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Unit Number and Title	12: Data Analytics	
Academic Year	2020	
Unit Tutor	Eduardo Caro	
Assignment Title	Data Analytics: Descriptive, inference, and predictive techniques	
Issue Date	January 29 <sup>th</sup> , 2020	
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DATA ANALYTICS: DESCRIPTIVE, INFERENCE, AND PREDICTIVE TECHNIQUES

## A. Introduction to data analytics

- 1. Give an example for the following terms:
  - a. Data. Representación de un atributo o variable cuantitativa o cualitativa.
    - i. Nombres de las calles -
  - b. Information. Datos procesados con significado.
    - i. Mapa -
  - c. Knowledge. Integrar datos e información con experiencia para la toma de decisiones. - Inferencia.
    - i. Ruta -

- 2. Go to the web <a href="https://www.teoalida.com/cardatabase/">https://www.teoalida.com/cardatabase/</a>, section "European Car Models", and download the "Demo/sample free" Excel database. Please, organize the data in the following categories:
  - Categorical data
    - Nominal data
    - Ordinal data
  - Numerical data
    - Discrete data
    - Continuous data

# **Categorical data - Cualitativos** - NO medibles - determinan modalidades

• **Nominal data** - Nominales - no Ordinales - no se pueden ordenar, no tiene sentido ordenarlas, No puedo calcular la media, Los datos son principalmente alfabéticos, son datos "etiquetados" o "nombrados" que pueden dividirse en varios grupos

European / World classification

Make

Model

Country of origin

Country

American classification

Description

Pre-1990 car models

• **Ordinal data** - Ordinales - se pueden ordenar, tiene sentido ordenarlas, tienen un orden de categorías mientras que los nominales no.

Platform / generation number

Sold in Western Europe

Sold in North America

Sold in Europe

Sold in North America

Sold in India

Timeline included

Class

#### Numerical data - Cuantitativos - medibles

• **Discrete data** - Discretos - número finito de valores enteros. - barras

Units produced

Production years

Model Years (US/Canada) Model Years (North America) Units produced Models included (WORLD) Models included (EURO) Company Founded First car produced Last car produced Years produced Year models Number of car models by the year of launch

**Continuous data** - Continuos - cualquier valor real infinito dentro de un intervalo. - histogramas

#### **B. Descriptive Analytics**

3. For the data file "Tablet Computer Sales.txt", find the average number, standard deviation, variance, and interquartile range of units sold per week.

```
(base) hadoop@ubuntu-hokkaido-3568:~/R/Data$ cat Tablet_Computer_Sales
.txt
Week
        Units_Sold
        88
        44
        60
        56
        70
        91
        54
        60
        48
        35
        49
        44
        61
        68
15
        82
16
        71
(base) hadoop@ubuntu-hokkaido-3568:~/R/Data$
```

## Leer el fichero

```
> TablaVentas=read.table("Tablet_Computer_Sales.txt", header=T)
```

El fichero contiene 17 pares de valores Units\_Sold y Week: > length(TablaVentas[[1]]) [1] 17

Los nombres de los campos de los ficheros son:

```
> names(TablaVentas)
[1] "Week"
              "Units Sold"
```

La media de las unidades vendidas es:

```
> mean(TablaVentas$Units Sold)
```

[1] 60.64706

La varianza de las unidades vendidas es:

> var(TablaVentas\$Units\_Sold) [1] 253.8676

La desviación estándar de las unidades vendidas es:

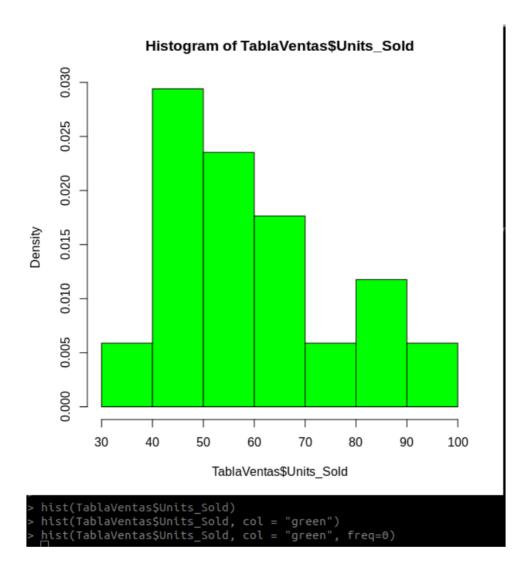
> sqrt(var(TablaVentas\$Units\_Sold)) [1] 15.93322

