

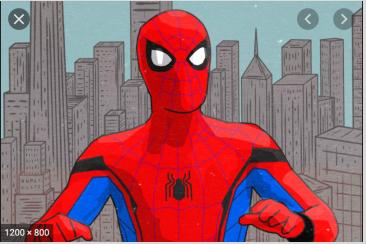
# Week 3: *Centrality & Variability*

☰ EMSE 4575: Exploratory Data Analysis

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# Thanks for the heros 😊



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Tip of the week:

`theme_set()`

# Add "global" settings to all plots

```
library(knitr)
library(tidyverse)
library(here)
knitr::opts_chunk$set(
  warning = FALSE,
  message = FALSE,
  comment = "#>",
  fig.path = "figs/", # Plot save path
  fig.width = 7.252, # Plot dimensions
  fig.height = 4,
  fig.retina = 3 # Better plot resolution
)

theme_set(theme_bw(base_size = 20)) # Set theme for all ggplots
```

# Week 3: *Centrality & Variability*

1. Data Types

2. Measures of Centrality & Variability

3. Visualizing Centrality & Variability

BREAK

4. Relationships Between 2 Variables

5. Exploratory Data Analysis

# Week 3: *Centrality & Variability*

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24,901

Earth's circumference at the equator:  
24,901 miles

# Types of Data

## Categorical

Subdivide things into *groups*

- What type?
- Which category?

## Numerical

Measure things with numbers

- How many?
- How much?

# Categorical (discrete) variables

## Nominal

- Order doesn't matter
- Differ in "name" (nominal) only

e.g. `country` in TB case data:

```
#> # A tibble: 6 x 4
#>   country      year  cases population
#>   <chr>       <dbl> <dbl>      <dbl>
#> 1 Afghanistan  1999    745 19987071
#> 2 Afghanistan  2000   2666 20595360
#> 3 Brazil        1999 37737 172006362
#> 4 Brazil        2000 80488 174504898
#> 5 China         1999 212258 1272915272
#> 6 China         2000 213766 1280428583
```

## Ordinal

- Order matters
- Distance between units not equal

e.g.: `Placement` 2017 Boston marathon:

```
#> # A tibble: 6 x 3
#>   Placement `Official Time` Name
#>   <dbl> <time>      <chr>
#> 1 1 02:09:37 Kirui, Geo
#> 2 2 02:09:58 Rupp, Gale
#> 3 3 02:10:28 Osako, Sug
#> 4 4 02:12:08 Biwott, Sh
#> 5 5 02:12:35 Chebet, Wi
#> 6 6 02:12:45 Abdirahman
```

# Numerical data

## Interval

- Numerical scale with arbitrary starting point
- No "0" point
- Can't say "x" is double "y"

e.g.: `temp` in Beaver data

```
#>   day time temp activ
#> 1 346  840 36.33    0
#> 2 346  850 36.34    0
#> 3 346  900 36.35    0
#> 4 346  910 36.42    0
#> 5 346  920 36.55    0
#> 6 346  930 36.69    0
```

## Ratio

- Has a "0" point
- Can be described as percentages
- Can say "x" is double "y"

e.g.: `height` & `speed` in wildlife impacts

```
#> # A tibble: 6 x 3
#>   incident_date      height  speed
#>   <dttm>              <dbl>   <dbl>
#> 1 2018-12-31 00:00:00     700    200
#> 2 2018-12-27 00:00:00     600    145
#> 3 2018-12-23 00:00:00      0    130
#> 4 2018-12-22 00:00:00     500    160
#> 5 2018-12-21 00:00:00     100    150
#> 6 2018-12-18 00:00:00    4500    250
```

# Key Questions

Categorical

Does the order matter?

Yes	No
Ordinal	Nominal

Numerical

Is there a "baseline"?

Yes	No
Ratio	Interval

Be careful of how variables are encoded!

