## Statistics approaches

Bayesian statistics (prior belief)

$$P(A \mid B) = \frac{P(B \mid A) P(A)}{P(B)}$$

- Frequentist statistics (default action)
- Considering A as the control group and B as the test group, null hypothesis considers 'there's no difference between groups A & B'. Accepting null hypothesis is to continue with default action meaning, not changing the mind and for this p-value must be large enough that is higher than the threshold or significance level (100%- CL%).
- The alternative hypothesis says, 'there's a difference between the groups which is the effect of an experiment/test'. Thus, accepting alternative hypothesis would be changing mind or leaving default action.

- $\checkmark$  rejecting null hypothesis  $\Rightarrow$  alternative action, lower p-value (below significance level often set to 5% or 0.05)
- $\checkmark$  accepting null hypothesis  $\rightarrow$  default action, higher p-value (above significance level often set to 5% or 0.05)

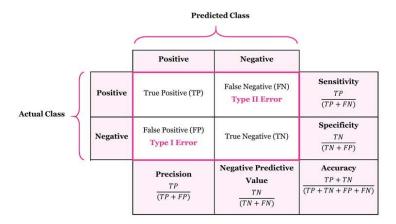
- > Type I error: Changing mind when should not (FP) ex. Convicting an innocent person
- > Type II error: NOT changing mind when should (FN) ex. Not convicting a guilty person

Higher the power, lower is p(FN)[p(FN) = 1 - p(TP)]

The probability of making a Type I error (wrong rejecting the null) is  $\alpha$ 

→ Statistical Power (power of test)

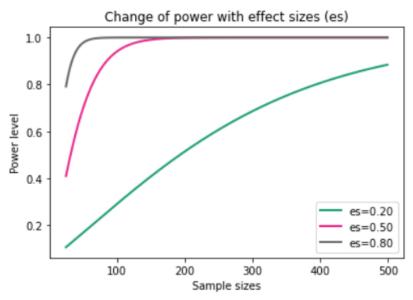
The probability of making a Type II error (wrong accepting the null) is  $\beta$ .



## How can we obtain the sample size that makes sure the statistical power of our test is adequate?

- Sample size to be estimated
- Significance level (0.05)
- Effect size (0.8) → max standard empirically found
- Power level (0.8) probability of accepting alternative hypothesis

How many observations are required from each sample to at least detect an effect of 0.80 with 80% chance of detecting a Type I error?



With increasing sample size, there's a leap in the power.

## Significance & Confidence levels

• To accept null hypothesis, p-value must be large enough (> significance level  $\alpha$ ) meaning there's no effect 95 out of 100 times.

 $\alpha = 100\%$  - Confidence level (95%)

Computation of p-values requires performing tests:

If test statistic > critical value, reject null hypothesis.

[If p-value  $< \alpha$ , reject null hypothesis]