

# Randall\_Plyler\_CH3-4 EOC

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Sales of Riding Mowers: Scatter Plots. A company that manufactures riding mowers wants to identify the best sales prospects for an intensive sales campaign. In particular, the manufacturer is interested in classifying households as prospective owners or nonowners on the basis of Income (in \$1000s) and Lot Size (in 1000 ft<sup>2</sup>).

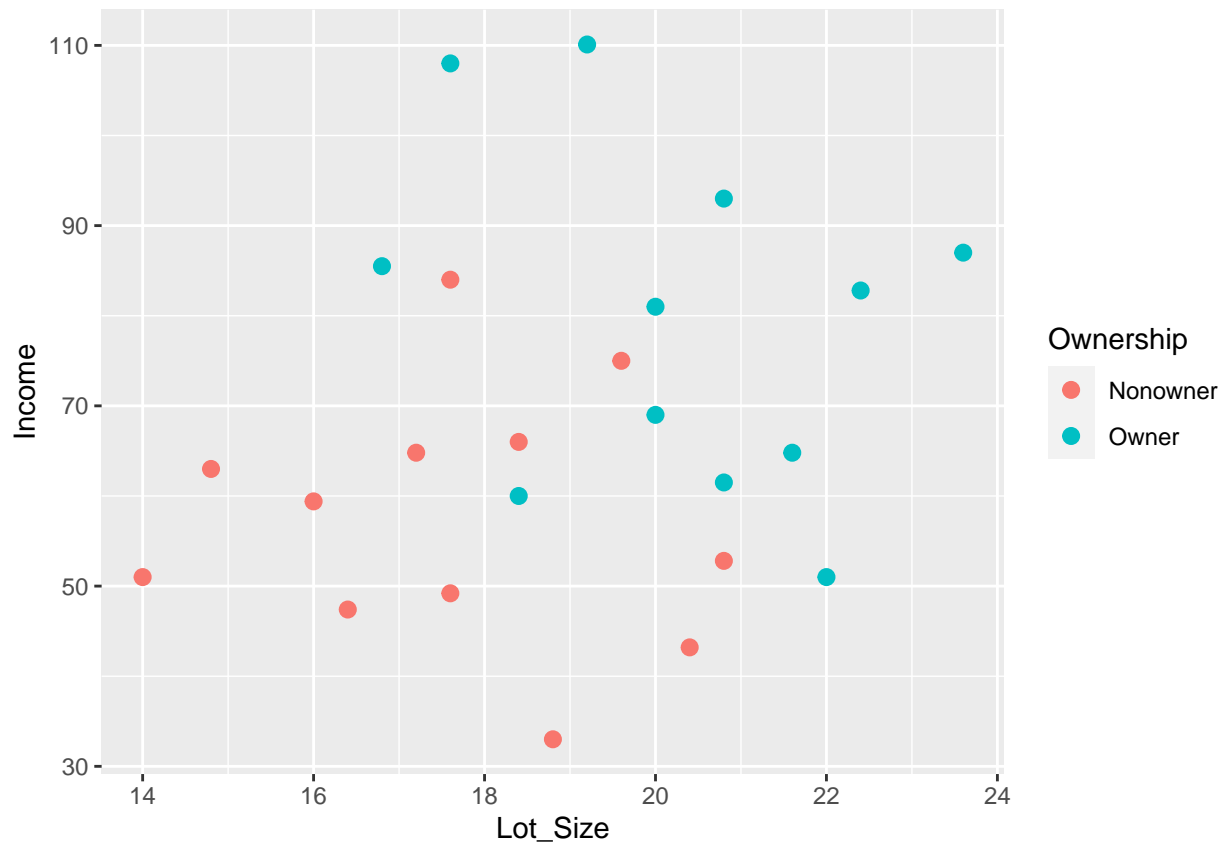
The marketing expert looked at a random sample of 24 households, given in the file RidingMowers.csv. a. Using R, create a scatter plot of Lot Size vs. Income, color-coded by the outcome variable owner/nonowner. Make sure to obtain a well-formatted plot (create legible labels and a legend, etc.).

```
library(ggplot2)
```

```
df <- read.csv("C:/Users/randa/Dropbox/Masters/Winter/TBANLT 560 Data Mining/Files/DMBA-R-datasets/DMBA-  
show(df)
```

##	Income	Lot_Size	Ownership
## 1	60.0	18.4	Owner
## 2	85.5	16.8	Owner
## 3	64.8	21.6	Owner
## 4	61.5	20.8	Owner
## 5	87.0	23.6	Owner
## 6	110.1	19.2	Owner
## 7	108.0	17.6	Owner
## 8	82.8	22.4	Owner
## 9	69.0	20.0	Owner
## 10	93.0	20.8	Owner
## 11	51.0	22.0	Owner
## 12	81.0	20.0	Owner
## 13	75.0	19.6	Nonowner
## 14	52.8	20.8	Nonowner
## 15	64.8	17.2	Nonowner
## 16	43.2	20.4	Nonowner
## 17	84.0	17.6	Nonowner
## 18	49.2	17.6	Nonowner
## 19	59.4	16.0	Nonowner
## 20	66.0	18.4	Nonowner
## 21	47.4	16.4	Nonowner
## 22	33.0	18.8	Nonowner
## 23	51.0	14.0	Nonowner
## 24	63.0	14.8	Nonowner

```
ggplot(df, aes(x=Lot_Size, y=Income, colour=Ownership)) + geom_point(shape=19, size=2.5)
```



3 Laptop Sales at a London Computer Chain: Bar Charts and Boxplots. The file LaptopSalesJanuary2008.csv contains data for all sales of laptops at a computer chain in London in January 2008. This is a subset of the full dataset that includes data for the entire year.

- Create a bar chart, showing the average retail price by store. Which store has the highest average? Which has the lowest?
- To better compare retail prices across stores, create side-by-side boxplots of retail price by store. Now compare the prices in the two stores from (a). Does there seem to be a difference between their price distributions?

```
library(dplyr)
```

```
##
## Attaching package: 'dplyr'

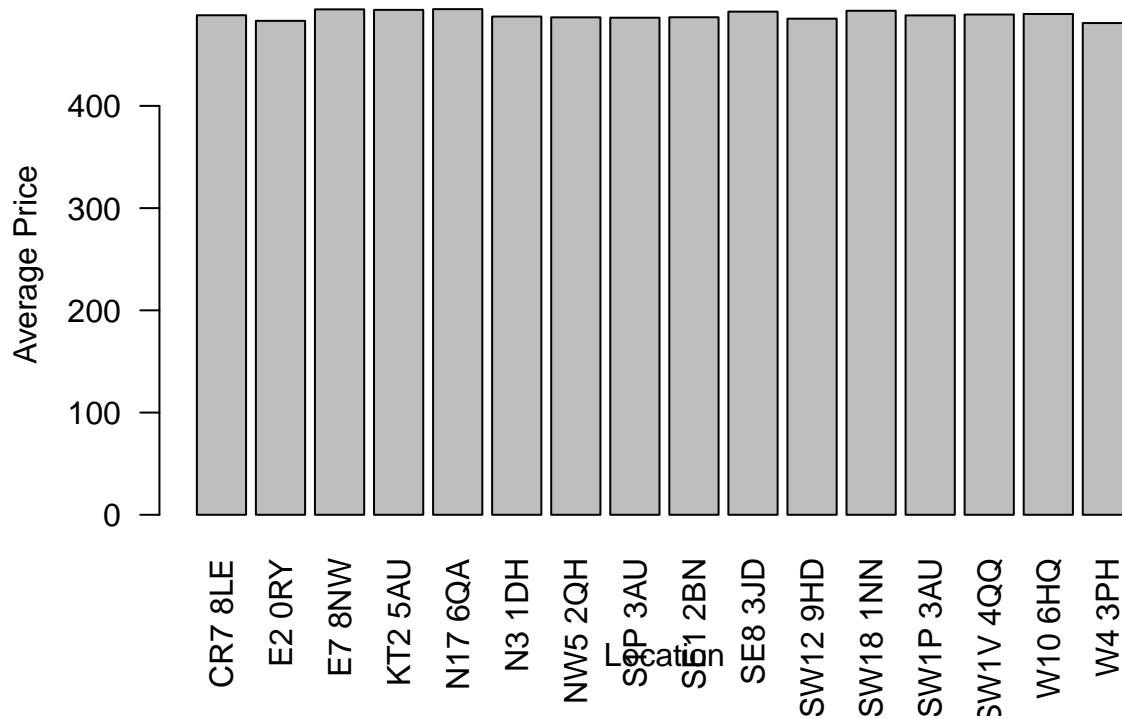
## The following objects are masked from 'package:stats':
##
##   filter, lag

## The following objects are masked from 'package:base':
##
##   intersect, setdiff, setequal, union
```

```
library(ggplot2)

london_data <- read.csv("C:/Users/randa/Dropbox/Masters/Winter/TBANLT 560 Data Mining/Files/DMBA-R-data/
london_data2 <- london_data
#Store.Postcode
#Retail.Price

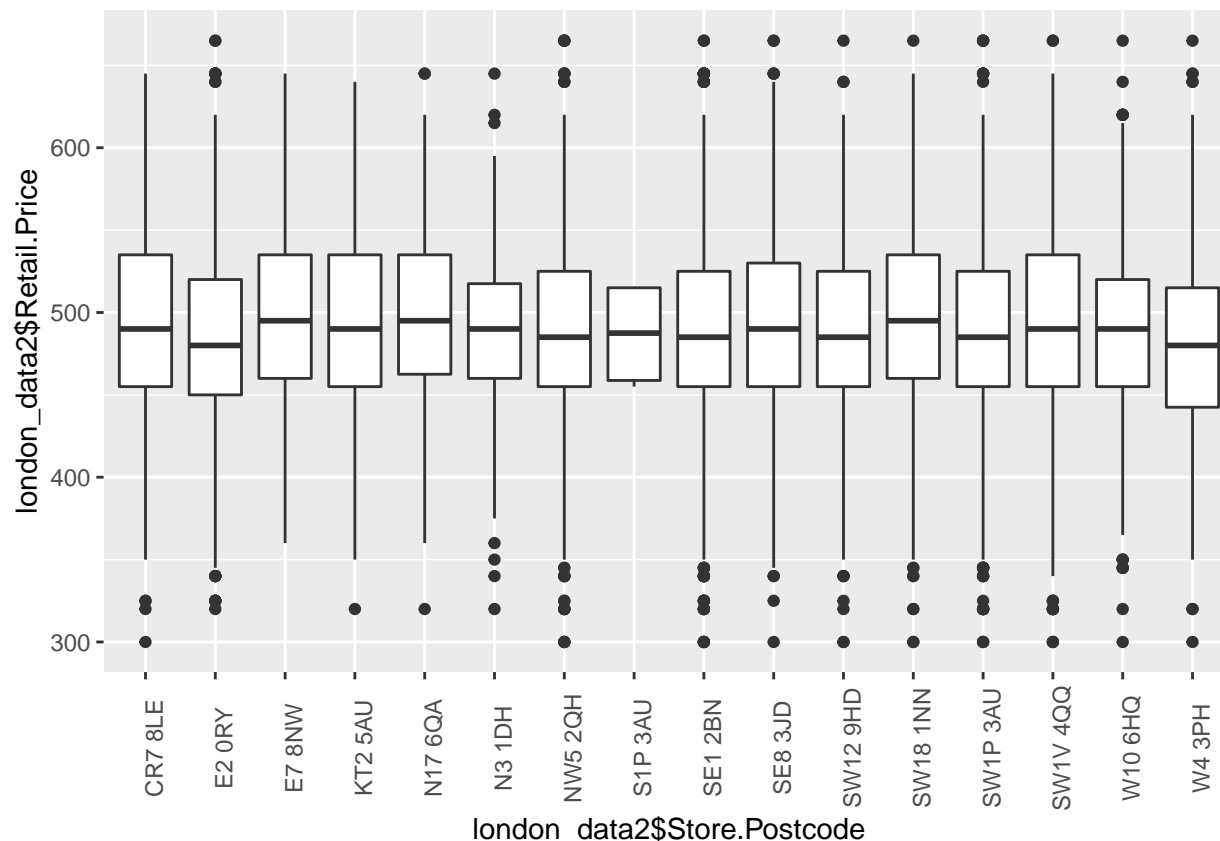
#london_data <- select(london_data_original, c('Store.Postcode', 'Retail.Price'))
london_data <- aggregate(london_data$Retail.Price, by = list(london_data$Store.Postcode), FUN = mean)
barplot(london_data$x, names.arg = london_data$Group.1, xlab = "Location", ylab = "Average Price", las=2)
```



```
ggplot(london_data2)+ geom_boxplot(aes(london_data2$Store.Postcode,london_data2$Retail.Price))+theme(axis
```

```
## Warning: Use of 'london_data2$Store.Postcode' is discouraged. Use
## 'Store.Postcode' instead.
```

```
## Warning: Use of 'london_data2$Retail.Price' is discouraged. Use 'Retail.Price'
## instead.
```