## When numbers are categories

- "Dummy coding": e.g., `passedTest = 1 or 0`)
- "North", "South", "East", "West" = `1, 2, 3, 4`

## When ratio data are discrete (i.e. counts)

- Number of eggs in a carton, heart beats per minute, etc.
- Continuous variables measured discretely (e.g. age)

## Time

- As *ordinal* categories: "Jan.", "Feb.", "Mar.", etc.
- As *interval* scale: "Jan. 1", "Jan. 2", "Jan. 3", etc.
- As *ratio* scale: "Day 1", "Day 2", "Day 3", etc.

# Quick practice: What's the data type?

Decide [here](#) (link also in #classroom)

```
wildlife_impacts %>%
  filter(!is.na(cost_repairs_infl_adj)) %>%
  select(incident_date, time_of_day, species, cost_repairs_infl_adj)
```

```
#> # A tibble: 615 x 4
#>   incident_date      time_of_day species      cost_repairs_infl_adj
#>   <dttm>            <chr>     <chr>                <dbl>
#> 1 2018-10-25 00:00:00 Day       Unknown bird - large    1000
#> 2 2018-09-05 00:00:00 <NA>      Unknown bird - medium   200
#> 3 2018-08-09 00:00:00 Day       Semipalmated sandpiper 10000
#> 4 2018-06-24 00:00:00 Day       Unknown bird - large 100000
#> 5 2018-02-18 00:00:00 Day       Rough-legged hawk    20000
#> 6 2018-01-05 00:00:00 Night    Brant                 487000
#> 7 2017-10-31 00:00:00 Day       Unknown bird - small   51
#> 8 2017-10-12 00:00:00 <NA>      Swainson's thrush   5120
#> 9 2017-09-17 00:00:00 Day       Cattle egret          531763
#> 10 2017-09-16 00:00:00 <NA>     Unknown bird - medium 102
#> # ... with 605 more rows
```

# Week 3: *Centrality & Variability*

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# Summary Measures:

This week: **Centrality** & **Variability**

Next week: **Correlation**

# Centrality (a.k.a. The "Average" Value)

A single number representing the *middle* of a set of numbers

**Mean:**  $\frac{\text{Sum of values}}{\#\text{ of values}}$

**Median:** Middle value (50% of data above & below)

**Mode:** Most frequent value (usually for categorical data)

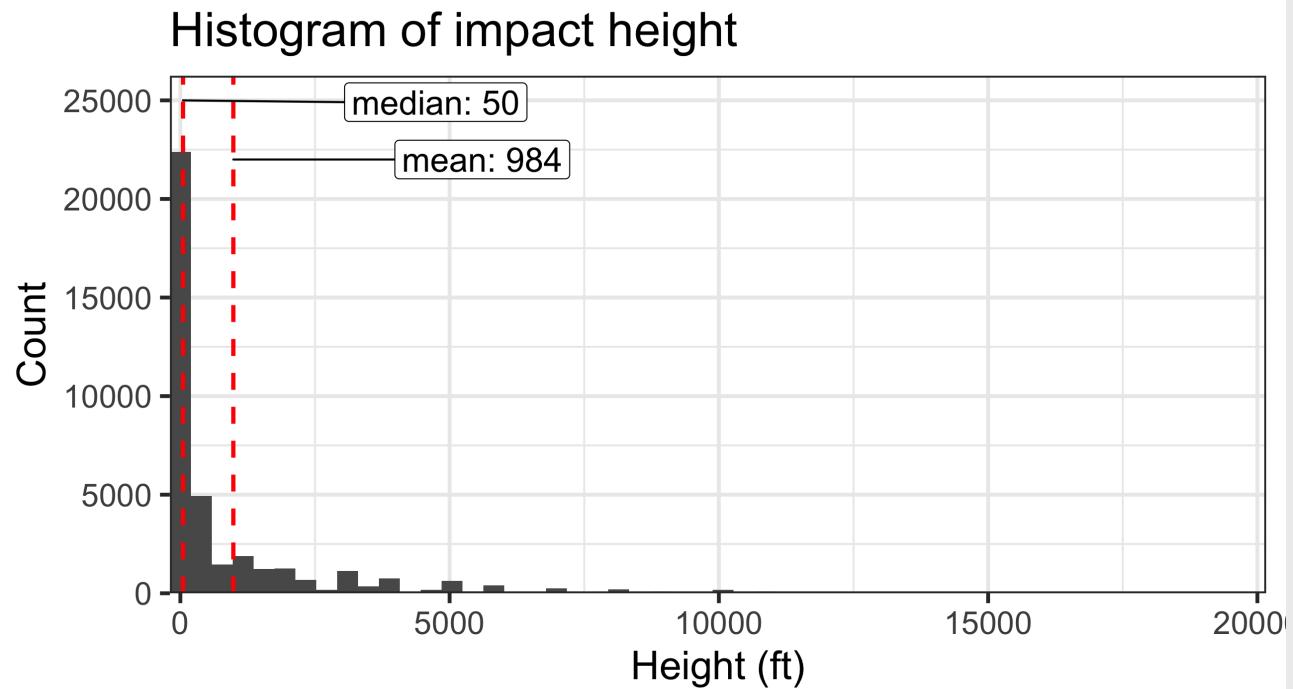
# Mean isn't always the "best" choice

```
wildlife_impacts %>%
  filter(! is.na(height)) %>%
  summarise(
    mean = mean(height),
    median = median(height))
```

```
#> # A tibble: 1 x 2
#>   mean median
#>   <dbl>  <dbl>
#> 1  984.     50
```

