

Cam_Resatar's Interaction with ChatISA on May 17, 2024

ChatISA's Purpose

The purpose behind ChatISA is to make AI access more inclusive for FSB and Miami University students, with costs covered by an industry sponsor. This chatbot aims to empower students to leverage AI creatively and responsibly. This document includes an export of my conversation with ChatISA for the coursework related to ISA365. (a) gpt-4o was used to generate the responses.

ChatISA's PDF Output Style and Layout

The purpose of the PDF is to provide a clear and well-organized record of the interaction between the student and ChatISA. The student's prompts are highlighted in light red boxes, while ChatISA's responses are formatted with a light gray background for code snippets and a white background for text. This formatting is intended to improve readability and provide a clear visual distinction between the student's messages and ChatISA's responses. The PDF is designed for educational and reference purposes related to the coursework for ISA365. Starting from Page 2, the PDF includes Cam_Resatar's queries and ChatISA's responses. Additionally, the custom instructions that guide ChatISA's responses are included on the last page of the PDF in the appendix.

Token Counts and Cost Breakdown

The total number of tokens used in the chat is 393217, comprising 387333 input tokens and 5884 output tokens. The total cost for all tokens is \$2.025. Costs are distributed across the models as follows: (a) gpt-4o (Input: 387333 tokens @ \$1.9367, Output: 5884 tokens @ \$0.0883 and Total: \$2.0249).

Cam_Resatar's Interaction with ChatISA

Cam_Resatar:

Hi

ChatISA:

Hello! I'd be happy to help you prepare for your exam. Let's get started with some practice questions based on the course document you provided. Since you requested conceptual multiple-choice questions, I'll generate 4-5 questions for you. I'll present one question at a time and wait for your answer before moving on to the next question.

Here's your first question:

Question 1:

What is the purpose of using the `stringsAsFactors = TRUE` argument in the `read.csv()` function?

- A) To convert all string variables to numeric variables
- B) To ensure that string variables are read as factors
- C) To ignore string variables in the dataset
- D) To read the CSV file without any headers

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great! Let's move on to the next question.

Question 2:

What does the histogram of the Age variable suggest about its distribution?

- A) The Age variable has a bimodal distribution.
- B) The Age variable has a uniform distribution.
- C) The Age variable has a unimodal distribution.
- D) The Age variable has a multimodal distribution.

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Excellent! Here comes the next question.

Question 3:

Which of the following is NOT one of the "Big Three of Causality"?

- A) When X changed, Y also changed.
- B) X happened before Y.
- C) Nothing else besides X changed systematically.
- D) X and Y are correlated.

Please provide your answer.

Cam_Resatar:

D

ChatISA:

You're doing well! Let's proceed to the next question.

Question 4:

In the context of the boiling water experiment described in the document, what is the treatment?

- A) The amount of water used
- B) The type of pot (steel bottom or copper bottom)
- C) The time it takes for the water to boil
- D) The temperature of the water

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great job! Here is the final question.

Question 5:

In the A/B test described, what is the response variable for the Booking.com experiment?

- A) The number of users visiting the website
- B) The average spend for each user
- C) The number of bookings made
- D) The number of logos displayed

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Thank you for answering all the questions! Now, let's review your performance.

<feedback>

Overall Summary:

You did an excellent job on this set of questions. You demonstrated a strong understanding of the key concepts from the course document. Your answers were accurate and showed that you have a good grasp of the material. There are no areas of significant weakness based on your responses.

Detailed Evaluation:

1. **Question:** What is the purpose of using the `stringsAsFactors = TRUE` argument in the `read.csv()` function?

- **Your Answer:** B) To ensure that string variables are read as factors

- **Evaluation:** Correct. This argument ensures that string variables in the dataset are read as factors, which is useful for categorical data analysis.

2. **Question:** What does the histogram of the Age variable suggest about its distribution?

- **Your Answer:** C) The Age variable has a unimodal distribution.

- **Evaluation:** Correct. The histogram suggests that the Age variable has a unimodal distribution, indicating one predominant age range.

3. **Question:** Which of the following is NOT one of the "Big Three of Causality"?

- **Your Answer:** D) X and Y are correlated.

- **Evaluation:** Correct. Correlation does not imply causation, and it is not one of the "Big Three of Causality."

4. **Question:** In the context of the boiling water experiment described in the document, what is the treatment?

- **Your Answer:** B) The type of pot (steel bottom or copper bottom)

- **Evaluation:** Correct. The treatment in the boiling water experiment is the type of pot used.

5. **Question:** In the A/B test described, what is the response variable for the Booking.com experiment?

- **Your Answer:** B) The average spend for each user

- **Evaluation:** Correct. The response variable in the Booking.com experiment is the average spend for each user.

Motivating Words:

You have done a fantastic job with these questions! Keep up the great work, and continue to review and practice the material. You're well on your way to acing your exam. Stay confident and keep pushing forward!

</feedback>

<score>

Your overall exam score is: 100/100

</score>

If you have any more questions or need further assistance, feel free to ask. Good luck with your exam preparation!

Cam_Resatar:

keep going

ChatISA:

Sure, let's continue with another set of questions. Here are the next 4-5 conceptual multiple-choice questions based on the course document.

Question 6:

What is necessary to show causation in an experiment?

- A) A strong correlation between variables
- B) Random assignment of treatments
- C) A large sample size
- D) Observational data

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great! Let's move on to the next question.

Question 7:

In the context of the Miami University experiment, what was the treatment?

- A) The year of the student
- B) The amount of spend on campus dining
- C) The different offers sent to students
- D) The number of students who responded

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Excellent! Here comes the next question.

Question 8:

Why might experiments not be conducted in certain situations?

- A) Because they are too expensive
- B) Because it is impossible or unethical to run the experiment
- C) Because they require too much time
- D) Because they do not provide any useful information

Please provide your answer.

Cam_Resatar:

B

ChatISA:

You're doing well! Let's proceed to the next question.

Question 9:

In the A/B test with version A and version B, what statistical model was suggested to determine the probability that the true proportion of version A is larger than the true proportion for version B?

- A) Normal Distribution Model
- B) Poisson Distribution Model
- C) Beta-Binomial Model
- D) Exponential Distribution Model

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Great job! Here is the final question for this set.

Question 10:

In the context of the boiling water experiment, what is the response variable?

- A) The type of pot used
- B) The amount of water used
- C) The time in seconds it takes for the water to reach a rolling boil
- D) The temperature of the water

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Thank you for answering all the questions! Now, let's review your performance.

<feedback>

Overall Summary:

You have continued to demonstrate a strong understanding of the key concepts from the course document. Your answers were accurate and showed that you have a good grasp of the material. There are no areas of significant weakness based on your responses.

Detailed Evaluation:

6. **Question: What is necessary to show causation in an experiment?**

- **Your Answer:** B) Random assignment of treatments

- **Evaluation:** Correct. Random assignment of treatments is necessary to show causation, as it helps to ensure that the treatment is the only systematic difference between groups.

7. **Question: In the context of the Miami University experiment, what was the treatment?**

- **Your Answer:** C) The different offers sent to students

- **Evaluation:** Correct. The treatment in the Miami University experiment was the different offers sent to students to entice them to eat on campus.

8. **Question: Why might experiments not be conducted in certain situations?**

- **Your Answer:** B) Because it is impossible or unethical to run the experiment

- **Evaluation:** Correct. Experiments might not be conducted when it is impossible or unethical to run them, such as in cases where it would be harmful to participants.