Breakfast Cereals. Use the data for the breakfast cereals example in Section 4.8 to explore and summarize the data as follows: a. Which variables are quantitative/numerical? Which are ordinal? Which are nominal? b. Compute the mean, median, min, max, and standard deviation for each of the quantitative variables. This can be done through R's `sapply()` function (e.g., `sapply(data, mean, na.rm = TRUE)`). c. Use R to plot a histogram for each of the quantitative variables. Based on the histograms and summary statistics, answer the following questions: i. Which variables have the largest variability? ii. Which variables seem skewed? iii. Are there any values that seem extreme? d. Use R to plot a side-by-side boxplot comparing the calories in hot vs. cold cereals. What does this plot show us? e. Use R to plot a side-by-side boxplot of consumer rating as a function of the shelf height. If we were to predict consumer rating from shelf height, does it appear that we need to keep all three categories of shelf height? f. Compute the correlation table for the quantitative variable (function `cor()`). In addition, generate a matrix plot for these variables (function `plot(data)`). i. Which pair of variables is most strongly correlated? ii. How can we reduce the number of variables based on these correlations? iii. How would the correlations change if we normalized the data first? g. Consider the first PC of the analysis of the 13 numerical variables in Table 4.11. Describe briefly what this PC represents.

```
cerealData <- read.csv("C:/Users/randa/Dropbox/Masters/Winter/TBANLT 560 Data Mining/Files/DMBA-R-datas
summary(cerealData) #calculate the summary statistics of the variables
```

```
##      name          mfr          type          calories
## Length:77      Length:77      Length:77      Min.   : 50.0
## Class :character Class :character Class :character 1st Qu.:100.0
## Mode  :character Mode  :character Mode  :character Median :110.0
```

```

##                                     Mean   :106.9
##                                     3rd Qu.:110.0
##                                     Max.    :160.0
##
##      protein      fat      sodium      fiber
##  Min.    :1.000  Min.    :0.000  Min.    :  0.0  Min.    : 0.000
## 1st Qu.:2.000  1st Qu.:0.000  1st Qu.:130.0  1st Qu.: 1.000
## Median :3.000  Median :1.000  Median :180.0  Median : 2.000
## Mean    :2.545  Mean    :1.013  Mean    :159.7  Mean    : 2.152
## 3rd Qu.:3.000  3rd Qu.:2.000  3rd Qu.:210.0  3rd Qu.: 3.000
## Max.    :6.000  Max.    :5.000  Max.    :320.0  Max.    :14.000
##
##      carbo      sugars      potass      vitamins
##  Min.    : 5.0  Min.    : 0.000  Min.    : 15.00  Min.    :  0.00
## 1st Qu.:12.0  1st Qu.: 3.000  1st Qu.: 42.50  1st Qu.: 25.00
## Median :14.5  Median : 7.000  Median : 90.00  Median : 25.00
## Mean    :14.8  Mean    : 7.026  Mean    : 98.67  Mean    : 28.25
## 3rd Qu.:17.0  3rd Qu.:11.000  3rd Qu.:120.00  3rd Qu.: 25.00
## Max.    :23.0  Max.    :15.000  Max.    :330.00  Max.    :100.00
## NA's    :1    NA's    :1    NA's    :2
##      shelf      weight      cups      rating
##  Min.    :1.000  Min.    :0.50  Min.    :0.250  Min.    :18.04
## 1st Qu.:1.000  1st Qu.:1.00  1st Qu.:0.670  1st Qu.:33.17
## Median :2.000  Median :1.00  Median :0.750  Median :40.40
## Mean    :2.208  Mean    :1.03  Mean    :0.821  Mean    :42.67
## 3rd Qu.:3.000  3rd Qu.:1.00  3rd Qu.:1.000  3rd Qu.:50.83
## Max.    :3.000  Max.    :1.50  Max.    :1.500  Max.    :93.70
##

```

```

#name ->nominal
#mfr ->nominal
#type ->nominal
#calories ->numerical
#protein ->numerical
#fat ->numerical
#sodium ->numerical
#fiber ->numerical
#carbo ->numerical
#sugars ->numerical
#potass ->numerical
#vitamins ->numerical
#shelf ->ordinal
#weight ->numerical
#cups ->numerical
#rating ->ordinal

#This text is from the book and what I used to classify the variables
#Categorical variables can be either coded as numerical (1, 2, 3) or text

#(payments current, payments not current, bankrupt). Categorical variables can
#be unordered (called nominal variables) with categories such as North America,
#Europe, and Asia; or they can be ordered (called ordinal variables) with categories
#such as high value, low value, and nil value.

```

```
standDev <- sapply(cerealData, sd)
```

```
## Warning in var(if (is.vector(x) || is.factor(x)) x else as.double(x), na.rm =  
## na.rm): NAs introduced by coercion
```

```
## Warning in var(if (is.vector(x) || is.factor(x)) x else as.double(x), na.rm =  
## na.rm): NAs introduced by coercion
```

```
## Warning in var(if (is.vector(x) || is.factor(x)) x else as.double(x), na.rm =  
## na.rm): NAs introduced by coercion
```

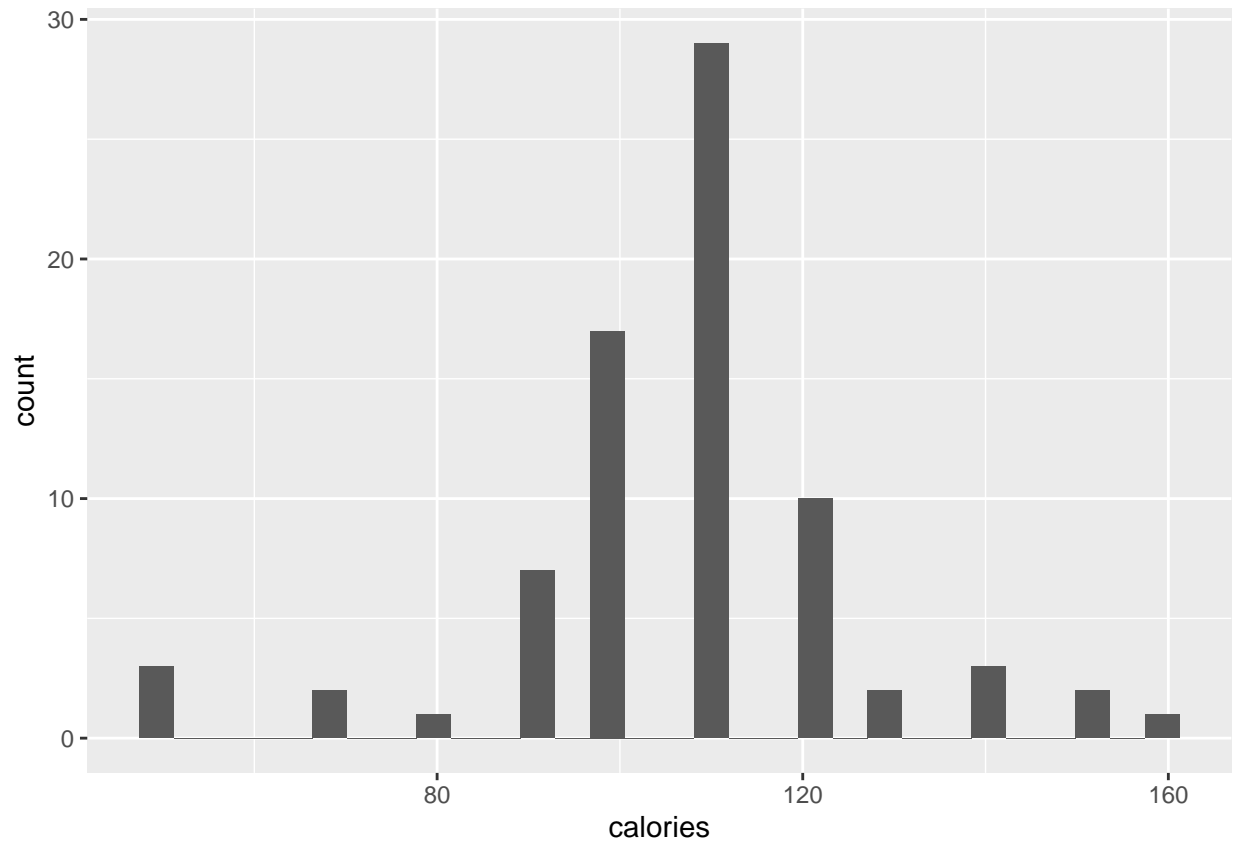
```
standDev
```

```
##      name      mfr      type  calories  protein      fat      sodium  
##      NA      NA      NA 19.4841191  1.0947897  1.0064726 83.8322952  
##      fiber     carbo     sugars    potass   vitamins    shelf    weight  
## 2.3833640      NA      NA      NA 22.3425225  0.8325241  0.1504768  
##      cups      rating  
## 0.2327161 14.0472887
```

