Regression Analysis

- It is a statistical tool to find the relationship between one dependent variable and one or more independent variables.
- Example: Consider a Sales Company Dataset and you are a Marketing Analyst of the company.
- Let the dataset has attributes like Adv. Cost (Rs.) and Sales Amount (Quantity)

Adv. Cost (Rs.)	Sales Amount
1	1
2	1
3	2
4	2
5	4

Regression Analysis

- Here, we may decide how much money we can spent for advertising. So, amount of money spent is the controlled variable.
- But, we can't control the Sales amount, so it is not a controlled variable. This is dependent variable depends on Advertising Cost.
- This is not only the factor, Sales amount may also dependent on some other factors like no. of persons working, etc.
- Adv. Cost : X→ Independent or Regressor Variable
- Sales Amount: Y → Dependent or Response or Random Variable

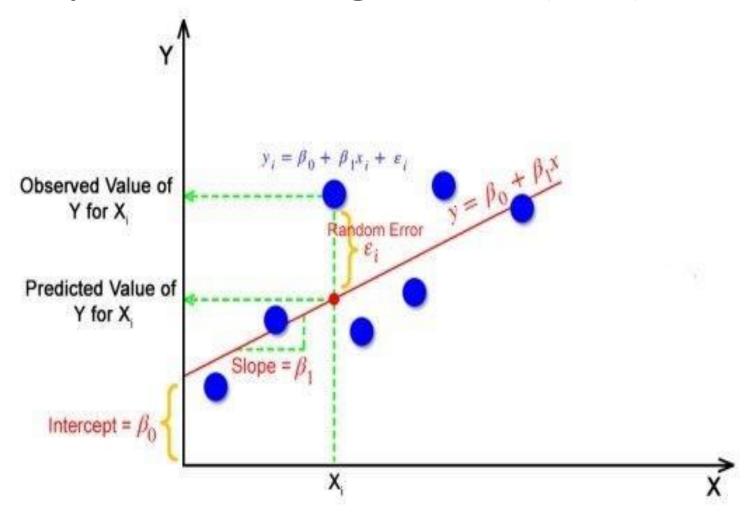
Regression Analysis

Sales Amount

 Scatter plot is a mathematical diagram to display values of two variables for a set of data.

- It is used to investigate the possible relationship between the variables.
- If it indicates the linear relation then linear regression is consider; otherwise polynomial regression, and so on are considered.

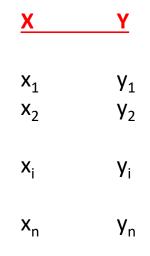
- It is a model with a single regressor variable X that has linear relationship with a response variable Y.
- The simple linear regression model is:
 - Y = a + cX + ϵ , where a \rightarrow intercept, c \rightarrow Slope, and ϵ is a random error component.
 - => For a given X, the corresponding observation Y consists of the value $a + cX + \epsilon$.
- The same model may be written as:
 - $y_i = a + cx_i + \epsilon_i$ for i = 1, 2, ..., n; n is the no. of observations.

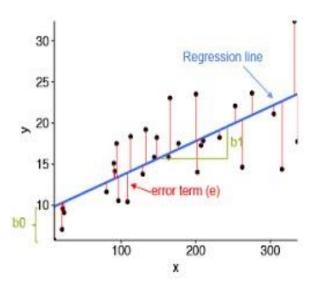


Let the best fitted model is:

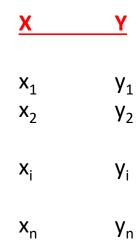
$$\hat{Y} = \hat{a} + \hat{c}X$$
 or $\hat{y}_i = \hat{a} + \hat{c}x_i$; $i=1,2,...,n$

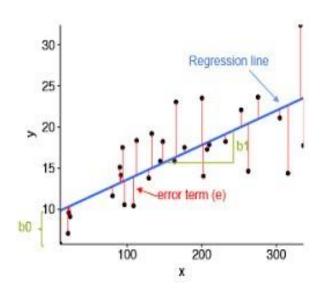
- The line fitted by Least Square Method (LSM) which makes the sum of square of all vertical discrepancies as small as possible.
- The LSM estimates the parameters a and c using the dataset <X, Y> as â and ĉ.





