In this post we’re going to explore the Chi Squared Goodness of Fit  
test using M&M’s as our subject material. From there we’ll take a look  
at simultaneous confidence intervals a.k.a. multiple comparisons. On  
the R side of things we’ll make use of some old friends like ggplot2  
and dplyr but we’ll also make use of two packages that were new to me  
scimp and ggimage. We’ll also make heavy use of the kable package  
to make our output tables look nicer.

**Background and credits**

See this [blog post by Rick  
Wicklin](http://blogs.sas.com/content/iml/2017/02/20/proportion-of-colors-mandms.html)  
for the full background story. This posting is simply an attempt to do  
the same sort of analysis in R. It is an expansion of work that [Bob  
Rudis did on RPubs.](https://rpubs.com/hrbrmstr/mms)

Let’s load the required R packages. See [Bob Rudis’ Github  
pages](https://github.com/hrbrmstr/scimple) for more on scimple. Let’s  
take care of housekeeping and set up the right libraries.

library(knitr)

library(kableExtra)

library(scimple)

library(hrbrthemes) # for scales

# I had to install Image Magick first on my Mac as well as EBImage

# https://bioconductor.org/packages/release/bioc/html/EBImage.html

# install.packages("ggimage")

library(ggimage)

library(dplyr)

library(ggplot2)

options(knitr.table.format = "html")

cap\_src <- "Source: "

**SAS M&M’s Measurements**

The breakroom containers at SAS are filled from two-pound bags. So as to  
not steal all the M&M’s in the breakroom, [Rick] conducted this  
experiment over many weeks in late 2016 and early 2017, taking one scoop  
of M&M’s each week.

Create a dataframe called mms that contains information  
about:

| **Column** | **Contains** | **Type** |
| --- | --- | --- |
| color\_name | What color M&M | factor |
| official\_color | color as hex code according to Mars standards | char |
| count | observed frequency counts in SAS breakrooms | dbl |
| prop\_2008 | expected freq as a % (Mars 2008) | dbl |
| imgs | filenames for the M&M lentils | char |
| prop | convert observed counts to proportions | dbl |

mms <- data\_frame(

color\_name = c("Red", "Orange", "Yellow", "Green", "Blue", "Brown"),

official\_color = c("#cb1634", "#eb6624", "#fff10a", "#37b252", "#009edd", "#562f14"),

count = c(108, 133, 103, 139, 133, 96),

prop\_2008 = c(0.13, 0.20, 0.14, 0.16, 0.24, 0.13),

imgs=c("im-red-lentil.png", "im-orange-lentil.png", "im-yellow-lentil.png",

"im-green-lentil.png", "im-blue-lentil.png", "im-brown-lentil.png")

) %>%

mutate(prop = count / sum(count),

color\_name = factor(color\_name, levels=color\_name))

The data set contains the cumulative counts for each of the six colors  
in a sample of size N = 712. Let’s graph the observed percentages as  
bars (ordered by frequency) and the expected percentages that Mars  
published in 2008 as black diamonds.

ggplot(mms, aes(reorder(color\_name,-prop), prop, fill=official\_color)) +

geom\_col(width=0.85) +

geom\_point(aes(color\_name,prop\_2008),shape=18,size = 3) +

scale\_y\_percent(limits=c(0, 0.25)) +

scale\_fill\_identity(guide = FALSE) +

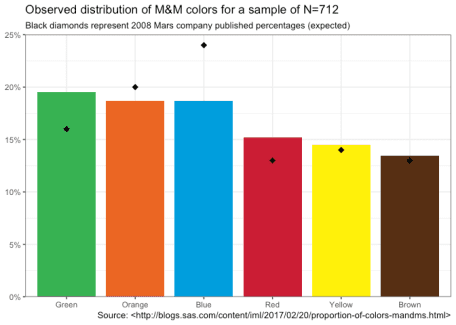
labs(x=NULL, y=NULL,

title=sprintf("Observed distribution of M&M colors for a sample of N=%d", sum(mms$count)),

subtitle="Black diamonds represent 2008 Mars company published percentages (expected)",

caption=cap\_src) +

theme\_bw()

  
*M&M Bargraph*

The same data as a table:

mms %>%

arrange(desc(count)) %>%

mutate(difference=prop-prop\_2008,

difference=scales::percent(difference),

prop=scales::percent(prop),

prop\_2008=scales::percent(prop\_2008)