Percent of data below mean:

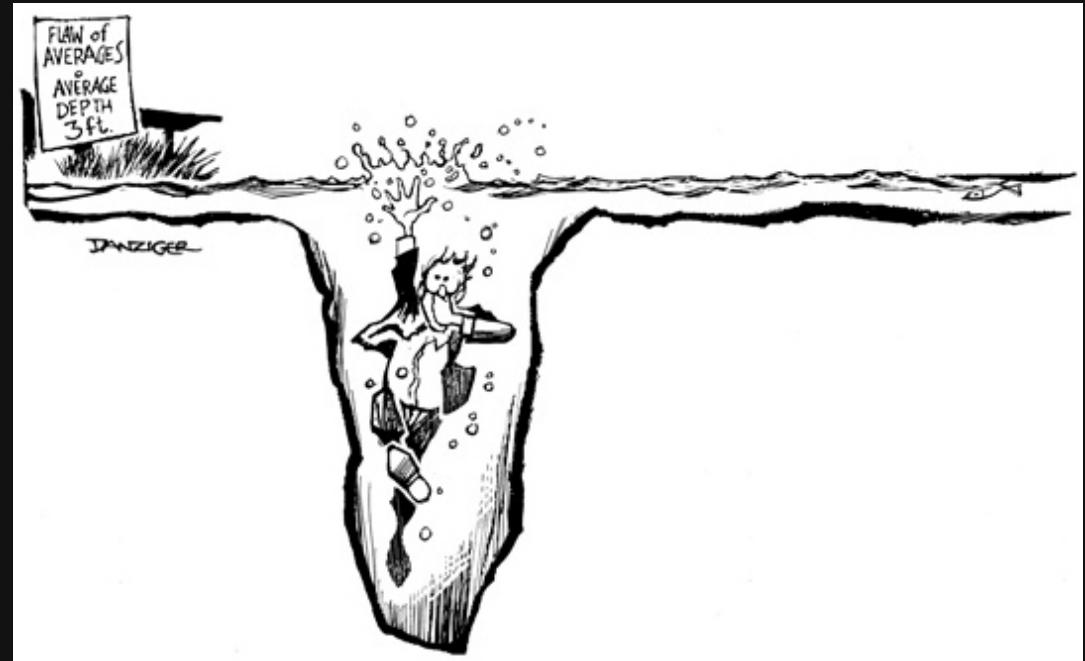
```
#> [1] "73.9%"
```



# Beware the "flaw of averages"

What happened to the statistician  
that crossed a river with an average  
depth of 3 feet?