- The cost function or error function of the LSM is:
 - $S = \sum_{i=1}^{\infty} (y_i \hat{y}_i)^2$
- We estimate a and c so that sum of square of all the differences between the observed y_i and the predicted ŷ_i is minimum, i.e., S is minimum.
- This S is called Sum of Square Residual, i.e., $SS_{Res} = \sum_{s=1}^{n} (y_i \hat{y}_i)^2$
- Residual = Deviation between actual and predicted value
- Error = Deviation between actual value and mean of population.





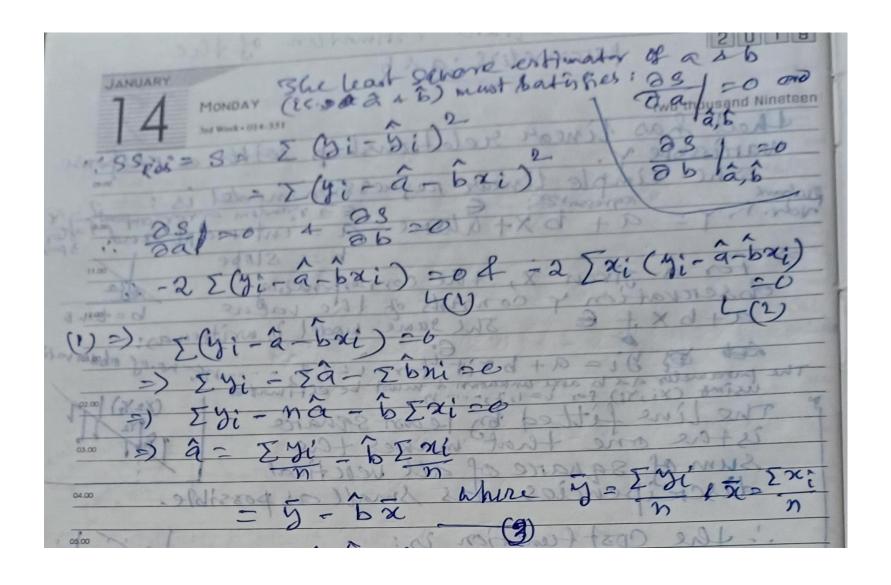
$$SS_{Res} = S = \sum_{i=1}^{n} (y_i - \hat{y}_i)^2 = \sum_{i=1}^{n} (y_i - \hat{a} - \hat{c}x_i)^2$$

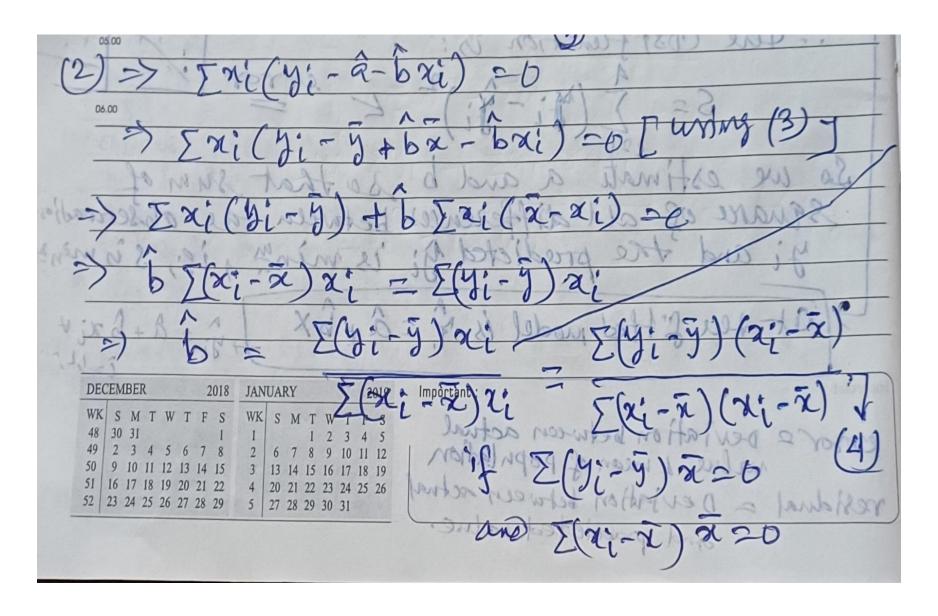
 By taking the partial derivatives = 0 and solving, we get the best fitted model is:

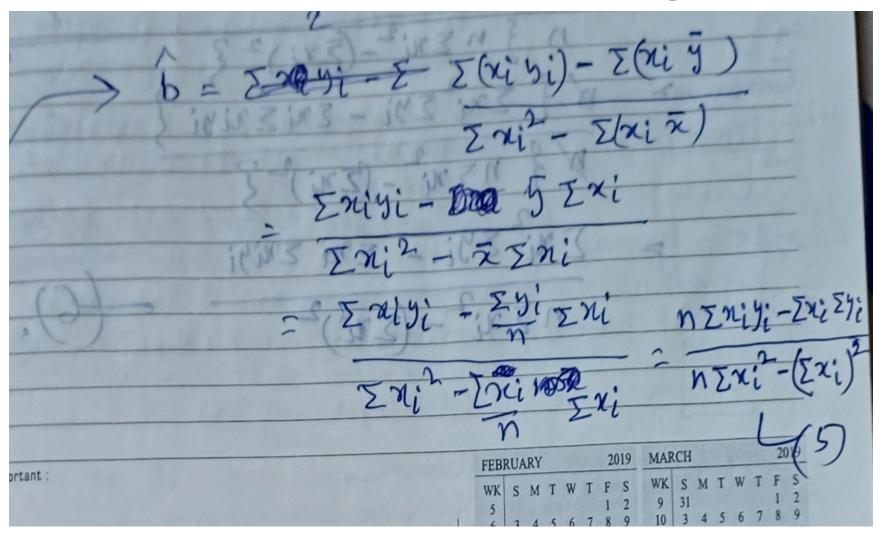
$$\hat{Y} = \hat{a} + \hat{c}X$$
, where

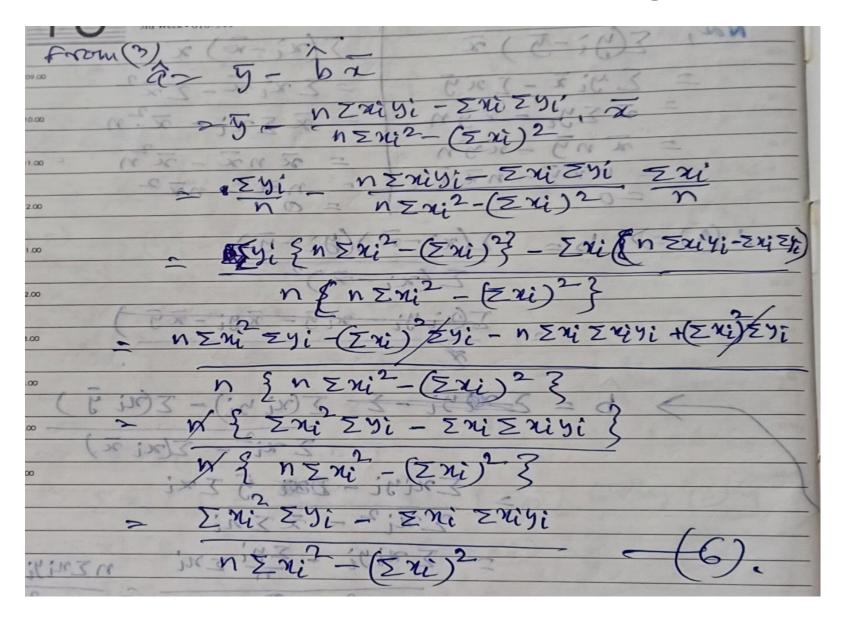
$$\hat{\mathbf{a}} = \frac{\sum x_i^2 \sum y_i - \sum x_i \sum x_i y_i}{n \sum x_i^2 - (\sum x_i)^2}$$

