class09-halloween-mini-project

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Today we will examine data from 538 on Halloween candy. In particular we will use ggplot, dplyr, and PCA to make sense of this multivariate dataset.

Importing Candy Data

```
candy_file <- "candy-data.csv"

candy = read.csv(candy_file, row.names=1)
head(candy)
```

```
             chocolate fruity caramel peanutyalmondy nougat crispedricewafer
100 Grand            1      0       1              0      0                 1
3 Musketeers         1      0       0              0      1                 0
One dime             0      0       0              0      0                 0
One quarter          0      0       0              0      0                 0
Air Heads            0      1       0              0      0                 0
Almond Joy           1      0       0              1      0                 0
             hard bar pluribus sugarpercent pricepercent winpercent
```

```
100 Grand       0   1        0        0.732        0.860   66.97173
3 Musketeers    0   1        0        0.604        0.511   67.60294
One dime        0   0        0        0.011        0.116   32.26109
One quarter     0   0        0        0.011        0.511   46.11650
Air Heads       0   0        0        0.906        0.511   52.34146
Almond Joy      0   1        0        0.465        0.767   50.34755
```

Q1. How many different candy types are in this dataset?

```
dim(candy)
```

```
[1] 85 12
```

There are 12 different candy types

Q2. How many fruity candy types are in the dataset?

```
sum(candy$fruity)
```

```
[1] 38
```

There are 38 fruity candy types in this datasest

What is your favorite candy?

Q3. What is your favorite candy in the dataset and what is it's winpercent value?

Air Heads have a 52.34146% winpercent value.

```
candy["Air Heads", ]$winpercent
```

```
[1] 52.34146
```

Q4. What is the winpercent value for "Kit Kat"?

```
candy["Kit Kat", "winpercent"]
```

```
[1] 76.7686
```

Q5. What is the winpercent value for "Tootsie Roll Snack Bars"?

```
candy["Tootsie Roll Snack Bars", ]$winpercent
```

```
[1] 49.6535
```

How many chocolate candy are there in this dataset?

```
sum(candy$chocolate)
```

```
[1] 37
```

There are 37 chocolate candies in this dataset.

Skim function

```
## install.packages("skimr") Install "skimr" if needed
library("skimr")
skim(candy)
```

Table 1: Data summary

Name	candy
Number of rows	85
Number of columns	12
_____	
Column type frequency:	
numeric	12
_____	
Group variables	None

Variable type: numeric

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
chocolate	0	1	0.44	0.50	0.00	0.00	0.00	1.00	1.00	
fruity	0	1	0.45	0.50	0.00	0.00	0.00	1.00	1.00	
caramel	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
peanutyalmondy	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
nougat	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
crispedricewafer	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	
hard	0	1	0.18	0.38	0.00	0.00	0.00	0.00	1.00	
bar	0	1	0.25	0.43	0.00	0.00	0.00	0.00	1.00	
pluribus	0	1	0.52	0.50	0.00	0.00	1.00	1.00	1.00	
sugarpercent	0	1	0.48	0.28	0.01	0.22	0.47	0.73	0.99	
pricepercent	0	1	0.47	0.29	0.01	0.26	0.47	0.65	0.98	
winpercent	0	1	50.32	14.71	22.45	39.14	47.83	59.86	84.18	

Q6. Is there any variable/column that looks to be on a different scale to the majority of the other columns in the dataset?

The `winpercent` variable/column seems to be on a different scale from the majority of the other variables/columns in this dataset (0-100% rather than 0-1). We will need to scale this dataset before analysis like PCA.

Q7. What do you think a zero and one represent for the candy$chocolate column?

A zero represents not having being a chcolate candy and a one represents having chocolate.

```
skim(candy$chocolate)
```

Table 3: Data summary

Name	candy$chocolate
Number of rows	85
Number of columns	1
_____	
Column type frequency:	
numeric	1
_____	
Group variables	None