) %>%

select(Color=color\_name, Observed=count, `Observed %`=prop, `Expected %`=prop\_2008, Difference=difference) %>%

kable(align="lrrrr") %>%

kable\_styling(full\_width = FALSE)

| **Color** | **Observed** | **Observed %** | **Expected %** | **Difference** |
| --- | --- | --- | --- | --- |
| Green | 139 | 19.52% | 16% | 3.52% |
| Orange | 133 | 18.68% | 20% | -1.32% |
| Blue | 133 | 18.68% | 24% | -5.32% |
| Red | 108 | 15.17% | 13% | 2.17% |
| Yellow | 103 | 14.47% | 14% | 0.47% |
| Brown | 96 | 13.48% | 13% | 0.48% |

**Chi-Squared Goodness of Fit Test Results**

Whether we look at the results in a graph or a table there are clearly  
differences between expected and observed for most of the colors. We  
would expect to find some differences but the overall question is do our  
data fit the “model” that is inherent in the expected 2008 data we  
have from Mars? The statistical test for this is the Chi-Square  
Goodness of Fit (GoF). Let’s run it on our data. We give the test our  
observed counts mms$count as well as p=mms$prop\_2008 which indicates  
what our expected probabilities (proportions) are. If we didn’t specify  
then the test would be run against the hypothesis that they M&M’s were  
equally likely. The broom::tidy() takes the output from the Chi Square  
test converts it to a data frame and allows us to present it neatly  
using kable.

chisq.test(mms$count, p=mms$prop\_2008) %>%

broom::tidy() %>%

select(`Chi Squared`=statistic, `P Value`=p.value, `Degrees of freedom`=parameter,

`R method`=method) %>%

kable(align = "rrcl",digits=3) %>%

kable\_styling(full\_width = FALSE)

| **Chi Squared** | **P Value** | **Degrees of freedom** | **R method** |
| --- | --- | --- | --- |
| 17.353 | 0.004 | 5 | Chi-squared test for given probabilities |

We can reject the null hypothesis at the alpha = 0.05 significance level  
(95% confidence). In other words, the distribution of colors for M&M’s  
in this 2016/2017 sample does NOT appear to be the same as the color  
distribution we would expect given the data from Mars published in  
2008!

The data provide support for the hypothesis that the overall  
distribution doesn’t match what Mars said it should be. That’s exciting  
news, but leaves us with some other unanswered questions. One relatively  
common question is, how “big” is the difference or the effect? Is this a  
really big discrepancy between the published data and our sample? Is  
there a way of knowing how big this difference is?

Let’s start answering the second question first. Effect size is a  
measure we use in statistics to express how big the differences are. For  
this test the appropriate [measure of effect size is Cohen’s *w*  
which](https://en.wikipedia.org/wiki/Effect_size#Cohen's_w) can be  
calculated from the Chi squared statistic and N.

chisquaredresults<-broom::tidy(chisq.test(mms$count, p=mms$prop\_2008))

chisquaredvalue<-chisquaredresults$statistic

N<-sum(mms$count)

cohensw<-sqrt(chisquaredvalue/N)

cohensw

## [1] 0.1561162

So our value for Cohen’s *w* is 0.156 . The rule of thumb for  
interpreting this number indicates that this is a small effect size  
<https://stats.idre.ucla.edu/other/mult-pkg/faq/general/effect-size-power/faqhow-is-effect-size-used-in-power-analysis/>.  
Obviously you should exercise professional judgment in interpreting  
effect size but it does not appear that the differences are worthy of a  
world wide expose at this time…

On to our other question…

Is there a way of telling *by color* which quantities of M&M’s are  
significantly different? After all a cursory inpsection of the graph or  
the table says that green and blue seem to be “off” quite a bit while  
yellow and brown are really close to what we would expect! Is there a  
way, now that we have conducted an overall omnibuds test of the goodness  
of fit (GOF), we can refine our understanding of the differences color  
by  
color?

**Simultaneous confidence intervals for the M&M proportions (multiple comparisons)**

Any sample is bound have some random variability compared to the true  
population count or percentage. How can we use confidence intervals to  
help us understand whether the data are indicating simple random  
variation or whether the underlying population is different. By now you  
no doubt have thought of confidence intervals. We just need to compute  
the confidence interval for each color and then see whether the  
percentages provided by Mars lie inside or outside the confidence  
interval our sample generates. We would expect that if we ran our  
experiment 100 times with our sample size numbers for each color the  
Mars number would lie *inside* the upper and lower limit of our  
confidence interval 95 times out of those 100 times. If our data shows  
it outside the confidence interval that is evidence of a statistically  
significant difference.

Ah, but there’s a problem! We have 6 colors and we would like to test  
each color to see if it varies significantly. Assuming we want to have  
95% confidence again, across all six colors, we are “cheating” if we  
compute a simple confidence interval and then run the test six times.  
It’s analogous to rolling the die six times instead of once. The more  
tests we run the more likely we are to find a difference even though  
none exists. We need to adjust our confidence to account for the fact  
that we are making multiple comparisons (a.k.a. simultaneous  
comparisons). Our confidence interval must be made wider (more  
conservative) to account for the fact we are making multiple  
simultaneous comparisons. Thank goodness the tools exist to do this for  
us. [As a matter of fact there is no one single way to make the  
adjustment… there are  
many](https://blogs.sas.com/content/iml/2017/02/15/confidence-intervals-multinomial-proportions.html).  
We’re going to focus on Goodman.

