

Outline

- Motivating example
- Significance testing
 - Test statistic (Chi-squared goodness of fit)
 - Degrees of freedom
 - Significance level and critical value
 - P-value
- A sweet little exercise
- GTA x ZoomAgri







Hiiii Cadbury

Was super excited to watch my son open his
Favourites Easter Egg but had a bit of a WTF
moment when we realised there were 7 Cherry
Ripes and 1 Dairy Milk. I know Cherry Ripes get a bit
of a tough time and you still need to force them upon
us but the ratio seems a bit drastic!
Did you have a newbie working on the distribution
line that day because surely this ain't right?!

Emma Hayes-Cooke, Lee Bright, Naima Maanaima and 3,268 others like this. Top Comments →



38 shares 398 comments



Cadbury Dairy Milk Thanks for your feedback.

Whilst the process of the pieces going into the packet is randomised, it is not intentional that you would get that much of one particular product.

Could you please PM us with the barcode, Best Before Date and batch code from the pack, as well as your address details, and we'll be in touch?

₾ 77 · 21 hrs

→ 16 Replies · 2 hrs



38 shares 398 comments



Cadbury Dairy Milk Thanks for your feedback.
Whilst the process of the pieces going into the

How do we know when we have a leg to stand on?



Before Date and batch code from the pack, as well as your address details, and we'll be in touch?

₾ 77 · 21 hrs

→ 16 Replies · 2 hrs

Cadbury's prevailing view vs. consumers

 H_0 = Equal chance of drawing any brand of chocolate





















Cadbury's prevailing view vs. consumers

 H_0 = Equal chance of drawing any brand of chocolate

 H_1 = **Unequal** chance of drawing any brand of chocolate



















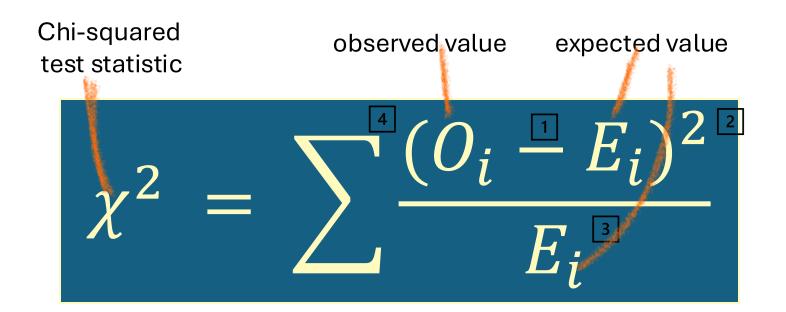


How well does the observed data fit the theory?



Test statistic

- A standardised, numeric **summary** our data
- Decide whether we have enough evidence to reject the default view (H_0)



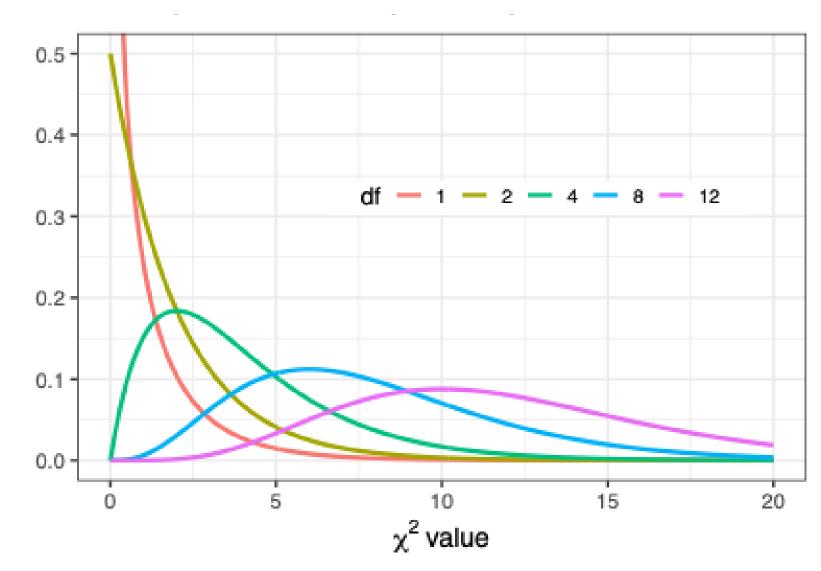
- Finding a difference or goodness of fit
- Making it absolute
- Standardise differences by expected value
- 4 Add them all up