...he drowned



# Variability ("Spread")

**Range:** max - min

**Standard deviation:** distribution of values relative to the mean

**Interquartile range (IQR):**  $Q_3 - Q_1$  (middle 50% of data)

# *Example:* Days to ship

Complaints are coming in about orders shipped from warehouse B, so you collect some data:

```
daysToShip
```

```
#>   order warehouseA warehouseB
#> 1     1         3         1
#> 2     2         3         1
#> 3     3         3         1
#> 4     4         4         3
#> 5     5         4         3
#> 6     6         4         4
#> 7     7         5         5
#> 8     8         5         5
#> 9     9         5         5
#> 10    10        5         6
#> 11    11        5         7
#> 12    12        5        10
```

Here, **averages** are misleading:

```
daysToShip %>%
  gather(warehouse, days, warehouseA:warehouseB) %>%
  group_by(warehouse) %>%
  summarise(
    mean = mean(days),
    median = median(days))
```

```
#> # A tibble: 2 x 3
#>   warehouse  mean  median
#>   <chr>      <dbl>   <dbl>
#> 1 warehouseA 4.25    4.5
#> 2 warehouseB 4.25    4.5
```

# *Example:* Days to ship

Complaints are coming in about orders shipped from warehouse B, so you collect some data:

```
daysToShip
```

```
#>   order warehouseA warehouseB
#> 1     1         3         1
#> 2     2         3         1
#> 3     3         3         1
#> 4     4         4         3
#> 5     5         4         3
#> 6     6         4         4
#> 7     7         5         5
#> 8     8         5         5
#> 9     9         5         5
#> 10    10        5         6
#> 11    11        5         7
#> 12    12        5        10
```

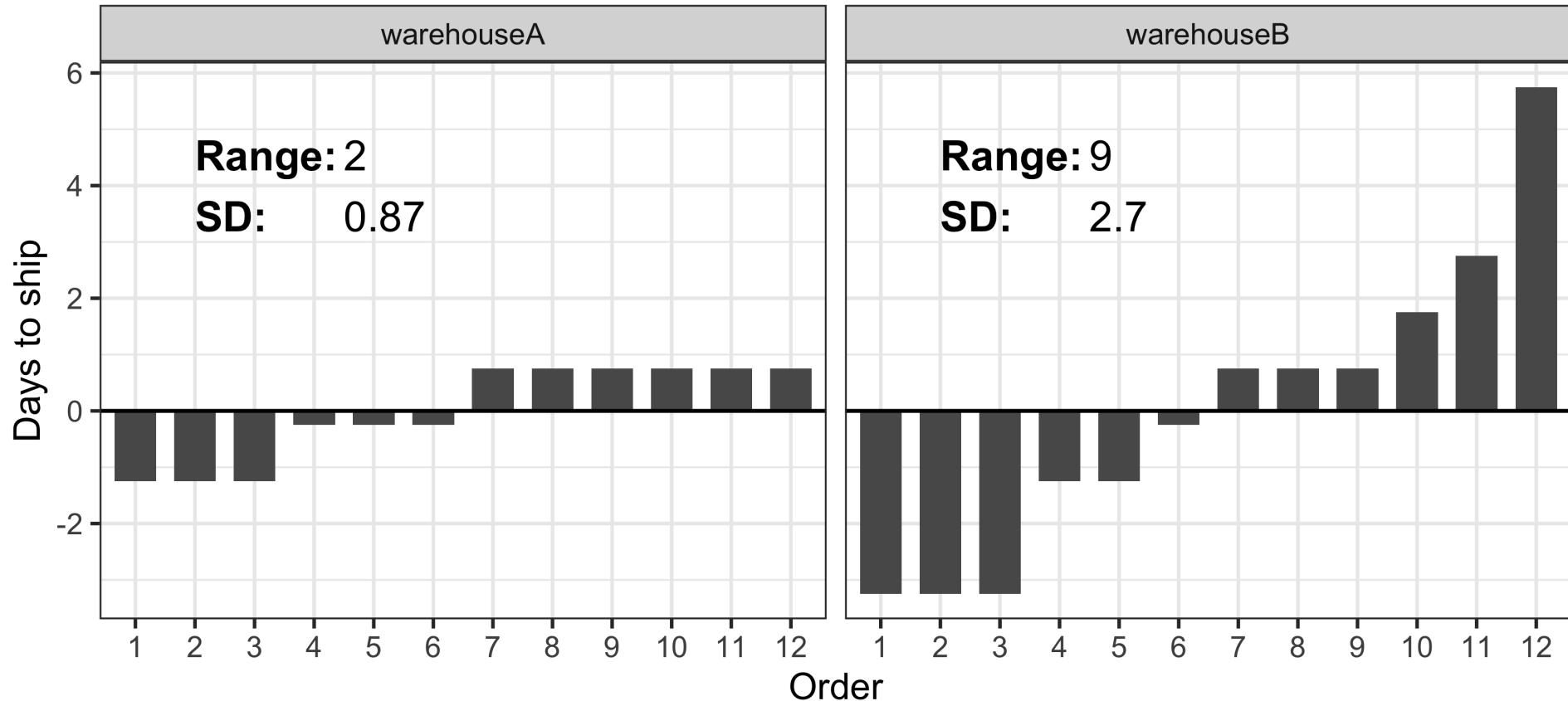
**Variability** reveals difference in days to ship:

```
daysToShip %>%
  gather(warehouse, days, warehouseA:warehouseB) %>%
  group_by(warehouse) %>%
  summarise(
    mean   = mean(days),
    median = median(days),
    range  = max(days) - min(days),
    sd     = sd(days))
```

```
#> # A tibble: 2 x 5
#>   warehouse   mean  median  range   sd
#>   <chr>     <dbl>  <dbl>  <dbl> <dbl>
#> 1 warehouseA 4.25   4.5    2  0.866
#> 2 warehouseB 4.25   4.5    9  2.70
```