*#This shows all of the standard deviation's of all the attributes that have them.*

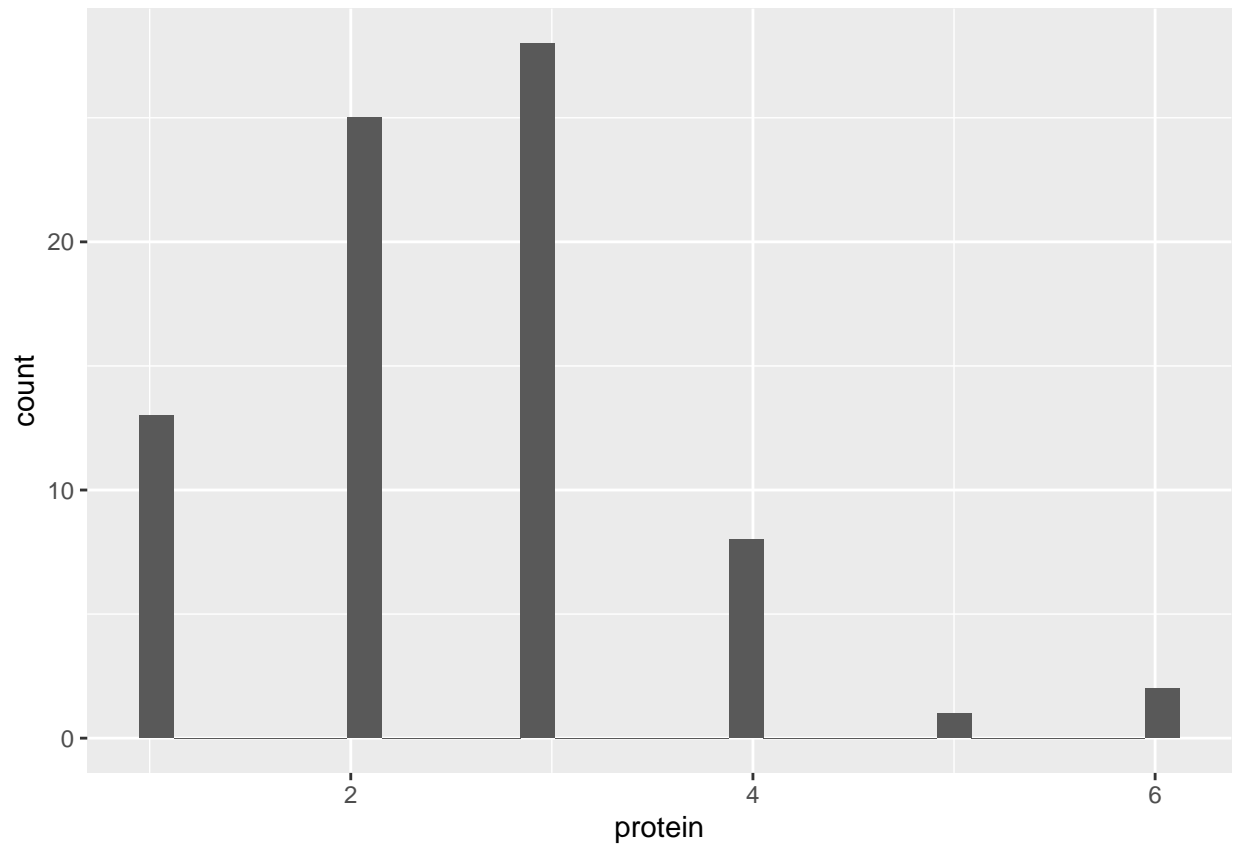
```
library(ggplot2)  
#name ->nominal  
#mfr ->nominal  
#type ->nominal  
#calories ->numerical  
#protein ->numerical  
#fat ->numerical  
#sodium ->numerical  
#fiber ->numerical  
#carbo ->numerical  
#sugars ->numerical  
#potass ->numerical  
#vitamins ->numerical  
#shelf ->ordinal  
#weight ->numerical  
#cups ->numerical  
#rating ->ordinal  
ggplot(cerealData, aes(x=calories)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=protein)) + geom_histogram()
```

