Prediction

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### Outline

Simple linear regression

Multiple linear regression

Causal interpretation and extensions

### Regression: General introduction

Regression analysis is the most widely used statistical tool for understanding relationships among variables

It provides a conceptually simple method for investigating functional relationships between one or more factors and an outcome of interest

The relationship is expressed in the form of an equation or a model connecting the response or dependent variable and one or more explanatory or predictor variable

# Why?

#### Straight-up prediction:

- How much will I sell my house for?

#### **Explanation** and understanding:

– What is the impact of economic freedom on growth?

### Example: Predicting house prices

#### Problem:

- Predict market price based on observed characteristics

#### Solution:

- Look at property sales data where we know the price and some observed characteristics.
- Build a decision rule that predicts price as a function of the observed characteristics.

#### **Q**: What characteristics do we use?

We have to define the variables of interest and develop a specific quantitative measure of these variables ...

Many factors or variables affect the price of a house:

- size
- number of baths
- garage, air conditioning, etc
- neighborhood

To keep things super simple, let's focus only on size. The value

that we seek to predict is called the dependent (or output) variable, and we denote this:

- Y =price of house (e.g. thousands of dollars)

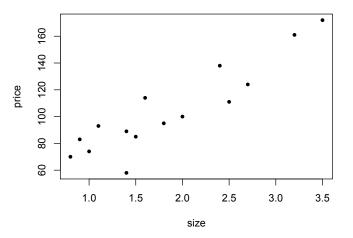
The variable that we use to guide prediction is the explanatory (or input) variable, and this is labeled

-X =size of house (e.g. thousands of square feet)

### What does this data look like?

Size		Price	
0.8	0		70
0.9	0		83
1.0	0		74
1.1	0		93
1.4	0		89
1.4	0		58
1.5	0		85
1.6	0		114
1.8	0		95
2.0	0		100
2.4	0		138
2.5	0		111
2.7	0		124
3.2	0		161
3.5	0		172

It is much more useful to look at a scatterplot



In other words, view the data as points in the  $X \times Y$  plane.

### Regression model

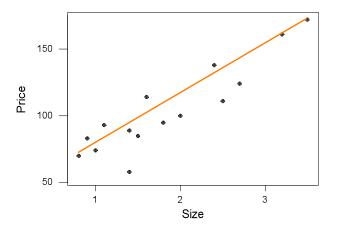
- Y = response or outcome variable
- X =explanatory or input variables

A linear relationship is written

$$Y = b_0 + b_1 X + e$$

There seems to be a linear relationship between price and size:

As size goes up, price goes up.

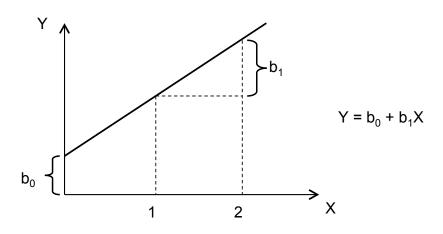


Recall that the equation of a line is:

$$Y = b_0 + b_1 X$$

Where  $b_0$  is the intercept and  $b_1$  is the slope.

- $\rightarrow$  The intercept value is in units of Y (\$1,000)
- $\rightarrow$  The slope is in units of *Y* per units of *X* (\$1,000/1,000 sq ft)



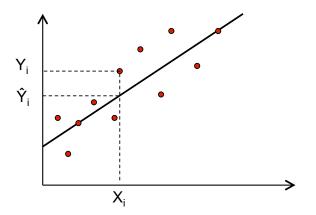
#### Q: How to find the "best line"?

We desire a strategy for estimating the slope and intercept parameters in the model  $\hat{Y} = b_0 + b_1 X$ 

A reasonable way to fit a line is to minimize the amount by which the fitted value differs from the actual value.