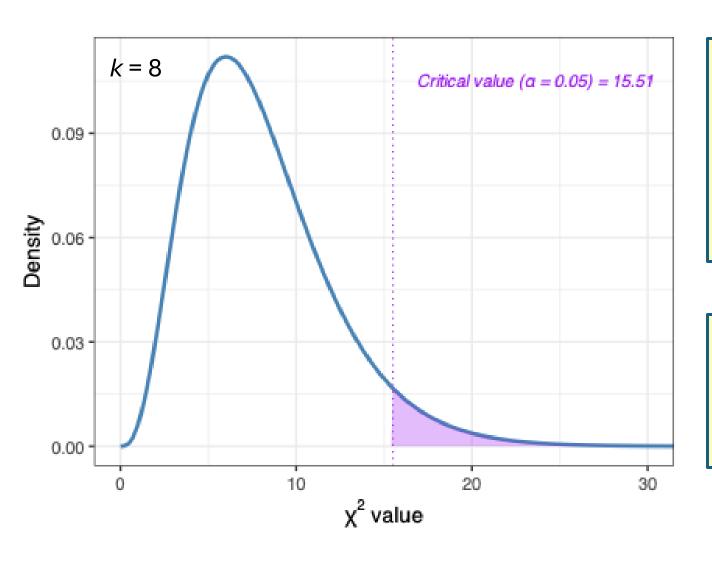
Degrees of Freedom (k)

- k =Number of categories 1
 - = 9 brands 1
 - 8 =

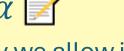
Brand	Observed		
Crunchie	1		
Caramello	1		
Dairy Milk	1		
Moro	1		
Flake	1		
Boost	3		
Cherry Ripe	2		
Picnic	3		
Turkish	2		
TOTAL	15		

- Independent, free information in data
- Determines shape of χ^2 distribution





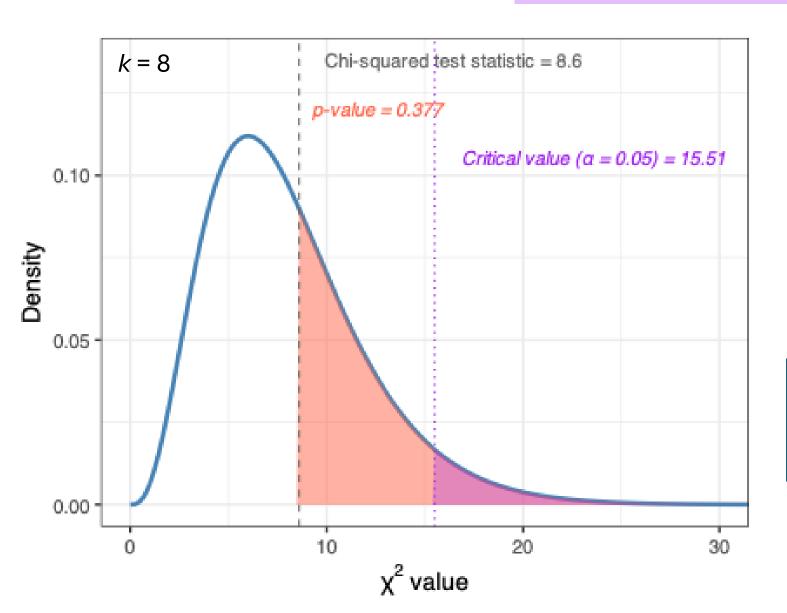
Significance level α



- how much probability we allow in the "rejection region"
- $\alpha = 0.05$
 - Balance of being too lenient vs. too cautious

Critical value

- A benchmark for us to determine whether our test statistic is extreme enough to reject the null.

