Class 9: Halloween Mini-Project

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Today we will take a wee setp back to some data we can taste and explore the correlation structure and principal components of some halloween candy.

1. Data Import

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

```
             chocolate fruity caramel peanutyalmondy nougat crispedricewafer
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 sugarpercent pricepercent winpercent
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
```

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

```
sum(candy$fruity == 1)
```

```
[1] 38
```

2. What is your favorite candy?

Q3. What is your favorite candy in the dataset and what is it's winpercent value?

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

```
[1] 81.64291
```

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
```

3. Exploratory Analysis

We can use the **skimr** package to get a quick overview of a given dataset. This can be useful for the first time your encounter a new dataset.

```
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?

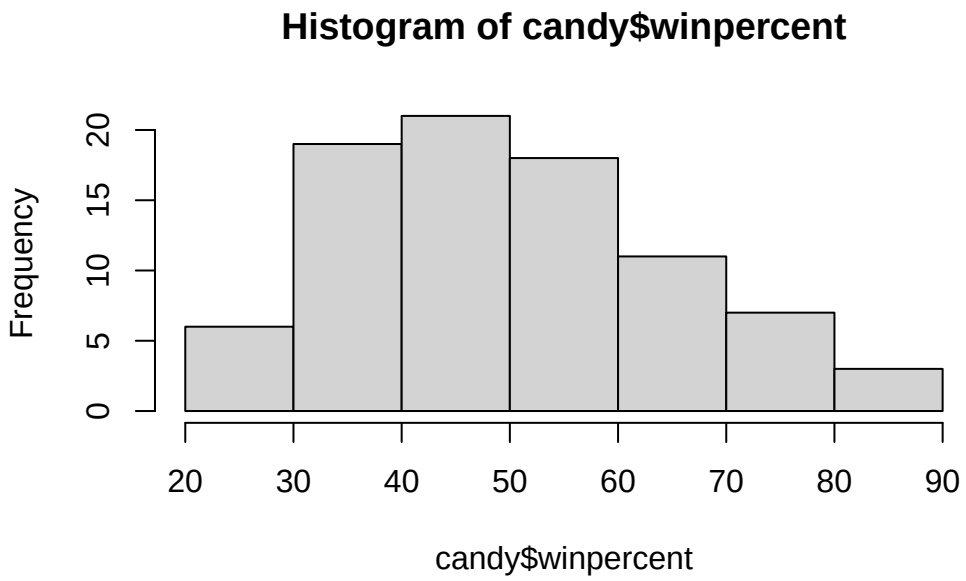
It looks like the last column `candy$winpercent` is on a different scale to all others.

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

It is representing whether the candy is a chocolate type. 1 means it is, while 0 means it is not.

Q8. Plot a histogram of winpercent values

```
hist(candy$winpercent)
```



Q9. Is the distribution of winpercent values symmetrical?

No.

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

```
summary(candy$winpercent)
```

```
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max. 
  22.45   39.14   47.83   50.32   59.86   84.18 
```

The median appears to be lower than 50%

Q11. On average is chocolate candy higher or lower ranked than fruit candy?

```
choc.inds <- candy$chocolate == 1
choc.candy <- candy[choc.inds,]
choc.win <- choc.candy$winpercent
mean(choc.win)
```

```
[1] 60.92153
```

```
fru.inds <- candy$fruity == 1
fru.candy <- candy[fru.inds,]
fru.win <- fru.candy$winpercent
mean(fru.win)
```

```
[1] 44.11974
```

Q12. Is this difference statistically significant?

```
ans <- t.test(choc.win, fru.win)
ans
```

```
    Welch Two Sample t-test

data:  choc.win and fru.win
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
```

```
ans$p.value
```

```
[1] 2.871378e-08
```

Yes, with a P-value of 2.8713778×10^{-8}.