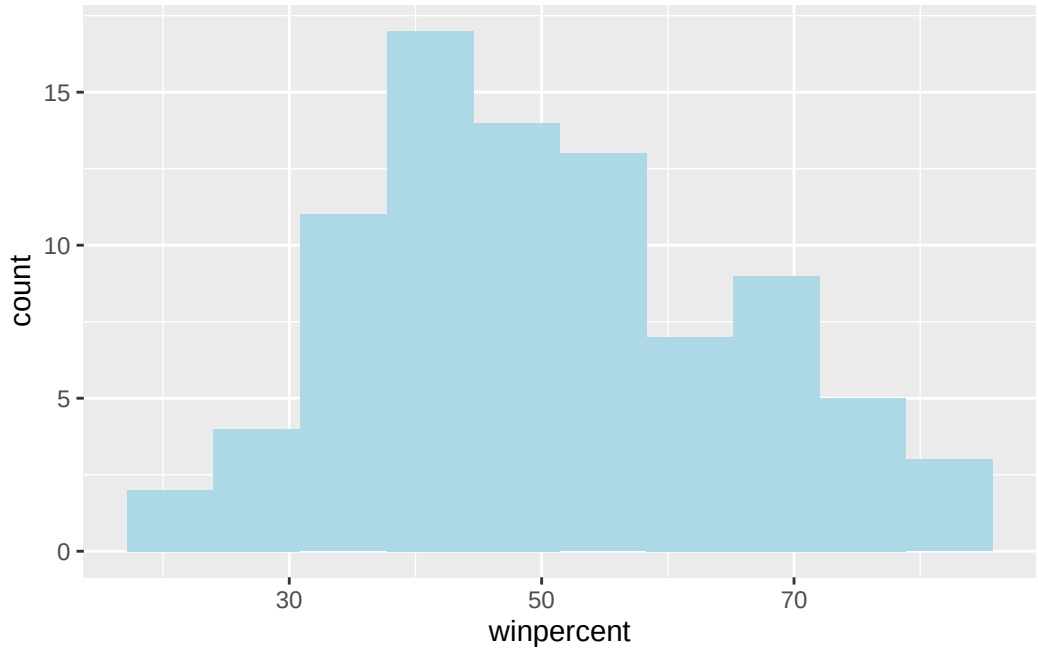
Variable type: numeric

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
data	0	1	0.44	0.5	0	0	0	1	1	

Q8. Plot a histogram of winpercent values

```
## install.packages("ggplot2")
library(ggplot2)

ggplot(candy) +
  aes(x = winpercent) +
  geom_histogram(bins = 10, fill = "lightblue")
```



Q9. Is the distribution of winpercent values symmetrical?

No

Q10. Is the center of the distribution above or below 50%?

The median is below 50%

```
summary(candy$winpercent)
```

```
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max. 
  22.45   39.14   47.83   50.32   59.86   84.18 
```

Q11. On average is chocolate candy higher or lower ranked than fruit candy?

- step 1: find all "chocolate candy"

- step 2: find their "winpercent" values
- step 3: summarize these values
- step 4: find all "fruity candy"
- step 5: find their winpercent values
- step 6: summarize these values
- step 7: compare these two summary values

1. Find all chocolate candy

```
choc.inds <- candy$chocolate == 1
```

2. Find their winpercent values

```
choc.win <- candy[choc.inds,]$winpercent
```

3. Summarize these values

```
choc.mean <- mean(choc.win)
```

Do the same for fruity candy.

```
fruit.inds <- candy$fruity == 1
fruit.win <- candy[fruit.inds,]$winpercent
fruit.mean <- mean(fruit.win)
```

Clearly chocolate has a higher mean winpercent than fruity candy

```
choc.mean
```

```
[1] 60.92153
```

```
fruit.mean
```

```
[1] 44.11974
```

Q12. Is this difference statistically significant?

This difference is statistically significant.

```
t.test(choc.win, fruit.win)
```

```
    Welch Two Sample t-test

data:  choc.win and fruit.win
t = 6.2582, df = 68.882, p-value = 2.871e-08
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 11.44563 22.15795
sample estimates:
mean of x mean of y
 60.92153  44.11974
```

Overall Candy Rankings

Q13. What are the five least liked candy types in this set?

The five least liked

```
# Not too useful - it just sorts the values
sort( candy$winpercent )
```

```
 [1] 22.44534 23.41782 24.52499 27.30386 28.12744 29.70369 32.23100 32.26109
 [9] 33.43755 34.15896 34.51768 34.57899 34.72200 35.29076 36.01763 37.34852
[17] 37.72234 37.88719 38.01096 38.97504 39.01190 39.14106 39.18550 39.44680
[25] 39.46056 41.26551 41.38956 41.90431 42.17877 42.27208 42.84914 43.06890
[33] 43.08892 44.37552 45.46628 45.73675 45.99583 46.11650 46.29660 46.41172
[41] 46.78335 47.17323 47.82975 48.98265 49.52411 49.65350 50.34755 51.41243
[49] 52.34146 52.82595 52.91139 54.52645 54.86111 55.06407 55.10370 55.35405
[57] 55.37545 56.49050 56.91455 57.11974 57.21925 59.23612 59.52925 59.86400
[65] 60.80070 62.28448 63.08514 64.35334 65.71629 66.47068 66.57458 66.97173
[73] 67.03763 67.60294 69.48379 70.73564 71.46505 72.88790 73.09956 73.43499
[81] 76.67378 76.76860 81.64291 81.86626 84.18029
```

```
x <- c(10, 1, 100)
order(x)
```

```
[1] 2 1 3
```

```
x[ order(x)]
```

```
[1]   1  10 100
```

