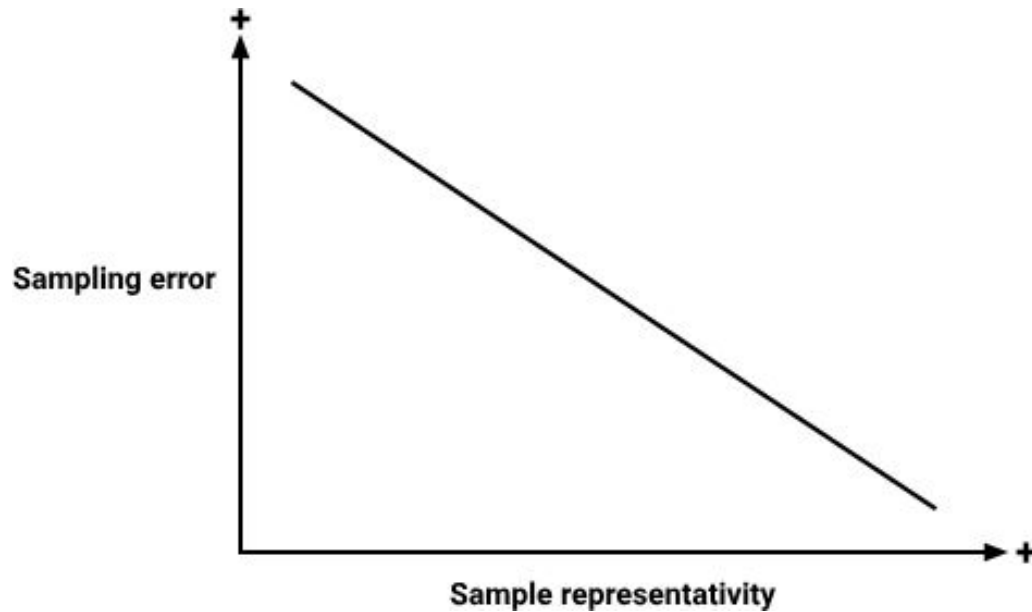
A Birth_Place

 Birthdate

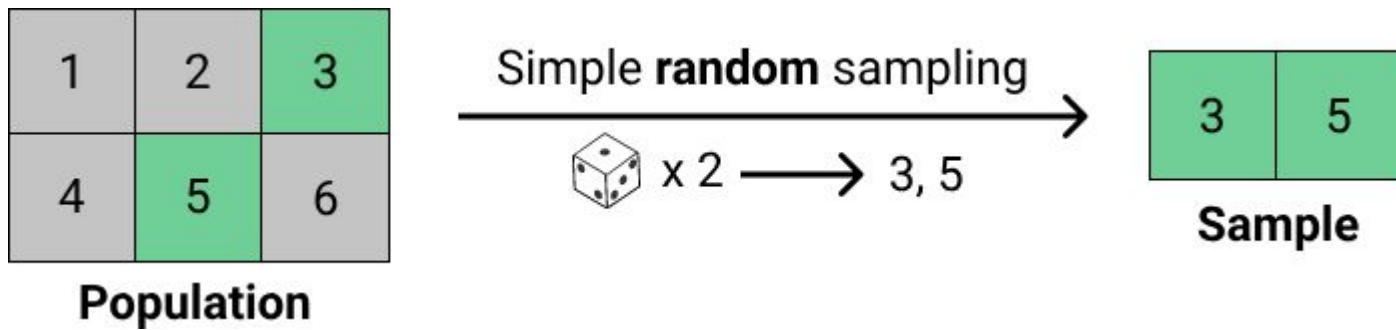
Dataset

	Name	Team	Pos	Height	Weight	BMI	Birth_Place	Birthdate	Age	College	Experience	Games Played	MIN	FGM	FGA
0	Aerial Powers	DAL	F	183	71.0	21.200991	US	January 17, 1994	23	Michigan State	2	8	173	30	85
1	Alana Beard	LA	G/F	185	73.0	21.329438	US	May 14, 1982	35	Duke	12	30	947	90	177
2	Alex Bentley	CON	G	170	69.0	23.875433	US	October 27, 1990	26	Penn State	4	26	617	82	218
3	Alex Montgomery	SAN	G/F	185	84.0	24.543462	US	December 11, 1988	28	Georgia Tech	6	31	721	75	195
4	Alexis Jones	MIN	G	175	78.0	25.469388	US	August 5, 1994	23	Baylor	R	24	137	16	50

Simple Random Sampling (SRS)