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

There are two related functions that can help here, one is the classic `sort()` and `order()`

```
x <- c(5,10,1,4)
sort(x)
```

```
[1]  1  4  5 10
```

```
order(x)
```

```
[1] 3 4 1 2
```

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

```
                  chocolate fruity caramel peanutyalmondy 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
                  crispedricewafer 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?

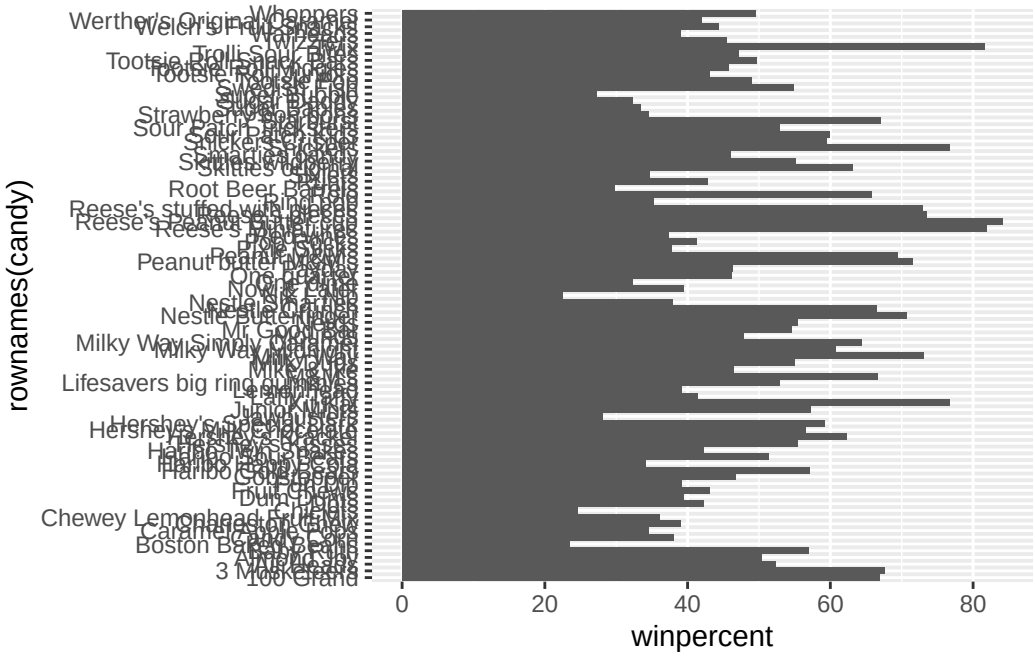
```
tail(candy[inds,],5)
```

```
                        chocolate fruity caramel peanutyalmondy 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
                        crispedricewafer hard bar pluribus sugarpercent
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
                          pricepercent 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
```

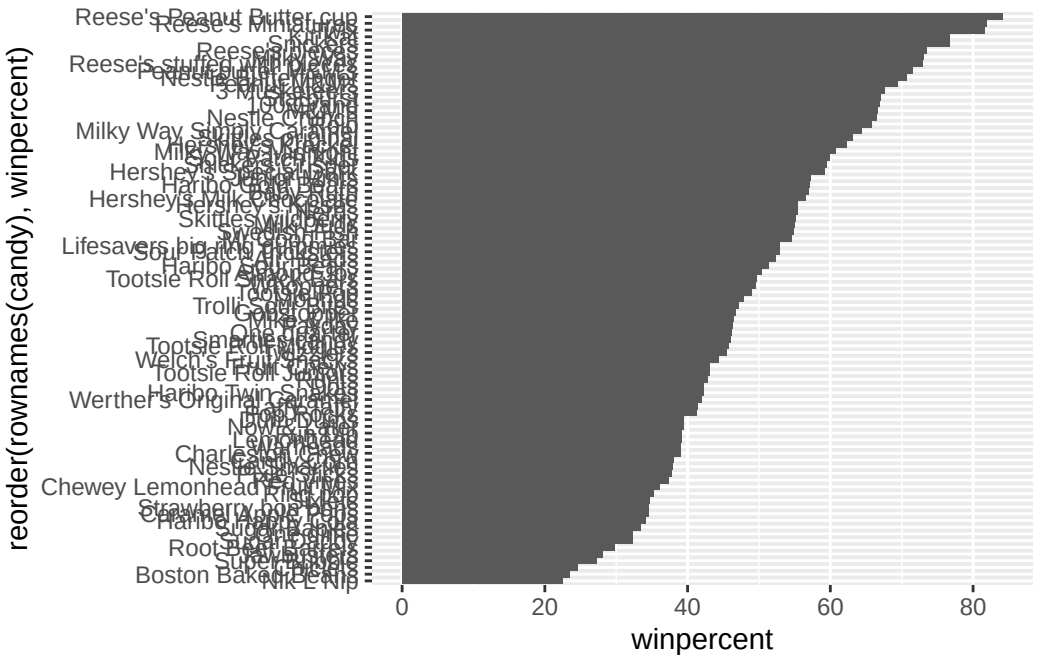
Q15. Make a first barplot of candy ranking based on winpercent values

