

Class 10: Halloween Mini-Project

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Today is Halloween, an ole Irish holiday, let's celebrate by eating candy.

We will explore some data all about Halloween candy from the 538 website.

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

candy = read.csv("candy-data.csv", row.names=1)
head(candy)
```

	chocolate	fruity	caramel	peanut	almond	nougat	crisped	rice	wafer
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	sugar	percent	price	percent	win	percent
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?

```
nrow(candy)
```

```
[1] 85
```

```
rownames(candy)
```

[1] "100 Grand"	"3 Musketeers"
[3] "One dime"	"One quarter"
[5] "Air Heads"	"Almond Joy"
[7] "Baby Ruth"	"Boston Baked Beans"
[9] "Candy Corn"	"Caramel Apple Pops"
[11] "Charleston Chew"	"Chewey Lemonhead Fruit Mix"
[13] "Chiclets"	"Dots"
[15] "Dum Dums"	"Fruit Chews"
[17] "Fun Dip"	"Gobstopper"
[19] "Haribo Gold Bears"	"Haribo Happy Cola"
[21] "Haribo Sour Bears"	"Haribo Twin Snakes"
[23] "Hershey's Kisses"	"Hershey's Krackel"
[25] "Hershey's Milk Chocolate"	"Hershey's Special Dark"
[27] "Jawbusters"	"Junior Mints"
[29] "Kit Kat"	"Laffy Taffy"
[31] "Lemonhead"	"Lifesavers big ring gummies"
[33] "Peanut butter M&M's"	"M&M's"
[35] "Mike & Ike"	"Milk Duds"
[37] "Milky Way"	"Milky Way Midnight"
[39] "Milky Way Simply Caramel"	"Mounds"
[41] "Mr Good Bar"	"Nerds"
[43] "Nestle Butterfinger"	"Nestle Crunch"
[45] "Nik L Nip"	"Now & Later"
[47] "Payday"	"Peanut M&Ms"
[49] "Pixie Sticks"	"Pop Rocks"
[51] "Red vines"	"Reese's Miniatures"
[53] "Reese's Peanut Butter cup"	"Reese's pieces"
[55] "Reese's stuffed with pieces"	"Ring pop"
[57] "Rolo"	"Root Beer Barrels"
[59] "Runts"	"Sixlets"
[61] "Skittles original"	"Skittles wildberry"
[63] "Nestle Smarties"	"Smarties candy"
[65] "Snickers"	"Snickers Crisper"
[67] "Sour Patch Kids"	"Sour Patch Tricksters"
[69] "Starburst"	"Strawberry bon bons"
[71] "Sugar Babies"	"Sugar Daddy"
[73] "Super Bubble"	"Swedish Fish"
[75] "Tootsie Pop"	"Tootsie Roll Juniors"
[77] "Tootsie Roll Midgies"	"Tootsie Roll Snack Bars"
[79] "Trolli Sour Bites"	"Twix"

```
[81] "Twizzlers"           "Warheads"  
[83] "Welch's Fruit Snacks" "Werther's Original Caramel"  
[85] "Whoppers"
```

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

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

```
[1] 38
```

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

```
[1] 37
```

Q3. What is your favorite candy in the dataset and what is its winpercent value?

```
candy["Twix", ]$winpercent
```

```
[1] 81.64291
```

```
candy["Skittles original", "winpercent"]
```

```
[1] 63.08514
```

```
candy["Rolo", "winpercent"]
```

```
[1] 65.71629
```

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
```

```
library(dplyr)
```

Attaching package: 'dplyr'

The following objects are masked from 'package:stats':

filter, lag

The following objects are masked from 'package:base':

intersect, setdiff, setequal, union

```
candy %>%  
  filter(rownames(candy)=="Haribo Happy Cola") %>%  
  select(winpercent)
```

```
              winpercent  
Haribo Happy Cola  34.15896
```

Q. Find fruity candy with a win percent above 50%

```
candy %>%  
  filter(winpercent >50) %>%  
  filter(fruity==1)
```

	chocolate	fruity	caramel	peanutyalmondy	nougat
Air Heads	0	1	0	0	0
Haribo Gold Bears	0	1	0	0	0
Haribo Sour Bears	0	1	0	0	0
Lifesavers big ring gummies	0	1	0	0	0
Nerds	0	1	0	0	0
Skittles original	0	1	0	0	0
Skittles wildberry	0	1	0	0	0
Sour Patch Kids	0	1	0	0	0

Sour Patch Tricksters	0	1	0	0	0	
Starburst	0	1	0	0	0	
Swedish Fish	0	1	0	0	0	
	crisped	rice	wafer	hard bar	pluribus	sugarpercent
Air Heads		0	0	0	0	0.906
Haribo Gold Bears		0	0	0	1	0.465
Haribo Sour Bears		0	0	0	1	0.465
Lifesavers big ring gummies		0	0	0	0	0.267
Nerds		0	1	0	1	0.848
Skittles original		0	0	0	1	0.941
Skittles wildberry		0	0	0	1	0.941
Sour Patch Kids		0	0	0	1	0.069
Sour Patch Tricksters		0	0	0	1	0.069
Starburst		0	0	0	1	0.151
Swedish Fish		0	0	0	1	0.604
	price	percent	win	percent		
Air Heads	0.511		52.341	46		
Haribo Gold Bears	0.465		57.119	74		
Haribo Sour Bears	0.465		51.412	43		
Lifesavers big ring gummies	0.279		52.911	39		
Nerds	0.325		55.354	05		
Skittles original	0.220		63.085	14		
Skittles wildberry	0.220		55.103	70		
Sour Patch Kids	0.116		59.864	00		
Sour Patch Tricksters	0.116		52.825	95		
Starburst	0.220		67.037	63		
Swedish Fish	0.755		54.861	11		

```
top.candy <- candy[candy$winpercent > 50,]
top.candy[top.candy$fruity==1,]
```

	chocolate	fruity	caramel	peanut	almond	nougat
Air Heads	0	1	0	0	0	0
Haribo Gold Bears	0	1	0	0	0	0
Haribo Sour Bears	0	1	0	0	0	0
Lifesavers big ring gummies	0	1	0	0	0	0
Nerds	0	1	0	0	0	0
Skittles original	0	1	0	0	0	0
Skittles wildberry	0	1	0	0	0	0
Sour Patch Kids	0	1	0	0	0	0
Sour Patch Tricksters	0	1	0	0	0	0
Starburst	0	1	0	0	0	0

Swedish Fish	0	1	0	0	0
	crisped	rice	wafer	hard bar	pluribus sugarpercent
Air Heads		0	0	0	0.906
Haribo Gold Bears		0	0	0	0.465
Haribo Sour Bears		0	0	0	0.465
Lifesavers big ring gummies		0	0	0	0.267
Nerds		0	1	0	0.848
Skittles original		0	0	0	0.941
Skittles wildberry		0	0	0	0.941
Sour Patch Kids		0	0	0	0.069
Sour Patch Tricksters		0	0	0	0.069
Starburst		0	0	0	0.151
Swedish Fish		0	0	0	0.604
	pricepercent	winpercent			
Air Heads	0.511	52.34146			
Haribo Gold Bears	0.465	57.11974			
Haribo Sour Bears	0.465	51.41243			
Lifesavers big ring gummies	0.279	52.91139			
Nerds	0.325	55.35405			
Skittles original	0.220	63.08514			
Skittles wildberry	0.220	55.10370			
Sour Patch Kids	0.116	59.86400			
Sour Patch Tricksters	0.116	52.82595			
Starburst	0.220	67.03763			
Swedish Fish	0.755	54.86111			

To get a quick insight into a new dataset some folks like using the `skimer` package and its `skim()` function.

```
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	
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?

Looks like the winpercent variable or column is measured on a different scale than everything else! I will need to scale my data before doing any analysis like PCA etc.

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

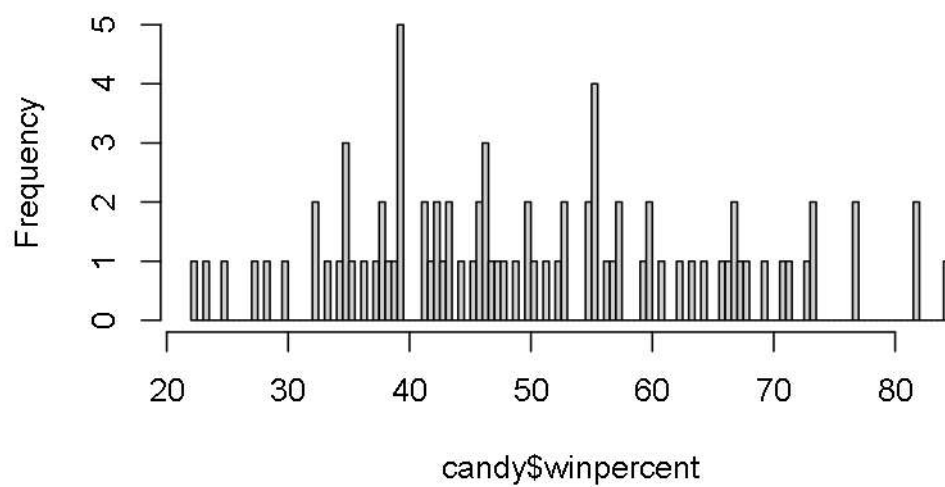
A zero means it is not chocolate (false) and a 1 means it is chocolate (true) for the candy\$chocolate column.

Q8. Plot a histogram of winpercent values

We can do this a few ways, e.g. the “base” R hist() function or with ggplot()

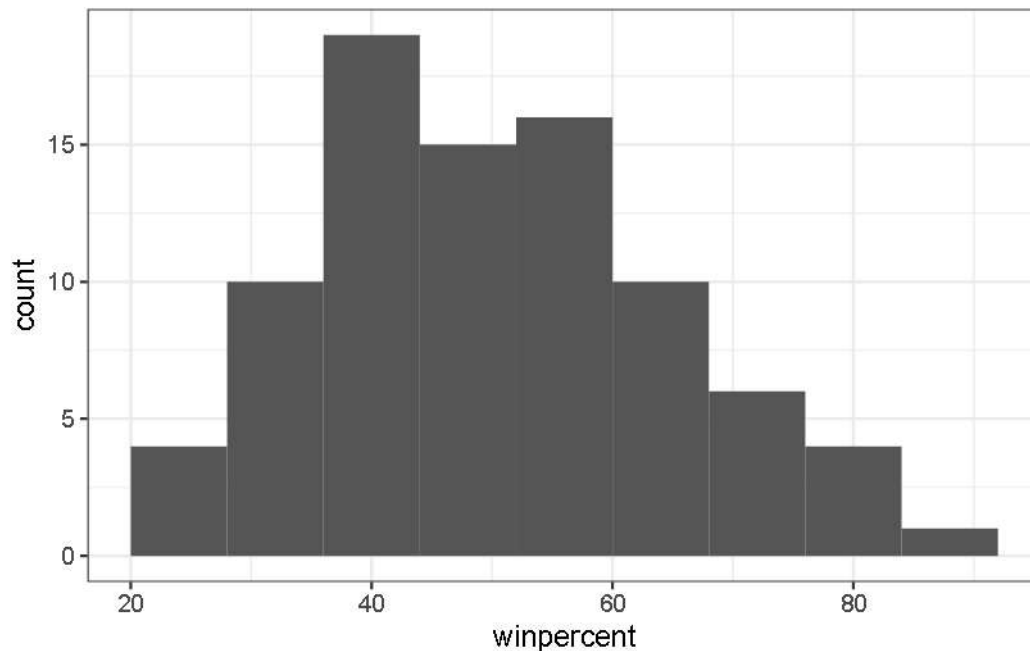
```
hist(candy$winpercent, breaks=100)
```

Histogram of candy\$winpercent



```
library(ggplot2)

ggplot(candy) +
  aes(winpercent) +
  geom_histogram(binwidth=8) +
  theme_bw()
```

Q9. Is the distribution of winpercent values symmetrical?

No, the distribution of winpercent values are not symmetrical. It looks like it is slanted towards the left side.

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

The center of the distribution is below 50%. It is at 47.83%.

```
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?

On average, chocolate candy (60.92) is higher ranked than fruit candy (44.12%).

```
fruit.candy <- candy |>
  filter(fruity==1)

summary(fruit.candy$winpercent)
```

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
22.45	39.04	42.97	44.12	52.11	67.04

```
summary(candy[as.logical(candy$chocolate),]$winpercent)
```

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
34.72	50.35	60.80	60.92	70.74	84.18

```
choc.candy <- candy |>
  filter(chocolate==1)

summary(choc.candy$winpercent)
```

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
34.72	50.35	60.80	60.92	70.74	84.18

Q12. Is this difference statistically significant?

Yes, the difference is statistically significant as the p-value is extremely small (2.871e-08).

```
t.test(choc.candy$winpercent, fruit.candy$winpercent)
```

Welch Two Sample t-test

```
data: choc.candy$winpercent and fruit.candy$winpercent
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
```

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

The five least liked candy types in this set are Nik L Nip, Boston Baked Beans, Chiclets, Super Bubble, and Jawbusters.

```
play <- c("d","a","c")
sort(play)
```

```
[1] "a" "c" "d"
```

```
order(play)
```

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

```
play[ order(play) ]
```

```
[1] "a" "c" "d"
```

```
head(candy[order( candy$winpercent ),], 5)
```

	chocolate	fruity	caramel	peanuty	almondy	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

	crispedrice	wafer	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

	winpercent
Nik L Nip	22.44534
Boston Baked Beans	23.41782
Chiclets	24.52499
Super Bubble	27.30386
Jawbusters	28.12744

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

The top 5 all time favorite candy types out of this set are Snickers, Kit Kat, Twix, Reese's Miniatures, and Reese's Peanut Butter Cup.

```
tail(candy[order( candy$winpercent ),], 5)
```

	chocolate	fruity	caramel	peanut	almond	nougat
Snickers	1	0	1		1	1
Kit Kat	1	0	0		0	0
Twix	1	0	1		0	0
Reese's Miniatures	1	0	0		1	0
Reese's Peanut Butter cup	1	0	0		1	0

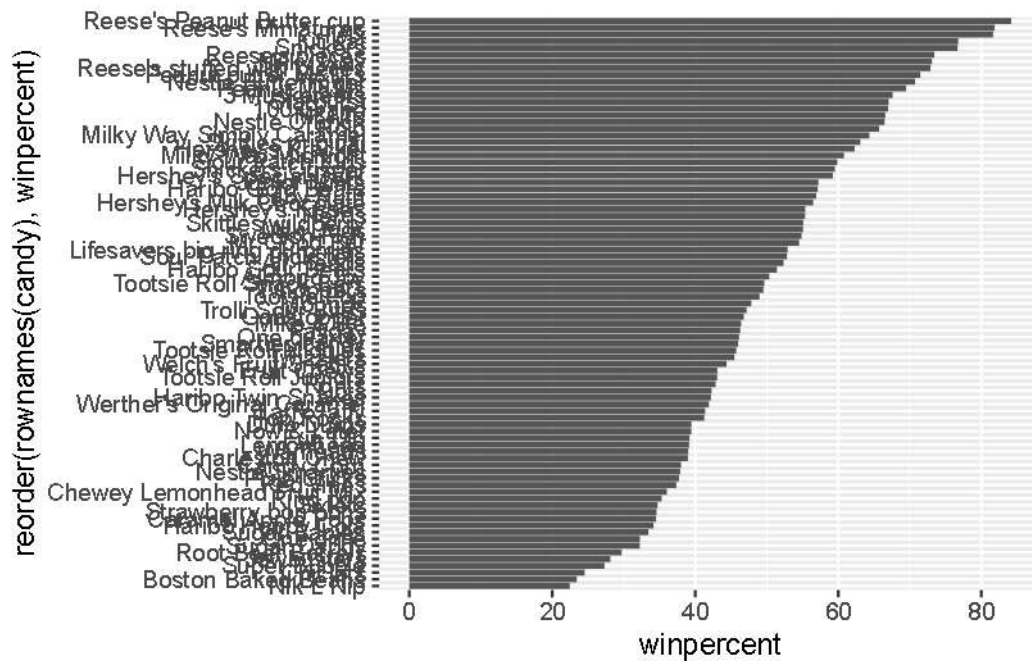
	crisp	rice	wafer	hard bar	pluribus	sugar
Snickers		0	0	1	0	0.546
Kit Kat		1	0	1	0	0.313
Twix		1	0	1	0	0.546
Reese's Miniatures		0	0	0	0	0.034
Reese's Peanut Butter cup		0	0	0	0	0.720

	price	percent	winpercent
Snickers	0.651	76.67378	
Kit Kat	0.511	76.76860	
Twix	0.906	81.64291	
Reese's Miniatures	0.279	81.86626	
Reese's Peanut Butter cup	0.651	84.18029	

Let's do a barplot of winpercent values

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

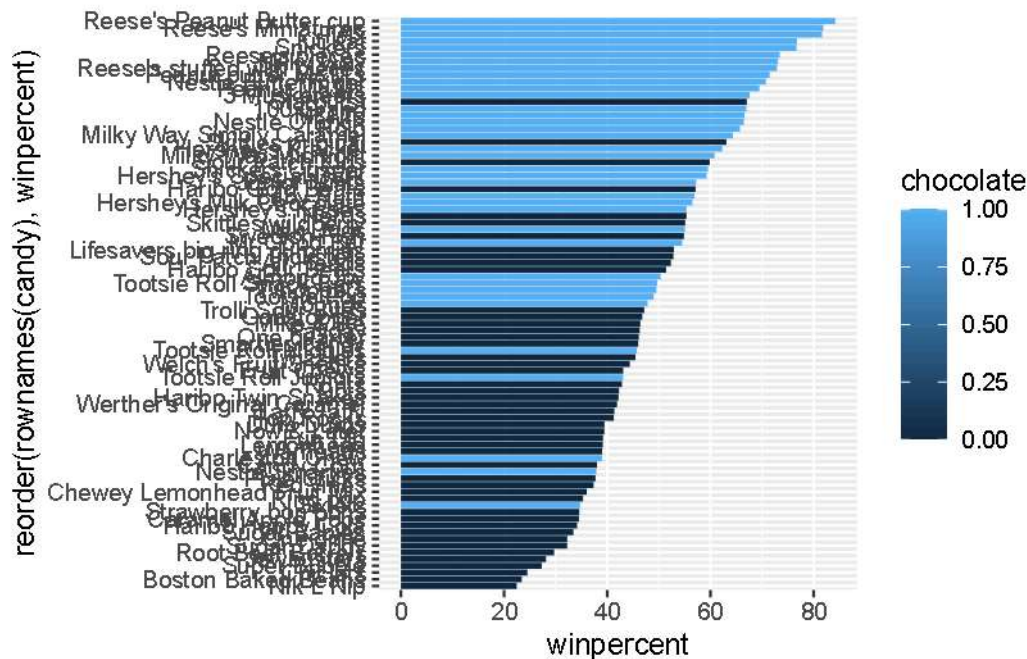
```
ggplot(candy) +
  aes(winpercent, reorder(rownames(candy), winpercent)) +
  geom_col()
```



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

```
ggplot(candy) +
  aes(x=winpercent,
      y=reorder(rownames(candy), winpercent),
      fill=chocolate) +

  geom_col()
```

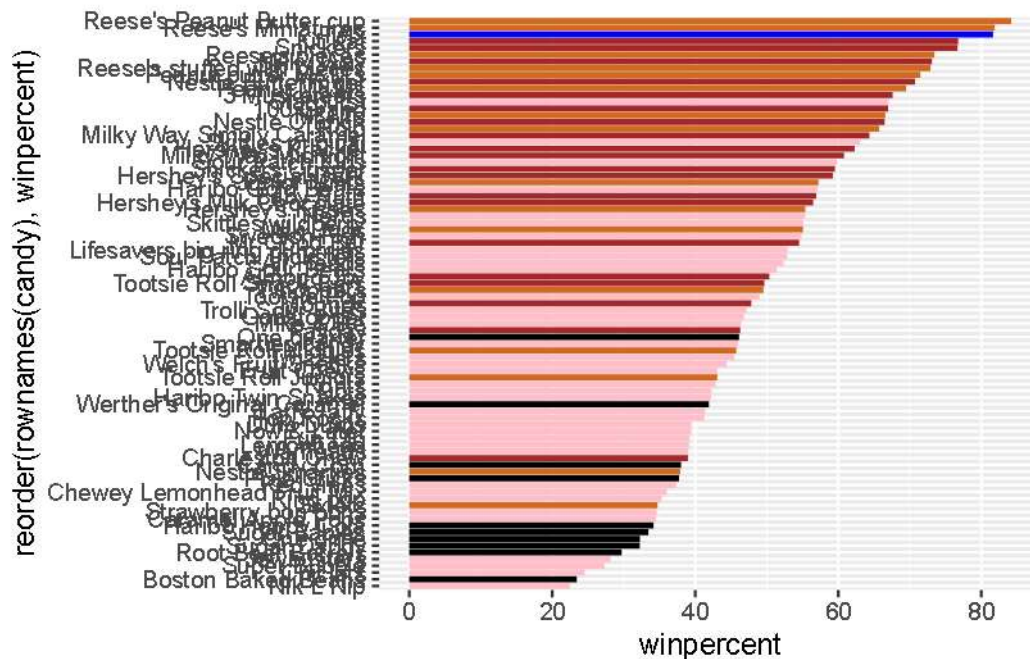


I want a more custom color scheme where I can see both chocolate and bar and fruity etc. I'll from the one plot. To do this we can roll our own color vector...

```
# Place holder color vector
my_cols=rep("black", nrow(candy))
my_cols[as.logical(candy$chocolate)] = "chocolate"
my_cols[as.logical(candy$bar)] = "brown"
my_cols[as.logical(candy$fruity)] = "pink"
```

```
# Use blue for your favorite candy!
my_cols[ rownames(candy)=="Twix"] <- "blue"
#mycols
```

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

Q17. What is the worst ranked chocolate candy?

Sixlets (shown from graph above).

Q18. What is the best ranked fruity candy?

Starburst (shown from graph above).

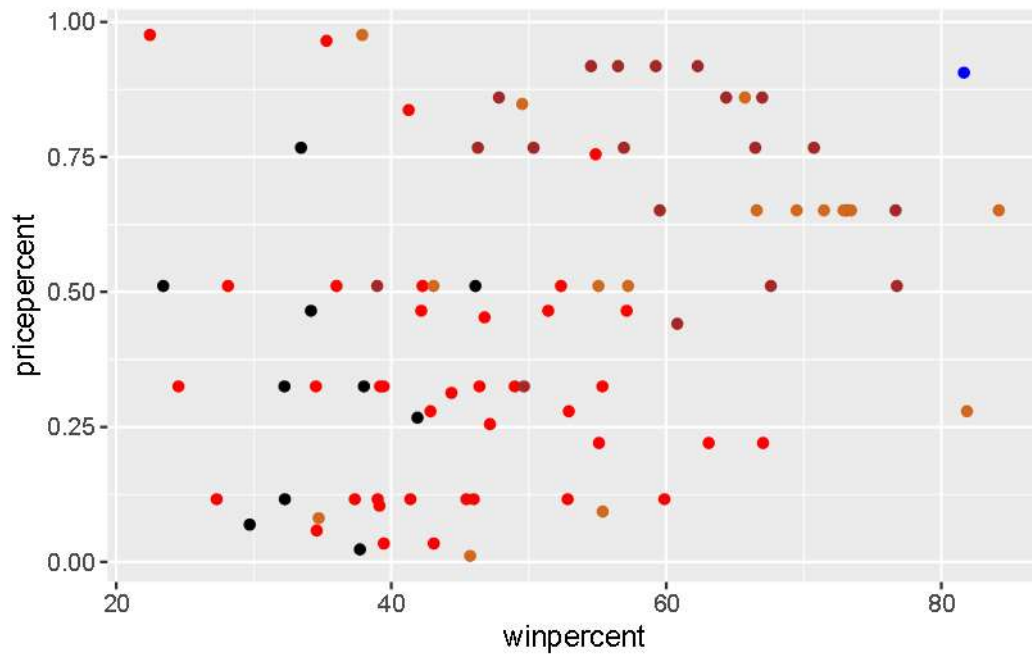
Q19. Which candy type is the highest ranked in terms of winpercent for the least money - i.e. offers the most bang for your buck?

Reese's Minatures.

Plot of winpercent vs pricepercent to see what would be the best candy to buy...

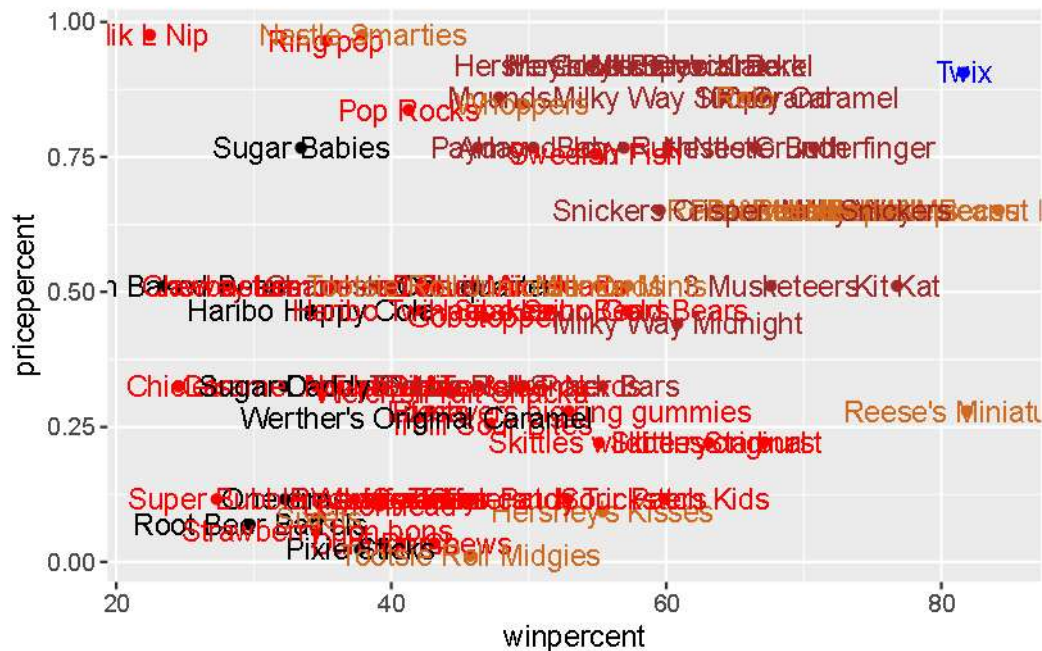
```
my_cols[as.logical(candy$fruity)] = "red"
```

```
ggplot(candy) +
  aes(winpercent, pricepercent) +
  geom_point(col=my_cols)
```



Add labels

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

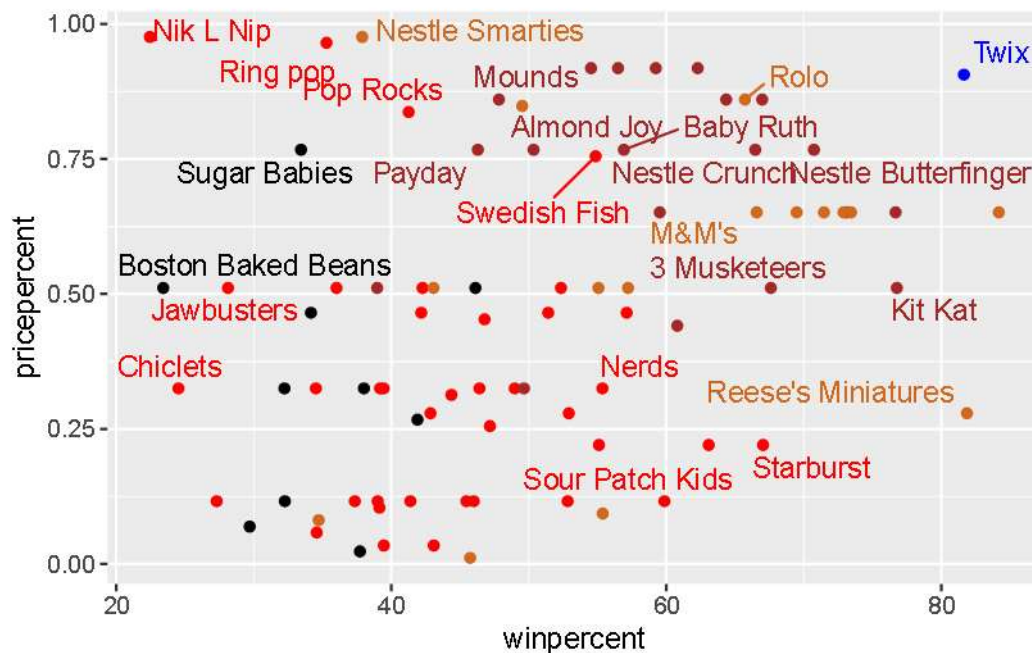


Make the labels non-overlapping

```
library(ggrepel)

ggplot(candy) +
  aes(winpercent, pricepercent, label=rownames(candy)) +
  geom_point(col=my_cols) +
  geom_text_repel(col=my_cols, max.overlaps=8)
```

Warning: ggrepel: 61 unlabeled data points (too many overlaps). Consider increasing max.overlaps



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 candy types in the dataset are Nik L Nip, Ring Pop, Nestle Smarties, Hershey's Krackel, and Hershey's Milk Chocolate. The least popular out of these are Nik L Nip.

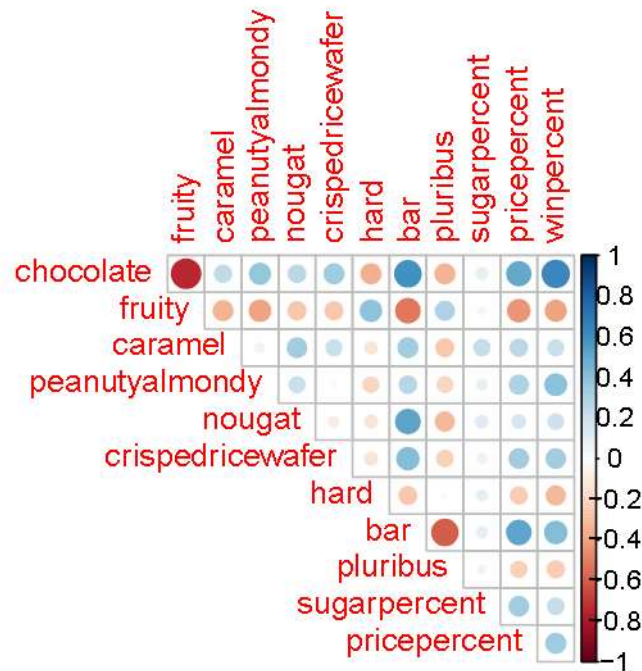
```
ord <- order(candy$pricepercent, decreasing = TRUE)
head( candy[ord,c(11,12)], n=5 )
```

	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

```
library(corrplot)
```

```
corrplot 0.95 loaded
```

```
cij <- cor(candy)
corrplot(cij, diag = F, type = "upper")
```



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

The two variables that are anti-correlated are chocolate and fruity.

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

The two variables that are the most positively correlated are chocolate and bar.

#Principal Component Analysis

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

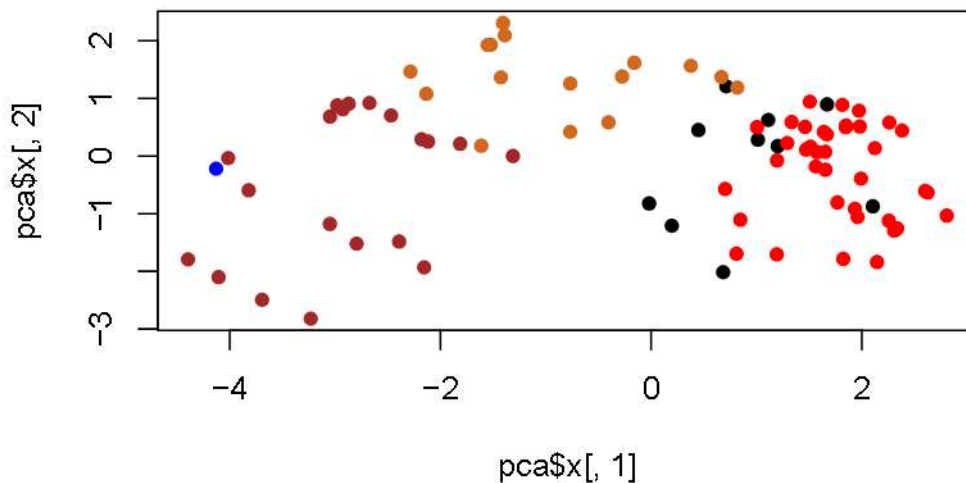
Importance of components:

	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
```

```
plot(pca$x[,1], pca$x[,2], col=my_cols, pch=16)
```



How do the original variables (columns) contribute to the new PCs. I will look at PC1 here.

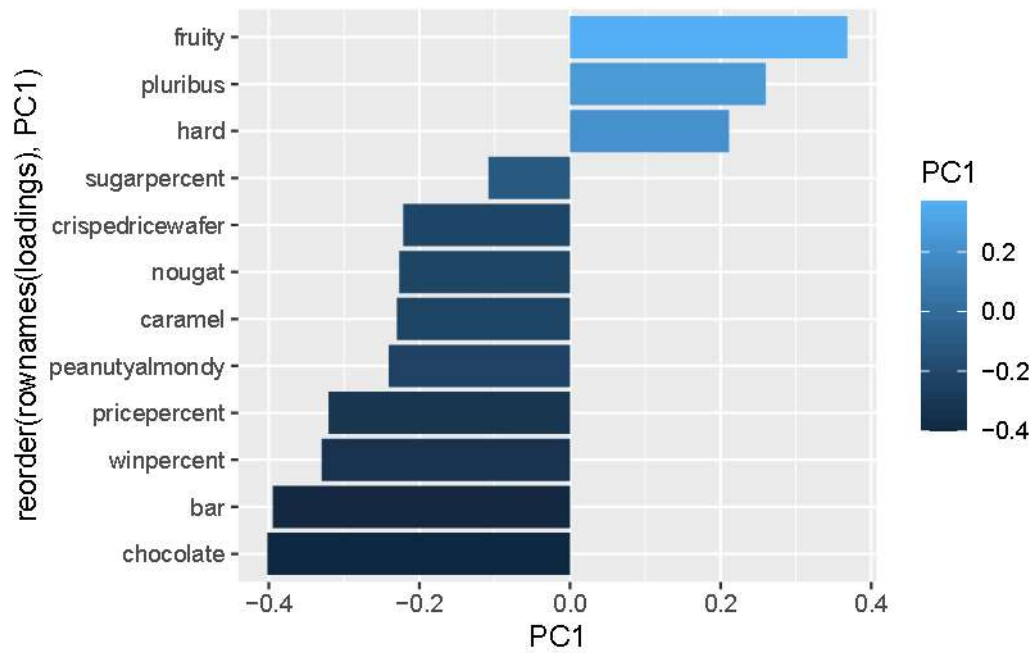
```
pca$rotation
```

	PC1	PC2	PC3	PC4	PC5
chocolate	-0.4019466	0.21404160	0.01601358	-0.016673032	0.066035846
fruity	0.3683883	-0.18304666	-0.13765612	-0.004479829	0.143535325
caramel	-0.2299709	-0.40349894	-0.13294166	-0.024889542	-0.507301501
peanutyalmondy	-0.2407155	0.22446919	0.18272802	0.466784287	0.399930245
nougat	-0.2268102	-0.47016599	0.33970244	0.299581403	-0.188852418
crispedricewafer	-0.2215182	0.09719527	-0.36485542	-0.605594730	0.034652316
hard	0.2111587	-0.43262603	-0.20295368	-0.032249660	0.574557816
bar	-0.3947433	-0.22255618	0.10696092	-0.186914549	0.077794806
pluribus	0.2600041	0.36920922	-0.26813772	0.287246604	-0.392796479
sugarpercent	-0.1083088	-0.23647379	-0.65509692	0.433896248	0.007469103
pricepercent	-0.3207361	0.05883628	-0.33048843	0.063557149	0.043358887

winpercent	-0.3298035	0.21115347	-0.13531766	0.117930997	0.168755073
	PC6	PC7	PC8	PC9	PC10
chocolate	-0.09018950	-0.08360642	-0.49084856	-0.151651568	0.107661356
fruity	-0.04266105	0.46147889	0.39805802	-0.001248306	0.362062502
caramel	-0.40346502	-0.44274741	0.26963447	0.019186442	0.229799010
peanutyalmondy	-0.09416259	-0.25710489	0.45771445	0.381068550	-0.145912362
nougat	0.09012643	0.36663902	-0.18793955	0.385278987	0.011323453
crispedricewafer	-0.09007640	0.13077042	0.13567736	0.511634999	-0.264810144
hard	-0.12767365	-0.31933477	-0.38881683	0.258154433	0.220779142
bar	0.25307332	0.24192992	-0.02982691	0.091872886	-0.003232321
pluribus	0.03184932	0.04066352	-0.28652547	0.529954405	0.199303452
sugarpercent	0.02737834	0.14721840	-0.04114076	-0.217685759	-0.488103337
pricepercent	0.62908570	-0.14308215	0.16722078	-0.048991557	0.507716043
winpercent	-0.56947283	0.40260385	-0.02936405	-0.124440117	0.358431235
	PC11	PC12			
chocolate	0.10045278	0.69784924			
fruity	0.17494902	0.50624242			
caramel	0.13515820	0.07548984			
peanutyalmondy	0.11244275	0.12972756			
nougat	-0.38954473	0.09223698			
crispedricewafer	-0.22615618	0.11727369			
hard	0.01342330	-0.10430092			
bar	0.74956878	-0.22010569			
pluribus	0.27971527	-0.06169246			
sugarpercent	0.05373286	0.04733985			
pricepercent	-0.26396582	-0.06698291			
winpercent	-0.11251626	-0.37693153			

```
loadings <- as.data.frame(pca$rotation)

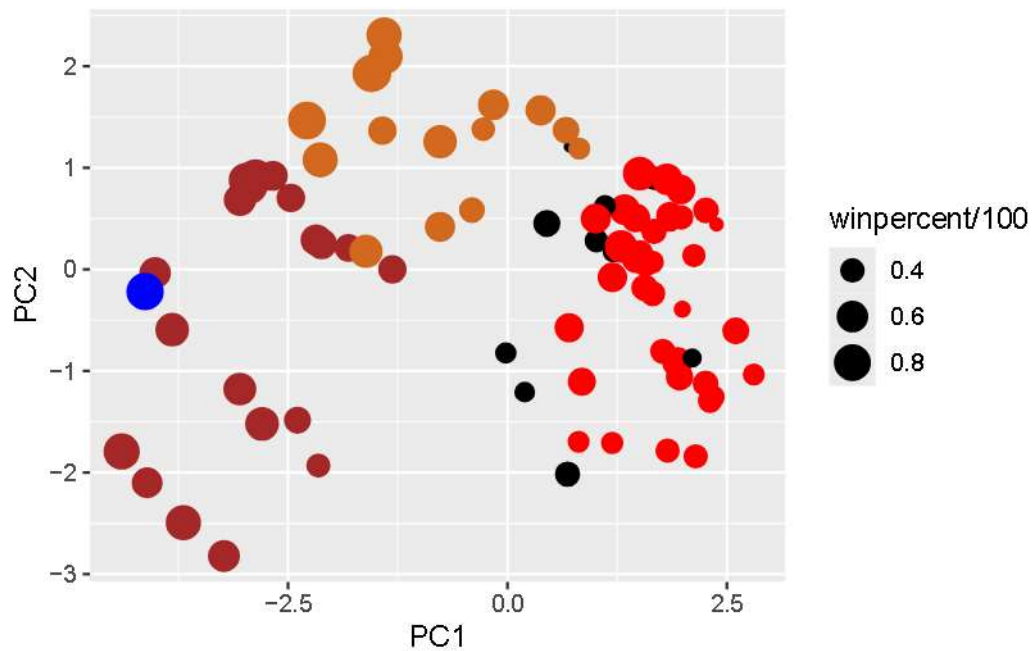
ggplot(loadings) +
  aes(PC1, reorder(rownames(loadings),PC1), fill=PC1) +
  geom_col()
```



```
my_data <- cbind(candy, pca$x[,1:3])
```

```
p <- ggplot(my_data) +
  aes(x=PC1, y=PC2,
       size=winpercent/100,
       text=rownames(my_data),
       label=rownames(my_data)) +
  geom_point(col=my_cols)
```

p



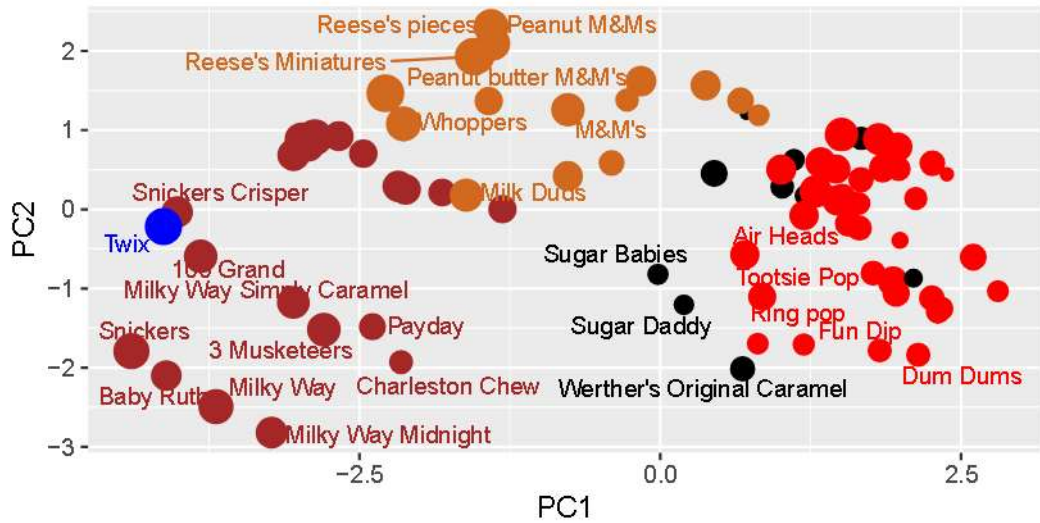
```
library(ggrepel)

p + geom_text_repel(size=3.3, col=my_cols, max.overlaps = 7) +
  theme(legend.position = "none") +
  labs(title="Halloween Candy PCA Space",
        subtitle="Colored by type: chocolate bar (dark brown), chocolate other (light brown),",
        caption="Data from 538")
```

Warning: ggrepel: 59 unlabeled data points (too many overlaps). Consider increasing max.overlaps

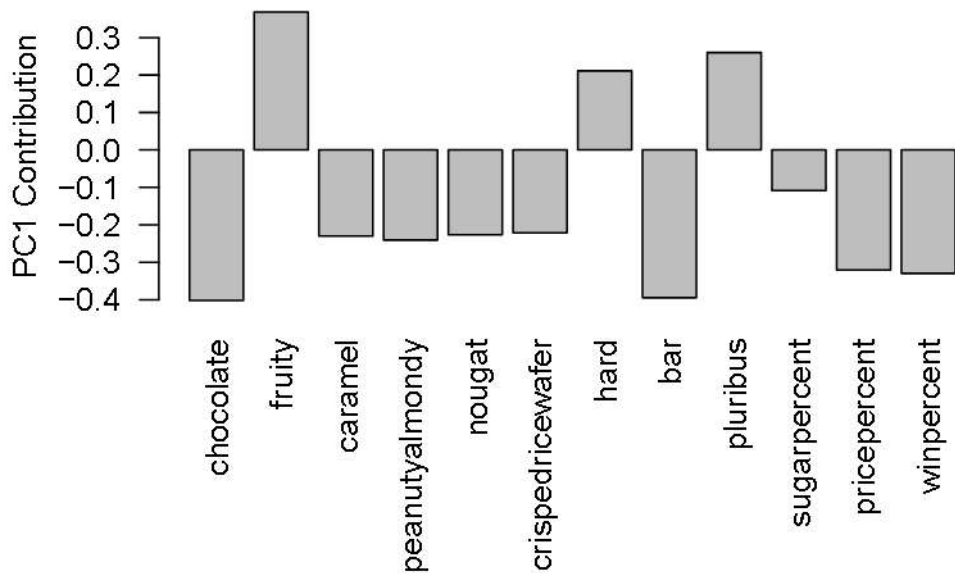
Halloween Candy PCA Space

Colored by type: chocolate bar (dark brown), chocolate other (light brown),



Data from 538

```
par(mar=c(8,4,2,2))
barplot(pca$rotation[,1], las=2, ylab="PC1 Contribution")
```

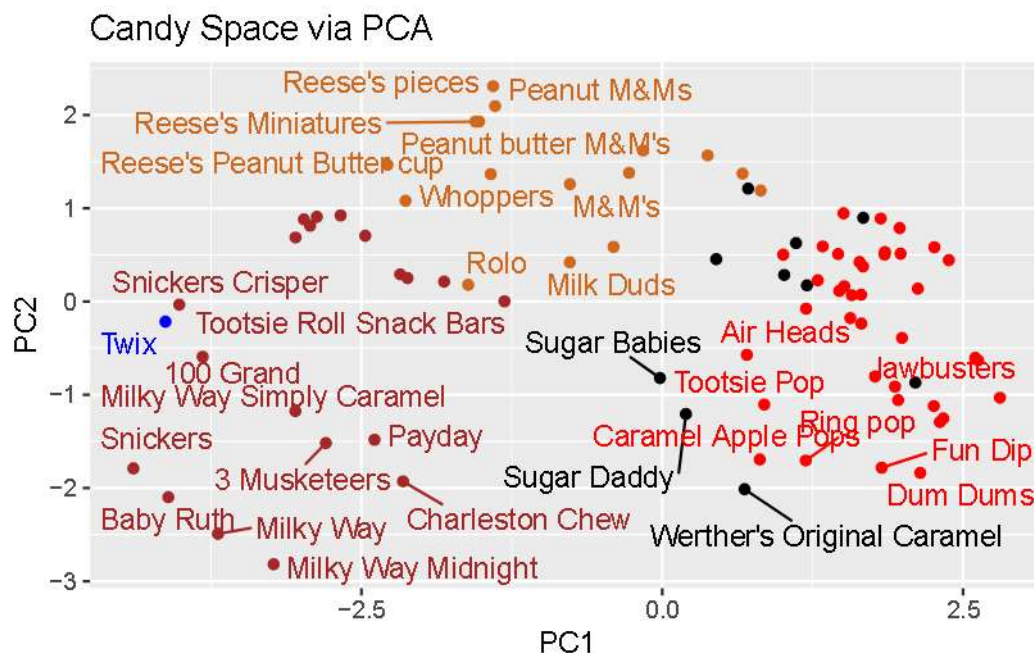


Let's make a nicer score plot with ggplot. Again, I need a data.frame with all the stuff I want (PC results and candy data) for my plot as input.

```
pc.results <- cbind(candy, pca$x)

ggplot(pc.results) +
  aes(PC1, PC2, label=rownames(pc.results)) +
  geom_point(col=my_cols) +
  geom_text_repel(col=my_cols) +
  labs(title="Candy Space via PCA")
```

Warning: ggrepel: 54 unlabeled data points (too many overlaps). Consider increasing max.overlaps



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

Original variables that are picked up strongly by PC1 in the positive direction include fruity, hard, and pluribus. This is a bag/box of hard fruity candy that comes with multiple candies. Yes, this makes sense to me as shown clearly by the barplot.