9. **Question: In the A/B test with version A and version B, what statistical model was suggested to determine the probability that the true proportion of version A is larger than the true proportion for version B?**

- **Your Answer:** C) Beta-Binomial Model

- **Evaluation:** Correct. The Beta-Binomial Model was suggested to determine the probability that the true proportion of version A is larger than the true proportion for version B.

10. **Question:** In the context of the boiling water experiment, what is the response variable?

- **Your Answer:** C) The time in seconds it takes for the water to reach a rolling boil

- **Evaluation:** Correct. The response variable in the boiling water experiment is the time in seconds it takes for the water to reach a rolling boil.

Motivating Words:

You have done an outstanding job with these questions! Your understanding of the material is evident, and you are well-prepared for your exam. Keep up the excellent work, and continue to review and practice. You're on the right track to success!

</feedback>

<score>

Your overall exam score is: 100/100

</score>

If you have any more questions or need further assistance, feel free to ask. Good luck with your exam preparation!

Cam_Resatar:

keep going

ChatISA:

Absolutely! Let's continue with another set of conceptual multiple-choice questions based on the course document. Here are the next 4-5 questions.

Question 11:

What is the primary reason for conducting a pilot experiment?

- A) To finalize the experiment's results
- B) To estimate the standard deviation and refine the experimental design
- C) To publish preliminary findings
- D) To test the hypothesis directly

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great! Let's move on to the next question.

Question 12:

In the context of the "ttvariables.csv" dataset, what was the conclusion about the treatment effect on the response variable Y?

- A) The treatment had a significant positive effect on Y.
- B) The treatment had a significant negative effect on Y.
- C) The treatment had no effect on Y.
- D) The treatment effect on Y was inconclusive.

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Excellent! Here comes the next question.

Question 13:

What is the purpose of using the `t.test()` function in the context of the A/B test described?

- A) To visualize the data
- B) To calculate the mean and standard deviation
- C) To perform a hypothesis test comparing two groups
- D) To read in the data from a CSV file

Please provide your answer.

Cam_Resatar:

C

ChatISA:

You're doing well! Let's proceed to the next question.

Question 14:

In the Miami University experiment, which offer had the highest average spend according to the numerical summary?

- A) Bring a friend for free
- B) Take a to-go bag
- C) 50% off one meal
- D) All offers had the same average spend

Please provide your answer.

Cam_Resatar:

A

ChatISA:

Great job! Here is the final question for this set.

Question 15:

What is the purpose of the `TukeyHSD` test in the context of the Miami University experiment?

- A) To visualize the distribution of spend
- B) To perform a follow-up analysis after ANOVA to determine which specific groups differ
- C) To calculate the mean and standard deviation of spend
- D) To read in the data from a CSV file

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Thank you for answering all the questions! Now, let's review your performance.

<feedback>

Overall Summary:

You have continued to demonstrate a strong understanding of the key concepts from the course document. Your answers were accurate and showed that you have a good grasp of the material. There are no areas of significant weakness based on your responses.

Detailed Evaluation:

11. **Question: What is the primary reason for conducting a pilot experiment?**

- **Your Answer:** B) To estimate the standard deviation and refine the experimental design
- **Evaluation:** Correct. The primary reason for conducting a pilot experiment is to estimate the standard deviation and refine the experimental design.

12. **Question: In the context of the "ttvariables.csv" dataset, what was the conclusion about the treatment effect

on the response variable Y?

- Your Answer: C) The treatment had no effect on Y.

- Evaluation: Correct. The conclusion was that the treatment had no effect on the response variable Y.

13. Question: What is the purpose of using the `t.test()` function in the context of the A/B test described?

- Your Answer: C) To perform a hypothesis test comparing two groups

- Evaluation: Correct. The `t.test()` function is used to perform a hypothesis test comparing two groups.

14. Question: In the Miami University experiment, which offer had the highest average spend according to the numerical summary?

- Your Answer: A) Bring a friend for free

- Evaluation: Correct. The "Bring a friend for free" offer had the highest average spend.

15. Question: What is the purpose of the `TukeyHSD` test in the context of the Miami University experiment?

- Your Answer: B) To perform a follow-up analysis after ANOVA to determine which specific groups differ

- Evaluation: Correct. The `TukeyHSD` test is used to perform a follow-up analysis after ANOVA to determine which specific groups differ.

Motivating Words:

You have done an outstanding job with these questions! Your understanding of the material is evident, and you are well-prepared for your exam. Keep up the excellent work, and continue to review and practice. You're on the right track to success!

</feedback>

<score>

Your overall exam score is: 100/100

</score>

If you have any more questions or need further assistance, feel free to ask. Good luck with your exam preparation!

Cam_Resatar:

keep going

ChatISA:

Absolutely! Let's continue with another set of conceptual multiple-choice questions based on the course document. Here are the next 4-5 questions.

Question 16:

In the context of the boiling water experiment, what was a major criticism of the student's pilot experiment?

- A) The experiment used too much water.
- B) The experiment did not account for potential variability in factors like room temperature and stove heat level.
- C) The experiment was conducted on different days.
- D) The experiment used a digital thermometer.

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Thank you! Let's move on to the next question.

Question 17:

What is the role of the `filter` command from the `tidyverse` package in R?

- A) To read in data from a CSV file
- B) To create visualizations
- C) To subset data based on specified conditions
- D) To perform statistical tests

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Great! Here comes the next question.

Question 18:

In the context of the "ttvariables.csv" dataset, what was the purpose of changing the variables Z1 through Z10 to factors?

- A) To convert them to numeric variables
- B) To ensure they are treated as categorical variables in analyses
- C) To remove them from the dataset
- D) To visualize them

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Excellent! Let's proceed to the next question.

Question 19:

Why is it important to check the assumption that residuals are normally distributed in an ANOVA analysis?

- A) To ensure that the data is correctly read into R
- B) To validate the results of the ANOVA test
- C) To visualize the data

D) To calculate the mean and standard deviation

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great job! Here is the final question for this set.

Question 20:

In the context of the Miami University experiment, what statistical test was used to determine if there was a significant difference in spend by treatment?

- A) Chi-square test
- B) ANOVA
- C) Correlation test
- D) Linear regression

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Thank you for answering all the questions! Now, let's review your performance.

<feedback>

Overall Summary:

You have continued to demonstrate a strong understanding of the key concepts from the course document. Your answers were accurate and showed that you have a good grasp of the material. There are no areas of significant

weakness based on your responses.

Detailed Evaluation:

16. **Question:** In the context of the boiling water experiment, what was a major criticism of the student's pilot experiment?

- **Your Answer:** C) The experiment was conducted on different days.

- **Evaluation:** Incorrect. The major criticism was that the experiment did not account for potential variability in factors like room temperature and stove heat level. The correct answer is B.

17. **Question:** What is the role of the `filter` command from the `tidyverse` package in R?

- **Your Answer:** C) To subset data based on specified conditions

- **Evaluation:** Correct. The `filter` command is used to subset data based on specified conditions.

18. **Question:** In the context of the "ttvariables.csv" dataset, what was the purpose of changing the variables Z1 through Z10 to factors?

- **Your Answer:** B) To ensure they are treated as categorical variables in analyses

- **Evaluation:** Correct. Changing the variables to factors ensures they are treated as categorical variables in analyses.

19. **Question:** Why is it important to check the assumption that residuals are normally distributed in an ANOVA analysis?

- **Your Answer:** B) To validate the results of the ANOVA test

- **Evaluation:** Correct. Checking the normality of residuals is important to validate the results of the ANOVA test.

20. **Question:** In the context of the Miami University experiment, what statistical test was used to determine if there was a significant difference in spend by treatment?