La mediana de las unidades vendidas es:

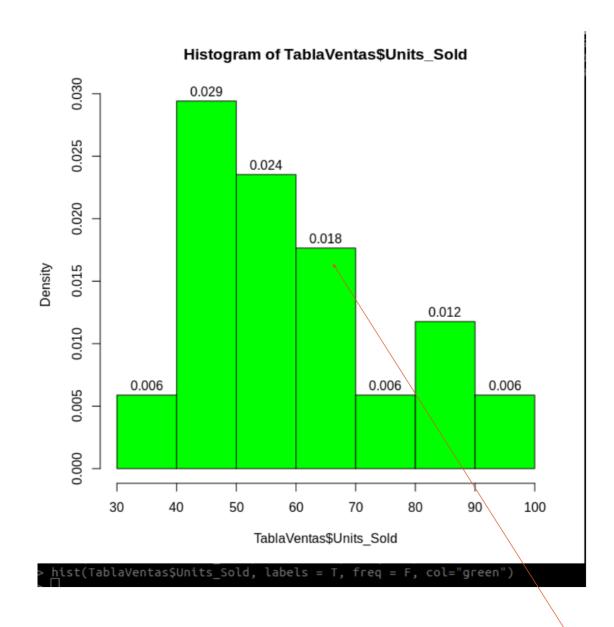
> median(TablaVentas\$Units\_Sold) [1] 60

El eje x de la gráfica nos muestra las Unidades Vendidas y en el eje y podemos ver la frecuencia relativa de estas ventas por semana.

> hist(TablaVentas\$Units\_Sold, col = "green", freq=0)



> hist(TablaVentas\$Units\_Sold, labels = T, freq = F, col="green")

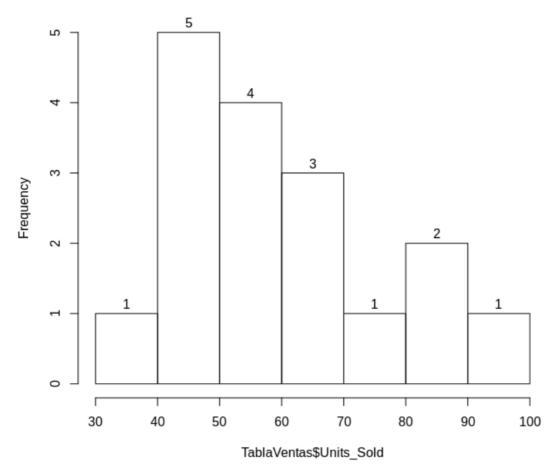


esta frecuencia se multiplica por la amplitud del rango (el ancho de la base) y nos indica que el 18% de las unidades vendidas esta entre 60 y 70.

En el Histograma podemos ver el comportamiento de las ventas

> hist(TablaVentas\$Units\_Sold, labels = T)

#### Histogram of TablaVentas\$Units\_Sold



> TablaVentas=read.table("Tablet\_Computer\_Sales.txt", header=T)
> hist(TablaVentas\$Units\_Sold, labels = T)

El eje x de la gráfica nos muestra las Unidades Vendidas y en el eje y podemos ver la frecuencia absoluta de estas ventas.

El 50% de las unidades vendidas están por debajo de la mediana, entre 30 y 60, El 50% de las unidades vendidas están por encima de la mediana, entre 60 y 100.

Por debajo de la mediana se han hecho 1+5+4=9 ventas, el 25%. Por encima de la mediana se han hecho 3+1+2+1=7 ventas, el 25%