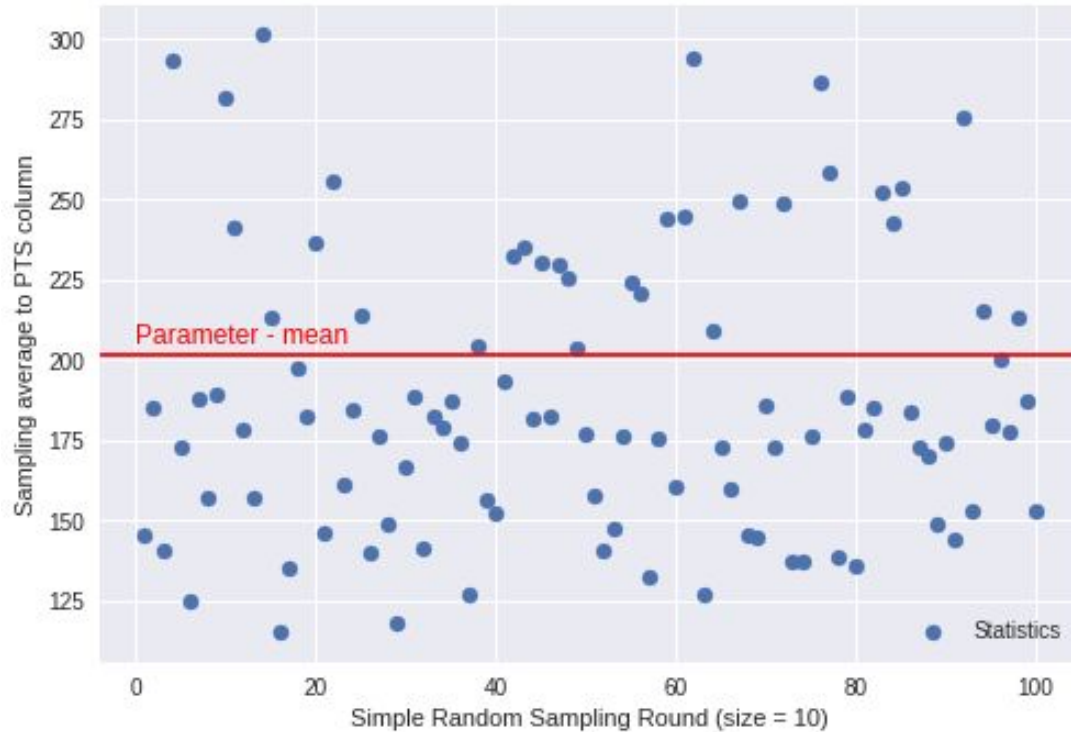


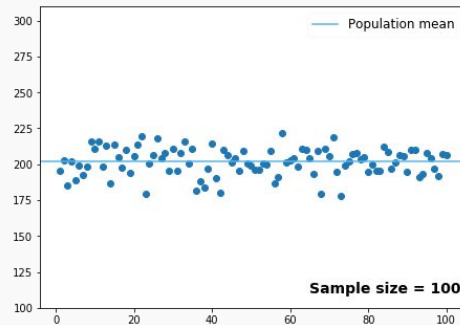
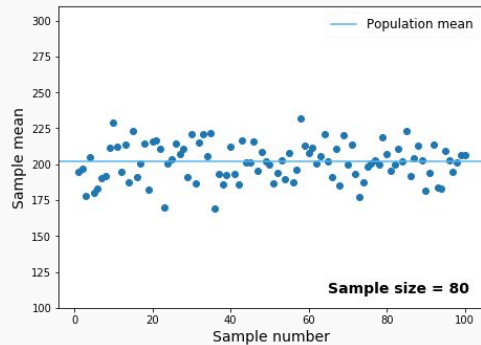
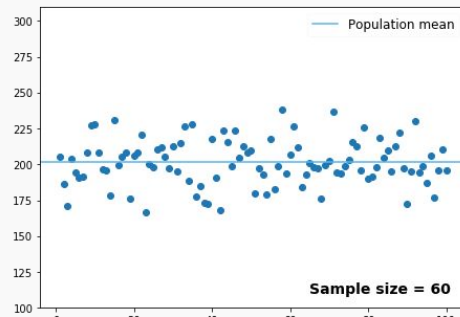
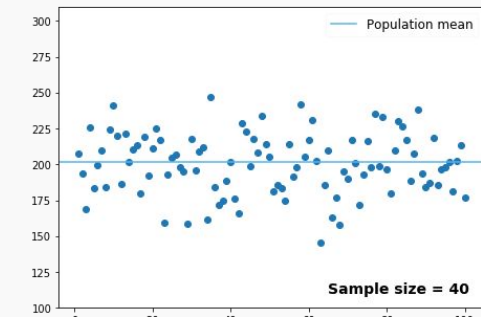
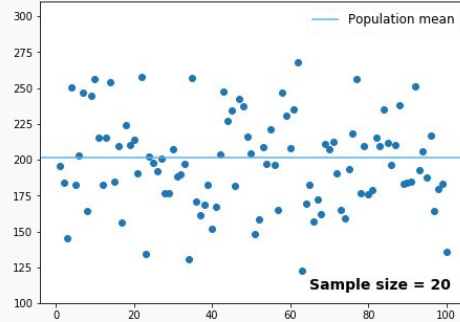
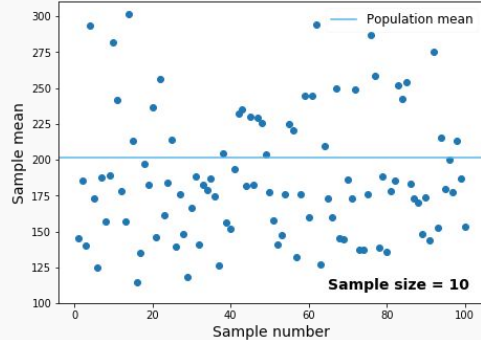
Simple Random Sampling



```
Series.sample(2, random_state = 1)
```