```
library(ggplot2)

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

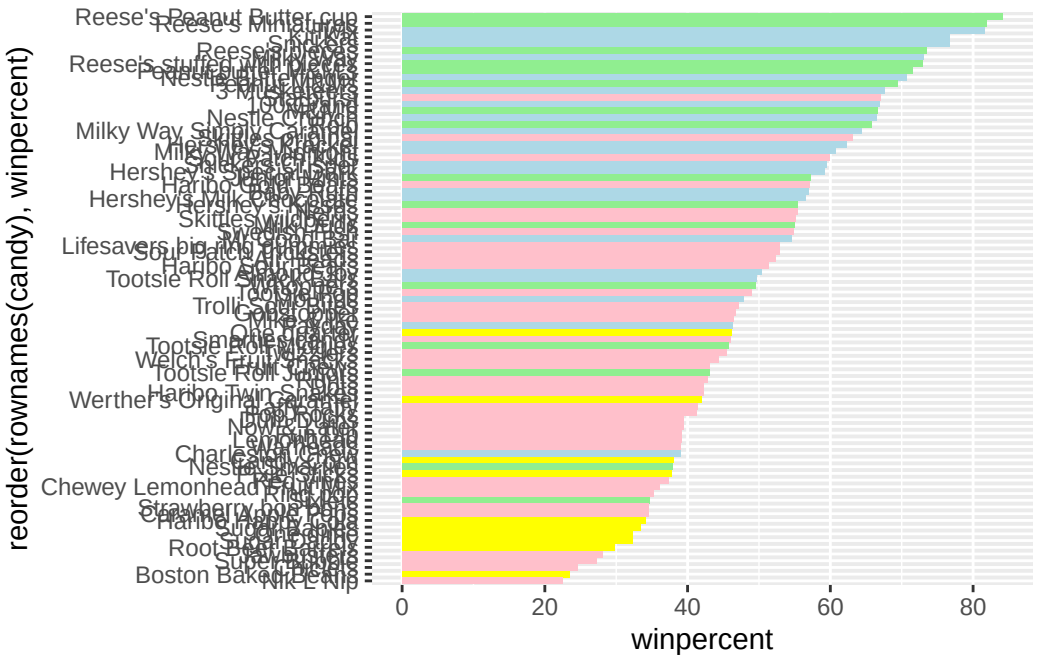


Q16. This is quite ugly, use the reorder() function to get the bars sorted by winpercent?