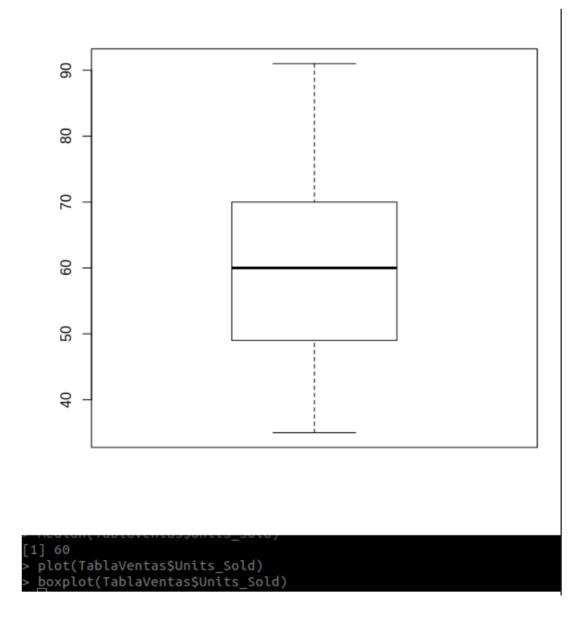
```
> quantile(TablaVentas$Units_Sold)

0% 25% 50% 75% 100%

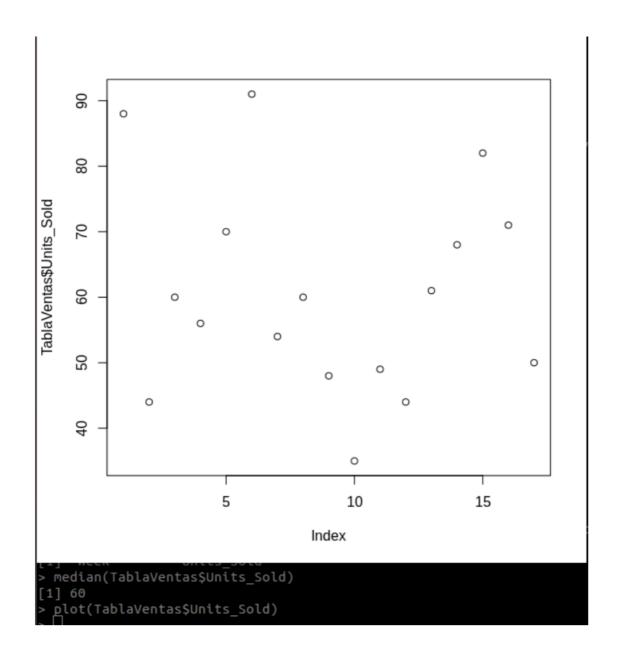
Q1 60 Q3

35 49 60 70 91
```

El 25% de las unidades vendidas están por debajo de el Q1= y El 25% de las unidades vendidas están por encima de el Q3 La mitad de las ventas se hacen entre el Q1=50 y el Q3=70. El Rango InterQuartil = Q3 - Q1 = 20 que nos indica la dispersión de los datos.



No tenemos puntos atípicos.



#### C. Probability -

- 4. Let us define X as a random variable Gaussian-distributed with  $\mu = 4$  and
  - Compute  $P(X \le 6)$
  - Compute  $P(3 \le X \le 6)$
  - Compute a such as  $P(X \le a) = 0.85$
  - Generate 1000 random numbers distributed as X.
    - Plot a histogram with these numbers, and superimpose the theoretical density function
    - Compute the proportion of the numbers that has been generated in the interval [3, 6], and compare with the probability computed above in  $P(3 \le X \le 6)$
    - Check if the generated random numbers have a Gaussian distribution.

RNORM -> Crea n valores aleatorios con un mu y un sigma dado. rnorm random de la distribución normal rnorm(n, mean, sd)