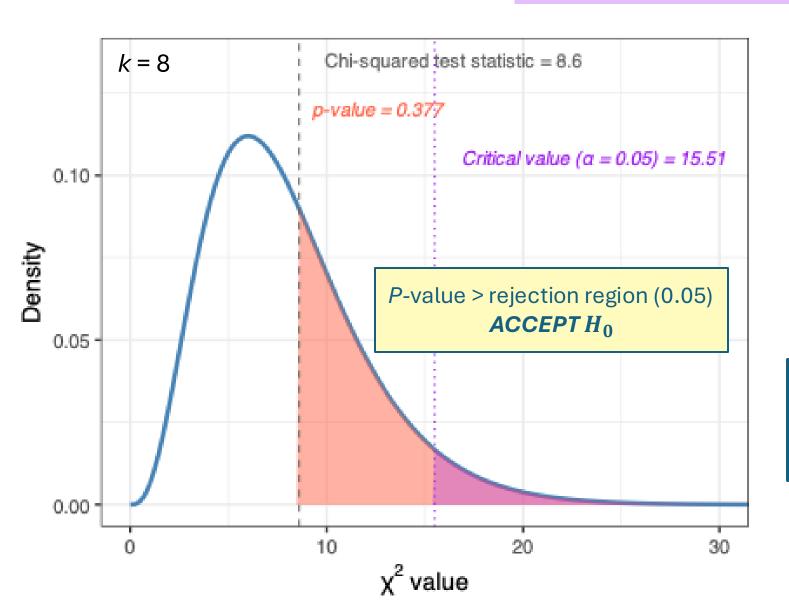


Compare our test statistic to the critical value

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

p-value