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

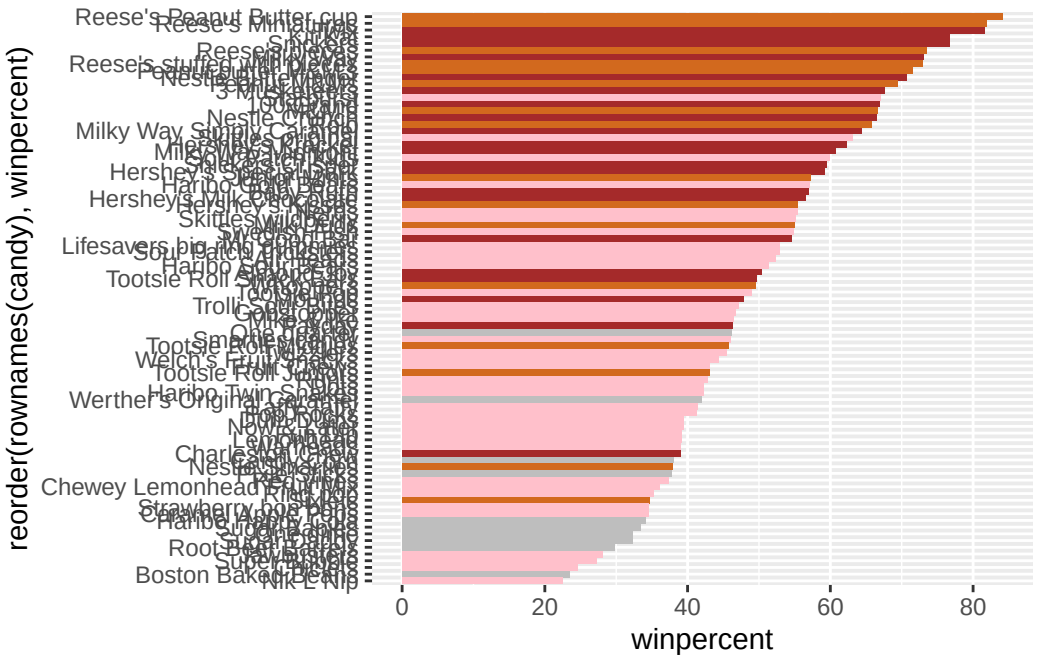



```
my_cols=rep("yellow", nrow(candy))
my_cols[as.logical(candy$chocolate)] = "lightgreen"
my_cols[as.logical(candy$bar)] = "lightblue"
my_cols[as.logical(candy$fruity)] = "pink"

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

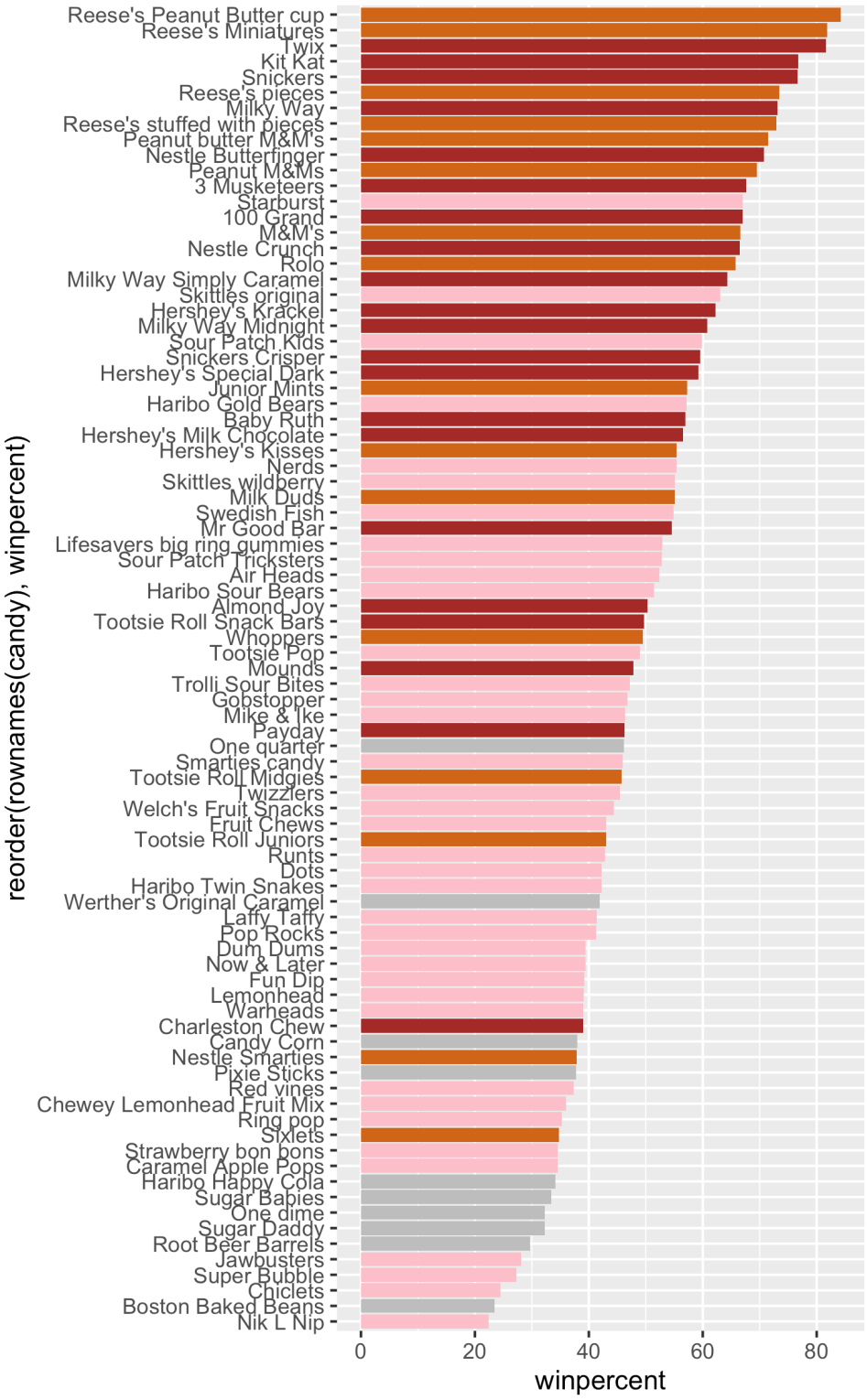


Here we want a custom color vector to color each bar the way we want - with `chocolate` and `fruity` candy together with whether it is a `bar` or not