Generate 1000 random numbers distributed as X.

```
> x = \text{rnorm}(1000, 4, 3)
> X
 [1] 9.722570951 6.211427198 2.508262913 4.139724814 4.677790110
 [6] 1.230995381 1.965396672 6.488571367 3.072921287 6.790270359
 [11] 8.320486977 7.315415223 9.037359923 6.458714038 6.009824193
 [16]\ \ 4.607721569\ \ 4.207768344\ \ 4.719899337\ \ 2.479265433\ \ 2.602571266
 [21] 5.671424456 5.444647257 3.723626253 1.837756028 2.930583570
 [26] \ \ 7.917282936 \ \ 3.012074310 \ \ 5.188248465 \ \ 8.024267729 \ \ 5.421459376
 [31] 3.981487017 6.361560591 4.271581798 1.243004533 1.944055671
 [36] 1.530621602 2.480864685 4.240728436 1.882294691 1.337529812
 [41] -1.882293641 3.585676118 6.929947789 7.849017666 0.339912836
 [46] 1.983010350 2.730427892 3.896994672 5.918259763 7.162565008
 [51] -0.287221541 5.187820980 3.548050820 4.830088653 3.311645221
 [56] 0.915211273 3.612222944 9.842090769 4.742765099 -0.835973072
 [61] 1.766909070 1.671513668 6.495753925 5.129725893 3.918217479
 [66] 6.768604611 5.834482601 1.516918895 6.140512728 8.874400451
 [71] 4.514966635 2.532810399 5.432233809 0.726443464 4.271291944
 [76] 1.774256967 7.597992599 13.055332535 3.576914728 1.751239379
 [81] 4.952006568 2.370382055 1.079241610 6.795152411 3.321105427
```

```
[86] -0.576366567 4.409198008 -1.238873051 -0.335542623 2.932252428
[91] -0.822976474 5.862416781 5.224077734 1.298535381 5.560786148
[96] 1.726152640 4.405386415 6.062141376 6.933085281 0.083971564
[101] 5.939252510 0.712851474 8.258705038 6.061144946 4.468130686
[106] 0.289010919 0.525983395 2.998358336 0.514076221 3.643954712
[111] 7.995448922 3.230590080 4.657879228 2.641335486 3.178088515
[116] 7.152351631 4.917588796 4.092624350 3.149892615 0.869055959
[121] 8.543357113 9.895700597 9.641745611 -0.903208267 1.698466801
[126] 3.741987027 2.600176448 8.851360217 5.114223753 3.378683645
[131] -5.468752355 0.219529107 4.177014481 7.445974180 1.282261997
[136] 6.364841480 4.158220335 2.429991719 7.112274650 1.523045448
[141] 0.177278636 2.817009377 3.879597499 1.458014354 8.364717483
[146] 2.626763080 5.992223951 1.497974660 1.471208855 2.472373746
[151] 2.140080913 -0.173138318 0.738701084 1.100190538 3.093848425
[156] 2.614752807 -1.269680625 4.113679107 0.630165691 8.225266756
[161] 0.390878421 1.328138590 4.312852878 4.624936995 -0.638777809
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[171] 0.811697070 10.765247879 1.208862971 4.663853639 6.174358129
[176] 5.210056644 2.756640294 5.905663114 6.637139488 -1.526801276
[181] 4.850419670 2.454648589 6.042974894 5.672352385 3.957725545
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[201] 4.215097928 5.822850543 7.654388015 1.647258955 3.539643139
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[801] 4.275098151 2.738830189 4.457127847 -0.201995279 7.033111677
[806] 6.893747737 0.298077240 0.112085491 -1.195432870 3.454119713
[811] 1.669384094 7.257897452 3.736462251 3.308560151 4.574995281
[816] 3.559881939 3.275774048 5.772927225 3.315348544 2.619204467
```

```
[821] 6.174814610 4.741439332 0.990673810 -0.609219512 2.734989995
[826] 10.145072186 7.147153262 4.832156640 5.850977952 0.599510927
[831] 5.947160676 0.666216323 6.676434553 -0.482537939 -1.900172763
[836] 3.048900638 7.838839390 5.851302513 6.823795786 7.622565426
[841] 2.155805800 4.454464392 -2.864232298 3.730787576 1.120894235
[846] 0.104634148 -2.498893482 8.550164250 5.903829403 -0.780464293
[851] 0.833347259 3.743421608 4.654216211 4.112404714 6.452046902
[856] 2.115153668 3.292777150 4.460443593 5.803095809 1.986178477
[861] 3.651534724 2.209781762 3.061074017 6.125712681 7.652292576
[866] 5.954147369 0.641963218 -2.030439149 -0.221400731 5.813850201
[871] 7.807039328 6.772659234 3.810651952 5.726720584 -0.127383625
[876] 0.220868545 3.839319307 9.391743706 3.294372582 7.543433686
[881] 6.240118606 9.815001498 4.164777359 2.643334865 4.923317586
[886] 3.086636336 3.322454892 8.085314508 3.169242515 -0.292071627
[891] 5.928410471 3.623712369 0.809973052 6.922605274 7.403139386
[896] 7.094559573 5.496784410 2.855290592 2.978759222 -1.044969746
[901] 2.410711240 3.870699755 6.478521724 1.187777273 5.772889807
[906] 7.154531467 4.284654211 3.201363701 4.896757445 2.732244214
[911] 7.676932284 3.289225515 2.501054648 4.199085588 8.234579629
[916] 8.959128329 3.620792197 6.739632937 1.195287454 6.378219374
[921] 1.169563754 -0.989844446 1.913297041 -2.248200791 3.369106795
[926] 5.229325213 6.424564818 7.271546502 0.306133700 5.245739608
[931] 6.541283057 0.532106227 8.508294597 9.272515031 -3.964967504
[936] 5.908047796 0.329210230 0.851137323 4.710201587 3.689213706
[941] 3.425921543 3.725367522 10.072711343 7.826463739 3.373082876
[946] 2.211918808 5.076166422 1.831917174 4.838812525 1.821511528
[951] 10.055279490 9.085432287 6.226849496 5.378771335 4.440647634
[956] 0.898951431 8.990225899 8.137731194 10.412555275 1.548484348
[961] 6.427600105 3.785829083 3.665892064 3.483239993 8.124939878
[966] 8.236620858 4.214459737 5.700270755 6.415499418 6.353337432
[971] 9.115362245 4.316094520 5.997749778 5.719000083 8.863206817
[976] 5.727793109 3.708372726 2.664170473 1.084940086 -0.424586902
[981] 2.033561889 2.115813583 4.310248773 1.551119406 4.185972246
[986] 2.867766666 3.386759483 -1.161971444 6.829082800 4.699670773
[991] 3.621348788 6.557779893 2.022140773 7.489283598 10.234863323
[996] -0.466739909 8.887104089 4.004537421 6.949013300 2.850796691
```