# *Example:* Days to ship

Difference from mean days to ship

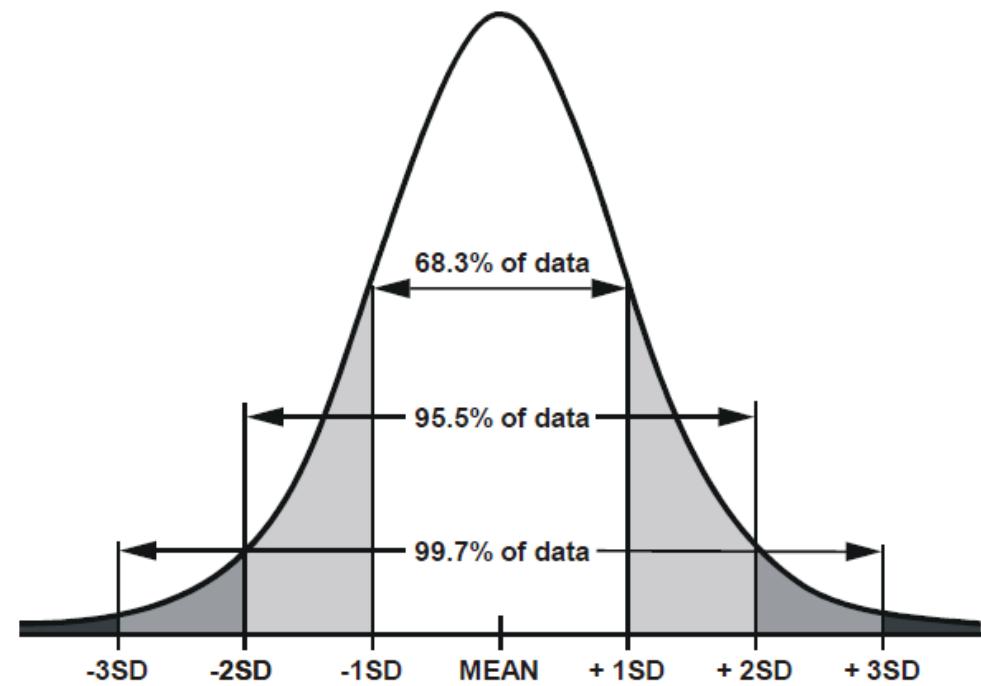


# Interpreting the standard deviation

$$s = \sqrt{\frac{\sum_{i=1}^N (x_i - \bar{x})^2}{N-1}}$$



Figure 3.9  
Areas under the normal curve that lie between 1, 2, and 3 standard deviations on each side of the mean