```
mycols <- rep("gray", nrow(candy))
mycols[as.logical(candy$chocolate)] <- "chocolate"
mycols[as.logical(candy$fruity)] <- "pink"
mycols[as.logical(candy$bar)] <- "brown"

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




```
ggsave("mybarplot.png", width=5, height=8)
```


reorder(rownames(candy), winpercent)
Reese's Peanut Butter cup
Reese's Miniatures
Twix
Kit Kat
Snickers
Reese's pieces
Milky Way
Reese's stuffed with pieces
Peanut butter M&M's
Nestle Butterfinger
Peanut M&Ms
3 Musketeers
Starburst
100 Grand
M&M's
Nestle Crunch
Rolo
Milky Way Simply Caramel
Skittles original
Hershey's Krackel
Milky Way Midnight
Sour Patch Kids
Snickers Crisper
Hershey's Special Dark
Junior Mints
Haribo Gold Bears
Baby Ruth
Hershey's Milk Chocolate
Hershey's Kisses
Nerds
Skittles wildberry
Milk Duds
Swedish Fish
Mr Good Bar
Lifesavers big ring gummies
Sour Patch Tricksters
Air Heads
Haribo Sour Bears
Almond Joy
Tootsie Roll Snack Bars
Whoppers
Tootsie Pop
Mounds
Trolli Sour Bites
Gobstopper
Mike & Ike
Payday
One quarter
Smarties candy
Tootsie Roll Midgies
Twizzlers
Welch's Fruit Snacks
Fruit Chews
Tootsie Roll Juniors
Runts
Dots
Haribo Twin Snakes
Werther's Original Caramel
Laffy Taffy
Pop Rocks
Dum Dums
Now & Later
Fun Dip
Lemonhead
Warheads
Charleston Chew
Candy Corn
Nestle Smarties
Pixie Sticks
Red vines
Chewey Lemonhead Fruit Mix
Ring pop
Sixlets
Strawberry bon bons
Caramel Apple Pops
Haribo Happy Cola
Sugar Babies
One dime
Sugar Daddy
Root Beer Barrels
Jawbusters
Super Bubble
Chiclets
Boston Baked Beans
Nik L Nip
0
20
40
60
80
winpercent

> Q17. What is

the worst ranked chocolate candy?