Discrepancy between parameter and statistics

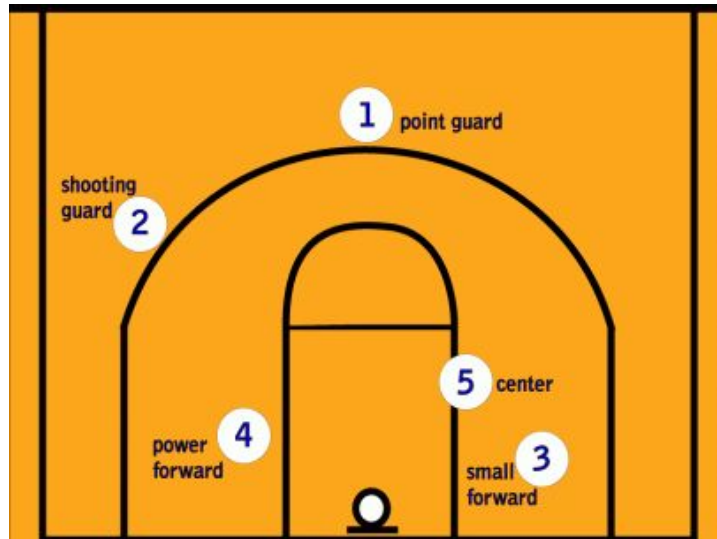




The Importance of Sample Size

Simple random sampling is not a reliable sampling method when the sample size is small.