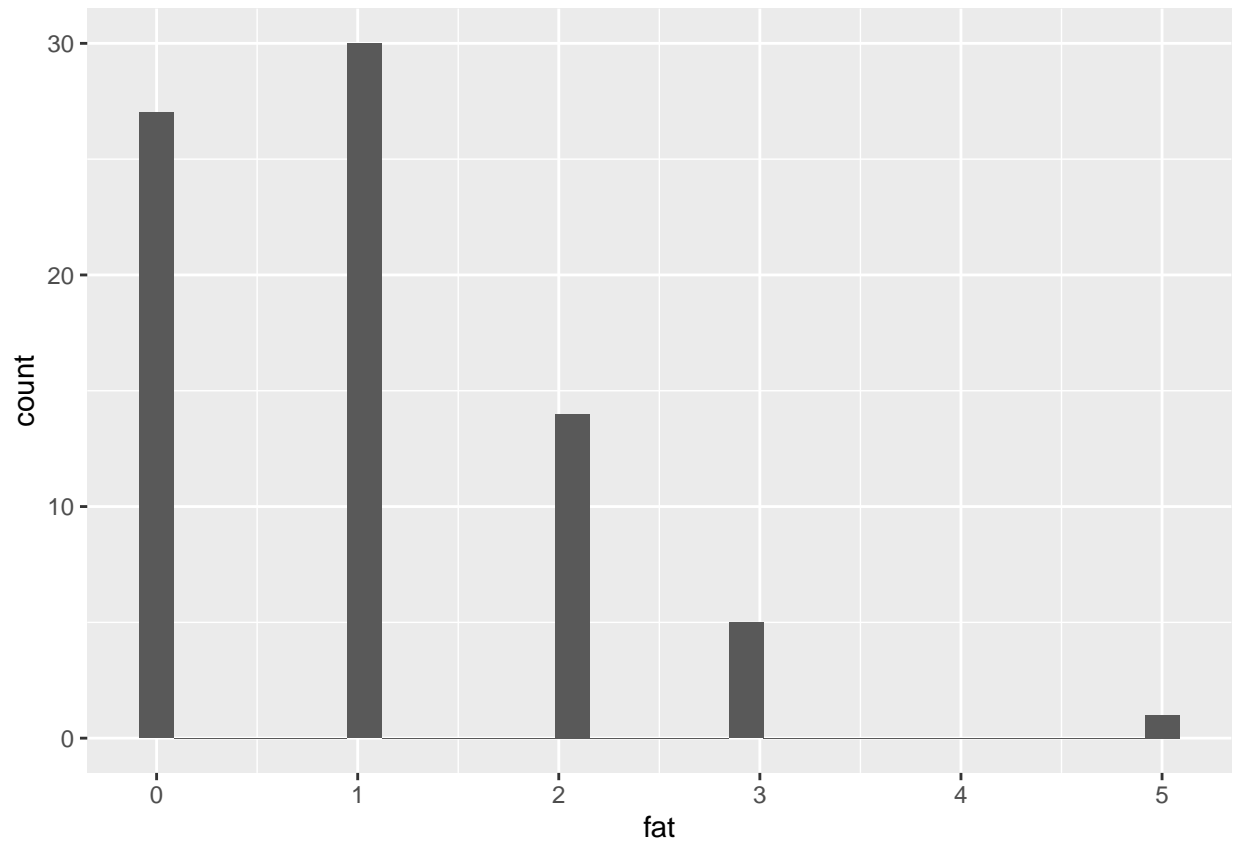
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=fat)) + geom_histogram()
```

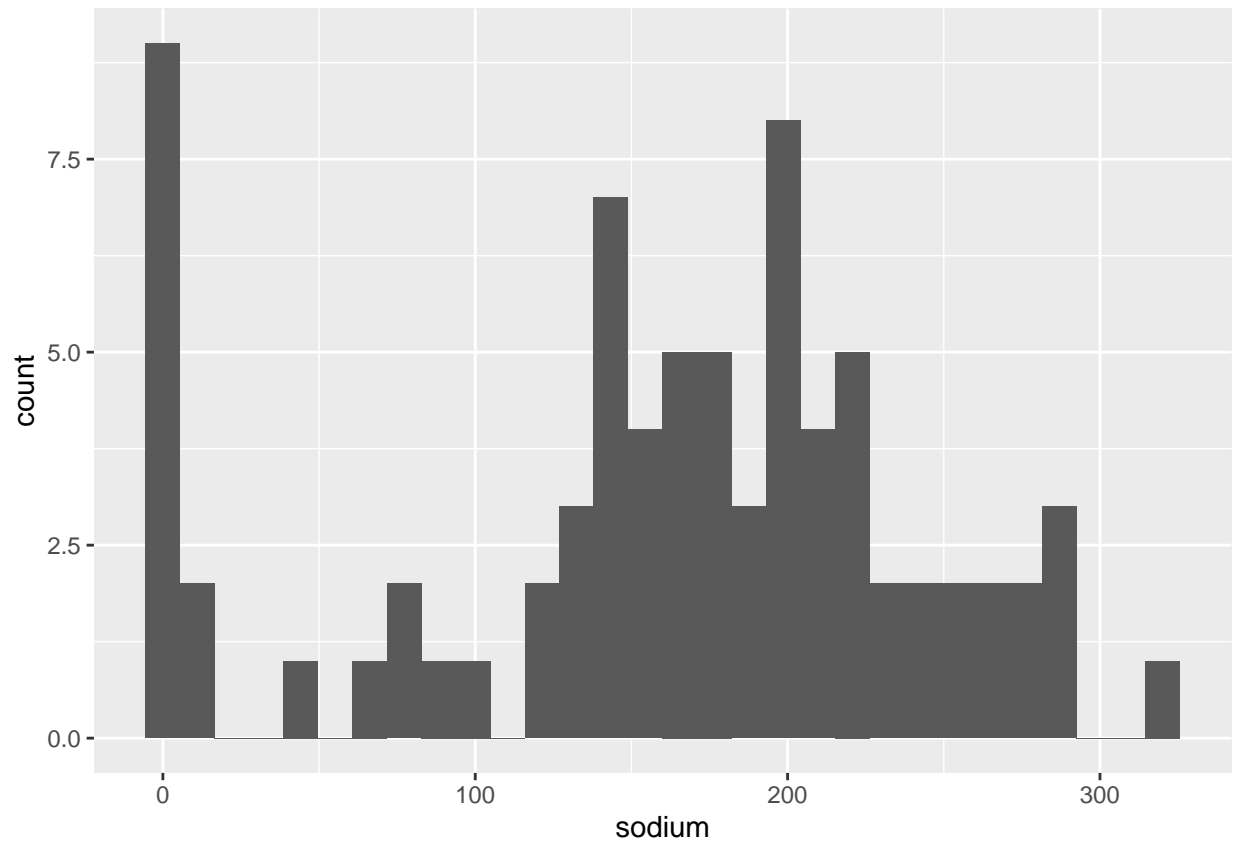
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```





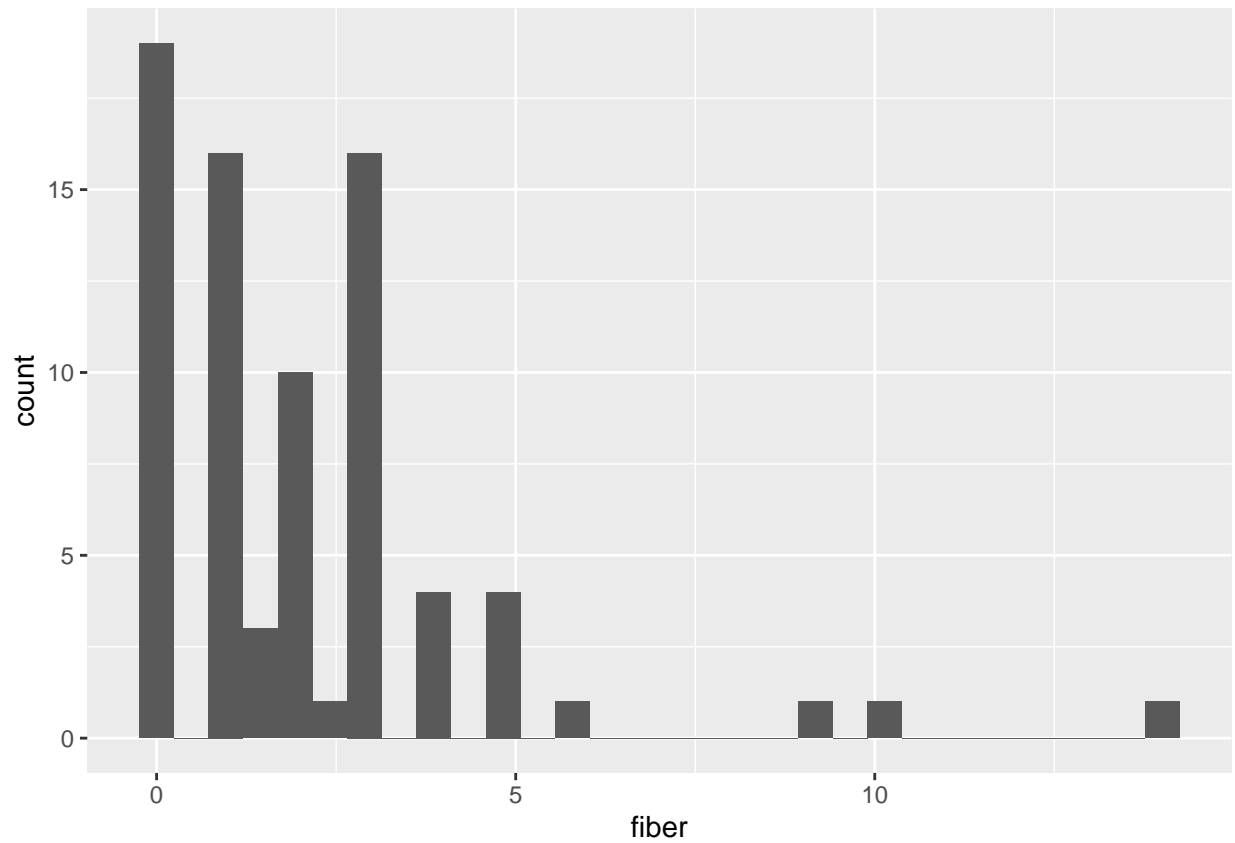
```
ggplot(cerealData, aes(x=sodium)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=fiber)) + geom_histogram()
```

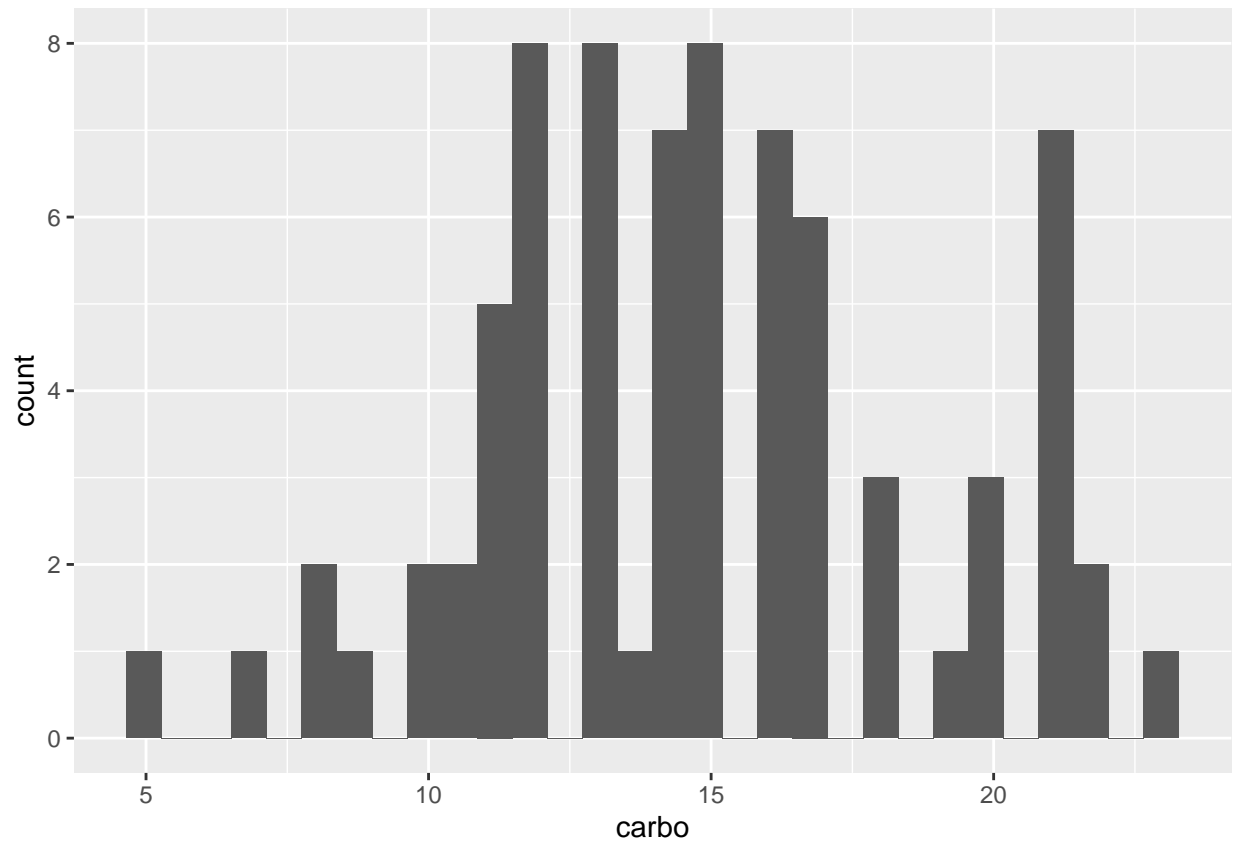
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=carbo)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```

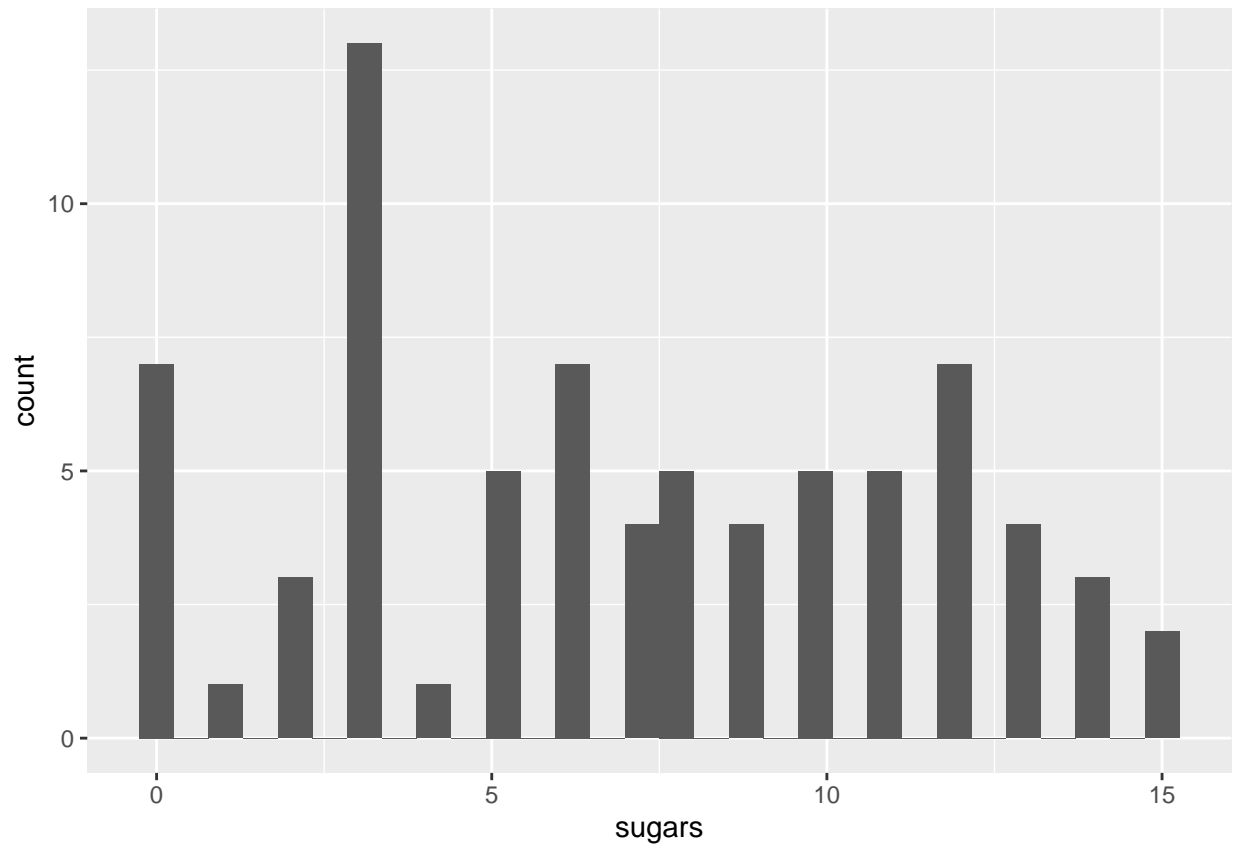
```
## Warning: Removed 1 rows containing non-finite values (stat_bin).
```