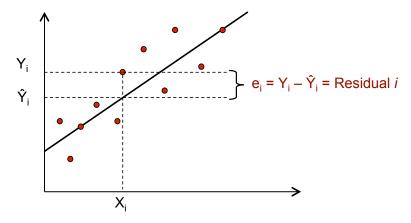
This amount is called the residual.

What is the "fitted value"?



The dots are the observed values and the line represents our fitted values given by  $\hat{Y}_i = b_0 + b_1 X_1$ .

What is the "residual" for the *i*th observation?



We can write  $Y_i = \hat{Y}_i + (Y_i - \hat{Y}_i) = \hat{Y}_i + e_i$ .

### Least squares

Ideally, we want to minimize the size of all residuals:

- If they were all zero we would have a perfect line.
- Trade-off between moving closer to some points and at the same time moving away from other points.

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#### The line fitting process:

- Give weights to all of the residuals.
- Minimize the "total" of residuals to get best fit.

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#### The line fitting process:

- Give weights to all of the residuals.
- Minimize the "total" of residuals to get best fit. Least Squares chooses  $b_0$  and  $b_1$  to minimize  $\sum_{i=1}^{N} e_i^2$

$$\sum_{i=1}^{N} e_i^2 = e_1^2 + e_2^2 + \dots + e_N^2 = (Y_1 - \hat{Y}_1)^2 + (Y_2 - \hat{Y}_2)^2 + \dots + (Y_N - \hat{Y}_N)^2$$

### Least squares – R output

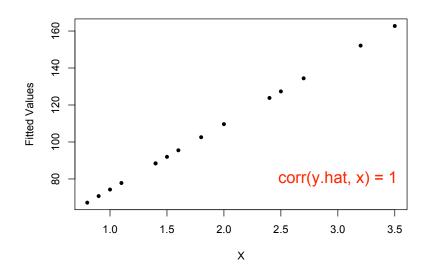
```
data = read.csv('housedata.csv')
fit = lm(Price~Size,data)
summary(fit)
##
## Call:
## lm(formula = Price ~ Size, data = data)
##
## Residuals:
      Min 10 Median 30
##
                                    Max
## -30.425 -8.618 0.575 10.766 18.498
##
## Coefficients:
##
              Estimate Std. Error t value Pr(>|t|)
## (Intercept) 38.885 9.094 4.276 0.000903 ***
## Size
             35.386 4.494 7.874 2.66e-06 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 14.14 on 13 degrees of freedom
## Multiple R-squared: 0.8267, Adjusted R-squared: 0.8133
## F-statistic: 62 on 1 and 13 DF, p-value: 2.66e-06
```

### More on least squares

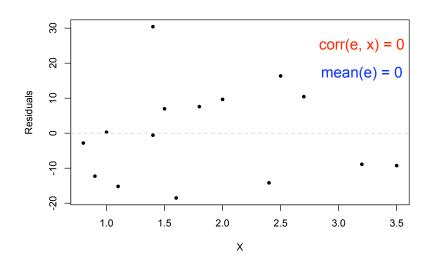
From now on, terms "fitted values"  $(\hat{Y}_i)$  and "residuals"  $(e_i)$  refer to those obtained from the least squares line.

The fitted values and residuals have some special properties. Let's look at the housing data analysis to figure out what these properties are...

### The fitted values and X

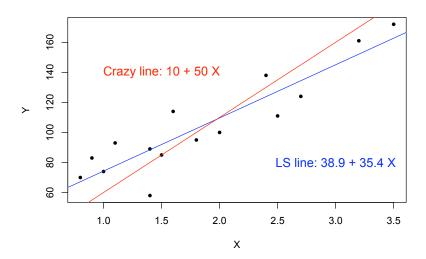


### The residuals and X



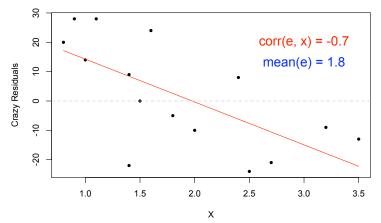
# Why?