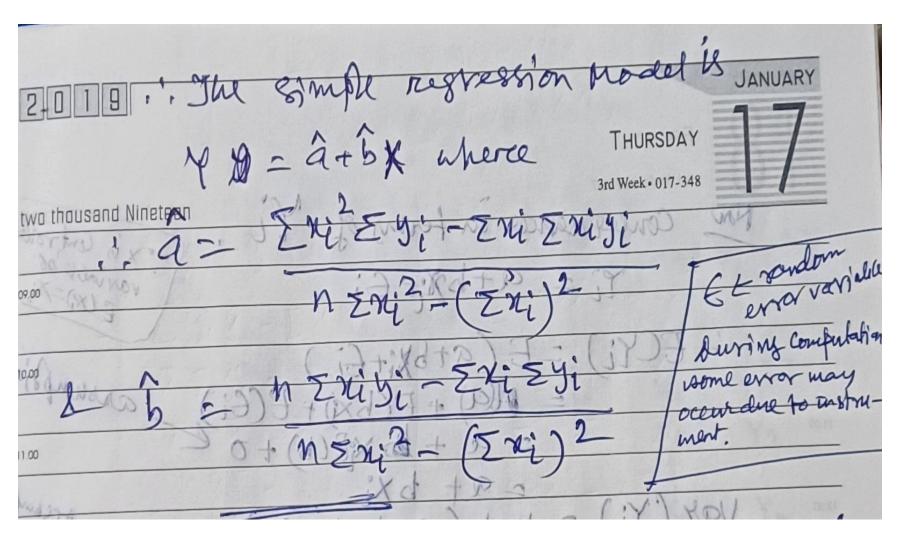
$$\hat{\mathbf{c}} = \frac{n \sum x_i y_i - \sum x_i \sum y_i}{n \sum x_i^2 - (\sum x_i)^2}$$











Basic Assumptions on SLR Model

- In simple LRM, $y_i = a + cx_i + \epsilon_i$ for i = 1, 2, ..., n:
- i) ϵ_i is a random variable with zero mean and variance σ^2 (Unknown), i.e., $E(\epsilon_i)=0$ and $Var(\epsilon_i)=\sigma^2$
- ii) ϵ_i and ϵ_i are uncorrelated, $i \neq j$, i.e., $COV(\epsilon_i, \epsilon_i) = 0$
- iii) ϵ_i is a normally distributed random variable with zero mean and variance σ^2 . i.e., $\epsilon_i \sim N(0, \sigma^2)$
- So, ϵ_i 's are normally distributed and uncorrelated => ϵ_i 's are independent.

Consequences in terms of y_i

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• y_i = a + cx_i + \epsilon_i for i = 1, 2, ..., n:

i) E(y_i) = E(a + cx_i + \epsilon_i)

= E(a) + E(cx_i) + E(\epsilon_i)

= a + x_i E(c) + 0 [as x is controlled variable, and E(\epsilon_i)=0]

= a + cx_i

ii) Var(y_i) = Var(a + cx_i + \epsilon_i)

= Var(a) + Var(cx_i) + Var(\epsilon_i)