# Outliers



# Mean & Standard Deviation are sensitive to outliers

**Outliers:**  $Q_1 \pm 1.5IQR$

**Extreme values:**  $Q_1 \pm 3.0IQR$

```
data1 <- c(3,3,4,5,5,6,6,7,8,9)
```

```
data2 <- c(3,3,4,5,5,6,6,7,8,20)
```

- Mean: 5.6
- Standard Deviation: 2.01
- Median: 5.5
- IQR: 2.5

- Mean: 6.7
- Standard Deviation: 4.95
- Median: 5.5
- IQR: 2.5

# Robust statistics for continuous data

**Centrality:** Use *median* rather than *mean*

**Variability:** Use *IQR* rather than *standard deviation*

# Practice with summary measurements

1) Read in the following data sets:

- `milk_production.csv`
- `lotr_words.csv`

2) For each variable in each data set, if possible, summarize its

1. Centrality

2. Variability

# Week 3: *Centrality & Variability*

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BREAK

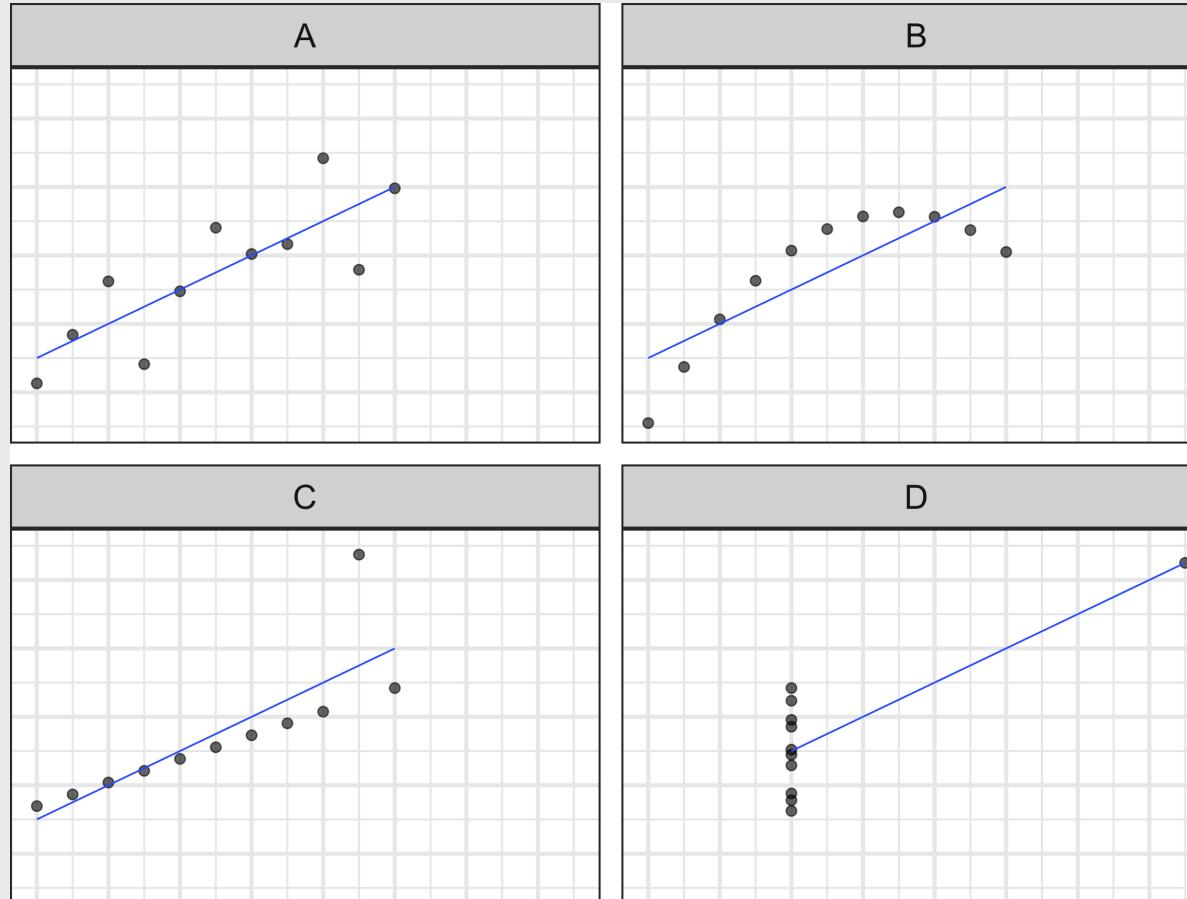
4. Relationships Between 2 Variables

5. Exploratory Data Analysis

# "Visualizing data helps us think"

A		B		C		D		
x	y	x	y	x	y	x	y	
10	8.04	10	9.14	10	7.46	8	6.58	
8	6.95	8	8.14	8	6.77	8	5.76	
13	7.58	13	8.74	13	12.74	8	7.71	
9	8.81	9	8.77	9	7.11	8	8.84	
11	8.33	11	9.26	11	7.81	8	8.47	
14	9.96	14	8.1	14	8.84	8	7.04	
6	7.24	6	6.13	6	6.08	8	5.25	
4	4.26	4	3.1	4	5.39	19	12.5	
12	10.84	12	9.13	12	8.15	8	5.56	
7	4.82	7	7.26	7	6.42	8	7.91	