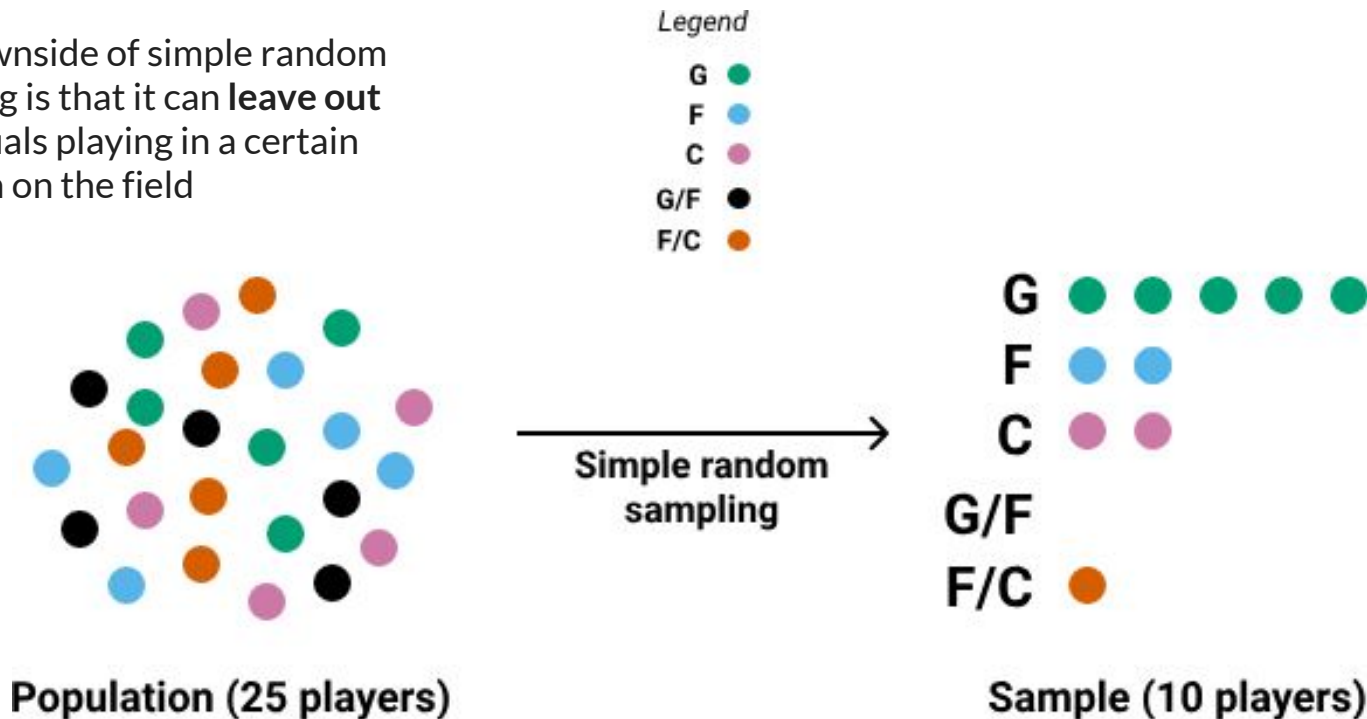
Stratified Sampling



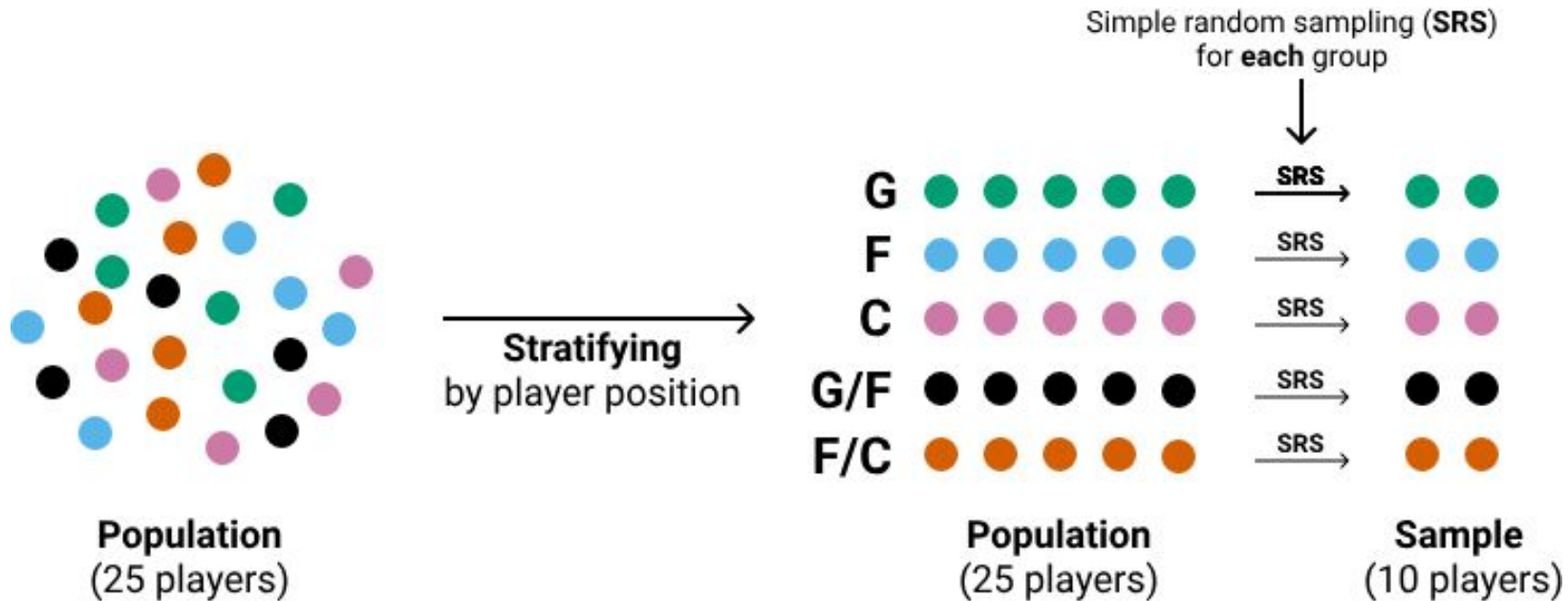
Abbreviation	Full name
F	Forward
G	Guard
C	Center
G/F	Guard/Forward
F/C	Forward/Center

Stratified Sampling (SRS problem)

The downside of simple random sampling is that it can **leave out** individuals playing in a certain position on the field



Stratified Sampling (solution)



Proportional Stratified Sampling

```
1 wnba['Games Played'].value_counts(.
```

```
29 30
30 25
28 10
27 8
25 7
23 7
22 6
26 6
31 5
24 5
14 4
20 4
18 3
4 3
7 3
17 2
16 2
15 2
10 2
21 2
32 1
5 1
19 1
8 1
9 1
12 1
2 1
```

```
1 wnba['Games Played'].value_counts(bins=3.)
```

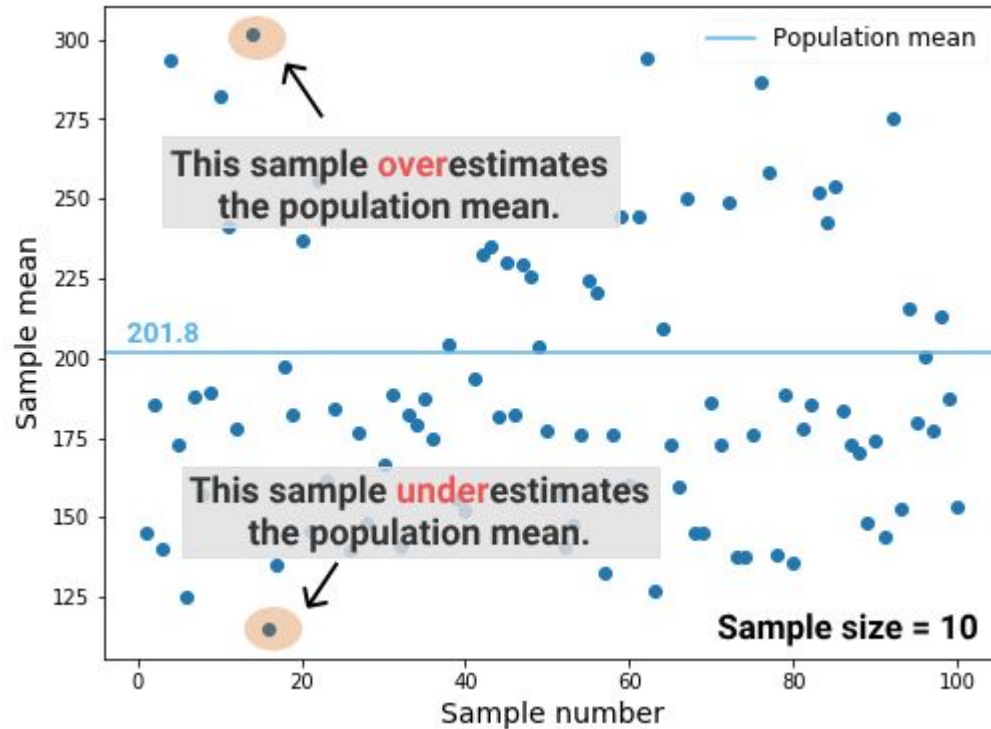
```
(22.0, 32.0]      104
(12.0, 22.0]       26
(1.969, 12.0]      13
```

```
1 wnba['Games Played'].value_counts(bins=3,
2                                  normalize=True)
```