In his original posting Rick used SAS scripts he had written for a  
previous blog post to overcome this challenge. As R users we have a few  
different packages for computing simultaneous confidence intervals (as  
well as the option of simply doing the calculations in base R). Bob  
Rudis took a look at several different choices in R packages but one  
of the “better” ones CoinMinD does the computations nicely and then  
prints out the results (literally with print()) as opposed to  
returning data we can act upon. So he [made a new  
package](https://github.com/hrbrmstr/scimple) that does the same  
computations and returns tidy data frames for the confidence intervals.  
The package is much cleaner and it includes a function that can compute  
multiple SCIs and return them in a single data frame, similar to what  
binom::binom.confint() does.

Here are a couple examples of scimple in action. We’ll feed it the  
counts mms$count we have, and ask it to use the Goodman method for  
computing the confidence interval for each of the six colors assuming we  
want 95% confidence alpha = .05. For comparison we’ll also run the Wald  
method with continuity correction.

The command is scimp\_goodman(mms$count, alpha=0.05). I’ve added a  
select statement to remove some columns for clarity. The  
scimp\_waldcc(mms$count, alpha=0.05) shows you the more verbose output  
for Wald.

scimp\_goodman(mms$count, alpha=0.05) %>%

select( `95% Lower`=lower\_limit, `95% Upper`=upper\_limit) %>%

kable(align = "lrrrrr",caption = "Goodman Method") %>%

kable\_styling(full\_width = FALSE)

| Goodman Method | |
| --- | --- |
| **95% Lower** | **95% Upper** |
| 0.1196016 | 0.1905134 |
| 0.1513616 | 0.2282982 |
| 0.1133216 | 0.1828844 |
| 0.1590634 | 0.2372872 |
| 0.1513616 | 0.2282982 |
| 0.1045758 | 0.1721577 |

scimp\_waldcc(mms$count, alpha=0.05) %>%

kable(align = "lrrrrr",caption = "Wald Continuity Correction") %>%

kable\_styling(full\_width = FALSE)

| Wald Continuity Correction | | | | | |
| --- | --- | --- | --- | --- | --- |
| **method** | **lower\_limit** | **upper\_limit** | **adj\_ll** | **adj\_ul** | **volume** |
| waldcc | 0.1246345 | 0.1787363 | 0.1246345 | 0.1787363 | 0 |
| waldcc | 0.1574674 | 0.2161281 | 0.1574674 | 0.2161281 | 0 |
| waldcc | 0.1181229 | 0.1712030 | 0.1181229 | 0.1712030 | 0 |
| waldcc | 0.1654077 | 0.2250417 | 0.1654077 | 0.2250417 | 0 |
| waldcc | 0.1574674 | 0.2161281 | 0.1574674 | 0.2161281 | 0 |
| waldcc | 0.1090419 | 0.1606210 | 0.1090419 | 0.1606210 | 0 |

For each of the commands, back comes a tibble with six rows (one for  
each color) with the upper and lower bounds as well as other key data  
from the process for each method. Notice that the confidence interval  
width varies by color (row in the tibble) based on observed sample size  
and that the Goodman intervals are wider (more conservative) when you  
compare rows across tables with the Wald Continuity Correction method.

Armed with this great package that Bob provided let’s bind these  
corrected confidence intervals to the data we have and see if we can  
determine whether our intuitions about which colors are significantly  
different from the expected values are accurate…

mms <- bind\_cols(mms, scimp\_goodman(mms$count, alpha=0.05))

mms %>%

select(Color=color\_name,

Observed=count,

Percent=prop,

`95% Lower`=lower\_limit,

`95% Upper`=upper\_limit,

Expected=prop\_2008) %>%

kable(align=c("lrrrrr"), digits=3, caption="Simultaneous confidence Intervals (Goodman method)") %>%

kable\_styling(full\_width = FALSE, position = "center")

| Simultaneous confidence Intervals (Goodman method) | | | | | |
| --- | --- | --- | --- | --- | --- |
| **Color** | **Observed** | **Percent** | **95% Lower** | **95% Upper** | **Expected** |
| Red | 108 | 0.152 | 0.120 | 0.191 | 0.13 |
| Orange | 133 | 0.187 | 0.151 | 0.228 | 0.20 |
| Yellow | 103 | 0.145 | 0.113 | 0.183 | 0.14 |
| Green | 139 | 0.195 | 0.159 | 0.237 | 0.16 |
| Blue | 133 | 0.187 | 0.151 | 0.228 | 0.24 |
| Brown | 96 | 0.135 | 0.105 | 0.172 | 0.13 |

Hmmm, the table shows that only blue (0.24) is outside the 95%  
confidence interval, with green (0.16) just barely inside its interval.  
The rest are all somewhere inside the confidence interval range. We  
could of course choose a less stringent or conservative method than  
Goodman. Or we could choose and even stricter method! That exercise is  
left to you. For now though I find the table of numbers hard to read and  
to parse so let’s build a plot that hopefully makes our life a little  
easier. Later we’ll make use of ggimage and some work that Bob did to  
make an even better plot.

mms %>%

ggplot() +

geom\_segment(aes(x=lower\_limit, xend=upper\_limit, y=color\_name,

yend=color\_name, color=official\_color), size=3) +

geom\_point(aes(prop, color\_name, fill=official\_color),

size=8, shape=21, color="white") +

geom\_point(aes(prop\_2008, color\_name, color=official\_color),

shape="|", size=8) +

scale\_x\_percent(limits=c(0.095, 0.25)) +

scale\_color\_identity(guide = FALSE) +

scale\_fill\_identity(guide = FALSE) +

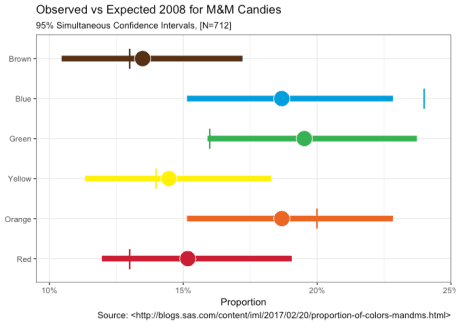
labs(x="Proportion", y=NULL,

title="Observed vs Expected 2008 for M&M Candies",

subtitle=sprintf("95%% Simultaneous Confidence Intervals, [N=%d]",

sum(mms$count)), caption=cap\_src) +

theme\_bw()



Ah, that’s better sometimes a picture really is worth a thousand  
numbers… We can now clearly see the observed percent as a circle. The  
Goodman adjusted confidence interval as a horizontal line and the  
expected value from the 2008 Mars information as a nice vertical line.

**Plot twist – The Cleveland Comparison**

So as it turns out, Rick the original author at SAS was able to make  
contact with the Mars Company and determine that there really was an  
explanation for the differences. Turns out some changes were made and  
there are actually two places where these M&M’s might have originated  
each with slightly different proportions! **Who knew? Right?**

Let’s take the opportunity to take our new data and the ggimage  
package and plot the plot twist (pun intended). All credit to Bob for  
carefully constructing the right commands to ggplot to make this  
compelling graphic. All we have to do is add the Cleveland plant  
expected proportions as cleveland\_prop to our data since our observed  
hasn’t changed which means our CI’s remain the same.

url\_base <- "http://www.mms.com/Resources/img/"

mms %>%

mutate(imgs=sprintf("%s%s", url\_base, imgs)) %>%

mutate(cleveland\_prop=c(0.131, 0.205, 0.135, 0.198, 0.207, 0.124)) %>%

ggplot() +

geom\_segment(aes(x=lower\_limit, xend=upper\_limit, y=color\_name,

yend=color\_name, color=official\_color), size=2) +

geom\_image(aes(prop, color\_name, image=imgs),size=.10) +

geom\_point(aes(cleveland\_prop, color\_name, color=official\_color),

shape="|", size=6) +

scale\_x\_percent(limits=c(0.095, 0.25)) +

scale\_color\_identity(guide = FALSE) +

scale\_fill\_identity(guide = FALSE) +

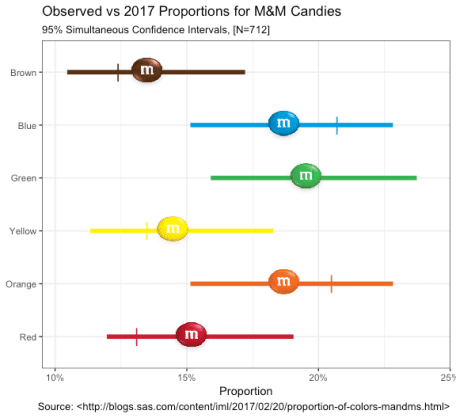
labs(x="Proportion", y=NULL,

title="Observed vs 2017 Proportions for M&M Candies",

subtitle=sprintf("95%% Simultaneous Confidence Intervals, [N=%d]",

sum(mms$count)), caption=cap\_src) +

theme\_bw()



Certainly a more intriguing graphic now that we let ggimage put the  
lentils in there for us…