What is the intuition for the relationship between  $\hat{Y}$  and e and X? Lets consider some "crazy" alternative line:



#### Fitted values and residuals

This is a bad fit! We are underestimating the value of small houses and overestimating the value of big houses.



Clearly, we have left some predictive ability on the table!

#### Fitted values and residuals

As long as the correlation between e and X is non-zero, we could always adjust our prediction rule to do better.

We need to exploit all of the predictive power in the X values and put this into  $\hat{Y}$ , leaving no "Xness" in the residuals.

# In summary: $Y = \hat{Y} + e$ where:

- $\hat{Y}$  is "made from X";  $\operatorname{corr}(X, \hat{Y}) = 1$ .
- e is unrelated to X;  $\operatorname{corr}(X, e) = 0$ .

 $\label{eq:prediction} \textit{Prediction and regression} + \textit{probability}$ 

Prediction and the modeling goal

A prediction rule is any function where you input X and it outputs  $\hat{Y}$  as a predicted response at X.

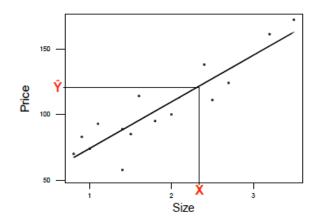
The least squares line is a prediction rule:

$$\hat{Y}=f(X)=b_0+b_1X$$

## Prediction and the modeling goal

 $\hat{Y}$  is not going to be a perfect prediction.

We need to devise a notion of forecast accuracy.



## Prediction and the modeling goal

There are two things that we want to know:

- What value of Y can we expect for a given X?
- How <u>sure</u> are we about this forecast? Or how different could Y be from what we expect?

Our goal is to measure the accuracy of our forecasts or how much uncertainty there is in the forecast. One method is to specify a range of Y values that are likely, given an X value.

Prediction Interval: probable range for *Y*-values given *X* 

### Prediction and modeling

Key Insight: To construct a prediction interval, we will have to assess the likely range of error values corresponding to a Y value that has not yet been observed!

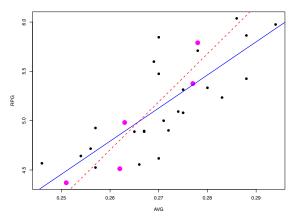
We will build a probability model (e.g., Normal distribution).

Then we can say something like "with 95% probability the error will be no less than -\$28,000 or larger than \$28,000".

We must also acknowledge that the "fitted" line may be fooled by particular realizations of the residuals.

We are always looking at samples of data!

We are always looking at samples! The dashed line fits the purple points. The solid line fits all the points. Which line is better? Why?



In summary, we need to work with the notion of a "true line" and a probability distribution that describes deviation around the line.

## The simple linear regression model

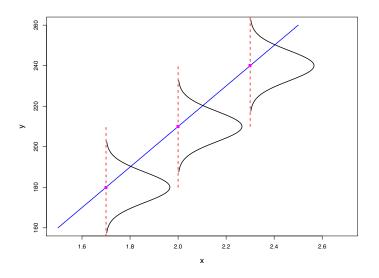
The power of statistical inference comes from the ability to make precise statements about the accuracy of the forecasts.

In order to do this we must invest in a probability model.

Simple Linear Regression Model: 
$$Y = \beta_0 + \beta_1 X + \varepsilon$$
 
$$\varepsilon \sim \mathrm{N}(0, \sigma^2)$$

- $-\beta_0 + \beta_1 X$  represents the "true line"; The part of Y that depends on X.
- The error term  $\varepsilon$  is independent "idosyncratic noise"; The part of Y not associated with X.