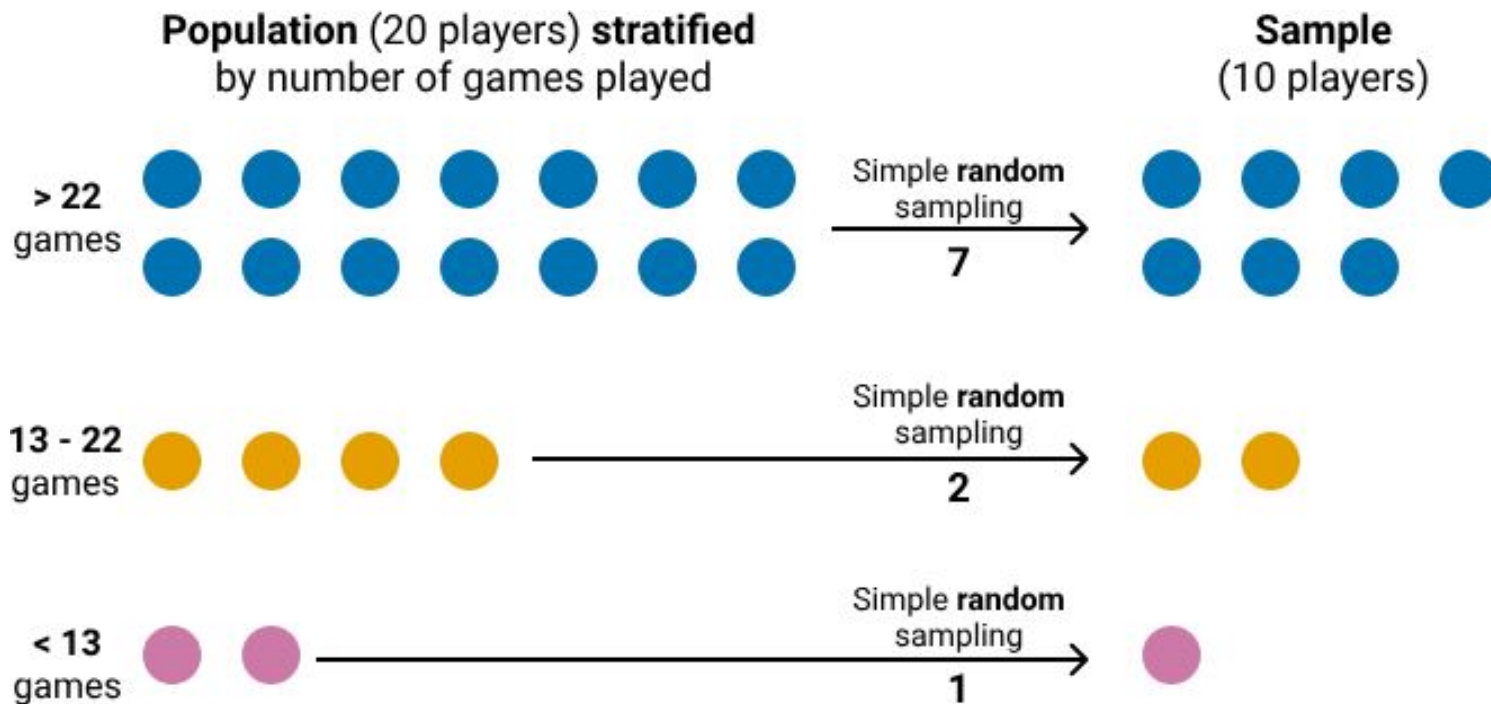
```
(22.0, 32.0]      0.727273
(12.0, 22.0]      0.181818
(1.969, 12.0]     0.090909
```