The `order()` function tells us how to arrange the elements of the input to make them sorted - i.e. how to order them.

We can determine the order of winpercent to make them sorted and use that to arrange the whole dataset

```
ord.inds <- order(candy$winpercent)
head( candy[ord.inds, ] )
```

```
                  chocolate fruity caramel peanutyalmondy nougat
Nik L Nip                 0      1       0              0      0
Boston Baked Beans        0      0       0              1      0
Chiclets                  0      1       0              0      0
Super Bubble              0      1       0              0      0
Jawbusters                0      1       0              0      0
Root Beer Barrels         0      0       0              0      0
                  crispedricewafer hard bar pluribus sugarpercent pricepercent
Nik L Nip                        0    0   0        1        0.197        0.976
Boston Baked Beans               0    0   0        1        0.313        0.511
Chiclets                         0    0   0        1        0.046        0.325
Super Bubble                     0    0   0        0        0.162        0.116
Jawbusters                       0    1   0        1        0.093        0.511
Root Beer Barrels                0    1   0        1        0.732        0.069
                  winpercent
Nik L Nip           22.44534
Boston Baked Beans  23.41782
Chiclets            24.52499
Super Bubble        27.30386
Jawbusters          28.12744
Root Beer Barrels   29.70369
```

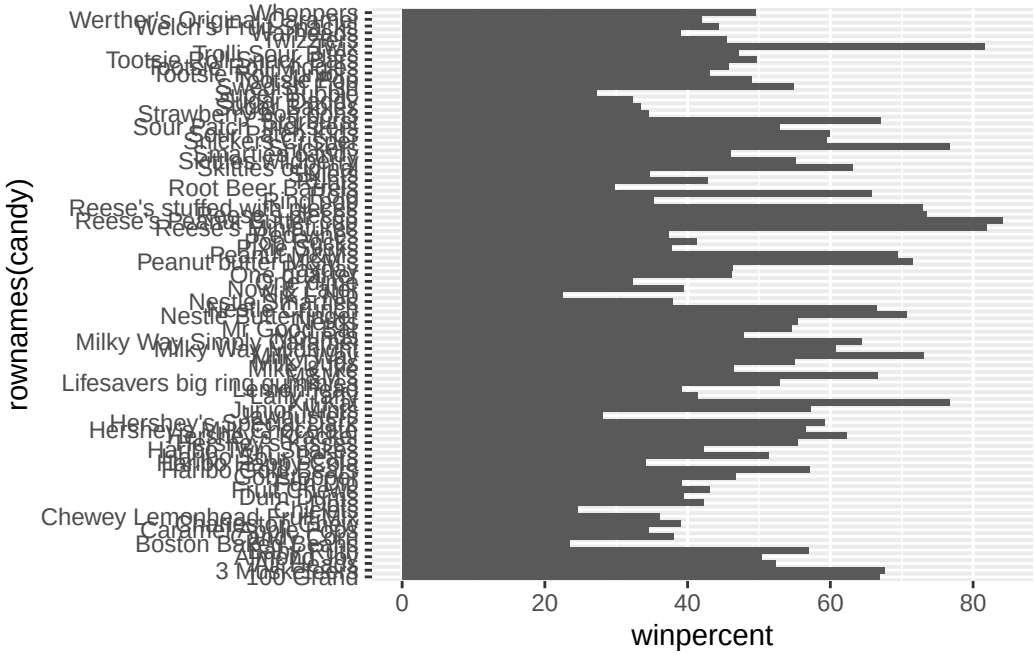
Q14. What are the top 5 all time favorite candy types out of this set?

```
ord.inds <- order(candy$winpercent, decreasing = T)
head( candy[ord.inds, ] )
```

```
                         chocolate fruity caramel peanutyalmondy nougat
Reese's Peanut Butter cup         1      0       0              1      0
Reese's Miniatures                1      0       0              1      0
Twix                              1      0       1              0      0
Kit Kat                           1      0       0              0      0
Snickers                          1      0       1              1      1
Reese's pieces                    1      0       0              1      0
                         crispedricewafer hard bar pluribus sugarpercent
Reese's Peanut Butter cup                0    0   0        0        0.720
Reese's Miniatures                       0    0   0        0        0.034
Twix                                     1    0   1        0        0.546
Kit Kat                                  1    0   1        0        0.313
Snickers                                 0    0   1        0        0.546
Reese's pieces                           0    0   0        1        0.406
                         pricepercent winpercent
Reese's Peanut Butter cup        0.651   84.18029
Reese's Miniatures               0.279   81.86626
Twix                             0.906   81.64291
Kit Kat                          0.511   76.76860
Snickers                         0.651   76.67378
Reese's pieces                   0.651   73.43499
```