Sixiets

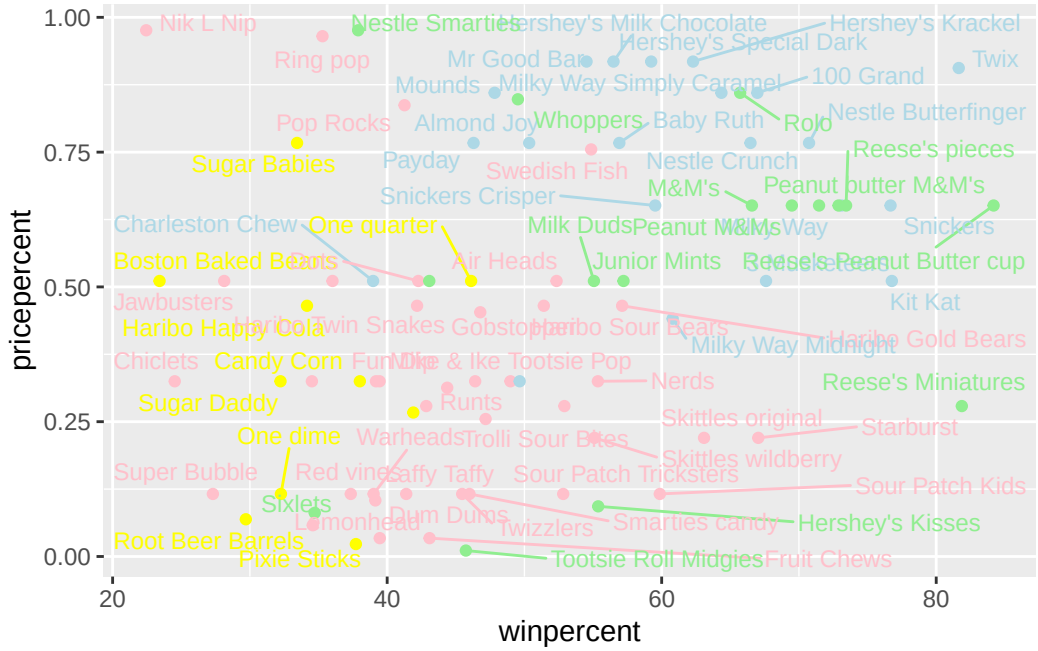
Q18. What is the best ranked fruity candy?

Nik L Nip

4. Winpercent vs. Pricepercent

```
library(ggrepel)

ggplot(candy) +
  aes(winpercent, pricepercent, label=rownames(candy)) +
  geom_point(col=my_cols) +
  geom_text_repel(col=my_cols, size=3.3, max.overlaps = 15)
```

```
Warning: ggrepel: 10 unlabeled data points (too many overlaps). Consider
increasing max.overlaps
```



```
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
```

> 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?

Tootsie Roll Midgies

> Q20. What are the top 5 most expensive candy types in the dataset and of these which is the least popular?

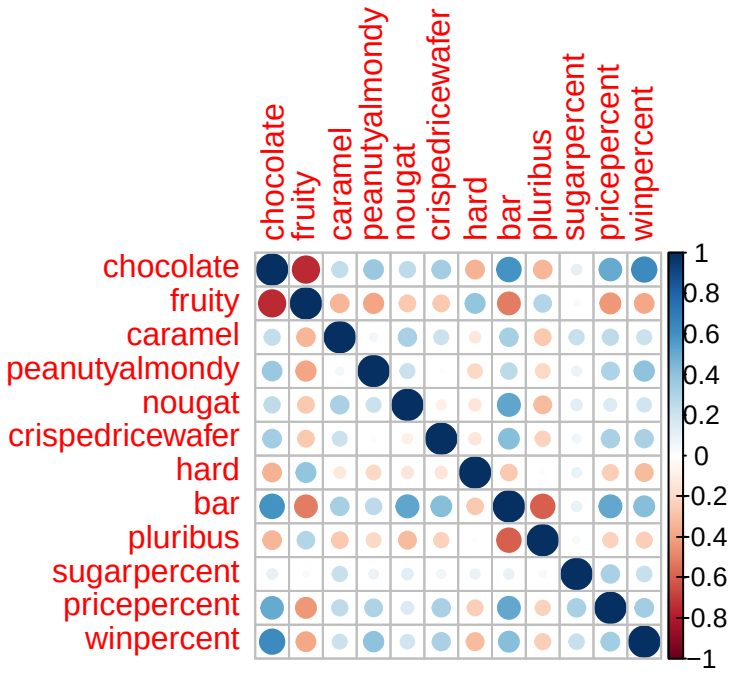
Nik L Nip, Nestle Smarties, Ring pop, Hershey's Krackel, and Hershey's Milk Chocolate. Nik L Nip is the least popular

5. Correlation Structure

```
library(corrplot)
```

```
corrplot 0.95 loaded
```

```
cij <- cor(candy)
corrplot(cij)
```




```
cij
```

```
                 chocolate      fruity     caramel peanutyalmondy      nougat
chocolate        1.0000000 -0.74172106  0.24987535     0.37782357  0.25489183
fruity          -0.7417211  1.00000000 -0.33548538    -0.39928014 -0.26936712
caramel          0.2498753 -0.33548538  1.00000000     0.05935614  0.32849280
peanutyalmondy   0.3778236 -0.39928014  0.05935614     1.00000000  0.21311310
nougat           0.2548918 -0.26936712  0.32849280     0.21311310  1.00000000
crispedricewafer 0.3412098 -0.26936712  0.21311310    -0.01764631 -0.08974359
hard            -0.3441769  0.39067750 -0.12235513    -0.20555661 -0.13867505
bar              0.5974211 -0.51506558  0.33396002     0.26041960  0.52297636
pluribus        -0.3396752  0.29972522 -0.26958501    -0.20610932 -0.31033884
sugarpercent     0.1041691 -0.03439296  0.22193335     0.08788927  0.12308135
pricepercent     0.5046754 -0.43096853  0.25432709     0.30915323  0.15319643
winpercent       0.6365167 -0.38093814  0.21341630     0.40619220  0.19937530
                crispedricewafer        hard         bar    pluribus
chocolate             0.34120978 -0.34417691  0.59742114 -0.33967519
fruity               -0.26936712  0.39067750 -0.51506558  0.29972522
caramel               0.21311310 -0.12235513  0.33396002 -0.26958501
peanutyalmondy       -0.01764631 -0.20555661  0.26041960 -0.20610932
nougat               -0.08974359 -0.13867505  0.52297636 -0.31033884
crispedricewafer      1.00000000 -0.13867505  0.42375093 -0.22469338
```

```
hard                -0.13867505  1.00000000 -0.26516504  0.01453172
bar                  0.42375093 -0.26516504  1.00000000 -0.59340892
pluribus            -0.22469338  0.01453172 -0.59340892  1.00000000
sugarpercent         0.06994969  0.09180975  0.09998516  0.04552282
pricepercent         0.32826539 -0.24436534  0.51840654 -0.22079363
winpercent           0.32467965 -0.31038158  0.42992933 -0.24744787
                  sugarpercent pricepercent winpercent
chocolate           0.10416906    0.5046754  0.6365167
fruity             -0.03439296   -0.4309685 -0.3809381
caramel             0.22193335    0.2543271  0.2134163
peanutyalmondy      0.08788927    0.3091532  0.4061922
nougat              0.12308135    0.1531964  0.1993753
crispedricewafer    0.06994969    0.3282654  0.3246797
hard                0.09180975   -0.2443653 -0.3103816
bar                 0.09998516    0.5184065  0.4299293
pluribus            0.04552282   -0.2207936 -0.2474479
sugarpercent        1.00000000    0.3297064  0.2291507
pricepercent        0.32970639    1.0000000  0.3453254
winpercent          0.22915066    0.3453254  1.0000000
```

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

Chocolate & fruity.

```
round(cij["chocolate", "fruity"], 2)
```

```
[1] -0.74
```

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

Chocolate & winpercent.

```
round(cij["chocolate", "winpercent"], 2)
```

```
[1] 0.64
```

6. Principal Compunent Analysis (PCA)

We need to be sure to scale our input `candy` data before PCA as we have the `winpercent` column on a different scale to all others in the dataset.