# Visually, what is going on here?



## The simple linear regression model – example

You are told (without looking at the data) that

$$\beta_0 = 40$$
;  $\beta_1 = 45$ ;  $\sigma = 10$ 

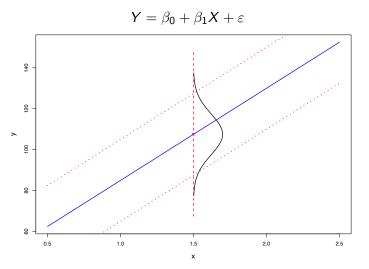
and you are asked to predict price of a 1500 square foot house.

What do you know about Y from the model?

$$Y = 40 + 45(1.5) + \varepsilon$$
$$= 107.5 + \varepsilon$$

Thus our prediction for price is  $Y|(X=1.5) \sim N(107.5, 10^2)$  and a 95% *Prediction Interval* for Y is 87.5 < Y < 127.5

In picture form, our model tells us about uncertainty



The conditional distribution for Y given X is Normal:

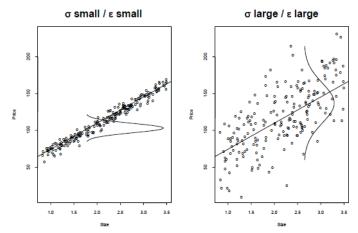
$$Y|X = x \sim N(\beta_0 + \beta_1 x, \sigma^2).$$

## The importance of $\sigma$

The conditional distribution for Y given X is Normal:

$$Y|X \sim N(\beta_0 + \beta_1 X, \sigma^2).$$

 $\sigma$  controls dispersion:



Multiple linear regression

# The multiple linear regression model

Many problems involve more than one independent variable or factor which affects the dependent or response variable.

- More than size to predict house price!
- Demand for a product given prices of competing brands, advertising, household attributes, etc.

In SLR, the conditional mean of Y depends on X. The Multiple Linear Regression (MLR) model extends this idea to include more than one independent variable.

#### The MLR model

Same as always, but with more covariates.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_p X_p + \epsilon$$

Recall the key assumptions of our linear regression model:

- $\rightarrow$  The conditional mean of Y is linear in the  $X_j$  variables.
- $\rightarrow$  The errors (deviations from line)
  - are normally distributed
  - independent from each other
  - identically distributed (i.e., they have constant variance)

$$Y|(X_1...X_p) \sim N(\beta_0 + \beta_1 X_1...+\beta_p X_p, \sigma^2)$$

#### The MLR model

Our interpretation of regression coefficients can be extended from the simple single covariate regression case:

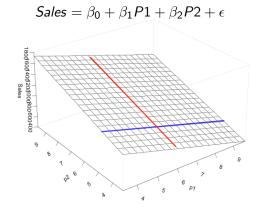
$$\beta_j = \frac{\partial E[Y|X_1, \dots, X_p]}{\partial X_j}$$

Holding all other variables constant,  $\beta_j$  is the average change in Y per unit change in  $X_j$ .

### The MLR model

If p = 2, we can plot the regression surface in 3D.

Consider sales of a product as predicted by price of this product (P1) and the price of a competing product (P2).



# Least squares again!

$$Y = \beta_0 + \beta_1 X_1 \dots + \beta_p X_p + \varepsilon, \quad \varepsilon \sim N(0, \sigma^2)$$

### How do we estimate the MLR model parameters?

The principle of least squares is exactly the same as before:

- Define the fitted values
- Find the best fitting plane by minimizing the sum of squared residuals

### Least squares again!

#### The data...

```
р1
                p2
                        Sales
5.1356702 5.2041860
                     144.48788
3.4954600 8.0597324
                     637.24524
7.2753406 11.6759787
                     620.78693
4.6628156
          8.3644209
                     549.00714
          2.1502922
                      20 42542
3.5845370
5.1679168 10.1530371
                     713.00665
3.3840914 4.9465690
                     346.70679
4.2930636 7.7605691 595.77625
4.3690944 7.4288974 457.64694
7.2266002 10.7113247 591.45483
```