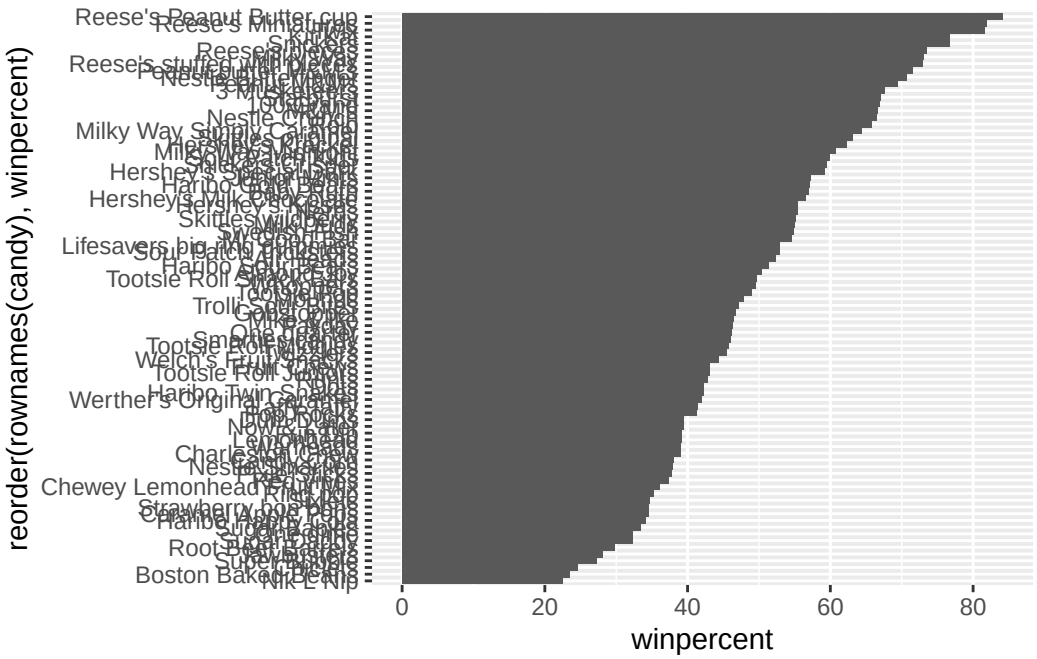
Q15. Make a first barplot of candy ranking based on winpercent values.

```
ggplot(candy) +
  aes(winpercent, rownames(candy)) +
  geom_col()
```



Q16. This is quite ugly, use the reorder() function to get the bars sorted by winpercent?