5	5.68	5	4.74	5	5.73	8	6.89	
Sum:	99	82.51	99	82.51	99	82.5	99	82.51
Mean:	9	7.5	9	7.5	9	7.5	9	7.5
St. Dev:	3.3	2	3.3	2	3.3	2	3.3	2

# Anscombe's Quartet



The data *type* determines  
how to summarize it

# **Nominal (Categorical)**

## **Measures:**

- Frequency counts / Proportions

## **Charts:**

- Bars

# **Ordinal (Categorical)**

## **Measures:**

- Frequency counts / Proportions
- **Centrality:** Median, Mode
- **Variability:** IQR

## **Charts:**

- Bars

# **Numerical (Continuous)**

## **Measures:**

- **Centrality:** Mean, median
- **Variability:** Range, standard deviation, IQR

## **Charts:**

- Histogram
- Boxplot

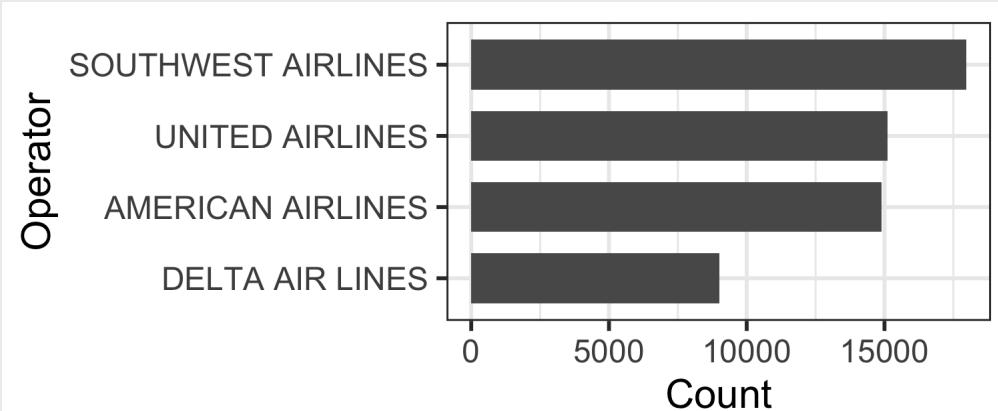
# Summarizing **Nominal** data

Summarize with counts / percentages   Visualize with bars

```
wildlife_impacts %>%
  count(operator, sort = TRUE) %>%
  mutate(p = n / sum(n))
```

```
#> # A tibble: 4 x 3
#>   operator          n     p
#>   <chr>        <int> <dbl>
#> 1 SOUTHWEST AIRLINES 17970 0.315
#> 2 UNITED AIRLINES   15116 0.265
#> 3 AMERICAN AIRLINES 14887 0.261
#> 4 DELTA AIR LINES    9005 0.158
```

```
wildlife_impacts %>%
  count(operator, sort = TRUE) %>%
  ggplot() +
  geom_col(aes(x = n, y = reorder(operator, n)),
           width = 0.7) +
  labs(x = "Count", y = "Operator")
```