- Probability of observing test statistic, if the H_0 were true

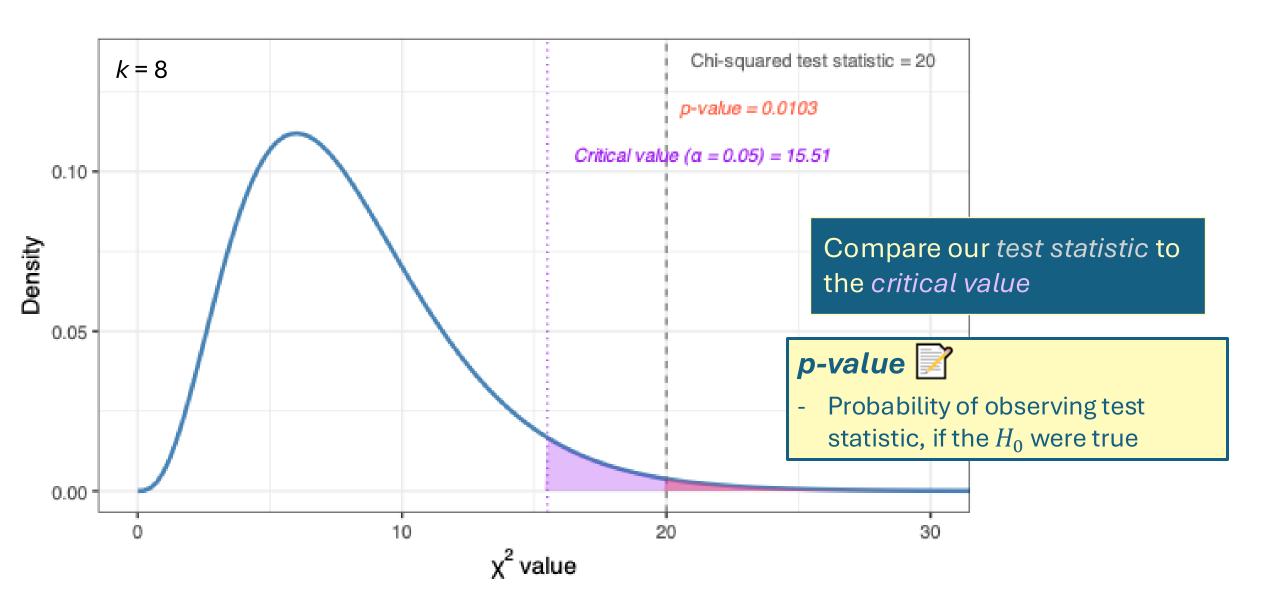


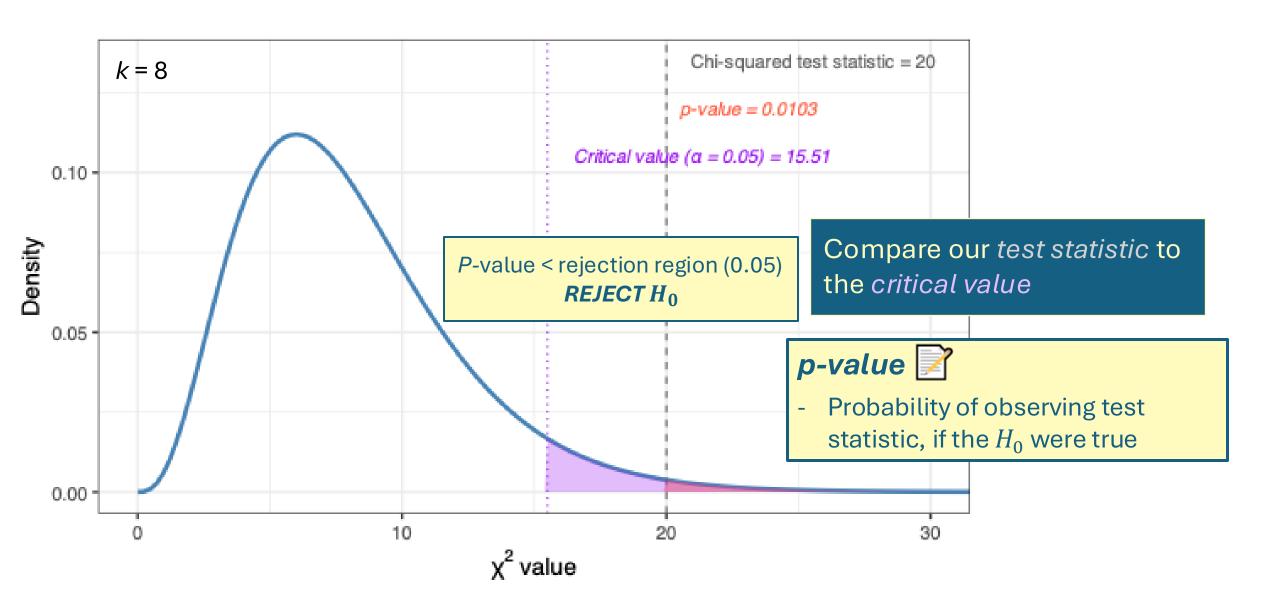
Compare our test statistic to the critical value