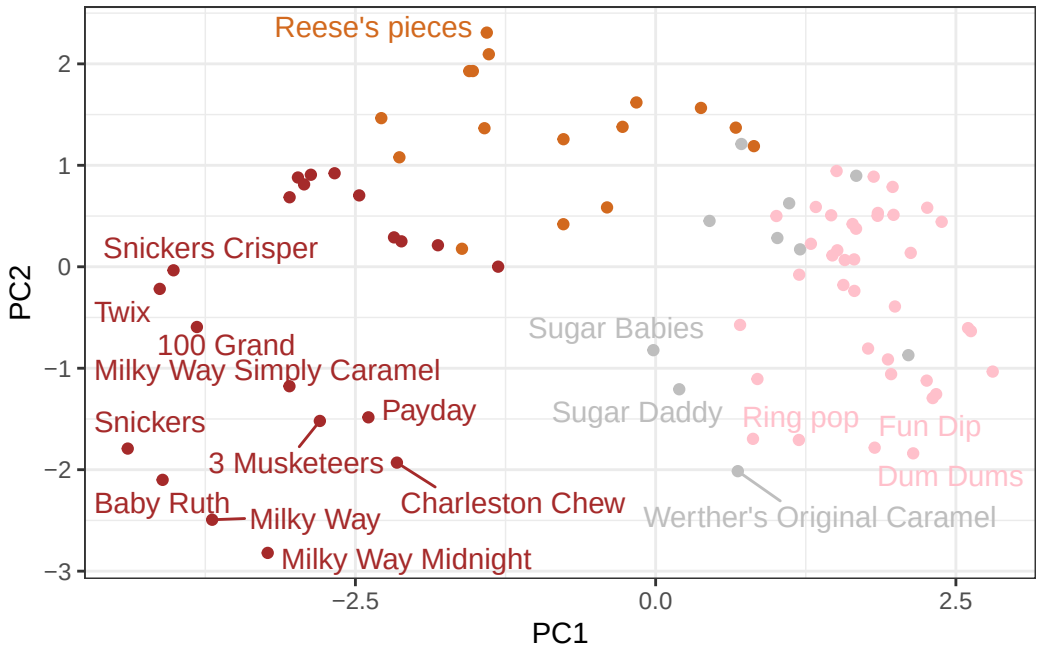
```
pca <- prcomp(candy, scale=T)
summary(pca)
```

```
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
```

First main result figure is my "PCA plot"

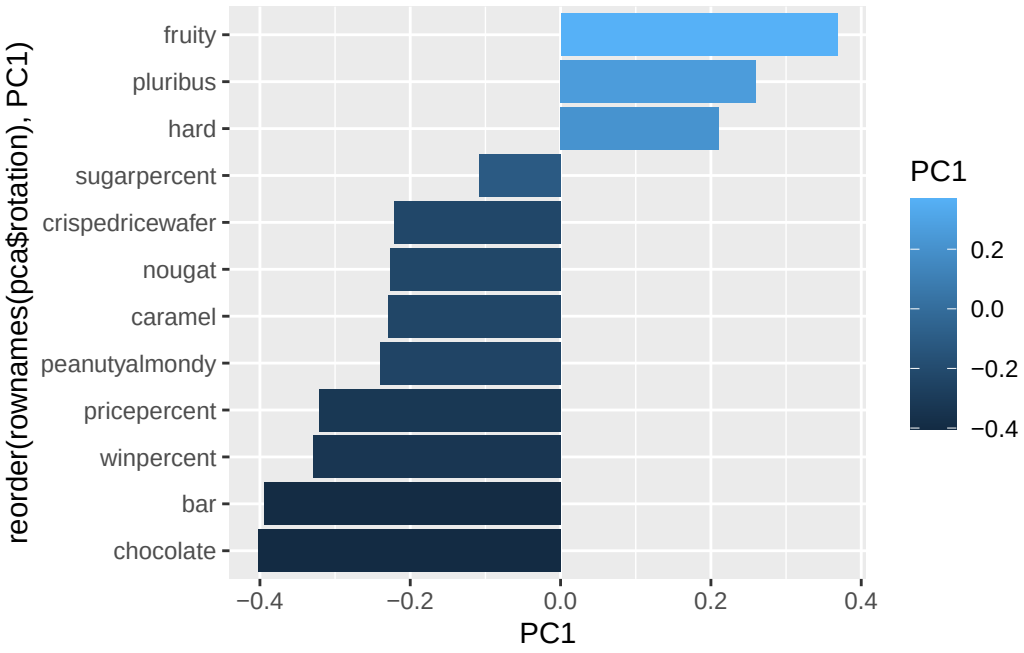
```
ggplot(pca$x) +
  aes(PC1, PC2, label=rownames(pca$x)) +
  geom_point(col=mycols) +
  geom_text_repel(max.overlaps = 6, col=mycols) +
  theme_bw()
```

```
Warning: ggrepel: 67 unlabeled data points (too many overlaps). Consider
increasing max.overlaps
```



The second main PCA result is in the `pca$rotation` we can plot this to generate a so-called "loadings" plot.

```
ggplot(pca$rotation) +
  aes(PC1, reorder(rownames(pca$rotation), PC1), fill=PC1) +
  geom_col()
```



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

- Fruity is picked up stronghly by PC1 in the positive direction. This make sense because it is being separated from the popular chocolate variables.