72.72% players who played more than 23 games

Proportional Stratified Sampling

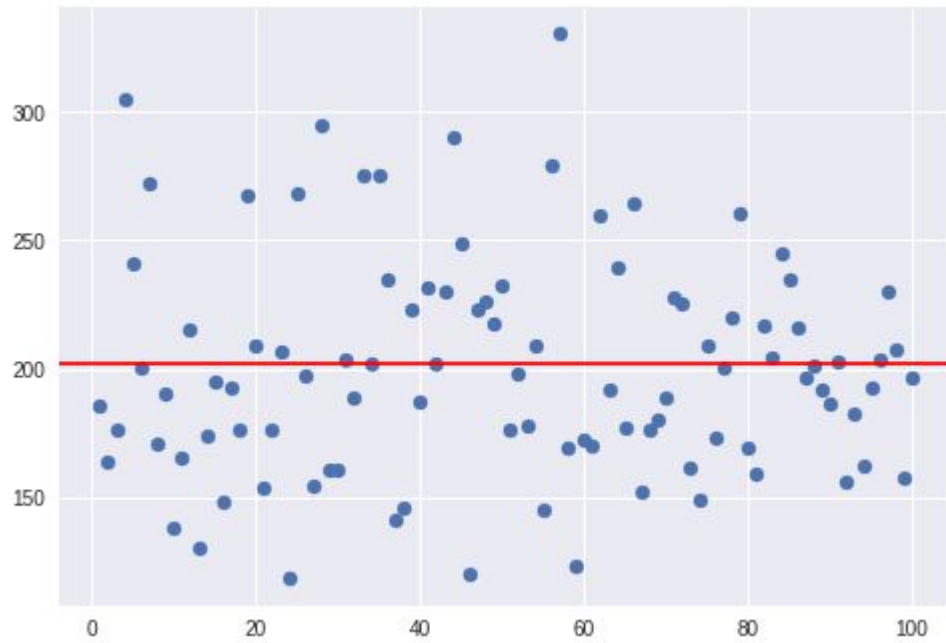


Proportional Stratified Sampling (solution)



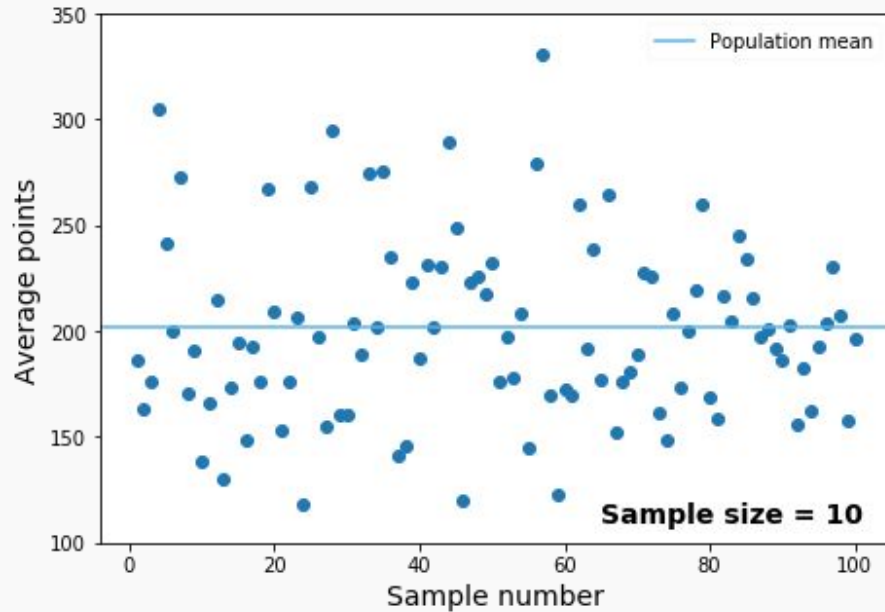
Proportional Stratified Sampling (solution)