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

p-value 📝

Probability of observing test statistic, if the H_0 were true

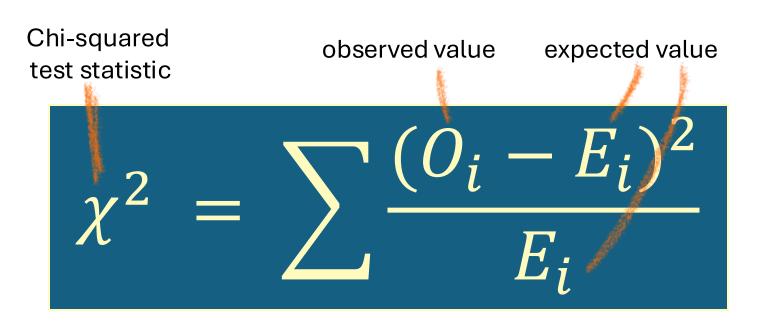




Put it to practice

 H_0 = Equal chance of drawing any brand of chocolate

 $H_1 = Unequal$ chance of drawing any brand of chocolate



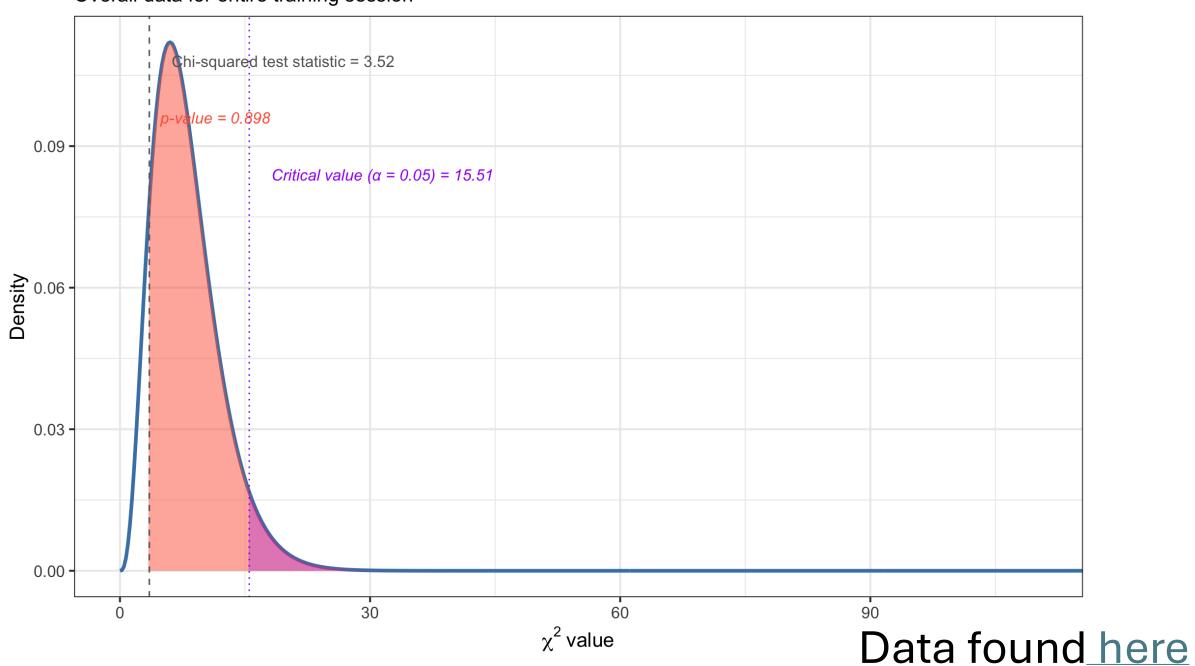


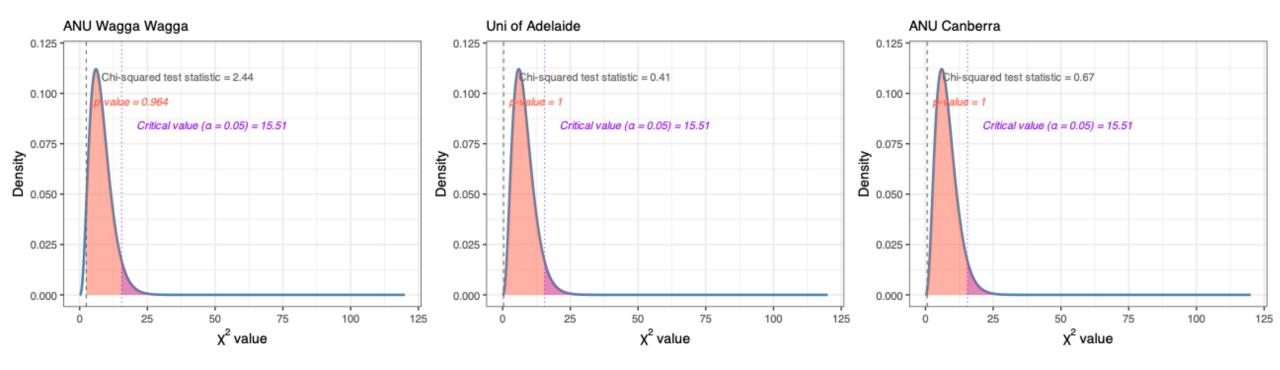
Let's have a go! 🞯 (10 mins)

Open your boxes and enter the data!