```
ggplot(cerealData, aes(x=sugars)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```

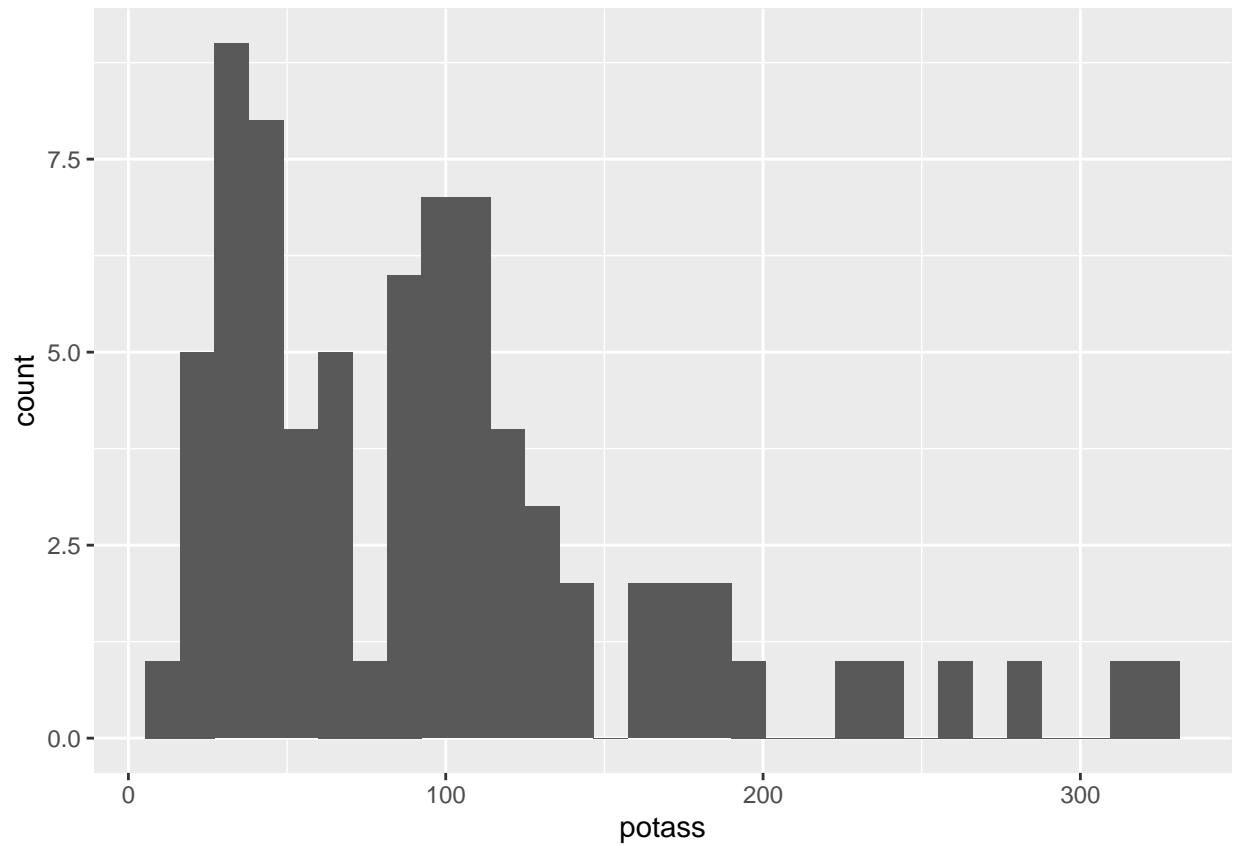
```
## Warning: Removed 1 rows containing non-finite values (stat_bin).
```



```
ggplot(cerealData, aes(x=potass)) + geom_histogram()
```

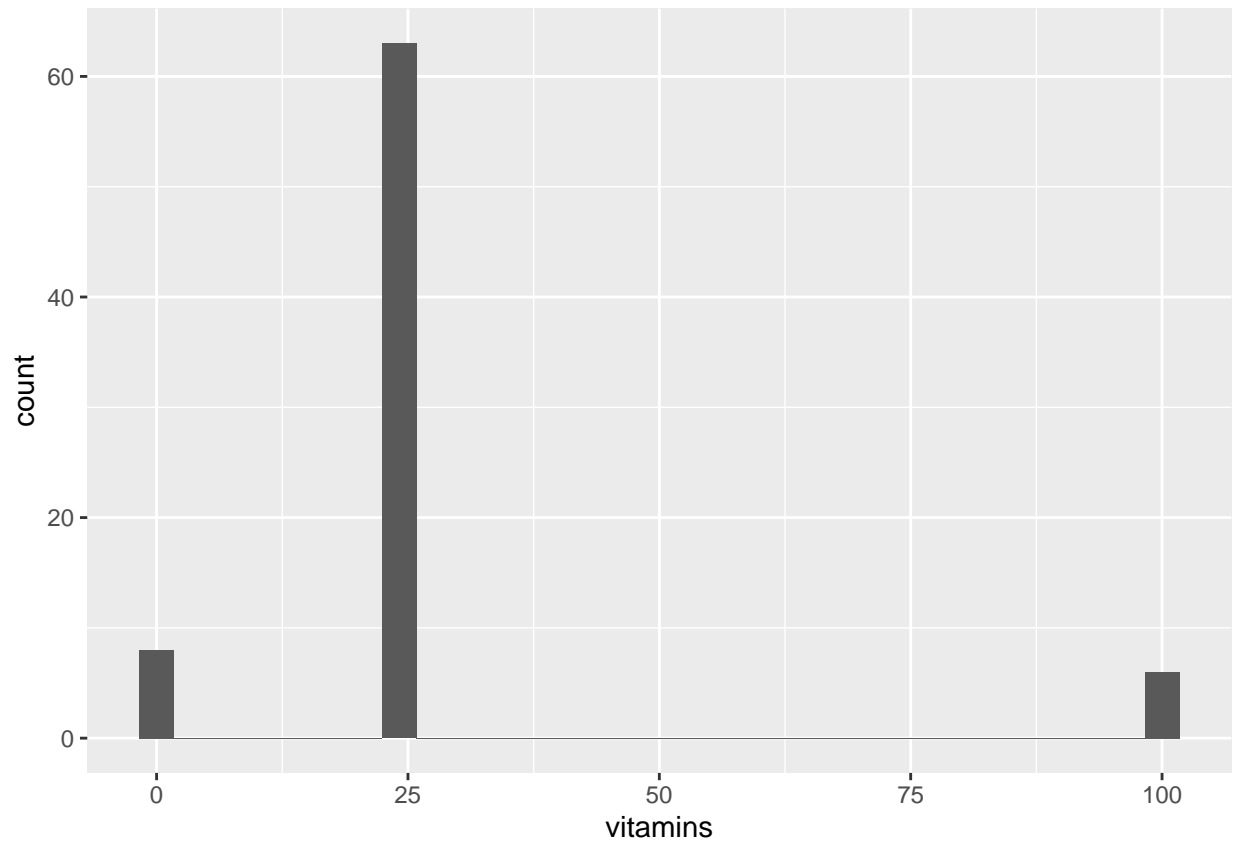
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```

```
## Warning: Removed 2 rows containing non-finite values (stat_bin).
```