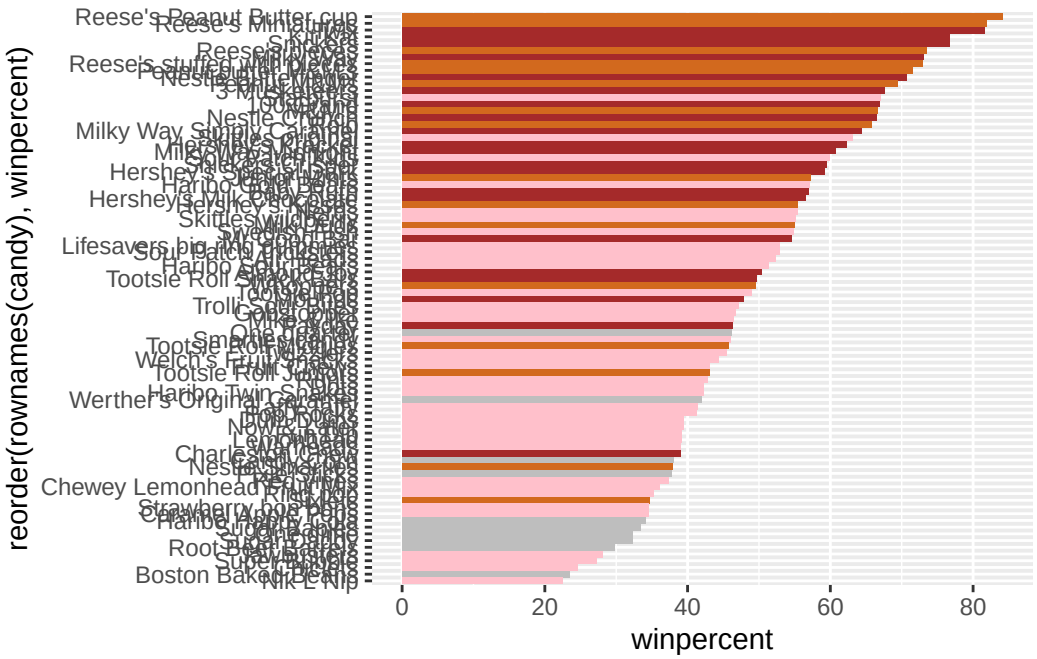
```
ggplot(candy) +
  aes(winpercent, reorder( rownames(candy),winpercent)) +
  geom_col()
```



We need to make our own separate color vector where we can spell out exactly what candy is colored a particular color

```
mycols <- rep("gray", nrow(candy))
mycols[candy$chocolate == 1] <- "chocolate"
mycols[candy$fruity == 1] <- "pink"
mycols[candy$bar == 1] <- "brown"
```

```
ggplot(candy) +
  aes(winpercent, reorder( rownames(candy),winpercent)) +
  geom_col(fill = mycols)
```



Q17. What is the worst ranked chocolate candy?

The worst ranekd chocolate candy is Sixlets

Q18. What is the best ranked fruity candy?

The best ranked fruity candy is Starburst

Taking a look at pricepercent

Make a plot of winpercent(x-axis) vs pricepercent(y-axis)

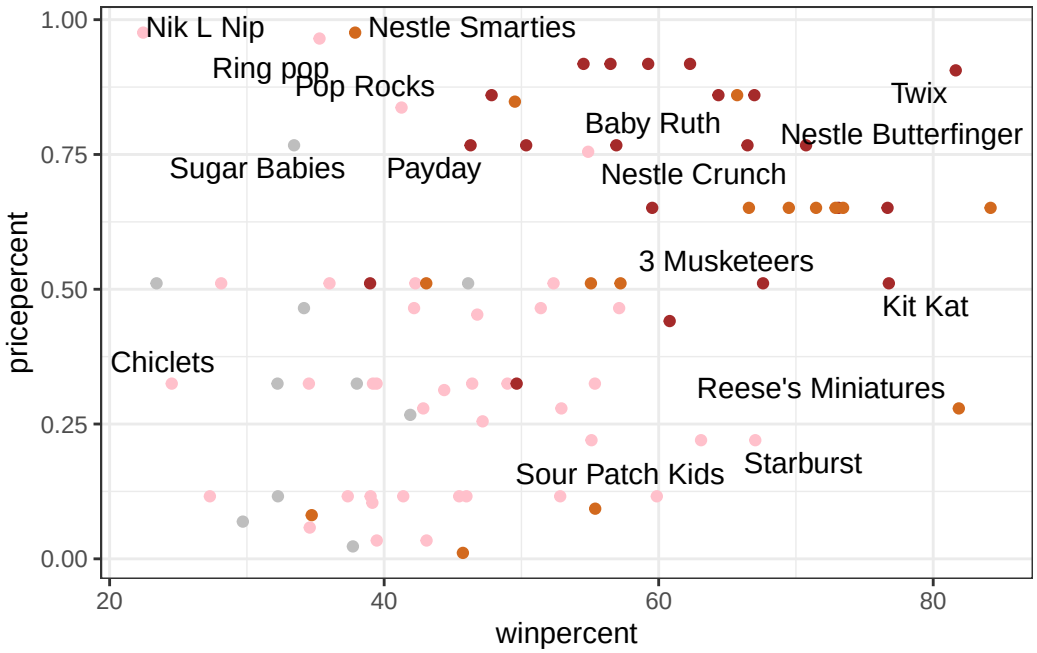
```
ggplot(candy) +
  aes(winpercent, pricepercent, label = rownames(candy)) +
  geom_point(col=mycols) +
  geom_text()
```