Data found here



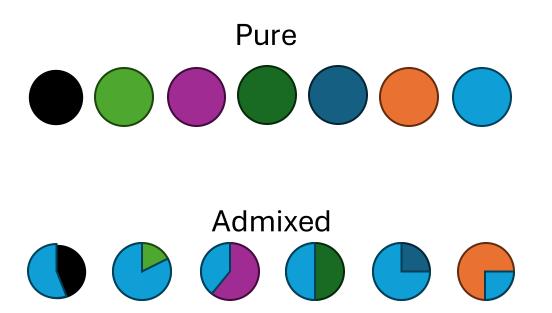




Data found here

ZOOMAGRI methods

- 10 devices
- 7 barley varietals
- 24 samples
 - 12 x Pure
 - 12 x Admixed





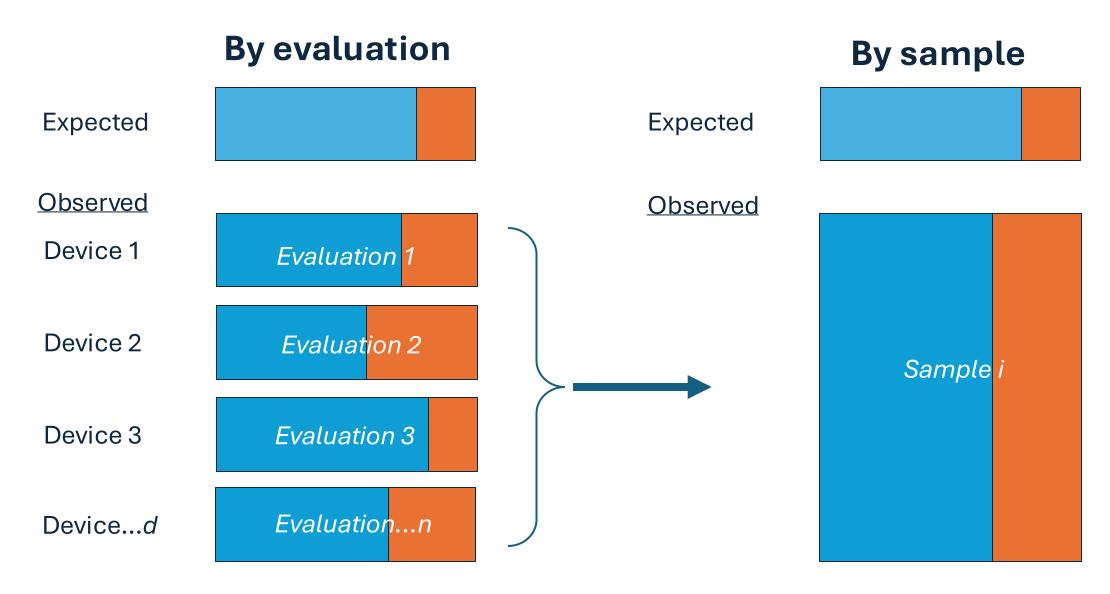
What is the **efficacy** and consistency of the ZoomAgri devices in detecting the correct barley varietal(s)?

Testing at different levels

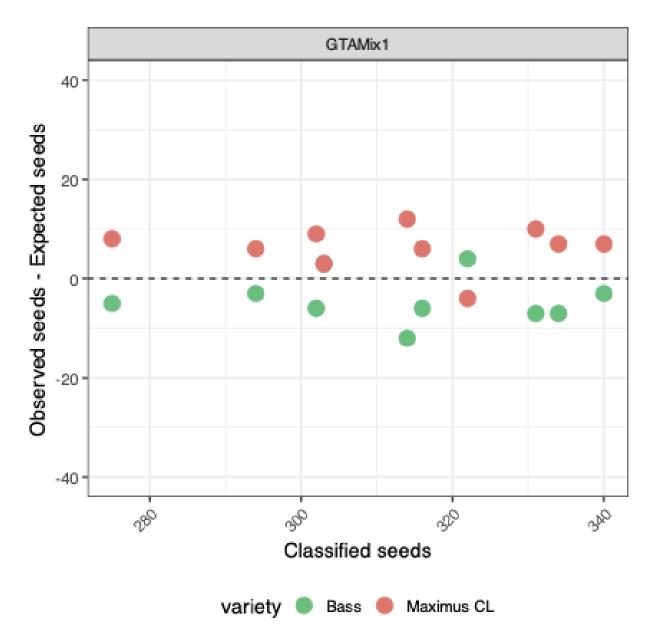


By sample

Testing at different levels



Let's visualise the differences



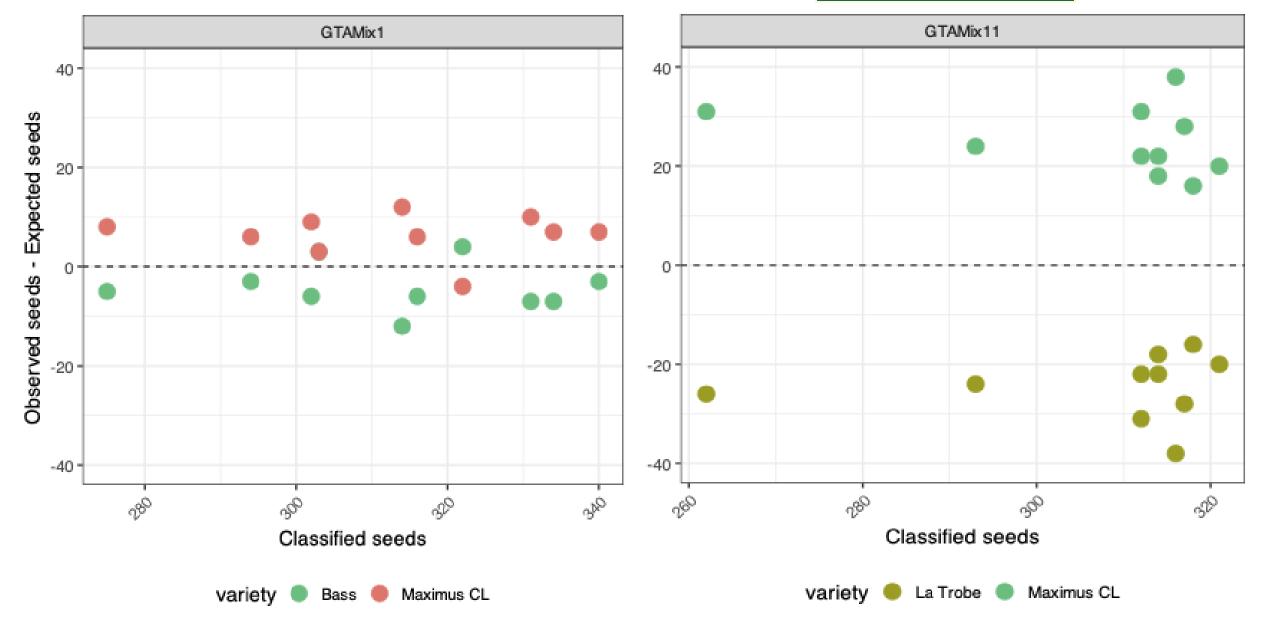
Data viz 👴

- Middle, horizontal line is our benchmark
- Distance from middle is relative to discrepancy
- Scatterplot to show how discrepancy changes with classified seeds

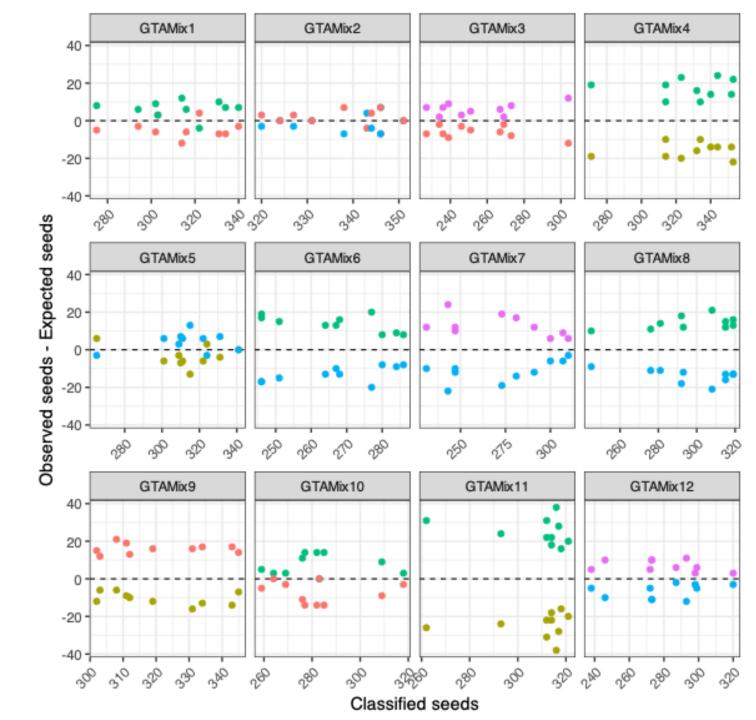
$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

What would their χ^2 look like?

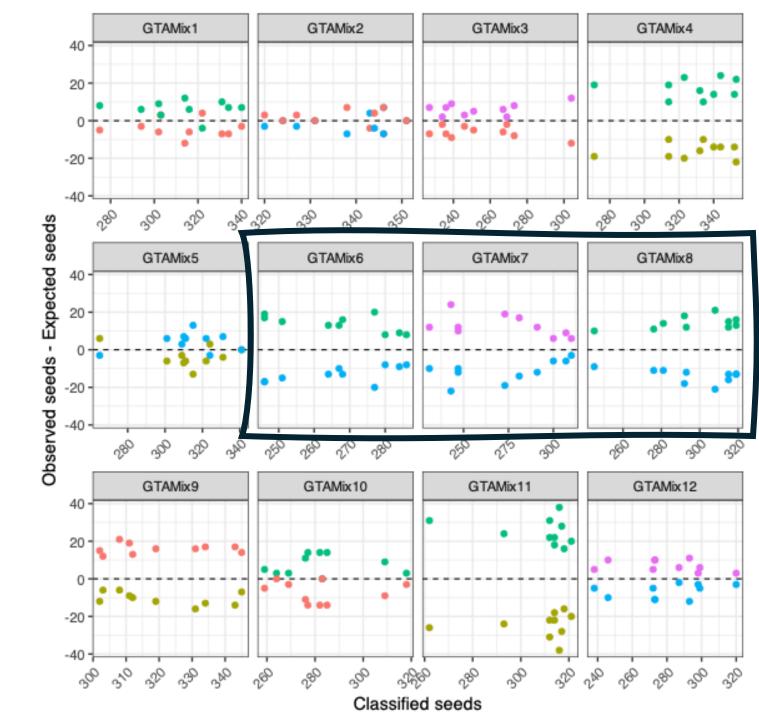
$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$



Across all samples



Across all samples



Across all samples

Sample code	Variety mixture	X^2	df	p-value	
GTAMix5	La Trobe (75%), Planet (25%)	6.82	10	0.742	
GTAMix6	Maximus CL (75%), Planet (25%)	38.82	10	< 0.001	***
GTAMix7	Spartacus CL (70%), Planet (30%)	31.12	10	< 0.001	***
GTAMix8	Planet (70%), Maximus CL (30%)	33.10	10	< 0.001	***