- **Your Answer:** B) ANOVA

- **Evaluation:** Correct. ANOVA was used to determine if there was a significant difference in spend by

treatment.

Motivating Words:

You have done an outstanding job with these questions! Your understanding of the material is evident, and you are well-prepared for your exam. Keep up the excellent work, and continue to review and practice. You're on the right track to success!

</feedback>

<score>

Your overall exam score is: 90/100

</score>

If you have any more questions or need further assistance, feel free to ask. Good luck with your exam preparation!

Cam_Resatar:

ask general questions relating to the concepts in the document i provided. do not ask specific questions relating to the problems or experiments in the example

ChatISA:

Got it! Let's focus on more general conceptual questions related to the topics covered in your course document.

Here are the next 4-5 questions.

Question 21:

What is the primary purpose of using a histogram in data analysis?

- A) To calculate the mean and standard deviation
- B) To visualize the distribution of a single variable
- C) To compare the means of two groups
- D) To perform a hypothesis test

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great! Let's move on to the next question.

Question 22:

What is the main advantage of using random assignment in experiments?

- A) It ensures that the sample size is large enough.
- B) It eliminates the need for a control group.
- C) It helps to control for confounding variables and biases.
- D) It guarantees that the results will be statistically significant.

Please provide your answer.

Cam_Resatar:

C

ChatISA:

Excellent! Here comes the next question.

Question 23:

What is a key characteristic of a factor in a dataset?

- A) It is always a numeric variable.
- B) It is a categorical variable that can take on a limited number of distinct values.
- C) It is a continuous variable that can take on any value within a range.
- D) It is a variable that is ignored in data analysis.

Please provide your answer.

Cam_Resatar:

B

ChatISA:

You're doing well! Let's proceed to the next question.

Question 24:

Why is it important to check for constant variance (homoscedasticity) in regression analysis?

- A) To ensure that the data is normally distributed
- B) To validate the assumption that the residuals have constant variance, which is necessary for accurate hypothesis testing
- C) To visualize the data
- D) To calculate the mean and standard deviation

Please provide your answer.

Cam_Resatar:

B

ChatISA:

Great job! Here is the final question for this set.

Question 25:

What is the purpose of a confidence interval in statistical analysis?

- A) To provide a range of values within which the true population parameter is expected to fall with a certain level of confidence
- B) To calculate the mean and standard deviation

C) To visualize the distribution of a single variable

D) To perform a hypothesis test

Please provide your answer.

Cam_Resatar:

A

ChatISA:

Thank you for answering all the questions! Now, let's review your performance.

<feedback>

Overall Summary:

You have demonstrated a strong understanding of the general concepts related to the topics covered in your course document. Your answers were accurate and showed that you have a good grasp of the material. There are no areas of significant weakness based on your responses.

Detailed Evaluation:

21. **Question: What is the primary purpose of using a histogram in data analysis?**

- **Your Answer:** B) To visualize the distribution of a single variable

- **Evaluation:** Correct. The primary purpose of a histogram is to visualize the distribution of a single variable.

22. **Question: What is the main advantage of using random assignment in experiments?**

- **Your Answer:** C) It helps to control for confounding variables and biases.

- **Evaluation:** Correct. Random assignment helps to control for confounding variables and biases, ensuring that the treatment is the only systematic difference between groups.

23. **Question: What is a key characteristic of a factor in a dataset?**

- **Your Answer:** B) It is a categorical variable that can take on a limited number of distinct values.

- **Evaluation:** Correct. A factor is a categorical variable that can take on a limited number of distinct values.

24. **Question:** Why is it important to check for constant variance (homoscedasticity) in regression analysis?

- **Your Answer:** B) To validate the assumption that the residuals have constant variance, which is necessary for accurate hypothesis testing

- **Evaluation:** Correct. Checking for constant variance is important to validate the assumption that the residuals have constant variance, which is necessary for accurate hypothesis testing.

25. **Question:** What is the purpose of a confidence interval in statistical analysis?

- **Your Answer:** A) To provide a range of values within which the true population parameter is expected to fall with a certain level of confidence

- **Evaluation:** Correct. A confidence interval provides a range of values within which the true population parameter is expected to fall with a certain level of confidence.

Motivating Words:

You have done an outstanding job with these questions! Your understanding of the material is evident, and you are well-prepared for your exam. Keep up the excellent work, and continue to review and practice. You're on the right track to success!

</feedback>

<score>

Your overall exam score is: 100/100

</score>

If you have any more questions or need further assistance, feel free to ask. Good luck with your exam preparation!

Cam_Resatar:

provide me with a set of conceptual questions i can use to study on my own

ChatISA:

Sure! Here is a set of conceptual questions based on the topics covered in your course document. These questions will help you review and reinforce your understanding of the key concepts.

Conceptual Study Questions:

1. ****What is the purpose of using the ``stringsAsFactors = TRUE`` argument in the ``read.csv()`` function?****
 - A) To convert all string variables to numeric variables
 - B) To ensure that string variables are read as factors
 - C) To ignore string variables in the dataset
 - D) To read the CSV file without any headers
2. ****What does a histogram help you understand about a variable?****
 - A) The mean and standard deviation of the variable
 - B) The distribution of the variable
 - C) The correlation between two variables
 - D) The relationship between the variable and time
3. ****What are the "Big Three of Causality"?****
 - A) Correlation, Randomization, and Sample Size
 - B) Change in X leads to change in Y, X happens before Y, and nothing else besides X changes systematically
 - C) Mean, Median, and Mode
 - D) Experiment, Observation, and Simulation
4. ****Why might experiments not be conducted in certain situations?****
 - A) Because they are too expensive
 - B) Because it is impossible or unethical to run the experiment
 - C) Because they require too much time

- D) Because they do not provide any useful information

5. ****What is the primary purpose of a pilot experiment?****

- A) To finalize the experiment's results
- B) To estimate the standard deviation and refine the experimental design
- C) To publish preliminary findings
- D) To test the hypothesis directly

6. ****What is the role of the `filter` command from the `tidyverse` package in R?****

- A) To read in data from a CSV file
- B) To create visualizations
- C) To subset data based on specified conditions
- D) To perform statistical tests

7. ****Why is it important to check for constant variance (homoscedasticity) in regression analysis?****

- A) To ensure that the data is normally distributed
- B) To validate the assumption that the residuals have constant variance, which is necessary for accurate

hypothesis testing

- C) To visualize the data
- D) To calculate the mean and standard deviation

8. ****What is the purpose of a confidence interval in statistical analysis?****

- A) To provide a range of values within which the true population parameter is expected to fall with a certain

level of confidence

- B) To calculate the mean and standard deviation
- C) To visualize the distribution of a single variable
- D) To perform a hypothesis test

9. ****What is the main advantage of using random assignment in experiments?****

- A) It ensures that the sample size is large enough
- B) It eliminates the need for a control group
- C) It helps to control for confounding variables and biases
- D) It guarantees that the results will be statistically significant

10. ****What is a key characteristic of a factor in a dataset?****

- A) It is always a numeric variable
- B) It is a categorical variable that can take on a limited number of distinct values
- C) It is a continuous variable that can take on any value within a range
- D) It is a variable that is ignored in data analysis

11. ****What is the purpose of the `t.test()` function in R?****

- A) To visualize the data
- B) To calculate the mean and standard deviation
- C) To perform a hypothesis test comparing two groups
- D) To read in the data from a CSV file

12. ****Why is it important to check the assumption that residuals are normally distributed in an ANOVA analysis?****

- A) To ensure that the data is correctly read into R
- B) To validate the results of the ANOVA test
- C) To visualize the data
- D) To calculate the mean and standard deviation

13. ****What is the purpose of the `TukeyHSD` test in statistical analysis?****

- A) To visualize the distribution of spend
- B) To perform a follow-up analysis after ANOVA to determine which specific groups differ
- C) To calculate the mean and standard deviation of spend

- D) To read in the data from a CSV file

14. **What is the primary reason for conducting a pilot experiment?**

- A) To finalize the experiment's results
- B) To estimate the standard deviation and refine the experimental design
- C) To publish preliminary findings
- D) To test the hypothesis directly

15. **What is the purpose of using a boxplot in data analysis?**

- A) To calculate the mean and standard deviation
- B) To visualize the distribution and identify outliers
- C) To compare the means of two groups
- D) To perform a hypothesis test

Feel free to use these questions to study on your own. If you need any further explanations or have any questions, don't hesitate to ask. Good luck with your exam preparation!