To avoid overplotting of the text we can use the add on package **ggrepel**.

```
library(ggrepel)

ggplot(candy) +
  aes(winpercent, pricepercent, label = rownames(candy)) +
  geom_point(col=mycols) +
  geom_text_repel(max.overlaps = 6) +
  theme_bw()
```

```
Warning: ggrepel: 69 unlabeled data points (too many overlaps). Consider
increasing max.overlaps
```



Q19. Which candy type is the highest ranked in terms of winpercent for the least money - i.e. offers the most bang for your buck?

Reese's miniatures, a chocolate, is the highest winpercent for some of the lowest pricepercents. Starburst, Sour Patch Kids and Skittles Original, all fruit, all are similarly lower in pricepercents but a bit less in winpercent.

Q20. What are the top 5 most expensive candy types in the dataset and of these which is the least popular?

The top 5 most expensive candies are Nik L Nip, Ring Pop, Nestle Smarties, Hersheys Milk Chocolate and Hershey's Krackel. Nik L Nip is the least popular.

```
ord <- order(candy$pricepercent, decreasing = TRUE)
head( candy[ord,c(11,12)], n=5 )
```

```
                      pricepercent winpercent
Nik L Nip                    0.976   22.44534
Nestle Smarties              0.976   37.88719
Ring pop                     0.965   35.29076
Hershey's Krackel            0.918   62.28448
Hershey's Milk Chocolate     0.918   56.49050
```

Exploring the correlation structure

Now that we have explored the dataset a little, we will see how the variables interact with one another.

First we will use the correlation and view the resutls with the **corrplot** package to plot a correlation matrix.

```
cij <- cor(candy)
cij
```

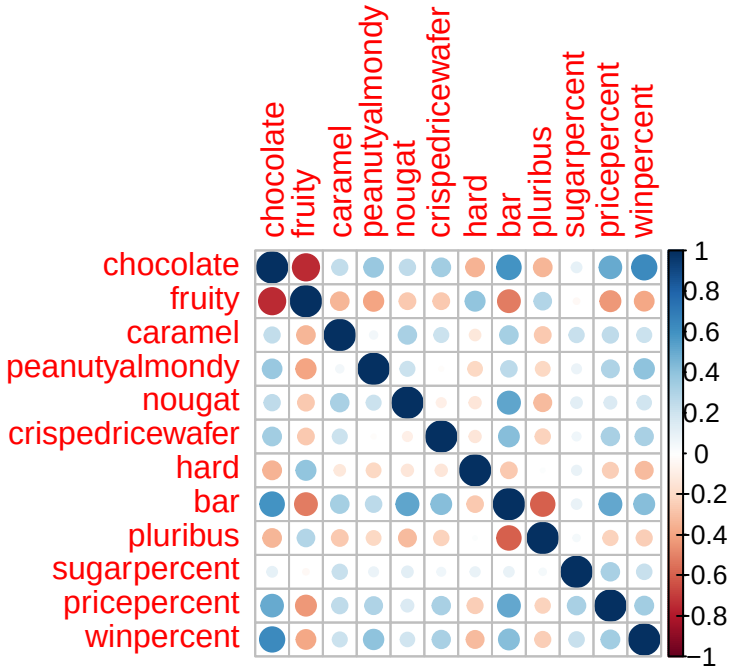
```
                  chocolate      fruity     caramel peanutyalmondy      nougat
chocolate         1.0000000 -0.74172106  0.24987535     0.37782357  0.25489183
fruity           -0.7417211  1.00000000 -0.33548538    -0.39928014 -0.26936712
caramel           0.2498753 -0.33548538  1.00000000     0.05935614  0.32849280
peanutyalmondy    0.3778236 -0.39928014  0.05935614     1.00000000  0.21311310
nougat            0.2548918 -0.26936712  0.32849280     0.21311310  1.00000000
crispedricewafer  0.3412098 -0.26936712  0.21311310    -0.01764631 -0.08974359
hard             -0.3441769  0.39067750 -0.12235513    -0.20555661 -0.13867505
bar               0.5974211 -0.51506558  0.33396002     0.26041960  0.52297636
pluribus         -0.3396752  0.29972522 -0.26958501    -0.20610932 -0.31033884
sugarpercent      0.1041691 -0.03439296  0.22193335     0.08788927  0.12308135
pricepercent      0.5046754 -0.43096853  0.25432709     0.30915323  0.15319643
winpercent        0.6365167 -0.38093814  0.21341630     0.40619220  0.19937530
                  crispedricewafer        hard         bar    pluribus
chocolate              0.34120978 -0.34417691  0.59742114 -0.33967519
fruity                -0.26936712  0.39067750 -0.51506558  0.29972522
caramel                0.21311310 -0.12235513  0.33396002 -0.26958501
peanutyalmondy        -0.01764631 -0.20555661  0.26041960 -0.20610932
nougat                -0.08974359 -0.13867505  0.52297636 -0.31033884
crispedricewafer       1.00000000 -0.13867505  0.42375093 -0.22469338
hard                  -0.13867505  1.00000000 -0.26516504  0.01453172
bar                    0.42375093 -0.26516504  1.00000000 -0.59340892
pluribus              -0.22469338  0.01453172 -0.59340892  1.00000000
sugarpercent           0.06994969  0.09180975  0.09998516  0.04552282
pricepercent           0.32826539 -0.24436534  0.51840654 -0.22079363
winpercent             0.32467965 -0.31038158  0.42992933 -0.24744787
                  sugarpercent pricepercent winpercent
chocolate          0.10416906    0.5046754  0.6365167
fruity            -0.03439296   -0.4309685 -0.3809381
caramel            0.22193335    0.2543271  0.2134163
peanutyalmondy     0.08788927    0.3091532  0.4061922
```

```
nougat              0.12308135    0.1531964  0.1993753
crispedricewafer    0.06994969    0.3282654  0.3246797
hard                0.09180975   -0.2443653 -0.3103816
bar                 0.09998516    0.5184065  0.4299293
pluribus            0.04552282   -0.2207936 -0.2474479
sugarpercent        1.00000000    0.3297064  0.2291507
pricepercent        0.32970639    1.0000000  0.3453254
winpercent          0.22915066    0.3453254  1.0000000
```

```
library(corrplot)
```

```
corrplot 0.95 loaded
```

```
corrplot(cij)
```