pnorm —> Calcula la probabilidad - AREA - dando un mu y un sigma - sólo calcula las areas a la izquierda

- Compute  $P(X \le 6)$ 

pnorm(6, 4, 3) = 0.7475

- Compute  $P(3 \le X \le 6)$ 

pnorm(6, 4, 3) = 0.7475pnorm(3, 4, 3) = 0.3694

pnorm(6, 4, 3) - pnorm(3, 4, 3) = 0.7475 - 0.3694 = 0.3780

- Compute a such as  $P(X \le a) = 0.85$ 

qnorm —> devuelve la altura de la curva, con un mu= 4 y un sigma = 3.

qnorm(0.85,4,3) = 7.1093 —> por tanto el 0,85% de los números están por debajo de 7.1093

Plot a histogram with these numbers, and superimpose the theoretical density function -

- Compute the proportion of the numbers that has been generated in the interval [3, 6], and compare with the probability computed above in  $P(3 \le X \le 6)$ 

pnorm —> me devuelve p; la probabilidad

$$pnorm(1000, 4, 3) = 1 \longrightarrow Teorico$$

Partiendo de que la muestra es de 1000 datos y sabiendo que se trata de una distribución normal...

Calculo la suma de los números que son mayores ó iguales a 3 de la muestra x > sum(x >= 3) [1] 646

Calculo la suma de los números menores ó iguales a 6 de la muestra x > sum(x <= 6)
[1] 732

Saco la diferencia y lo divido entre la muestra 1000 y tenemos una probabilidad de:

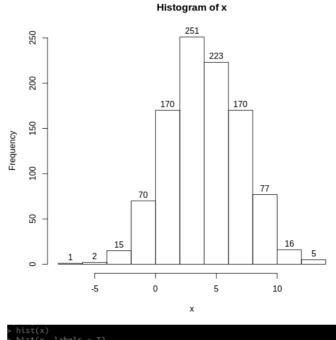
$$732 - 368 = 364$$
  
 $364/1000 = 0.364$ 

Al realizar la comparación obtenida del calculo de los random de la variable Gaussiandistributed nos damos cuenta que la variación de la probabilidad es mínima.

Este histograma tiene una distribución normal "Experimental", -> tomando todos los x generados. (el

histograma representa la curva de la muestra).

> hist(x, labels=T, freq=F)

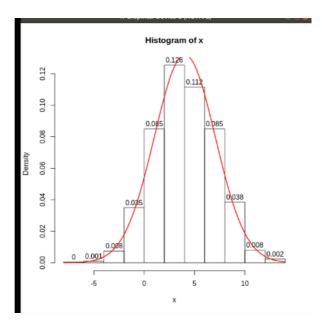


Check if the generated random numbers have a Gaussian distribution.