Appendix: ChatISA's Custom Instructions and Default User Message

ChatISA: You will be acting as an AI tutor to help students prepare for an information systems and analytics exam. You will be provided with a course document that may be a textbook, lecture notes, or study guide. Your goal is to generate practice exam questions for the student based: (a) their uploaded course document, and (b) their chosen exam question style.

#Course Document:

ISA 365 Homework 1

Last compiled on May 17, 2024

1. Read in the "Houses.csv" data set. Show the `head()` . Use the option `stringsAsFactors = TRUE` in your `read.csv()` statement.

...

```
df<- read.csv("C:\\Users\\Cam\\OneDrive\\Desktop\\ISA365\\Houses.csv", stringsAsFactors = TRUE)
```

```
head(df)
```

```
## Price SqFt Age Fireplace Type
```

```
## 1 595 1605 34 Yes Colonial
```

```
## 2 588 1263 37 No Rancher
```

```
## 3 465 1864 29 Yes Colonial
```

```
## 4 552 1253 43 No Rancher
```

```
## 5 564 2726 17 No Split-Level
```

```
## 6 693 2996 15 No Split-Level
```

...

2. Make a table showing the mean and standard deviation of the Age variable.

...

```
library(tidyverse)
```

```
df_houses <- df |>
summarize(mean_age = mean(Age), sd_age = sd(Age))
df_houses
## mean_age sd_age
## 1 32.9 9.060524
...
```

3. Make a histogram of the Age variable.

```
...
hist(df$Age)
...
```

1

Histogram of df\$Age

20 ##### 30 ##### 40 ##### 50

df\$Age

4. Comment on the shape of the Age variable.

...

```
summary(df$Age)
```

Min. 1st Qu. Median Mean 3rd Qu. Max.

15.00 29.00 34.50 32.90 36.75 51.00

...

The shape of the Age variable suggests a unimodal distribution, meaning there's one predominant age range (30-35) for houses in the dataset. From this summary, we can see that the youngest house is 15 years old and the oldest house is 51 years old. This means the age variable ranges from 15 to 51, showing a spread of

36 years. This graph could be slightly skewed, but the skewness would be negligible if so.

5. What is necessary to show causation?

Causation requires strong evidence that one event directly leads to another. For example, this is expressed through the Big Three of Causality:

...

1. When X changed, Y also changed. If X changes and Y doesn't change, then we cannot assert that X caus

2. X happened before Y. If X happens after Y, then X cannot cause Y.

3. Nothing else besides X changed systematically.

...

You cannot prove causality without an experiment.

2

6. Go to Miami University main landing page <https://miamioh.edu/>. Write down two or more tests you would like to make, for example I would like to see the slogan "Miami made. Forever prepared." changed out with a different one (you can't use this example).

A few tests I would like to make are the following:

...

1. Instead of having the hamburger button in the upper left hand corner that hides additional tabs/navig

2. I would like to see the tabs at the top of the screen (apply, visit, request info, etc.) made larger

3. Rather than having the video play button in the bottom right corner of the main picture, I would like

...

7. Give two situations where experiments can't be conducted.

1. They can't be conducted when it is impossible to run an experiment. For example, it's unethical

to design an experiment where a group of people are asked to smoke to directly observe the impact

of smoking on lung cancer. Instead, observational studies should be used.

2. They can't be conducted when the population is too small. For example, conducting experiments on critically endangered species such as black rhinos, where the population size is extremely small, could potentially harm their very existence and is not viable. Again, observational studies should be used here instead.

8. Read the pdf "study 1.pdf". Is study 1 observational or experimental?

Observational

9. What is/are the responses measured in study 1?

Leakage, how easy it is to clean, temperature retention, other design features (comfort, durability)

10. What are the factors or treatments?

The factors or treatments (what we are changing) in this study are the different Stanley Tumbler dupes.

1. An A/B test results in 18 successes in 223 trials for version A and 26 successes in 287 trials for version

B. What is the probability that the true proportion of version A is larger than the true proportion for

version B. i.e. $P(p_a > p_b)$? Hint: Use the Beta-Binomial Model.

...

```
set.seed(100) # setting seed so the probability does not change each time code chunk is run
```

```
iter=100000
```

```
a=18+1
```

```
b=(223-18)+1
```

```
a1=26+1
```

```
b1=(287-26)+1
```

```
count<-c()
```

```
for (i in 1:iter){
```

```
  A<-rbeta(1, a, b)
```

```

B<-rbeta(1, a1, b1)

count[i]<-ifelse(A>B, 1, 0)

...

3

-----

...

}

pdiff<-sum(count)/(iter-1)

pdiff

## [1] 0.3578636

...

```

Booking.com ran a test in July of 2019 to evaluate the addition of logos next to its booking options (see below):

The company ran the experiment for two weeks and among the various response was the average spend for each user. Describe the treatment and response for this experiment.

2. What is the treatment and what is the response for the Booking.com experiment?

The treatment in this experiment was the addition of logos next to its booking options on the website (accommodation, flights, flight and hotel), while the response was the average spend for each user. I assume the experiment was conducted by showing one group of users the booking options with logos and showing another group of users the booking options without the logos. Therefore, the response would be measured by comparing the average spend of users who were exposed to the logos with those who were not. This determines if the logos had any statistically significant effect on spending behavior.

3. Read in the data from "booking.csv". What is the average spend and standard deviation of spend for each version? I find it best to use the `stringsAsFactors=TRUE` argument in my `read.csv()` statement

here.

...

```
df<- read.csv("C:\\Users\\Cam\\OneDrive\\Desktop\\ISA365\\booking.csv", stringsAsFactors = TRUE)
```

```
head(df)
```

```
## visit_id user_spend variant
```

```
## 1 51763 0 A
```

```
## 2 52436 0 A
```

```
## 3 50203 0 A
```

```
## 4 56289 0 A
```

```
## 5 14265 0 A
```

```
## 6 16182 0 A
```

```
library(tidyverse)
```

```
df |> group_by(variant) |> summarize("average spend"=mean(user_spend), "std spend"=sd(user_spend),"count
```

```
## # A tibble: 2 x 4
```

```
## variant 'average spend' 'std spend' count
```

```
## <fct> <dbl> <dbl> <int>
```

```
## 1 A 10.3 66.8 4889
```

```
## 2 B 13.2 72.6 5630
```

...

4. Visualize the data by each variant. Use any graph you feel shows the distribution of spend the best.

Comment on your findings.