The model: Sales<sub>i</sub> =  $\beta_0 + \beta_1 P1_i + \beta_2 P2_i + \epsilon_i$ ,  $\epsilon \sim N(0, \sigma^2)$ 

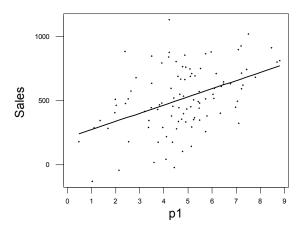
## The importance of the right-hand-side

It is also important to understand and interpret the coefficients, i.e., what is is happening on the "right-hand-side" of our model ...

- Sales: units sold in excess of a baseline
- P1: our price in \$ (in excess of a baseline price)
- P2: competitors price (again, over a baseline)

### The importance of the right-hand-side

If we regress Sales on our own price, we obtain a somewhat surprising conclusion... the higher the price the more we sell!



 $\rightarrow$  It looks like we should just raise our prices, right?

The regression equation for Sales on own price (P1) is:

$$Sales = 211 + 63.7P1$$

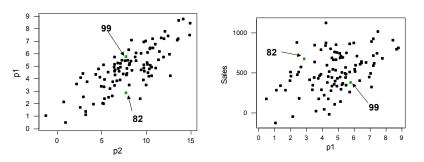
If now we add the competitors price to the regression we get

$$Sales = 116 - 97.7P1 + 109P2$$

Does this look better? How did it happen? Remember: -97.7 is the affect on sales of a change in P1 with P2 held fixed!

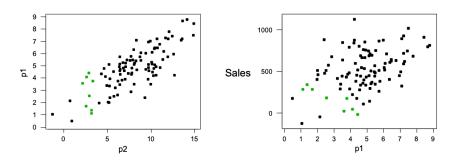
How can we see what is going on? Let's compare Sales in two different observations: weeks 82 and 99.

We see that an increase in P1, holding P2 constant, corresponds to a drop in Sales!



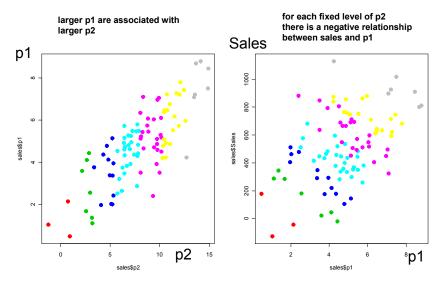
Note the strong relationship (dependence) between P1 and P2!

Let's look at a subset of points where P1 varies and P2 is held approximately constant...



For a fixed level of *P*2, variation in *P*1 is negatively correlated with Sales!

Below, different colors indicate different ranges for P2...



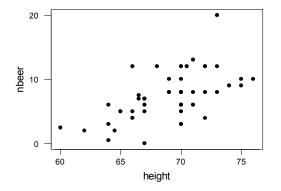
#### Summary:

- ightarrow A larger P1 is associated with larger P2 and the overall effect leads to bigger sales
- $\rightarrow$  With P2 held fixed, a larger P1 leads to lower sales
- $\rightarrow$  MLR does the trick and unveils the  ${\bf correct}$  economic relationship between Sales and prices!

# Example: Beers, height, weight, and getting drunk

Beer data (from Forbidden Courses last year)

- nbeer number of beers before getting drunk
- height and weight



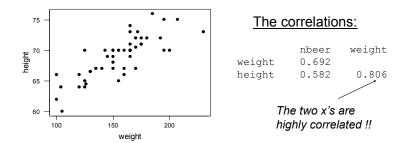
Is number of beers related to height?