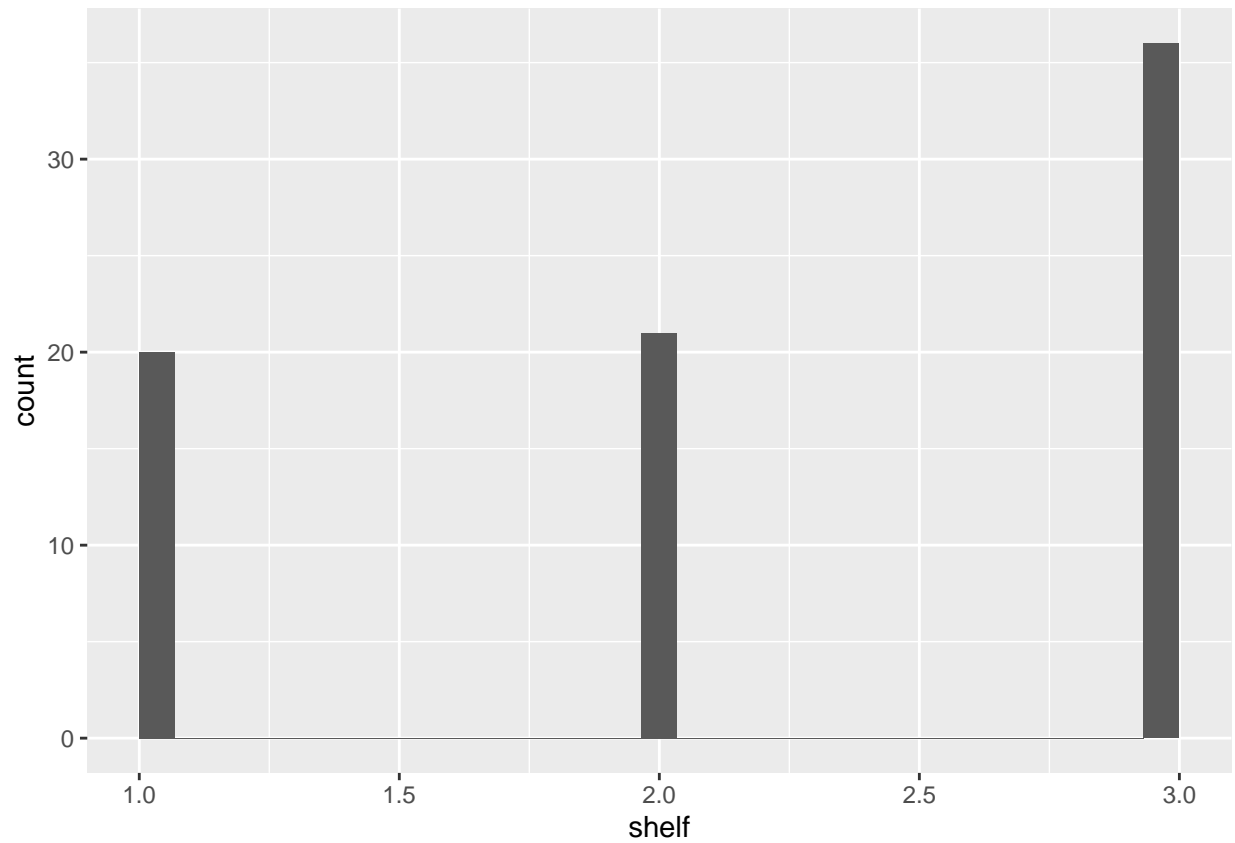
```
ggplot(cerealData, aes(x=vitamins)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=shelf)) + geom_histogram()
```

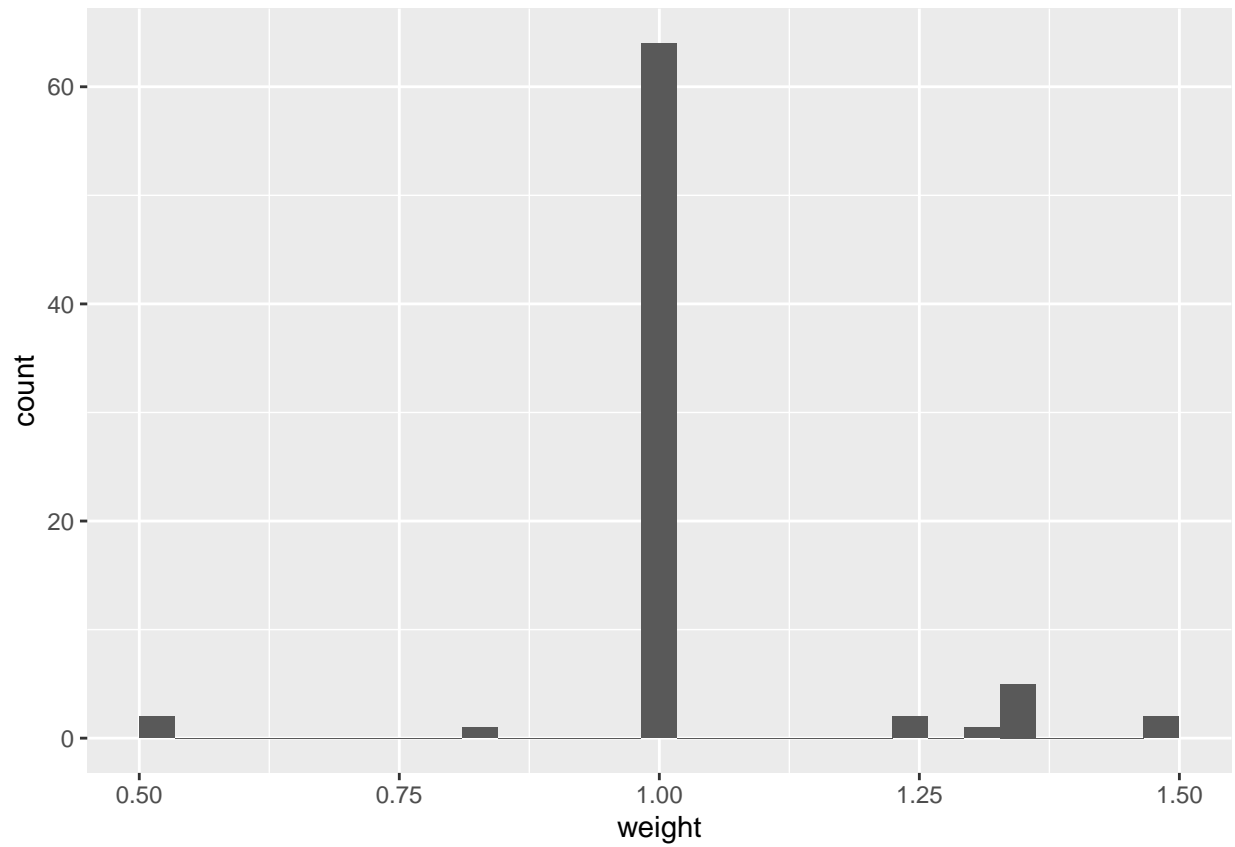
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
ggplot(cerealData, aes(x=weight)) + geom_histogram()
```

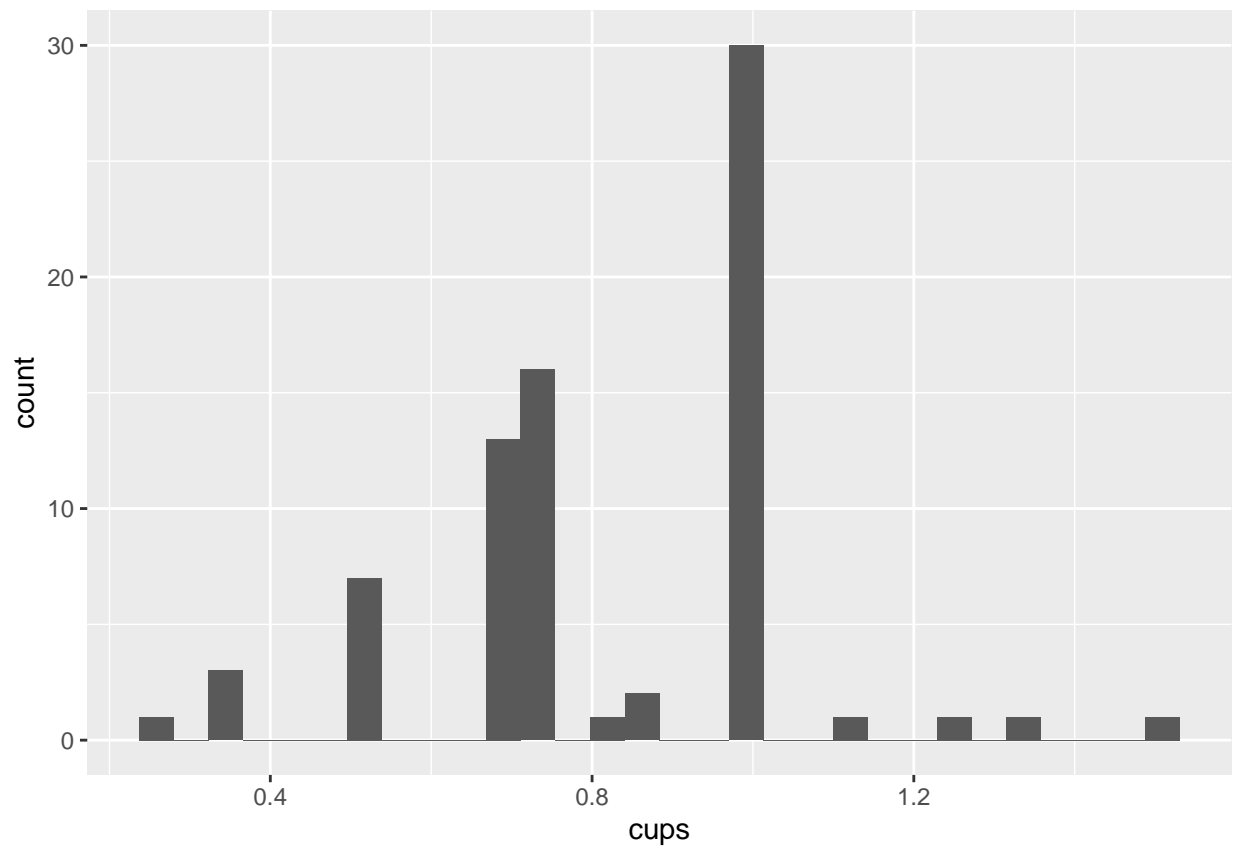
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```





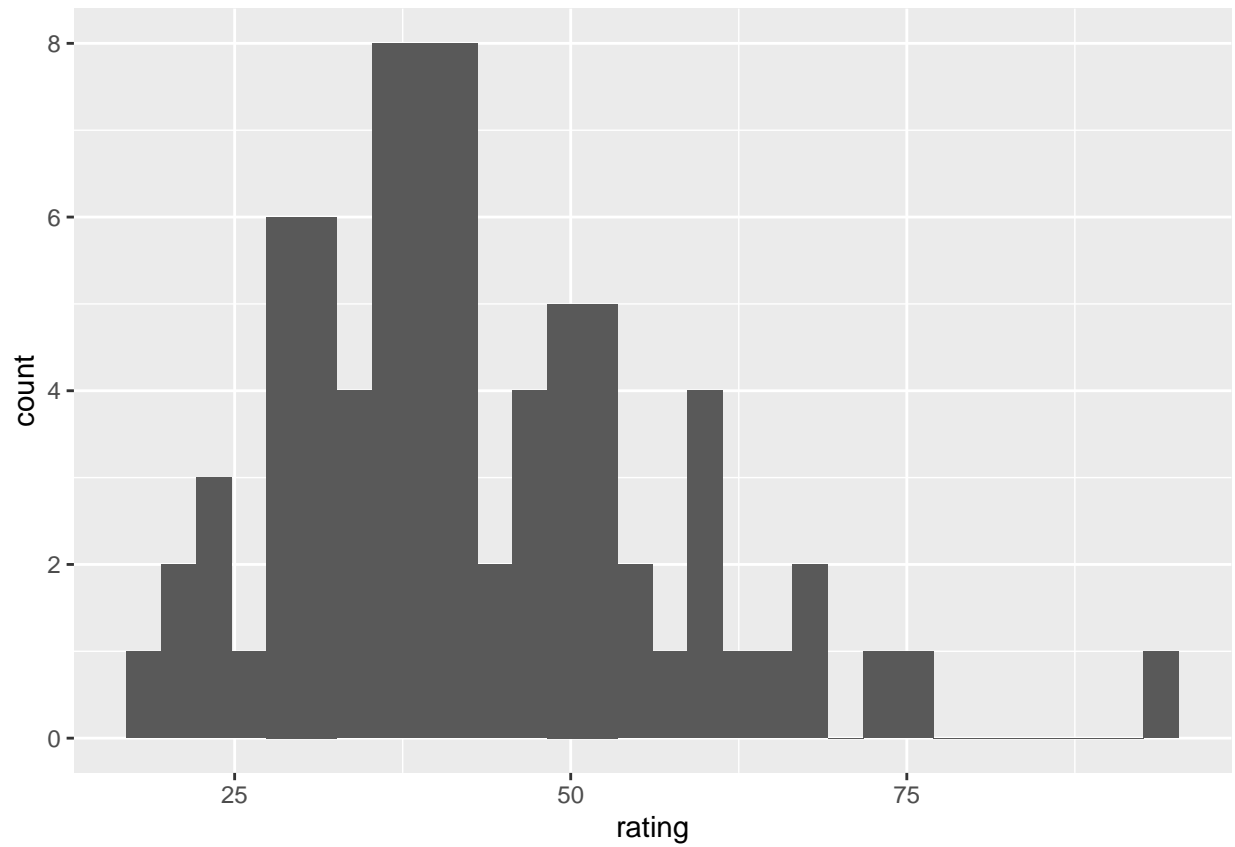
```
ggplot(cerealData, aes(x=cups)) + geom_histogram()
```