> media = mean(x) # calculo la media de x

> desv = sd(x) # calculo la desviación típica de x

> curve(dnorm(x,media, desv), add = T, col = "red", lwd = 2) # superpongo la función de la densidad, previamente calculada la media y la desviación típica.



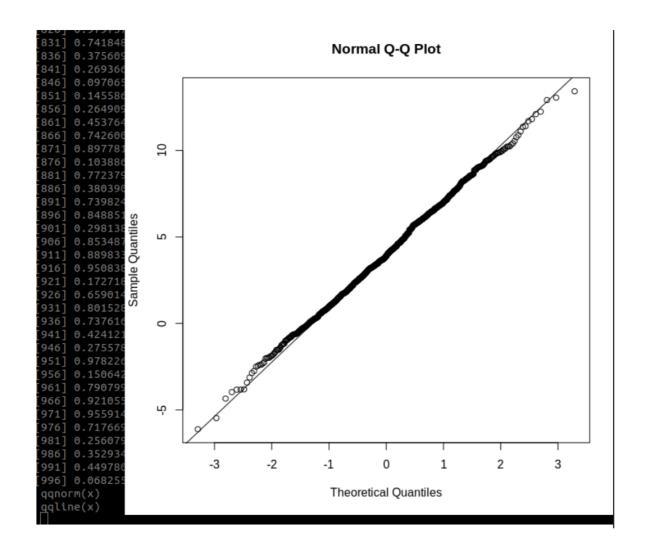
De esta manera defino de forma unívoca la distribución normal.

Curve me genera una gráfica de la función distribución de la distribución normal (Teórica con infinitos datos..), en función de x, con la media y desviación calculadas previamente.

Con el Q-QPlot —> Quantile-Quantile Plots - podemos ver gráficamente por medio de qqnorm y qqline.

Aquí podemos comprobar que las observaciones siguen una distribución normal siempre que los puntos de la gráfica de la distribución real "siguen" bastante bien la línea de la gráfica de la distribución teórica.

- > qqnorm(x) # calculo de qq normal para x distribución real -
- > qqline(x) # adiciona la qqline al plot distribución teórica



#### D. Inference

5. Some studies suggest that there is a relationship between the cheese's flavour and their chemical composition, especially with the lactic acid content.

The lactic acid content has been measured in ten cheeses, resulting the following values:

```
0.86, 1.53, 1.57, 1.81, 0.99, 1.09, 1.29, 1.78, 1.29, 1.58
```

Assuming that the lactic acid content can be modelled as a Gaussian distributed random variable:

- Estimate a value for the mean  $\mu$  and variance  $\sigma^2$
- Compute a confidence interval for the mean  $\mu$  ( $\alpha = 0.05$ )
- Compute a confidence interval for the variance  $\sigma^2$  ( $\alpha = 0.05$ )
- Solve the following hypothesis test ( $\alpha = 0.05$ ):

```
H_0: \mu = 1

H_1: \mu \neq 1
```

#### - Estimate a value for the mean and variance

```
> acidL # lactic acid
> acidL = c( 0.86, 1.53,1.57, 1.81, 0.99, 1.09, 1.29, 1.78, 1.29, 1.58 )
> acidL
[1] 0.86 1.53 1.57 1.81 0.99 1.09 1.29 1.78 1.29 1.58

> summary (acidL)
    Min. 1st Qu. Median Mean 3rd Qu. Max.
    0.860    1.140    1.410    1.379    1.577    1.810

> media = mean(acidL)
> media
[1] 1.379

> var(acidL)
[1] 0.1073656

> sqrt(var(acidL))
```

