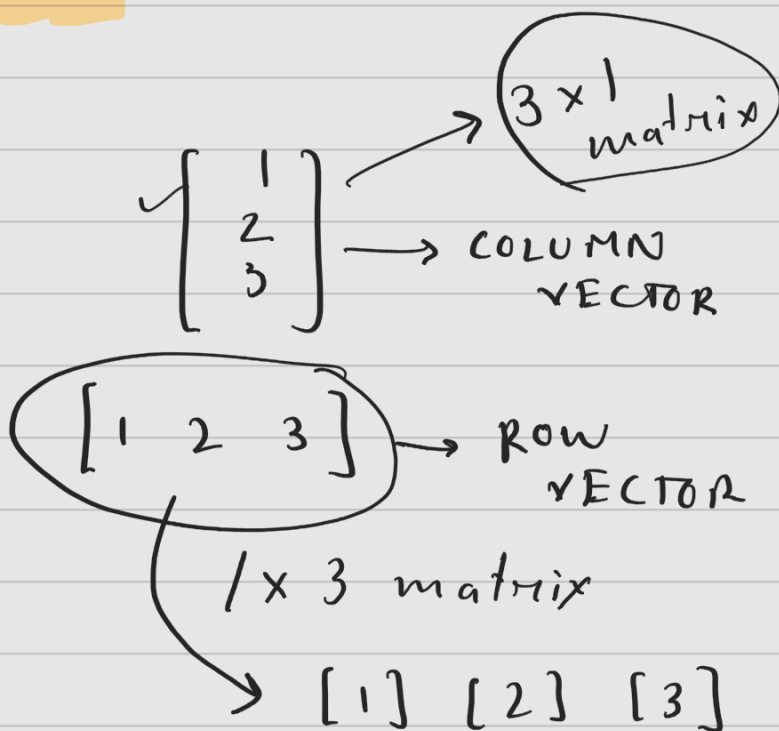
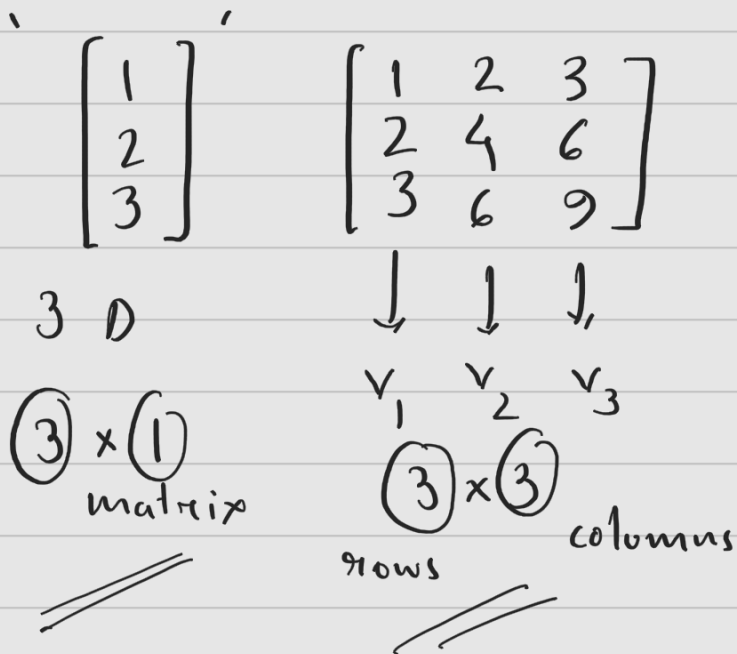
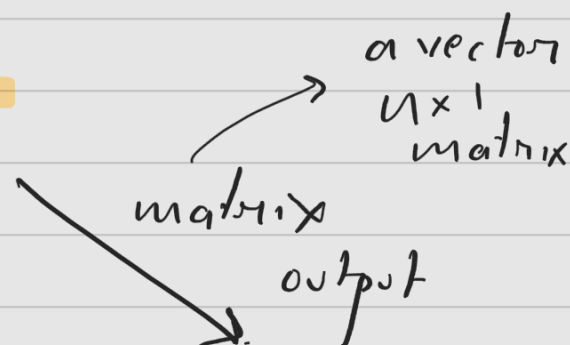
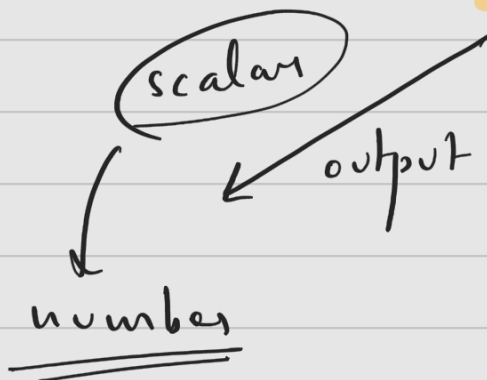


Linear Systems

Vectors Matrices



multiplication



Row vector x column vector
(1x3)

$\begin{bmatrix} 1 & 2 & 3 \end{bmatrix} \begin{bmatrix} 4 \\ 5 \\ 6 \end{bmatrix}$ (3x1)

$(1 \times 4) + (2 \times 5) + (3 \times 6)$

$= 4 + 10 + 18$

$= 32$

4	5	6
1	2	3
4	5	6
x	x	x
1	2	3

32

$$\begin{bmatrix} 1 & 2 & 3 \end{bmatrix} \begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}$$

$$\begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}^T \begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}'$$

3×1

$$\begin{bmatrix} 1 & 2 & 3 \end{bmatrix}^T \quad 1 \times 3$$

↓

$$\begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix} \quad 3 \times 1$$

$$3 \times (3) \quad \begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 9 \end{bmatrix} \begin{bmatrix} 10 \\ 11 \\ 12 \end{bmatrix} \quad 3 \times 1$$

$$\begin{bmatrix} 10 & 11 & 12 \end{bmatrix}$$

$$\begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 9 \end{bmatrix}$$

$$= \begin{bmatrix} 10 \times 1 + 11 \times 4 + 12 \times 7 \\ 10 \times 2 + 11 \times 5 + 12 \times 8 \\ 10 \times 3 + 11 \times 6 + 12 \times 9 \end{bmatrix}$$

$$3 \times 1$$

$$\begin{bmatrix} 1 & 2 & 3 \end{bmatrix}$$

$$\frac{1 + 4 + 9}{= 14}$$

$$\begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 9 \end{bmatrix} \begin{bmatrix} 10 & 13 \\ 11 & 14 \\ 12 & 15 \end{bmatrix}$$

3×3 3×2

$$\begin{bmatrix} 13 & 14 & 15 \\ 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 9 \end{bmatrix} = \begin{bmatrix} \square & \square \\ \square & \square \\ \square & \square \end{bmatrix}$$

$\downarrow \quad \downarrow$
 $3 \times 1 \quad 3 \times 1$

 3×2

(m)

$$\begin{bmatrix} a_1 & b_1 & c_1 \\ a_2 & b_2 & c_2 \\ \vdots & \vdots & \vdots \\ a_n & b_n & c_n \end{bmatrix} \begin{bmatrix} x \\ y \\ 1 \end{bmatrix} = \begin{bmatrix} d_1 \\ d_2 \\ \vdots \\ d_n \end{bmatrix}$$

$n \times 1$

~~$a_1 x + b_1 y + c_1 = d_1$~~
 $a_2 x + b_2 y + c_2 = d_2$
 \vdots
 $a_n x + b_n y + c_n = d_n$

$Ax = B$

input data
↓
what companies collect

variables (columns)

Data output

Solving problems numerically (using data)

We always start with a **SIMPLE** model

$$x + y + z + \dots$$

Linear combination
of variables / factors /

$$Ax = B$$

$$\begin{bmatrix} \vdots \\ \vdots \\ \vdots \\ \vdots \end{bmatrix} \begin{bmatrix} x \\ y \\ z \end{bmatrix}$$

parameters

$$= \begin{bmatrix} \vdots \\ \vdots \\ \vdots \\ \vdots \end{bmatrix}$$

↳ answer

0.2

0.5

0.3

$$\checkmark \quad \checkmark \quad \checkmark \quad \checkmark \quad = \quad \checkmark$$

Influencers