```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```

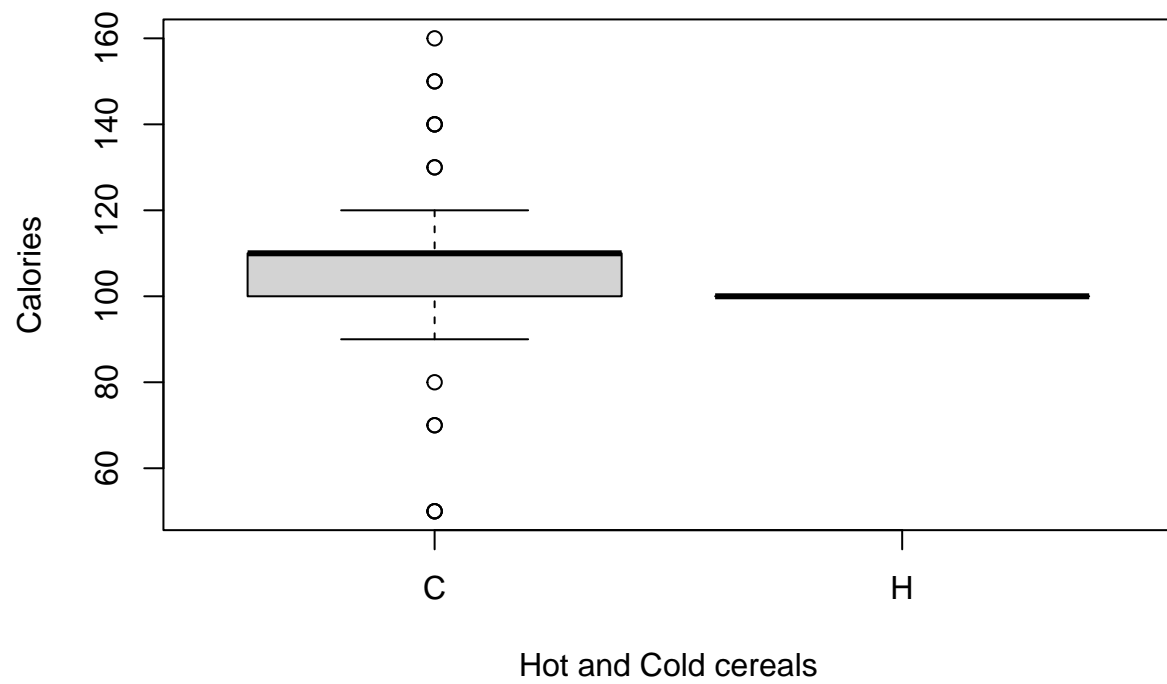


```
ggplot(cerealData, aes(x=rating)) + geom_histogram()
```

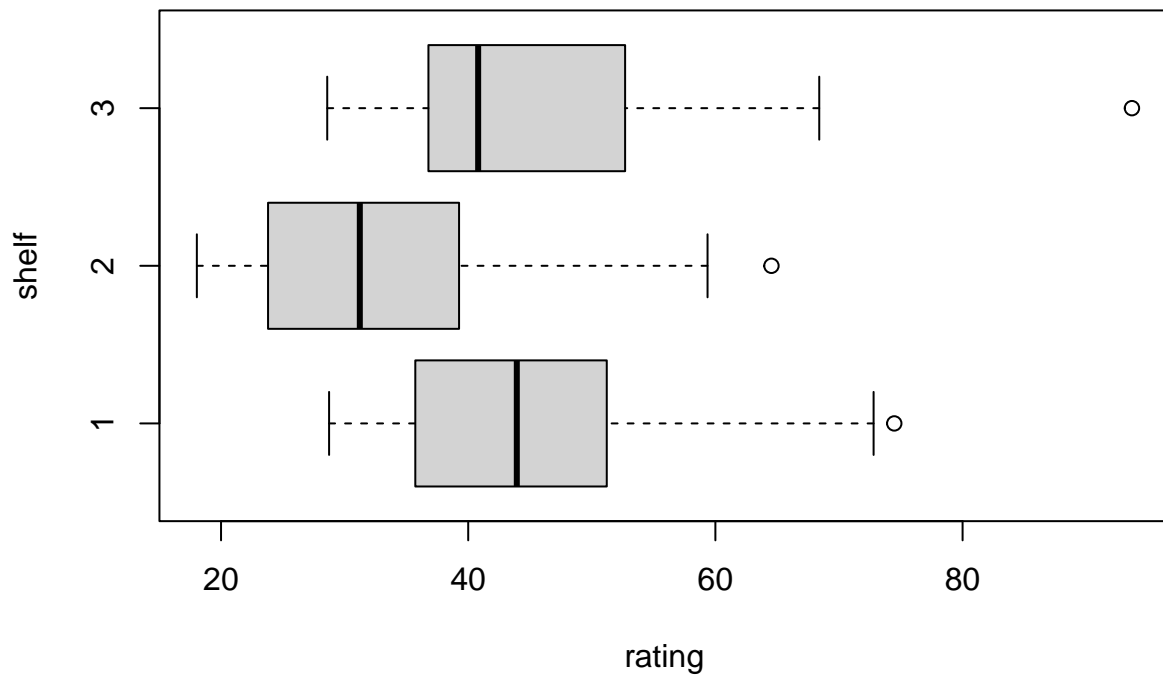
```
## 'stat_bin()' using 'bins = 30'. Pick better value with 'binwidth'.
```



```
boxplot(calories~type,data=cerealData, xlab="Hot and Cold cereals",ylab="Calories")
```



```
boxplot(rating~shelf,data=cerealData,xlab="rating",ylab="shelf",horizontal=TRUE)
```



```
#name ->nominal
#mfr ->nominal
#type ->nominal
#calories ->numerical
#protein ->numerical
#fat ->numerical
#sodium ->numerical
#fiber ->numerical
#carbo ->numerical
#sugars ->numerical
#potass ->numerical
#vitamins ->numerical
#shelf ->ordinal
#weight ->numerical
#cups ->numerical
#rating ->ordinal
```

*#This is a correlation matrix of the numeric and ordinal variables.*

```
dataframeforcorrelationmatrix <- cerealData %>% select(calories,protein,fat,sodium,fiber,carbo,sugars,potass,vitamins,shelf,weight)
show(dataframeforcorrelationmatrix)
```

```
##      calories protein fat sodium fiber carbo sugars potass vitamins shelf weight
## 1         70        4   1   130  10.0   5.0     6   280        25     3   1.00
## 2        120        3   5    15   2.0   8.0     8   135         0     3   1.00
## 3         70        4   1   260   9.0   7.0     5   320        25     3   1.00
## 4         50        4   0   140  14.0   8.0     0   330        25     3   1.00
```