### R output: Yes!

```
data = read.csv('nbeer.csv')
fit = lm(nbeer~height,data)
summary(fit)
##
## Call:
## lm(formula = nbeer ~ height, data = data)
##
## Residuals:
##
     Min 1Q Median
                          30
                                Max
## -6.164 -2.005 -0.093 1.738 9.978
##
## Coefficients:
              Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) -36.9200 8.9560 -4.122 0.000148 ***
## height 0.6430 0.1296 4.960 9.23e-06 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 3.109 on 48 degrees of freedom
## Multiple R-squared: 0.3389, Adjusted R-squared: 0.3251
## F-statistic: 24.6 on 1 and 48 DF, p-value: 9.23e-06
```

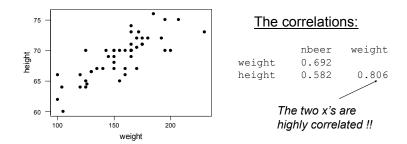
### R output: What about now?

```
data = read.csv('nbeer.csv')
fit = lm(nbeer~height+weight,data)
summary(fit)
##
## Call:
## lm(formula = nbeer ~ height + weight, data = data)
##
## Residuals:
      Min
              10 Median
##
                              30
                                     Max
## -8.5080 -2.0269 0.0652 1.5576 5.9087
##
## Coefficients:
##
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) -11.18709 10.76821 -1.039 0.304167
## height 0.07751 0.19598 0.396 0.694254
## weight 0.08530 0.02381 3.582 0.000806 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2.784 on 47 degrees of freedom
## Multiple R-squared: 0.4807, Adjusted R-squared: 0.4586
## F-statistic: 21.75 on 2 and 47 DF, p-value: 2.056e-07
```



If we regress "beers" only on height we see an effect. Taller heights go with more beers.

However, when height goes up weight tends to go up as well... in the first regression, height was a proxy for the real cause of drinking ability. Bigger people can drink more and weight is a more accurate measure of "bigness."



In the multiple regression, when we consider only the variation in height that is not associated with variation in weight, we see no relationship between height and beers.

# Summary slide

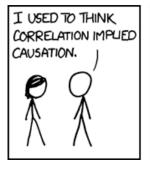
In general, when we see a relationship between y and x (or x's), that relationship may be driven by variables "lurking" in the background which are related to your current x's.

This makes it hard to reliably find "causal" relationships. Any correlation (association) you find could be caused by other variables in the background... correlation is NOT causation

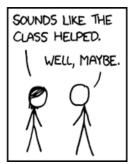
Any time a report says two variables are related and there's a suggestion of a "causal" relationship, ask yourself whether or not other variables might be the real reason for the effect.

Multiple regression allows us to control for all important variables by including them into the regression. "Once we control for weight, height and beers are NOT related"!

#### Correlation is NOT causation







Dummy variables

### Example: Detecting Sex Discrimination

Imagine you are a trial lawyer and you want to file a suit against a company for salary discrimination... you gather the following data...

G	ender	Salary
1	Male	32.0
2	Female	39.1
3	Female	33.2
4	Female	30.6
5	Male	29.0
		•
20	8 Female	30.0

You want to relate salary (Y) to gender (X)... how can we do that?

Gender is an example of a categorical variable. The gender variable separates our data into 2 groups or categories.

The question we want to answer is: "how is your salary related to which group you belong to...?"

You want to relate salary (Y) to gender (X)... how can we do that?

Gender is an example of a categorical variable. The gender variable separates our data into 2 groups or categories.

The question we want to answer is: "how is your salary related to which group you belong to...?"

Could we think about additional examples of categories potentially associated with salary?

- UATX education vs. not
- foreign or domestic born citizen
- quarterback vs. wide receiver

We can use regression to answer these questions, but first we need to recode the categorical variable into a dummy variable:

```
Gender
          Salary
                  Sex
     Male
           32.00
                   1
2
   Female 39.10
                   0
3
   Female 33.20
                   0
   Female 30.60
4
                   0
5
     Male 29.00
208
    Female
            30.00
```

#### Note:

This can be done implicitly in R by, Sex = factor(Gender). This tells R that Sex is a variable separated into its unique levels, in this case just 2!