## [1] **0.3276668**

## DATA ANALYTICS: DESCRIPTIVE, INFERENCE, AND PREDICTIVE TECHNIQUES

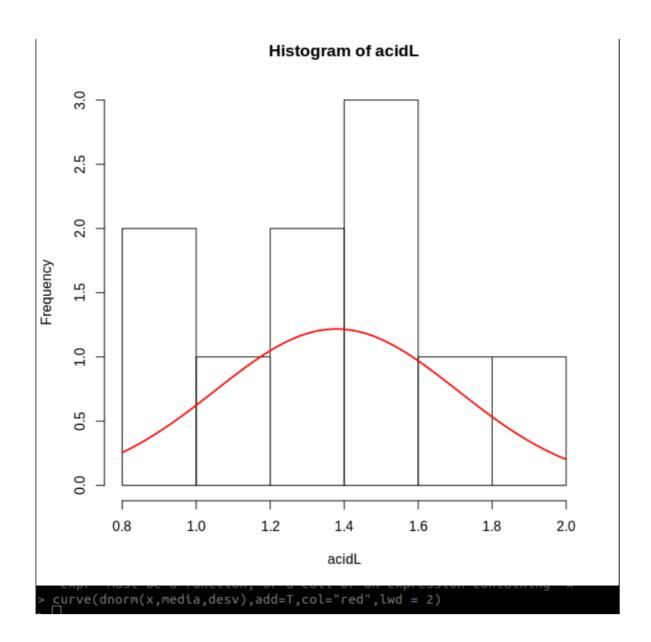
> desv = sd(acidL) > desv

[1] **0.3276668** 

> n = length(acidL) > n [1] **10** 

> hist(acidL) —> curva de la muestra

> curve( dnorm ( x, media, desv ), add=T, col="red", lwd = 2 )  $\longrightarrow$  curva de la distribución normal



-Compute a confidence interval for the mean mu (variance = 0.05)

## > # Intervalo de confianza de la media con un 99,9 % es:

```
media + desv * (tstudent (0.05), (n-1)) * (1/sqrt (n))

media - desv * (tstudent (0.05), (n-1)) * (1/sqrt (n))

> media-desv*qt(0.05,n-1)/sqrt(n)

[1] 1.568942

> media+desv*qt(0.05,n-1)/sqrt(n)

[1] 1.189058

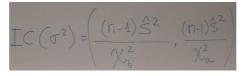
> 1.568942-1.189058

[1] 0.379884
```

Con un 99 % de confianza puedo afirmar que la media del acidL está entre el 1.568942-1.189058, con una precisión aproximada de: 0.379884.

Sé que entre 1.568942-1.189058 está la media del acidL # lactic acid, con una precisión aproximada de 0.379884.

-Compute a confidence interval for the variance sigma (variance = 0.05)



## > # Intervalo de confianza para la varianza

```
(n-1) * desv ^ 2 / qchisq (1-0.05, n-1)
(n-1) * desv ^ 2 / qchisq (0.05, n-1)
> (n-1) * desv ^ 2 / qchisq (1-0.05, n-1)
[1] 44.76498
```

```
> (n-1) * desv ^2 / qchisq (0.05, n-1)
[1] 60.25382
```

Con un 99% de confianza puedo afirmar que la la varianza sigma del acidL está entre 44.76498 y 60.25382

Con un 99% de confianza puedo afirmar que (sigma), esta entre estos valores

```
> Xa = qchisq(0.05, n-1)

> Xa

[1] 210.6873

> Xb = qchisq(1 - 0.05, n-1)

> Xb

[1] 283.5858

> (n-1) * desv ^ 2 / Xb

[1] 44.76498

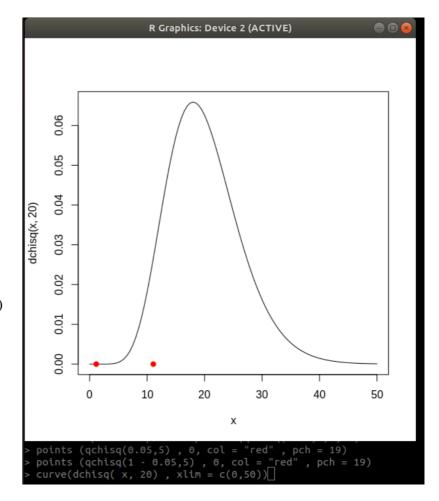
> (n-1) * desv ^ 2 / Xa

[1] 60.25382

curve(dchisq (x, 20), xlim = c(0, 50))

points (qchisq(0.05,5), 0, col = "red", pch = 19)

points (qchisq(1 - 0.05,5), 0, col = "red", pch = 19)
```



- Solve the following hypothesis test ( $\alpha = 0.05$ ):

 $H_0 : \mu = 1$  $H_1: \mu \neq 1$ 

DATA ANALYTICS: DESCRIPTIVE, INFERENCE, AND PREDICTIVE TECHNIQUES

Student declaration	
I certify that the assignment submission is enfully understand the consequences of plagiaris making a false declaration is a form of malpra	sm. I understand that
Student signature:	Date: