## 4.1: Penalized Regression

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## 1 Why Penalized Regression?



Why is it critical that we standardize our variables prior to using any of the penalized regression techniques?

Which of the following is NOT a good scenario to used penalized regression techniques? Why?

- 1. Facebook is trying to create a model to predict the likelihood of a user responding positively to a certain type of ad.
- 2. The Huntsman Cancer institute is trying to determine which active genes in a person's DNA increase the likelihood of Pancreatic cancer.
- 3. The USU Agriculture Experiment Station is trying to determine if a change in the composition of feed significantly influences the milk output of dairy cows.

Which method does NOT get estimated coefficients exactly equal to zero as the penalty parameter increases? Why?

- Ridge Regression
- LASSO
- Elastic Net

Given the following output, determine the value of the intercept for the following ridge regression model.

Obs	_TYPE_	_RMSE_	aluminate	trisilicate	ferrite	disilicate
1	PARMS	2.44601	1.55110	0.51017	0.10191	-0.14406
2	SEB	2.44601	0.74477	0.72379	0.75471	0.70905
3	RIDGEVIF		3.16388	5.67511	3.12746	5.94881
4	RIDGE	2.46291	1.31521	0.30612	-0.12902	-0.34294
5	RIDGESEB	2.46291	0.21499	0.10885	0.19630	0.10360

## The MEANS Procedure

Variable	Mean
calories	95.4230769
aluminate	7.4615385
trisilicate	48.1538462
ferrite	11.7692308
disilicate	30.0000000