Now you can present the following model in court:

$$\mathsf{Salary}_i = \beta_0 + \beta_1 \mathsf{Sex}_i + \epsilon_i$$

How do you interpret  $\beta_1$ ? What is your predicted salary for males and females?

Now you can present the following model in court:

$$\mathsf{Salary}_i = \beta_0 + \beta_1 \mathsf{Sex}_i + \epsilon_i$$

How do you interpret  $\beta_1$ ? What is your predicted salary for males and females?

$$E[Salary|Sex = 0] = \beta_0$$
  
 $E[Salary|Sex = 1] = \beta_0 + \beta_1$ 

 $\beta_1$  is the male-female difference!

$$\mathsf{Salary}_i = \beta_0 + \beta_1 \mathsf{Sex}_i + \epsilon_i$$

```
data = read.table("SalaryData.txt",header=T)
Sex = (data$Gender=="Male")
data$Sex = Sex
fit = lm(Salary~Sex,data)
summary(fit)
##
## Call:
## lm(formula = Salary ~ Sex, data = data)
##
## Residuals:
      Min
          10 Median 30
                                     Max
## -18.805 -6.434 -1.860 4.115 51.495
##
## Coefficients:
##
              Estimate Std. Error t value Pr(>|t|)
## (Intercept) 37.2099 0.8945 41.597 < 2e-16 ***
## SexTRUE
           8.2955 1.5645 5.302 2.94e-07 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

 $\hat{\beta}_1 = b_1 = 8.29...$  on average, a male makes approximately \$8,300 more than a female in this firm.

How can the defense attorney try to counteract the plaintiff's argument?

Perhaps, the observed difference in salaries is related to other variables in the background and NOT to gender discrimination...

Obviously, there are many other factors which we can legitimately use in determining salaries:

- education
- job productivity
- experience

How can we use regression to incorporate additional information?

Let's add a measure of experience...

$$Salary_i = \beta_0 + \beta_1 Sex_i + \beta_2 Exp_i + \epsilon_i$$

What does that mean? Write out the model for each gender separately:

$$E[Salary|Sex = 0, Exp] = \beta_0 + \beta_2 Exp$$
  
 $E[Salary|Sex = 1, Exp] = (\beta_0 + \beta_1) + \beta_2 Exp$ 

Here is our data with this additional variable:

	Exp	Gender		Salary	Sex
1		3	Male	32.00	1
2		14	Female	39.10	0
3		12	Female	33.20	0
4		8	Female	30.60	0
5		3	Male	29.00	1
208		33	Female	30.00	0

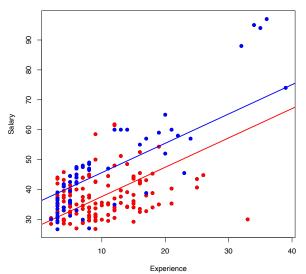
$$Salary_i = \beta_0 + \beta_1 Sex_i + \beta_2 Exp + \epsilon_i$$