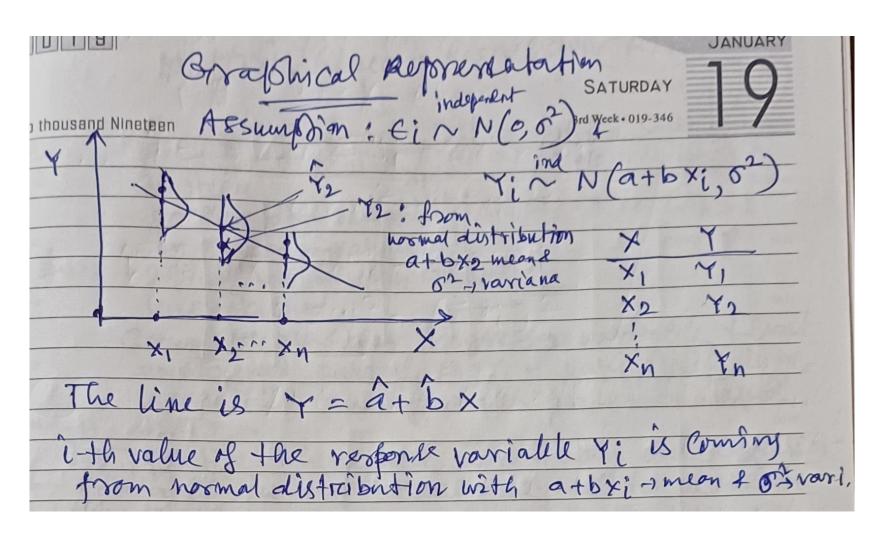
= 0 + 0 + \sigma^2 = \sigma^2
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Since, ϵ_i follows normal distribution with zero mean and σ^2 variance, so the consequence of y_i is that y_i follows normal distribution with a + cx_i mean and σ^2 variance, i.e., $y_i \sim N(a + cx_i, \sigma^2)$

Consequences in terms of y_i

- So, we assume that, i-th observation, y_i is from normal distribution with mean = $a + cx_i$ and Var = σ^2 (Also, y_i 's are uncorrelated and independent)
- Therefore, given a set of data, the dataset must satisfy this assumptions.
- If the assumptions are not hold, then we should not apply this regression analysis. This is verify using topic modeling adequacy checking (study in your own, if interested).

Graphical interpretation of Assumptions in SLR Model



Multiple Linear Regression (MLR) Model

- Consider the same Company Sales Dataset.
- In case of SLR, we assume that the response variable "Sales Amount" is fully explained by the regressor variable "Adv. Cost"
- But in reality, it may be say, 80% explained by "Adv. Cost". Remaining 20% may be explained by other factor, say "No. of sales person" employed.
- In practice, there are more than one regressor variables, in that case, we consider MLR.