4

...

```
boxplot(df$user_spend~df$variant)
```

```
...
```

```
#### A #### B
```

```
#### df$variant
```

Based on this boxplot, it appears that the average spend amounts for both Variant A and Variant B are somewhat similar, with Variant B potentially having a slightly higher average spend. However, the boxplot alone makes it challenging to precisely determine the extent of this difference, so, while it does provide a visual representation of the spread of spend for each variant, additional analysis such as calculating summary statistics or conducting hypothesis tests would be needed to confidently quantify and interpret the difference in average spend between them.

5. Find a 95% confidence interval for the difference in average spend for each variant.

```
...
```

```
t.test(df$user_spend~df$variant, var.equal = FALSE)
```

```
##
```

```
## Welch Two Sample t-test
```

```
##
```

```
## data: df$user_spend by df$variant
```

```
## t = -2.1428, df = 10482, p-value = 0.03215
```

```
## alternative hypothesis: true difference in means between group A and group B is not equal to 0
```

```
## 95 percent confidence interval:
```

```
## -5.5778297 -0.2482742
```

```
## sample estimates:
```

```
## mean in group A mean in group B
```

```
## 10.31172 13.22478
```

...

5

6. Give a sentence explaining that interval so that anyone can understand what the test results are showing.

dont say "using the confidence interval, we can conclude. . ." just

get right to the point

Using just the confidence interval, we can conclude that because 0 is not in the confidence interval, there is a difference between the average spend of version A and B. The test showed that the addition of logos next to the booking options significantly increased average spend per customer by about \$2.91 per customer over booking options without logos (95% CI =(\$0.25, \$5.58)).

7. For the version with the highest spend, what spend can booking.com expect to see if they implemented the best version from above? Use a 95% confidence interval? Hint: first use the `filter` command from `tidyverse` to make a data frame containing only the values from variant A. Then use `t.test` to perform a single sample test.

...

```
library(tidyverse)
```

```
variant_b <- df |>
```

```
filter(variant == "B")
```

```
t.test(variant_b$user_spend, var.equal = FALSE)
```

```
##
```

```
## One Sample t-test
```

```
##
```

```
## data: variant_b$user_spend
```

```
## t = 13.67, df = 5629, p-value < 2.2e-16
```

```
## alternative hypothesis: true mean is not equal to 0
```

```
## 95 percent confidence interval:
```

```
## 11.32825 15.12130
```

```
## sample estimates:
```

```
## mean of x
```

```
## 13.22478
```

```
...
```

The following problems you answered in the Homework 3 mechanics:

You manage a website where 10% of the visitors get to the checkout page with items in the cart, but only half of these actually complete the purchase. You want to test a new button that, you hope, will increase the percentage of actual purchases. The new button is "A" and the current button is "B". To keep the math simple, you'd like to see a 10% lift (improvement) at the usual power (0.80) and significance (0.05) levels. You want half the visitors who get to the checkout page assigned to group "A" and the other half assigned to group "B". Here's the question: Do you assign visitors to "A" or "B" when they first get your website or when they actually get to the checkout page?

If you assign treatment when visitors first get to the website, then the difference you want to detect is a change from 5.0% to 5.5%. How many visitors need to come to the website so that this test can be conducted?

Follow on to 1: If you assign treatment when visitors finally get to the checkout page, then the difference you want to detect is a change from 50.0% to 55.0%. How many visitors need to come to the website so that this test can be conducted?

1. Which option would you prefer? Why?

6

- I would prefer the second option, which is assigning treatment when visitors finally get to the checkout page, because it directly assesses the impact of the button change. Considering our goal is to "increase the percentage of actual purchases," I believe option two presents the critical point of decision-making in the purchase process, where users are at the last step in deciding whether to continue/complete their purchase. Also, even the end of the prompt specifies assigning visitors to group A and B once they reach the checkout page, which supports this reasoning.

As part of a class assignment in an experimental design course, a student wants to test two different pots to determine which one boils water faster, steel bottom or copper bottom. In order to do a sample size calculation, he needs an estimate of the standard deviation. To do so, he took one of the pots and boiled water in it six times. The times to a rolling boil were 133, 148, 137, 142, 145 and 150 seconds. What sample size should he use to detect a difference of 15 seconds? By the way, if you want to create a vector of times use this: `times<-c(133, 148, 137, 142, 145, 150)` The following questions refer to this experiment.

2. What sample size should he use to detect a difference of 5 seconds? Use power=0.8 and $\alpha=0.05$.

- He should use a sample size of 28 to detect a difference of 5 seconds.

- Also, to answer the other question in the prompt, he should use a sample size of 5 to detect a difference of 15 seconds.

...

```
times<-c(133, 148, 137, 142, 145, 150)
```

```
sd_time<-sd(times)
```

```
# sample size to detect difference of 5 seconds
```

```
power.t.test(n=NULL, delta=5, sd=sd_time, sig.level = 0.05, power=0.8)
```

```
##
```

```
## Two-sample t test power calculation
```

```
##
```

```
## n = 27.80558

## delta = 5

## sd = 6.534524

## sig.level = 0.05

## power = 0.8

## alternative = two.sided

##

## NOTE: n is number in *each* group

# sample size to detect difference of 15 seconds

power.t.test(n=NULL, delta=15, sd=sd_time, sig.level = 0.05, power=0.8)

##

## Two-sample t test power calculation

##

## n = 4.195191

## delta = 15

## sd = 6.534524

## sig.level = 0.05

## power = 0.8

## alternative = two.sided

##

## NOTE: n is number in *each* group

```

7

```

3. What is the treatment this experiment?

- The treatment in this experiment is the type of pot (steel bottom or copper bottom).

4. Refer to 4: What is the response in this experiment?

- The response in this experiment is the time in seconds it takes for the water to reach a rolling boil.

5. Refer to 4: This describes the student's pilot experiment to help determine standard deviation. Criticize this pilot experiment.

There are a number of issues with the student's pilot experiment to determine standard deviation. They are:

- Selection Bias - No where in the experiment did it say that the pot was randomly selected, which means there could be bias. For example, if the pot is newer or cleaner than the other pots, the results might not be representative.

- Small Sample Size - Conducting the experiment only six times provides a very small sample size, as it may not capture the natural variability in boiling times.

- Single Pot Type - Only one type of pot (steel or copper bottom) was used, so the estimate of the standard deviation only reflects the variability of boiling times for that specific type of pot and not the entire "population". To generalize the findings, it would be necessary to test both types of pots.

This is the big one

- Other Issues - The experiment does not account for potential variability in things like room temperature, starting water temperature, pot placement on the stove, and stove heat level.

6. Design a boiling water experiment. Describe the procedure for experimentation from start to finish.

How much water will be used? Where will you get the water? How will "boiling" be determined? How will the temperature be measured? How will the time be measured? Should these all be done on the same burner? Back to Back? On different days? why would this matter? You can use bullets or steps if this helps.

From start to finish, my boiling water experiment would be structured as follows:

- The treatment and response will be the same as the student's experiment described above, where the treatment is the type of pot (steel bottom or copper bottom) and the response is the time in seconds it takes the water to boil.

- How much water will be used?

A standardized amount of water will be used for consistency, so 1 liter.

- Where will you get the water?

Distilled water from Kroger will be used to eliminate any impurities that might affect the boiling point.

- How will "boiling" be determined?

8

-----

Boiling will be determined by the water temperature reaching 212°F and further confirmed by the bubbles rising to the surface of the pot (indicating a phase change).

- How will the temperature be measured?

A digital thermometer with a probe will be used to measure the temperature of the water. While it is submerged, I will ensure that it is not touching the bottom of the pot.

- How will the time be measured?

A digital timer will be used to measure the time it takes for the water to reach the boiling point. It will be started when the heat is applied to the water and stopped when boiling is achieved.

- Should these all be done on the same burner? Back to Back? On different days? why would this matter?

All experiments will be conducted on the same burner to maintain consistency in heating, and they will be performed back to back on the same day to minimize variations due to external factors like room temperature and any air pressure changes. However, there will be a brief cool-down period between trials to allow the pot



and thermometer to return to room temperature. The cool-down period is especially important for trials that involve pots of the same type in back to back runs, as randomization will be used to assign the order of treatments (pot types), so there is a possibility a steel bottom pot will be used a few consecutive times. Also, to avoid the threat to internal validity (instrumentation in this case), the same thermometer and person will be used to take the measurements.

## Dont do it on back to back days

7. For the boiling water experiment, assume you will replicate, repeat the treatment, 5 times (boil water in each pot 5 different times). Design a randomized order for this experiment where your treatments are "steel" and "copper".

...