```
fit = lm(Salarv~Sex+Exp,data)
summary(fit)
##
## Call:
## lm(formula = Salary ~ Sex + Exp, data = data)
##
## Residuals:
##
       Min
               10 Median
                             30
                                         Max
## -30.1899 -5.7484 -0.6046 4.8129 25.8548
##
## Coefficients:
             Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 27.81190 1.02789 27.057 < 2e-16 ***
## SexTRUE
          8.01189 1.19309 6.715 1.81e-10 ***
             0.98115 0.08028 12.221 < 2e-16 ***
## Exp
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
```

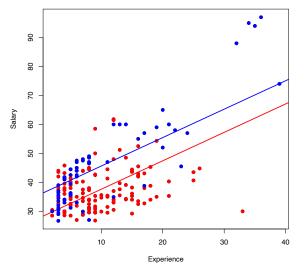
 $\rightarrow$  Salary<sub>i</sub> = 27 + 8Sex<sub>i</sub> + 0.98Exp<sub>i</sub> +  $\epsilon_i$ 

Is this good or bad news for the defense?

$$Salary_i = \begin{cases} 27 + 0.98Exp_i + \epsilon_i & \text{females} \\ 35 + 0.98Exp_i + \epsilon_i & \text{males} \end{cases}$$



# Making the model more flexible ...



Does it look like the effect of experience on salary is the same for males and females?

Making the model more flexible ...

Could we try to expand our analysis by allowing a different slope for each group?

Yes... Consider the following model:

$$\mathsf{Salary}_i = \beta_0 + \beta_1 \mathsf{Exp}_i + \beta_2 \mathsf{Sex}_i + \beta_3 \mathsf{Exp}_i \times \mathsf{Sex}_i + \epsilon_i$$

For Females:

$$\mathsf{Salary}_i = \beta_0 + \beta_1 \mathsf{Exp}_i + \epsilon_i$$

For Males:

$$Salary_i = (\beta_0 + \beta_2) + (\beta_1 + \beta_3) Exp_i + \epsilon_i$$

How are these models different from each other?

### Sex discrimination case

We are just creating a new variable!

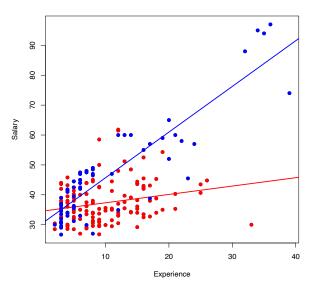
	Exp	Gender		Salary	Sex	Exp*Sex
1		3	Male	32.00	1	3
2		14	Female	39.10	0	0
3		12	Female	33.20	0	0
4		8	Female	30.60	0	0
5		3	Male	29.00	1	3
208		33	Female	30.00	0	0

#### Sex discrimination case

```
fit = lm(Salary~Sex+Exp+ExpSex,data)
summary(fit)
##
## Call:
## lm(formula = Salary ~ Sex + Exp + ExpSex, data = data)
##
## Residuals:
       Min
             10 Median
                                 30
                                        Max
## -20.0685 -4.6506 -0.7679 4.4034 23.9122
##
## Coefficients:
             Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 34.5283 1.1380 30.342 < 2e-16 ***
## SexTRUE -4.0983 1.6658 -2.460 0.01472 *
## Exp 0.2800 0.1025 2.733 0.00684 **
## ExpSex 1.2478 0.1367 9.130 < 2e-16 ***
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 6.816 on 204 degrees of freedom
## Multiple R-squared: 0.6386, Adjusted R-squared: 0.6333
## F-statistic: 120.2 on 3 and 204 DF, p-value: < 2.2e-16
```

Salary =  $34 - 4 * Sex + 0.28 * Exp + 1.24 * Exp * Sex + \epsilon$ 

### Sex discrimination case



Is this good or bad news for the plaintiff?

#### Variable interaction

The effect of experience on salary is different for males and females... in general, when the effect of the variable  $X_1$  onto Y depends on another variable  $X_2$  we say that  $X_1$  and  $X_2$  interact with each other.

We can extend this notion by the inclusion of multiplicative effects through interaction terms.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 (X_1 X_2) + \epsilon$$
$$\frac{\partial E[Y|X_1, X_2]}{\partial X_1} = \beta_1 + \beta_3 X_2$$

## More topics in regression

- How do you model Y when it is binary? Logistic regression ...
- How to select the best model? Hand pick covariates, forward or backward stepwise selection, LASSO, ...
- How to get causal estimates from regression? Regression on binary variable, Regression on treatment and covariates (confounding), "Regression discontinuity"...
- My causal estimates are usually differences in group averages, what about individualized causal effects? Heterogenous treatment effects, ensemble learning and BART ...