## 5	110	2	2	200	1.0	14.0	8	NA	25	3	1.00
## 6	110	2	2	180	1.5	10.5	10	70	25	1	1.00
## 7	110	2	0	125	1.0	11.0	14	30	25	2	1.00
## 8	130	3	2	210	2.0	18.0	8	100	25	3	1.33
## 9	90	2	1	200	4.0	15.0	6	125	25	1	1.00
## 10	90	3	0	210	5.0	13.0	5	190	25	3	1.00
## 11	120	1	2	220	0.0	12.0	12	35	25	2	1.00
## 12	110	6	2	290	2.0	17.0	1	105	25	1	1.00
## 13	120	1	3	210	0.0	13.0	9	45	25	2	1.00
## 14	110	3	2	140	2.0	13.0	7	105	25	3	1.00
## 15	110	1	1	180	0.0	12.0	13	55	25	2	1.00
## 16	110	2	0	280	0.0	22.0	3	25	25	1	1.00
## 17	100	2	0	290	1.0	21.0	2	35	25	1	1.00
## 18	110	1	0	90	1.0	13.0	12	20	25	2	1.00
## 19	110	1	1	180	0.0	12.0	13	65	25	2	1.00
## 20	110	3	3	140	4.0	10.0	7	160	25	3	1.00
## 21	100	3	0	80	1.0	21.0	0	NA	0	2	1.00
## 22	110	2	0	220	1.0	21.0	3	30	25	3	1.00
## 23	100	2	1	140	2.0	11.0	10	120	25	3	1.00
## 24	100	2	0	190	1.0	18.0	5	80	25	3	1.00
## 25	110	2	1	125	1.0	11.0	13	30	25	2	1.00
## 26	110	1	0	200	1.0	14.0	11	25	25	1	1.00
## 27	100	3	0	0	3.0	14.0	7	100	25	2	1.00
## 28	120	3	2	160	5.0	12.0	10	200	25	3	1.25
## 29	120	3	0	240	5.0	14.0	12	190	25	3	1.33
## 30	110	1	1	135	0.0	13.0	12	25	25	2	1.00
## 31	100	2	0	45	0.0	11.0	15	40	25	1	1.00
## 32	110	1	1	280	0.0	15.0	9	45	25	2	1.00
## 33	100	3	1	140	3.0	15.0	5	85	25	3	1.00
## 34	110	3	0	170	3.0	17.0	3	90	25	3	1.00
## 35	120	3	3	75	3.0	13.0	4	100	25	3	1.00
## 36	120	1	2	220	1.0	12.0	11	45	25	2	1.00
## 37	110	3	1	250	1.5	11.5	10	90	25	1	1.00
## 38	110	1	0	180	0.0	14.0	11	35	25	1	1.00
## 39	110	2	1	170	1.0	17.0	6	60	100	3	1.00
## 40	140	3	1	170	2.0	20.0	9	95	100	3	1.30
## 41	110	2	1	260	0.0	21.0	3	40	25	2	1.00
## 42	100	4	2	150	2.0	12.0	6	95	25	2	1.00
## 43	110	2	1	180	0.0	12.0	12	55	25	2	1.00
## 44	100	4	1	0	0.0	16.0	3	95	25	2	1.00
## 45	150	4	3	95	3.0	16.0	11	170	25	3	1.00
## 46	150	4	3	150	3.0	16.0	11	170	25	3	1.00
## 47	160	3	2	150	3.0	17.0	13	160	25	3	1.50
## 48	100	2	1	220	2.0	15.0	6	90	25	1	1.00
## 49	120	2	1	190	0.0	15.0	9	40	25	2	1.00
## 50	140	3	2	220	3.0	21.0	7	130	25	3	1.33
## 51	90	3	0	170	3.0	18.0	2	90	25	3	1.00
## 52	130	3	2	170	1.5	13.5	10	120	25	3	1.25
## 53	120	3	1	200	6.0	11.0	14	260	25	3	1.33
## 54	100	3	0	320	1.0	20.0	3	45	100	3	1.00
## 55	50	1	0	0	0.0	13.0	0	15	0	3	0.50
## 56	50	2	0	0	1.0	10.0	0	50	0	3	0.50
## 57	100	4	1	135	2.0	14.0	6	110	25	3	1.00
## 58	100	5	2	0	2.7	NA	NA	110	0	1	1.00

## 59	120	3	1	210	5.0	14.0	12	240	25	2	1.33
## 60	100	3	2	140	2.5	10.5	8	140	25	3	1.00
## 61	90	2	0	0	2.0	15.0	6	110	25	3	1.00
## 62	110	1	0	240	0.0	23.0	2	30	25	1	1.00
## 63	110	2	0	290	0.0	22.0	3	35	25	1	1.00
## 64	80	2	0	0	3.0	16.0	0	95	0	1	0.83
## 65	90	3	0	0	4.0	19.0	0	140	0	1	1.00
## 66	90	3	0	0	3.0	20.0	0	120	0	1	1.00
## 67	110	2	1	70	1.0	9.0	15	40	25	2	1.00
## 68	110	6	0	230	1.0	16.0	3	55	25	1	1.00
## 69	90	2	0	15	3.0	15.0	5	90	25	2	1.00
## 70	110	2	1	200	0.0	21.0	3	35	100	3	1.00
## 71	140	3	1	190	4.0	15.0	14	230	100	3	1.50
## 72	100	3	1	200	3.0	16.0	3	110	100	3	1.00
## 73	110	2	1	250	0.0	21.0	3	60	25	3	1.00
## 74	110	1	1	140	0.0	13.0	12	25	25	2	1.00
## 75	100	3	1	230	3.0	17.0	3	115	25	1	1.00
## 76	100	3	1	200	3.0	17.0	3	110	25	1	1.00
## 77	110	2	1	200	1.0	16.0	8	60	25	1	1.00
##	cups										
## 1	0.33										
## 2	1.00										
## 3	0.33										
## 4	0.50										
## 5	0.75										
## 6	0.75										
## 7	1.00										
## 8	0.75										
## 9	0.67										
## 10	0.67										
## 11	0.75										
## 12	1.25										
## 13	0.75										
## 14	0.50										
## 15	1.00										
## 16	1.00										
## 17	1.00										
## 18	1.00										
## 19	1.00										
## 20	0.50										
## 21	1.00										
## 22	1.00										
## 23	0.75										
## 24	0.75										
## 25	1.00										
## 26	0.75										
## 27	0.80										
## 28	0.67										
## 29	0.67										
## 30	0.75										
## 31	0.88										
## 32	0.75										
## 33	0.88										
## 34	0.25										

```
## 35 0.33 45.81172
## 36 1.00 21.87129
## 37 0.75 31.07222
## 38 1.33 28.74241
## 39 1.00 36.52368
## 40 0.75 36.47151
## 41 1.50 39.24111
## 42 0.67 45.32807
## 43 1.00 26.73451
## 44 1.00 54.85092
## 45 1.00 37.13686
## 46 1.00 34.13976
## 47 0.67 30.31335
## 48 1.00 40.10596
## 49 0.67 29.92429
## 50 0.67 40.69232
## 51 1.00 59.64284
## 52 0.50 30.45084
## 53 0.67 37.84059
## 54 1.00 41.50354
## 55 1.00 60.75611
## 56 1.00 63.00565
## 57 0.50 49.51187
## 58 0.67 50.82839
## 59 0.75 39.25920
## 60 0.50 39.70340
## 61 0.50 55.33314
## 62 1.13 41.99893
## 63 1.00 40.56016
## 64 1.00 68.23588
## 65 0.67 74.47295
## 66 0.67 72.80179
## 67 0.75 31.23005
## 68 1.00 53.13132
## 69 1.00 59.36399
## 70 1.00 38.83975
## 71 1.00 28.59278
## 72 1.00 46.65884
## 73 0.75 39.10617
## 74 1.00 27.75330
## 75 0.67 49.78744
## 76 1.00 51.59219
## 77 0.75 36.18756
```

```
correlation_matrix2 <- cor(dataframeforcorrelationmatrix)
correlation_matrix2
```

##	calories	protein	fat	sodium	fiber	carbo
## calories	1.00000000	0.019066068	0.498609814	0.300649227	-0.29341275	NA
## protein	0.01906607	1.000000000	0.208430990	-0.054674348	0.50033004	NA
## fat	0.49860981	0.208430990	1.000000000	-0.005407464	0.01671924	NA
## sodium	0.30064923	-0.054674348	-0.005407464	1.000000000	-0.07067501	NA
## fiber	-0.29341275	0.500330043	0.016719237	-0.070675009	1.000000000	NA
## carbo	NA	NA	NA	NA	NA	1



```

## sugars      NA      NA      NA      NA      NA      NA
## potass      NA      NA      NA      NA      NA      NA
## vitamins    0.26535630 0.007335371 -0.031156266 0.361476688 -0.03224268 NA
## shelf       0.09723437 0.133864789 0.263691089 -0.069719015 0.29753906 NA
## weight      0.69609108 0.216158486 0.214625033 0.308576451 0.24722563 NA
## cups        0.08719955 -0.244469158 -0.175892142 0.119664615 -0.51306093 NA
## rating      -0.68937603 0.470618465 -0.409283660 -0.401295204 0.58416042 NA
##            sugars potass      vitamins      shelf      weight      cups
## calories      NA      NA 0.265356298 0.09723437 0.6960911 0.08719955
## protein        NA      NA 0.007335371 0.13386479 0.2161585 -0.24446916
## fat            NA      NA -0.031156266 0.26369109 0.2146250 -0.17589214
## sodium         NA      NA 0.361476688 -0.06971902 0.3085765 0.11966461
## fiber          NA      NA -0.032242679 0.29753906 0.2472256 -0.51306093
## carbo          NA      NA      NA      NA      NA      NA
## sugars         1      NA      NA      NA      NA      NA
## potass         NA      1      NA      NA      NA      NA
## vitamins       NA      NA 1.000000000 0.29926167 0.3203241 0.12840454
## shelf          NA      NA 0.299261665 1.00000000 0.1907620 -0.33526876
## weight         NA      NA 0.320324059 0.19076197 1.0000000 -0.19958272
## cups           NA      NA 0.128404543 -0.33526876 -0.1995827 1.00000000
## rating         NA      NA -0.240543611 0.02515882 -0.2981240 -0.20316006
##            rating
## calories -0.68937603
## protein  0.47061846
## fat      -0.40928366
## sodium   -0.40129520
## fiber     0.58416042
## carbo     NA
## sugars     NA
## potass     NA
## vitamins  -0.24054361
## shelf      0.02515882
## weight    -0.29812398
## cups      -0.20316006
## rating     1.00000000

```

```

#i. Which pair of variables is most strongly correlated?
#calories and weight with a .6960 correlation
#ii. How can we reduce the number of variables based on these correlations?
#by removing the highly correlated variables the collinearity will improve
#iii. How would the correlations change if we normalized the data first?
#The correlation will not change

```