Stratified by Games Played

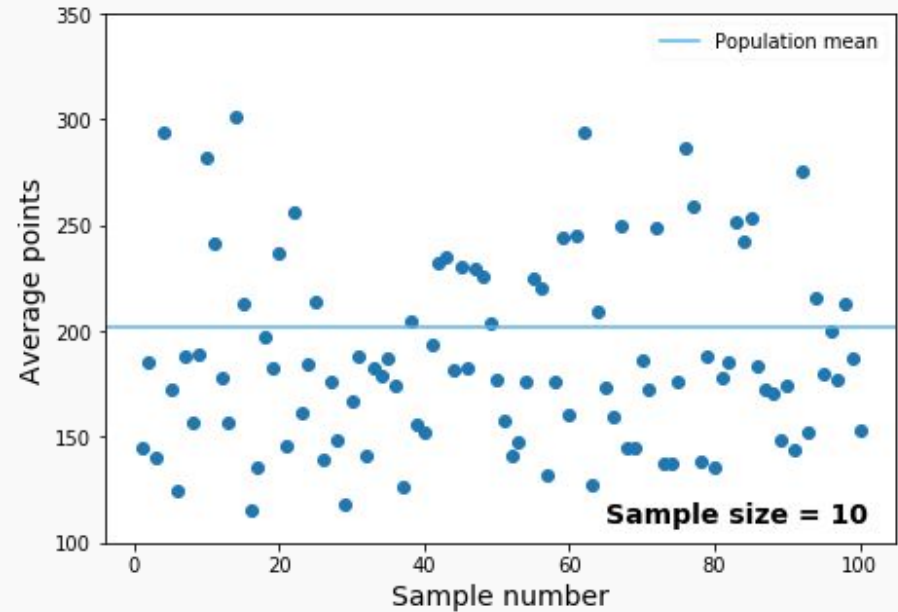


Choosing right strata

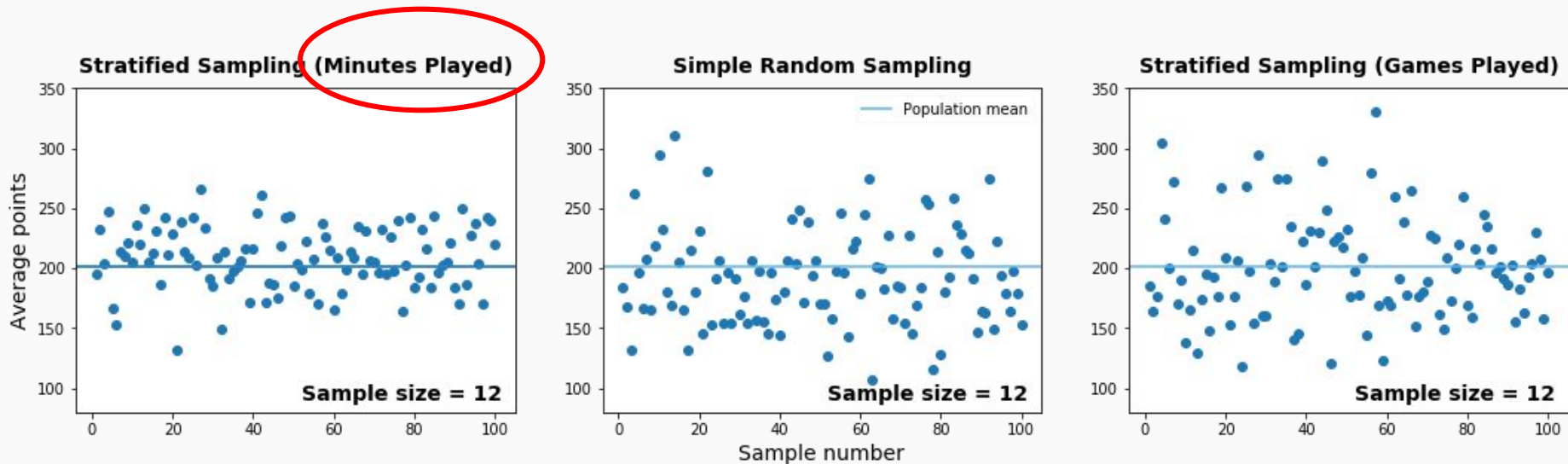
Stratified Sampling (With Sampling Proportionally)



Simple Random Sampling



Choosing right strata

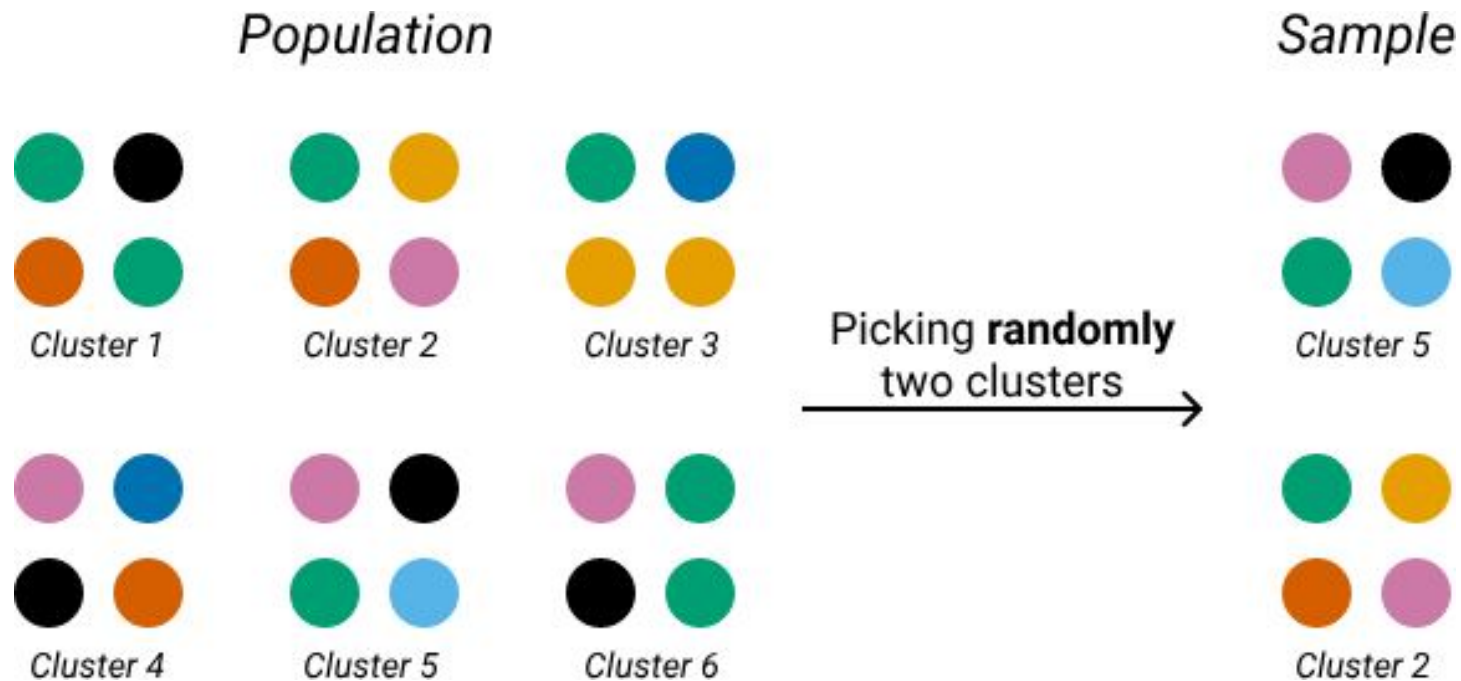


Minimize the variability within each stratum.