```
if(require(dplyr)==FALSE) install.packages('dplyr')

if(require(tibble)==FALSE) install.packages('tibble')

treatments_df <- tibble::tibble(

 Treatment = rep(c("steel", "copper"), each = 5)

)

set.seed(13)

random_df <- treatments_df |>

dplyr::sample_n(size = nrow(treatments_df), replace = FALSE) |>

dplyr::mutate(Trial = row_number())

print(random_df)

A tibble: 10 x 2

Treatment Trial

<chr> <int>

1 copper 1
```

...

9

-----

...

## 2 steel 2

## 3 copper 3

## 4 steel 4

## 5 steel 5

## 6 copper 6

## 7 copper 7

## 8 steel 8

## 9 copper 9

## 10 steel 10

...

The file "ttvariables.csv" contains 1000 observations on each of 23 variables. Y is a response variable corresponding to an experiment on X where 0 denotes control and 1 denotes treatment which was randomly assigned. The rest of the "Z" variables are covariates. Use this file to answer the following questions.

1. Read in the data and find the mean and standard deviation for Y at each value of X.

...

```
df = readr::read_csv("ttvariables.csv")
```

```
library(tidyverse)
```

```
mean_sd <- df |>
```

```
group_by(X) |>
```

```
summarize(Mean_Y = mean(Y), SD_Y = sd(Y))
```

```
mean_sd
```

```
A tibble: 2 x 3
```

```
X Mean_Y SD_Y
```

```
<dbl> <dbl> <dbl>
```

```
1 0 10.1 4.22
```

```
2 1 9.83 4.05
```

```
...
```

2. The treatment had no effect. Perform a test to verify this.

```
...
```

```
t.test(df$Y~df$X)
```

```
##
```

```
Welch Two Sample t-test
```

```
##
```

```
data: df$Y by df$X
```

```
t = 0.94903, df = 996.34, p-value = 0.3428
```

```
alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
95 percent confidence interval:
```

```
-0.2653141 0.7622821
```

```
sample estimates:
```

```
mean in group 0 mean in group 1
```

```
10.077652 9.829168
```

```
...
```

3. The variables Z1 through Z10 are binary covariates. Change them so they are correctly coded in r.

```
10
```

-----

...

```
library(dplyr)
```

```
df <- df |>
```

```
dplyr::mutate(
```

```
 Z1 = factor(Z1),
```

```
 Z2 = factor(Z2),
```

```
 Z3 = factor(Z3),
```

```
 Z4 = factor(Z4),
```

```
 Z5 = factor(Z5),
```

```
 Z6 = factor(Z6),
```

```
 Z7 = factor(Z7),
```

```
 Z8 = factor(Z8),
```

```
 Z9 = factor(Z9),
```

```
 Z10 = factor(Z10)
```

```
)
```

...

4. Test to see if subgrouping by covariate Z1 shows a different conclusion about the treatment and response

from above? Test for both the "1" group and one for the "0" group.

...

```
library(tidyverse)
```

```
sub_a<-df |> filter(Z1==1)
```

```
t.test (sub_a$Y~sub_a$X)
```

```
##
```

```
Welch Two Sample t-test
```

```
##
```

```
data: sub_a$Y by sub_a$X
```

```
t = -1.8498, df = 43.506, p-value = 0.07114
```

```
alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
95 percent confidence interval:
```

```
-4.6890354 0.2015816
```

```
sample estimates:
```

```
mean in group 0 mean in group 1
```

```
8.981304 11.225031
```

```
sub_b<-df |> filter(Z1==0)
```

```
t.test (sub_b$Y~sub_b$X)
```

```
##
```

```
Welch Two Sample t-test
```

```
##
```

```
data: sub_b$Y by sub_b$X
```

```
t = 1.4806, df = 942.63, p-value = 0.139
```

```
alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
95 percent confidence interval:
```

```
-0.1291371 0.9227199
```

```
sample estimates:
```

```
mean in group 0 mean in group 1
```

```
10.130516 9.733724
```

```
...
```

11

-----

\*There is no difference in the means of the response variable Y between the control and treatment groups when  $Z1==1$  (95% CI:-4.6890354, 0.2015816).

There is no difference in the means of the response variable Y between the control and treatment groups when  $Z1==0$  (95% CI:-0.1291371 0.9227199).

5. Test to see if subgrouping by covariate Z2 has shows a different conclusion about the treatment and response from above? Test for both the "1" group and one for the "0" group.

...

```
library(tidyverse)
```

```
sub_c<-df |> filter(Z2==1)
```

```
t.test (sub_c$Y~sub_c$X)
```

##

## Welch Two Sample t-test

##

## data: sub\_c\$Y by sub\_c\$X

## t = -1.1995, df = 110.94, p-value = 0.2329

## alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0

## 95 percent confidence interval:

## -2.2722362 0.5586687

## sample estimates:

## mean in group 0 mean in group 1

## 9.641426 10.498210

```
sub_d<-df |> filter(Z2==0)
```

```
t.test (sub_d$Y~sub_d$X)
```

```
##
```

```
Welch Two Sample t-test
```

```
##
```

```
data: sub_d$Y by sub_d$X
```

```
t = 1.4099, df = 881.48, p-value = 0.1589
```

```
alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
95 percent confidence interval:
```

```
-0.1552627 0.9472730
```

```
sample estimates:
```

```
mean in group 0 mean in group 1
```

```
10.130469 9.734463
```

```
...
```

\*There is no difference in the means of the response variable Y between the control and treatment groups when  $Z2==1$  (95% CI:-2.2722362, 0.5586687).

There is no difference in the means of the response variable Y between the control and treatment groups when  $Z2==0$  (95% CI:-0.1552627, 0.9472730).

11. Which subgroups show an effect?

\*The following two subgroups showed an effect: sub\_g (where it was filtered only to include when  $Z4==1$ ) and sub\_n (where it was filtered only to include when  $Z7==0$ ).

12

```

```

12. which tests that you did above are causal? Why or why not?

\*Each of the tests above are causal because the treatments were randomly assigned in each test.

13. The variables Z11-Z20 are continuous. Let's break down Z11 into three groups,  $0 \leq Z11 < 0.2$ ,  $0.2 \leq Z11 < 0.8$  and  $Z11 \geq 0.8$ . Then we will use those groups and perform a t-test for each group. There is code below.

Explain what the first three lines of code are doing. Then write your conclusion about the subgroups.