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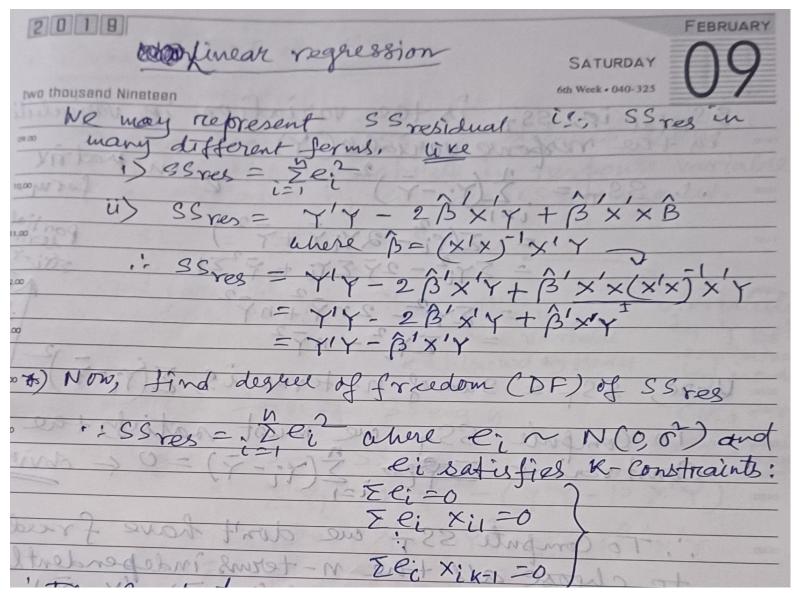
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1×1 matrix = (B'x'Y)=B'x'Y
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= Y'Y-2B'X'Y+B'XXB
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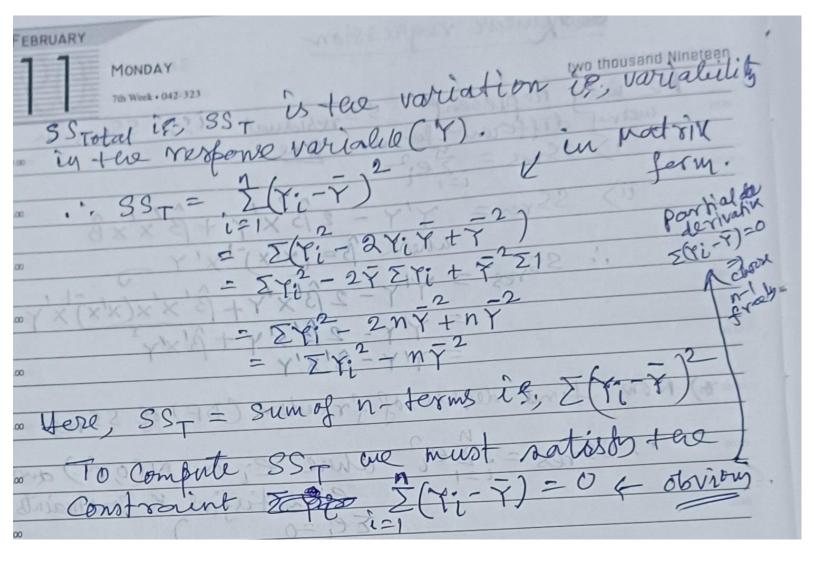
Degree of Freedom (DF) of SS_{Res}



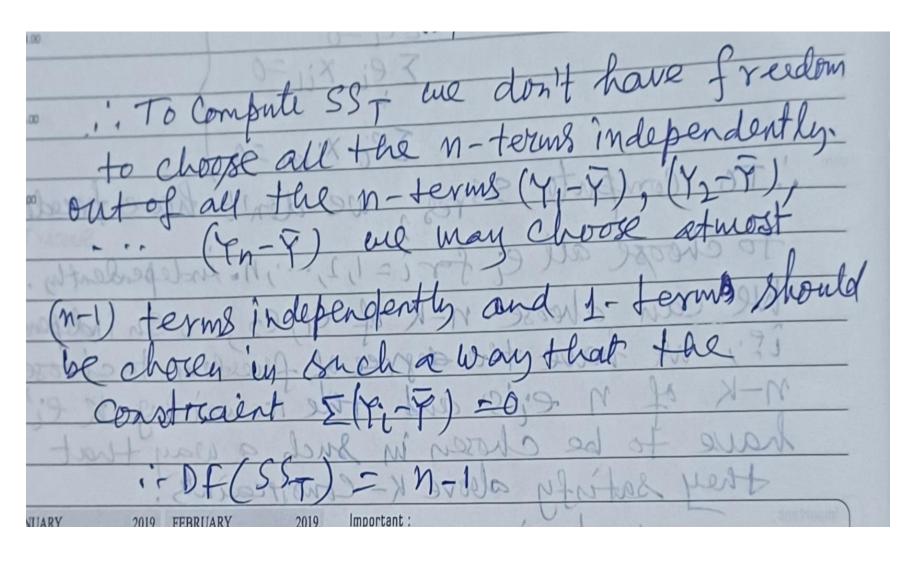
Degree of Freedom (DF) of SS_{Res}

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i. Df(SSres) = n-K.	

Degree of Freedom (DF) of SS_⊤



Degree of Freedom (DF) of SS_T



Degree of Freedom (DF) of SS_{Reg}

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      DF(SSreg) = K-1
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Thank you