Maximize the variability between strata.

The stratification criterion should be strongly correlated with the property you're trying to measure.

Cluster Sampling



Sampling in Data Science

e-commerce



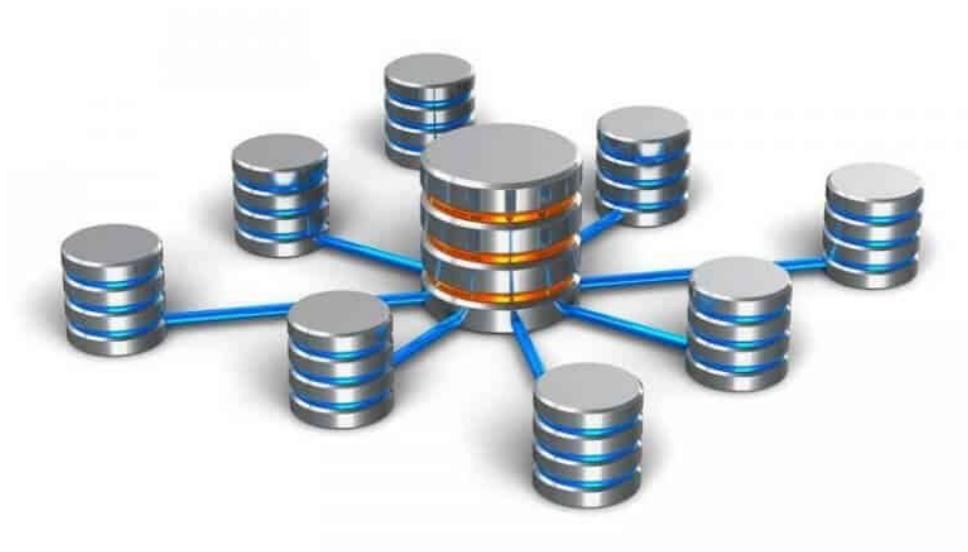
1. Company that has a table in a database with more than 10 million rows of online transactions.
2. The marketing team asks you to analyze the data and find categories of customers with a low buying rate, so that they can target their marketing campaigns at the right people
3. Instead of working with more than 10 million rows at each step of your analysis, you can save a lot of code running time by sampling several hundred rows

Sampling in Data Science



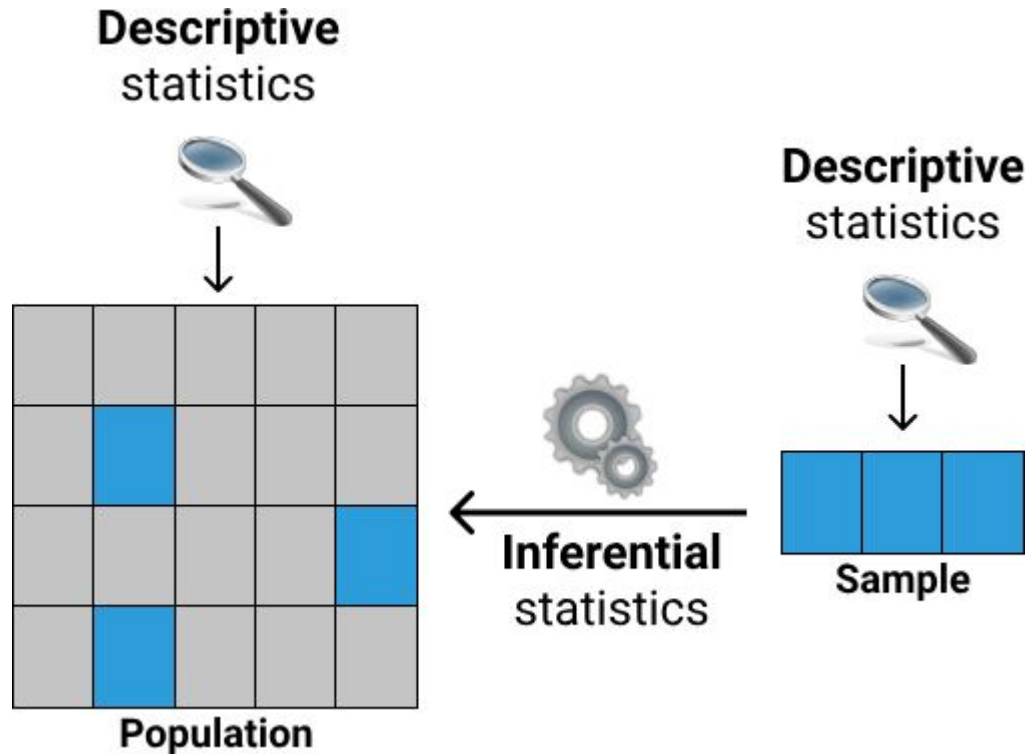
1. It could be that you need to collect data from an API that either has usage limit, or is not free.
2. In this case, you are more or less forced to sample. Knowing how and what to sample can be of great use.

Sampling in Data Science



1. Another common use case of sampling is when the data is scattered across different locations (different websites, different databases, different companies, etc.).
2. As we've discussed in the previous screen, cluster sampling would be a great choice in such a scenario.

Descriptive & Inferential Statistics



Next Steps