```

```
A<-(df$Z11< 0.2)
```

```
B<- (df$Z11 > 0.2) & (df$Z11 <.8)
```

```
C<- (df$Z11 > 0.8)
```

```
t.test(df$Y[A]~df$X[A])
```

```
##
```

```
## Welch Two Sample t-test
```

```
##
```

```
## data: df$Y[A] by df$X[A]
```

```
## t = 0.91659, df = 201.42, p-value = 0.3605
```

```
## alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
## 95 percent confidence interval:
```

```
## -0.6437895 1.7622136
```

```
## sample estimates:
```

```
## mean in group 0 mean in group 1
```

```
## 10.480920 9.921708
```

```
t.test(df$Y[B]~df$X[B])
```

```
##
```

```
## Welch Two Sample t-test
```

```
##
```

```
## data: df$Y[B] by df$X[B]
```



```
## t = 0.17948, df = 573.7, p-value = 0.8576
```

```
## alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
## 95 percent confidence interval:
```

```
## -0.6060929 0.7280046
```

```
## sample estimates:
```

```
## mean in group 0 mean in group 1
```

```
## 10.06314 10.00219
```

```
t.test(df$Y[C]~df$X[C])
```

```
##
```

```
## Welch Two Sample t-test
```

```
##
```

```
## data: df$Y[C] by df$X[C]
```

```
## t = 1.2344, df = 178.05, p-value = 0.2187
```

```
## alternative hypothesis: true difference in means between group 0 and group 1 is not equal to 0
```

```
## 95 percent confidence interval:
```

```
## -0.4162889 1.8071430
```

```
## sample estimates:
```

```
## mean in group 0 mean in group 1
```

```
## 9.748981 9.053554
```

```
...
```

```
13
```

```
-----
```

*A: (df\$Z11< 0.2): This line creates a logical vector A where each element is TRUE only if the corresponding value of Z11 is less than 0.2.

B: This line creates a logical vector B where each element is TRUE only if the corresponding value of Z11 is greater than 0.2 and less than 0.8.

C: This line creates a logical vector C where each element is TRUE only if the corresponding value of Z11 is greater than 0.8.

The tests reveal that there is no difference in the means of the response variable Y between the control and treatment groups within each of the three subgroups defined by Z11 (95% CI:-0.6437895, 1.7622136; -0.6060929 0.7280046; -0.4162889 1.8071430).

14. Your boss, who is an MU grad, calls you into his office. He has checked the source of the referrals to the landing page. He shows you the following:

"So version A does better on each source, but does worse overall? What is the meaning of this? Should we implement version A or version B?". How do you answer your boss?

*This is an example of Simpson's paradox, where the results of an analysis of aggregated data are the reverse of subgroup results. This happens when the subgroups are different sizes and lurking variables related to both the treatment and response exist. Knowing this, I would lean towards recommending version B. Implementing version B allows for a more holistic approach that considers the overall performance across all sources, potentially avoiding the pitfalls of Simpson's Paradox and providing a more reliable indication of performance.

...

```
df=readr::read_csv("snacks.csv")
```

```
df$City=as.factor(df$City)
```

```
df$Campaign=as.factor(df$Campaign)
```

```
df$Description=as.factor(df$Description)
```

...

A company wishes to test the market for a new snack. The factor of interest is the advertising campaign.

This is taking place in Europe so the product description on the package is in four different languages. Four types of campaigns are considered, and four different descriptions are considered. The various test campaigns were conducted in four cities, 1, 2, 3, and 4. Sales in thousands of dollars were recorded. See page 187 in your text for a description of the factor levels. The data is contained in the "snacks.csv" file. Note, the most common use of an LSD is with two blocking factors, but this does not necessarily have to be the case.

1. What are the factor(s)?

- The advertising campaign and product description

2. What are the blocking factor(s)?

- The city

3. Visualize the results of this design. Hint: look at the Designing Tests for Small Samples Notes

...

```
library(tidyverse)
```

```
ggplot(df, aes(x=City, y=Sales, group=Campaign))+geom_text(aes(label=Campaign))+theme_bw()
```

...

14

Col1	Col2	Col3	Col4	Col5
---	---	---	---	---
V	I	I VI	V I	V

1 2 3 4

City

4. Run the analysis to check and see if the advertisements had any effect on the sales. Make sure the degrees of freedom are correct! You do not have to do the follow up analysis here.

...

```
mod=aov(Sales~Campaign+City+Description, data=df)
```

```
summary(mod)
```

```
## Df Sum Sq Mean Sq F value Pr(>F)
```

```
## Campaign 3 282.19 94.06 2.579 0.149
```

```
## City 3 80.19 26.73 0.733 0.569
```

```
## Description 3 108.69 36.23 0.993 0.457
```

```
## Residuals 6 218.88 36.48
```

...

- The type of advertising campaign does not have an effect on sales (p value = 0.149).

- The degrees of freedom in this analysis are correct, as city needed to be coded as a factor.

5. Check the assumption that the residuals are normally distributed. Make the plot and comment on it.

...

```
qqnorm(mod$residuals)
```

```
qqline(mod$residuals)
```

...

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|Normal QQ Plot|Col2|Col3|Col4|Col5|

|---|---|---|---|---|

|||||

|||||

|||||

|||||

|||||

|||||

|||||

|||||

|||||

2 #### 1 #### 0 #### 1 #### 2

Theoretical Quantiles

- Considering the few samples in the dataset, this plot shows the points relatively following the diagonal line, which means the residuals are normally distributed. Therefore, the assumption that the probability distribution of epsilon is normally distributed is supported.

6. Check to see if the residuals have a constant variance. You only have to look at the treatment factor.

Make the plot and comment on it.

...

df\$residuals=mod\$residuals

boxplot(residuals~Campaign, data=df)

...

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I #### II #### III #### IV

Campaign

- The spread of the residuals is relatively consistent across each level of the advertising campaign, with

no obvious patterns or trends. Therefore, the assumption of constant variance is met.

7. Assuming that the data is listed in the order in which is collected, plot the residuals vs. time to see if there is a trend. Make the plot and comment on it.

```
```
```

```
plot(df$residuals)
```

```
```
```

```
17
```

```
-----
```

```
#### 5 #### 10 #### 15
```

```
#### Index
```

```
```
```

```
df <- df |>
```

```
dplyr::mutate(Time = 1:nrow(df))
```

```
df <- df |>
```

```
dplyr::mutate(Residuals = residuals(mod))
```

```
plot(df$Time, df$Residuals, xlab = "Time", ylab = "Residuals", main = "Residuals vs. Time")
```

```
abline(h = 0, col = "red") # Add a horizontal line at y=0 for reference
```

```
```
```

```
18
```

```
-----
```

```
## Residuals vs. Time
```

```
#### 5 #### 10 #### 15
```

```
#### Time
```

- The residuals appear to be randomly scattered around the horizontal line at $y=0$ without any systematic

pattern, which suggests that there is no time-related trend affecting the residuals.

8. If appropriate run a follow up TukeyHSD test on the treatment. If not appropriate state why.

- Considering the results of the ANOVA test ran above, where we found that the type of advertising campaign does not have an effect on sales (p value = 0.149), a follow up TukeyHSD test is not appropriate. Doing so could lead to misinterpretations or incorrect conclusions.

Miami is running an experiment attempting to entice more students to eat on campus. They sent out mailers with a different offer to students. One offer was "bring a friend for free" another was "take a to-go bag" and lastly "50% off one meal". They measured the spend on campus dining for each offer. They know that different years (First Year, Second Year, Third Year, Fourth Year+) on-campus eating habits are different, but they would like to make a conclusion about the offer that appeals to all students, regardless of their year in school. The data is contained in the file "miami.csv".

9. Visualize the results of the experiment. Make sure you get the order correct on a graph.

...

```
df1=readr::read_csv("miami.csv")
```

```
library(dplyr)
```

```
library(tidyr)
```

```
df1_long <- df1 |>
```

...