Q22. Examining this plot what two variables are anti-correlated (i.e. have minus values)?

Examining this plot, fruity and chocolate are anti-correlated values

Q23. Similarly, what two variables are most positively correlated?

Chocolate and bar are most positively correlated.

Principal Component Analysis

Let's apply PCA using the `prcomp()` function to our candy dataset remembering to set the **scale=TRUE** argument.

```
pca <- prcomp(candy, scale = T)
summary(pca)
```

```
Importance of components:
                          PC1    PC2    PC3     PC4    PC5     PC6     PC7
Standard deviation     2.0788 1.1378 1.1092 1.07533 0.9518 0.81923 0.81530
Proportion of Variance 0.3601 0.1079 0.1025 0.09636 0.0755 0.05593 0.05539
Cumulative Proportion  0.3601 0.4680 0.5705 0.66688 0.7424 0.79830 0.85369
                           PC8     PC9    PC10    PC11    PC12
Standard deviation     0.74530 0.67824 0.62349 0.43974 0.39760
Proportion of Variance 0.04629 0.03833 0.03239 0.01611 0.01317
Cumulative Proportion  0.89998 0.93832 0.97071 0.98683 1.00000
```

```
attributes(pca)
```

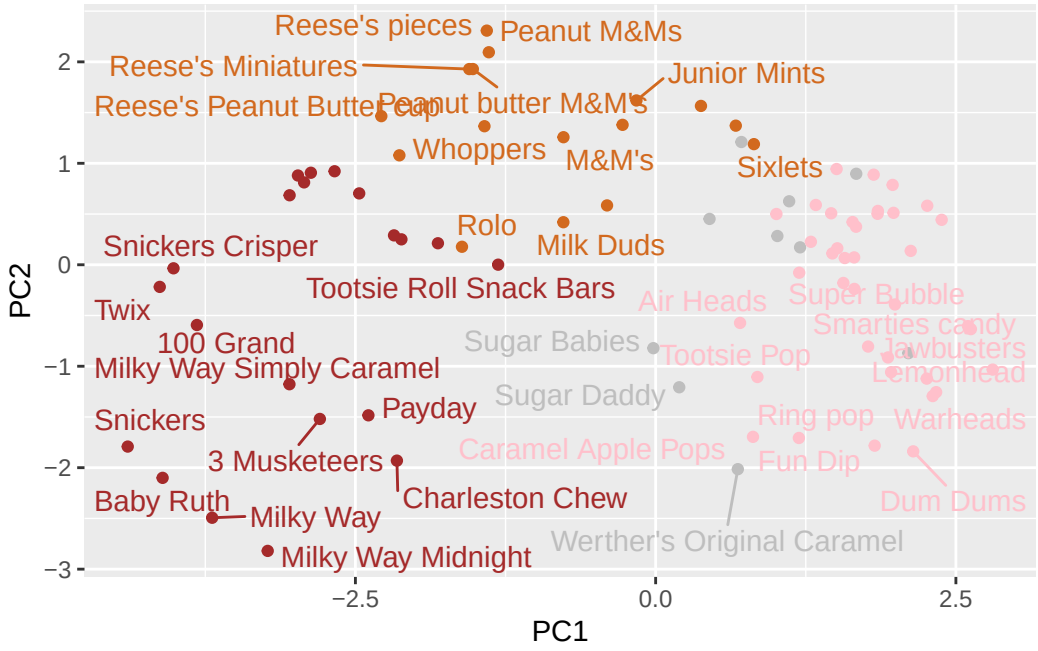
```
$names
[1] "sdev"     "rotation" "center"   "scale"    "x"

$class
[1] "prcomp"
```

Let's plot our main results as our PCA "score plot"

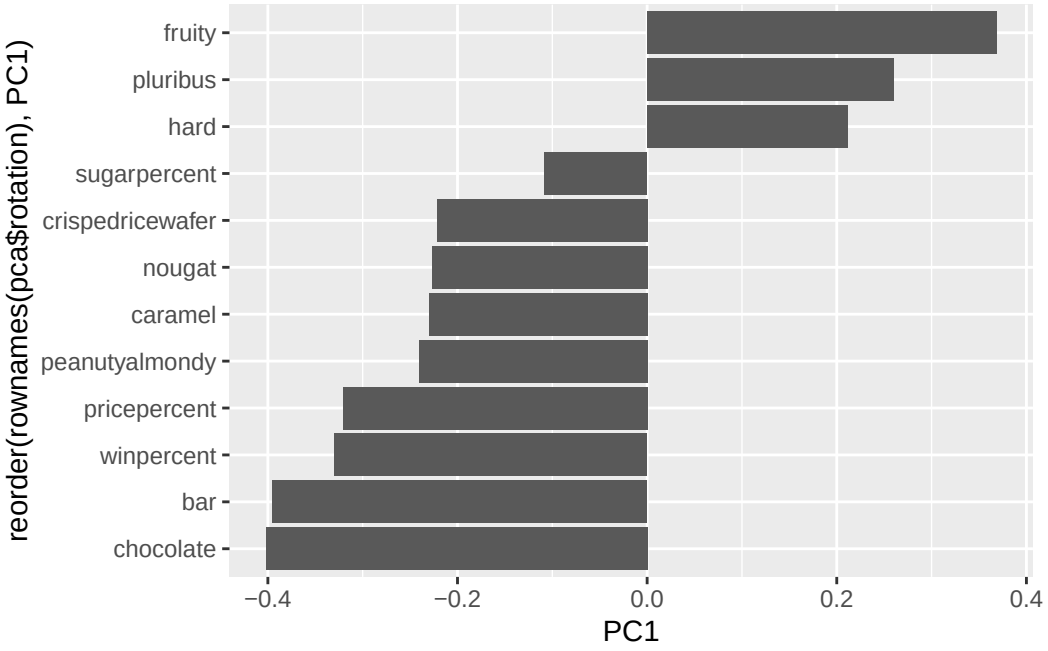
```
ggplot(pca$x) +
  aes(PC1, PC2, label = rownames(pca$x)) +
  geom_point(col = mycols) +
  geom_text_repel(col = mycols)
```

```
Warning: ggrepel: 48 unlabeled data points (too many overlaps). Consider
increasing max.overlaps
```



Finally let's look at the original variables contribute to the PCs, start with PC1

```
ggplot(pca$rotation) +
  aes(PC1, reorder(rownames(pca$rotation), PC1)) +
  geom_col()
```



Q24. What original variables are picked up strongly by PC1 in the positive direction? Do these make sense to you?

Fruity, pluribus and hard are picked up strongly by PC1 in the positive direction. This makes sense as these are common traits of each other such as Warheads or Smarties or Starburst.