Algebra Cuesything is Handwary!
$$A, a, b, c$$

Think:

 x^TAx
 Ax^2
 $Ax \cdot (b - Ax) = x^TA^T(b - Ax)$

Vector

Desiratives

 $\partial A = 0$
 $\partial (ax) = a \partial x$
 $\partial (x + y) = \partial x + \partial y$
 $\partial x^Ta = \frac{\partial a^Tx}{\partial x} = a - \frac{\partial (ax)}{\partial x}$
 $\partial a^Txb = ab^T$
 $\partial a^Txb = ab^T$

$$\frac{\partial a^{T} x^{T} b}{\partial x} = b a^{T}$$

$$\frac{\partial \|x\|_{2}}{\partial x} = \frac{\partial \|x^{T} x\|_{2}}{\partial x} = 2 \times \frac{1}{2}$$

with Symmetric Matrix S
$$\frac{\partial}{\partial x} (b - Ax)^{T} S (b - Ax) = -2A^{T} S (b - Ax)$$

$$\frac{\partial}{\partial x} S y(x)^{2} = Think \tilde{S} y(x) y'(x)$$

$$Try: \frac{\partial}{\partial x} (b - x)^{T} W (b - x)$$
if not symmetric more weird but don't think you'llned