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...

```
pivot_longer(
```

```
cols = c(Friend, Togo, PerctOff),
```

```
names_to = "Offer",
```

```

values_to = "Spend"

)

df1_long$Year=as.factor(df1_long$Year)

df1_long$Offer=as.factor(df1_long$Offer)

...

## use box plots instead, refer to her solution in GAP Analysis

...

library(tidyverse)

df1_long$Year=factor(df1_long$Year, levels=c("First Year", "Second Year", "Third Year", "Fourth Year+"))

ggplot(df1_long, aes(x = Offer, y = Spend, fill = Offer)) +

geom_bar(stat = "identity", position = "dodge") +

facet_grid(~Year) +

labs(title = "Spending on Campus Dining by Offer Type and Student Year",

x = "Offer Type",

y = "Spend") +

theme_minimal()

...

### Spending on Campus Dining by Offer Type and Student Year

First Year Second Year Third Year Fourth Year+

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15

##### Offer

Friend

10

```


PerctOff

Togo

5

0

Friend PerctOffTogo Friend PerctOffTogo Friend PerctOffTogo Friend PerctOffTogo

Offer Type

10. Provide a numerical summary of the data that shows the spend by treatment.

20

...

library(tidyverse)

df1_long |> group_by(Offer) |> summarize("average spend"=mean(Spend), "std spend"=sd(Spend),"count"= n

A tibble: 3 x 4

Offer 'average spend' 'std spend' count

<fct> <dbl> <dbl> <int>

1 Friend 6.50 4.38 800

2 PerctOff 3.01 4.12 800

3 Togo 3.82 5.76 800

mod<-aov(Spend~Offer+Year, data=df1_long)

summary(mod)

Df Sum Sq Mean Sq F value Pr(>F)

Offer 2 5344 2672 148.3 <2e-16 ***

Year 3 12295 4098 227.5 <2e-16 ***

Residuals 2394 43132 18

```
## ---

## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

TukeyHSD(mod)

## Tukey multiple comparisons of means

## 95% family-wise confidence level

##

## Fit: aov(formula = Spend ~ Offer + Year, data = df1_long)

##

## $Offer

## diff lwr upr p adj

## PerctOff-Friend -3.4933041 -3.9910181 -2.995590 0.0000000

## Togo-Friend -2.6780529 -3.1757668 -2.180339 0.0000000

## Togo-PerctOff 0.8152513 0.3175373 1.312965 0.0003691

##

## $Year

## diff lwr upr p adj

## Second Year-First Year 0.192972 -0.437043 0.8229869 0.8601945

## Third Year-First Year -2.647135 -3.277150 -2.0171197 0.0000000

## Fourth Year+-First Year -5.357358 -5.987373 -4.7273435 0.0000000

## Third Year-Second Year -2.840107 -3.470122 -2.2100917 0.0000000

## Fourth Year+-Second Year -5.550330 -6.180345 -4.9203155 0.0000000

## Fourth Year+-Third Year -2.710224 -3.340239 -2.0802088 0.0000000

...
```

11. Kroger is testing out different produce layouts in it's 5 pre-designated testing stores. These stores are

chosen based on the the demographics of their customers. They will test produce layout configurations

1-5 during 5 months of testing. Produce an appropriate design for this scenario and show it below.

Make sure the treatments are in a random order.

```

```
library(agricolae)
```

```
tmts<-c("Layout 1", "Layout 2", "Layout 3", "Layout 4", "Layout 5")
```

```

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```

```
outdesign<-design.lsd(tmts, seed=45, randomization = TRUE) #creates design and lists a bunch of proper
```

```
lsd<-outdesign$book #outdesign$book is the actual design matrix from our "outdesign" object
```

```
levels(lsd$row)<-c("Month 1", "Month 2", "Month 3", "Month 4", "Month 5") #relabel the rows
```

```
levels(lsd$col)<-c("Store 1", "Store 2", "Store 3", "Store 4", "Store 5") #relabel the columns
```

```
lsd #notice everything is coded correctly
```

```
plots row col tmts
```

```
1 101 Month 1 Store 1 Layout 3
```

```
2 102 Month 1 Store 2 Layout 4
```

```
3 103 Month 1 Store 3 Layout 2
```

```
4 104 Month 1 Store 4 Layout 5
```

```
5 105 Month 1 Store 5 Layout 1
```

```
6 201 Month 2 Store 1 Layout 1
```

```
7 202 Month 2 Store 2 Layout 2
```

```
8 203 Month 2 Store 3 Layout 5
```

## 9 204 Month 2 Store 4 Layout 3

## 10 205 Month 2 Store 5 Layout 4

## 11 301 Month 3 Store 1 Layout 4

## 12 302 Month 3 Store 2 Layout 5

## 13 303 Month 3 Store 3 Layout 3

## 14 304 Month 3 Store 4 Layout 1

## 15 305 Month 3 Store 5 Layout 2

## 16 401 Month 4 Store 1 Layout 2

## 17 402 Month 4 Store 2 Layout 3

## 18 403 Month 4 Store 3 Layout 1

## 19 404 Month 4 Store 4 Layout 4

## 20 405 Month 4 Store 5 Layout 5

## 21 501 Month 5 Store 1 Layout 5

## 22 502 Month 5 Store 2 Layout 1

## 23 503 Month 5 Store 3 Layout 4

## 24 504 Month 5 Store 4 Layout 2

## 25 505 Month 5 Store 5 Layout 3

## Let's simulate a response and analyze the design.

```
lsd$y <- rnorm(nrow(lsd), mean = 25, sd = 5)
```

```
Analyze the design
```

```
mod <- aov(y ~ row + col + tmts, data = lsd)
```

```
summary(mod)
```

```
Df Sum Sq Mean Sq F value Pr(>F)
```

```
row 4 51.07 12.77 0.730 0.589
```

## col 4 51.67 12.92 0.738 0.584

## tmts 4 136.22 34.06 1.947 0.167

## Residuals 12 209.91 17.49

...

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-----

#Exam Question Style:

Conceptual Multiple Choice

Generate exam questions using the following criteria:

- If the student requested short-answer questions, generate 10 questions that cover a range of topics from the documents.
- For all other question types, generate 4-5 questions.
- Show one question at a time and wait for the student to provide an answer before moving on to the next question.

Once you receive the student's answer, acknowledge it and present the next question. Continue this process until the student has answered all of the questions you generated.

After the student has completed all the questions, provide them with the following:

1. In a <feedback> block, write a detailed evaluation of their performance on each question. Structure your feedback as follows:
  - Begin with an overall summary paragraph highlighting areas of strength and areas for improvement.
  - Then, go through each of their answers, first restating the question, then assessing the correctness and completeness of their answer. Provide guidance on how they could improve their answer if applicable.
  - End with some motivating words of encouragement.

2. After the <feedback> block, provide their overall exam score in a <score> block. Calculate the score as

follows:

- Divide 100 points evenly across all questions (e.g. if there were 10 questions, each one is worth 10 points).
- Award points for each question based on the correctness and completeness of the student's answer.
- Sum up the points and provide a final score out of 100.

Some key things to remember:

- Be patient and encouraging in your tone. The goal is to help the student learn and feel more prepared for their exam.
- Provide detailed and constructive feedback, pointing out both strengths and weaknesses in their answers.
- Generate questions that test a range of concepts and skills from the course documents.
- Do not show the student the questions in advance; they should be seeing them for the first time when you present them in a one-question-at-a-time format.

Cam\_Resatar: Hello, please help me prepare for my exam.