# Summarizing **Ordinal** data

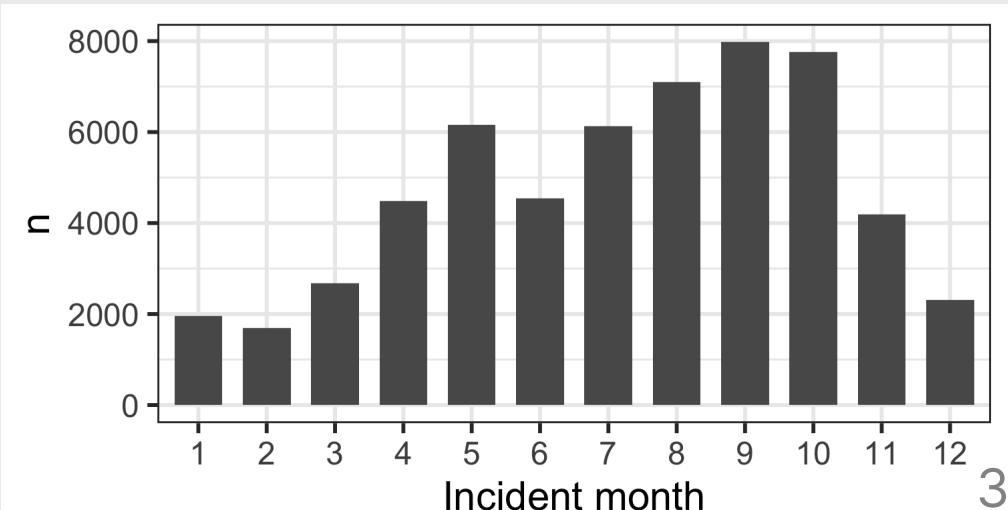
**Summarize:** Counts / percentages

```
wildlife_impacts %>%
  count(incident_month, sort = TRUE) %>%
  mutate(p = n / sum(n))
```

```
#> # A tibble: 12 x 3
#>   incident_month     n      p
#>   <dbl> <int>  <dbl>
#> 1 1          9  7980 0.140
#> 2 2          10  7754 0.136
#> 3 3          8  7104 0.125
#> 4 4          5  6161 0.108
#> 5 5          7  6133 0.108
#> 6 6          6  4541 0.0797
#> 7 7          4  4490 0.0788
#> 8 8          11 4191 0.0736
#> 9 9          3  2678 0.0470
#> 10 10        12 2303 0.0404
#> 11 11        1  1951 0.0342
#> 12 12        2  1692 0.0297
```

**Visualize:** Bars

```
wildlife_impacts %>%
  count(incident_month, sort = TRUE) %>%
  ggplot() +
  geom_col(aes(x = as.factor(incident_month),
               y = n), width = 0.7) +
  labs(x = "Incident month")
```



# Summarizing **continuous** variables

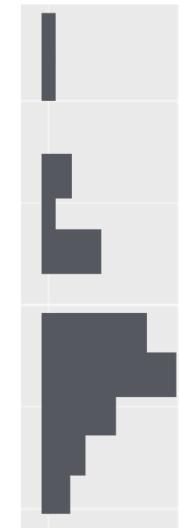
## Histograms:

- Identifying skewness
- Identifying # of modes

The actual values in a distribution



How a histogram would display the values (rotated)

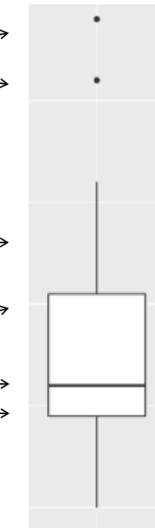


## Boxplots:

- Identifying outliers
- Comparing distributions across groups

Outliers

Whisker to farthest non-outlier point  
75th percentile  
50th percentile  
25th percentile



How a boxplot would display the values

$1.5 \times \text{IQR}$   
Inter-Quartile Range (IQR)

# Histogram: Identify Skewness & # of Modes

## Summarise:

Mean, median, sd, range, & IQR:

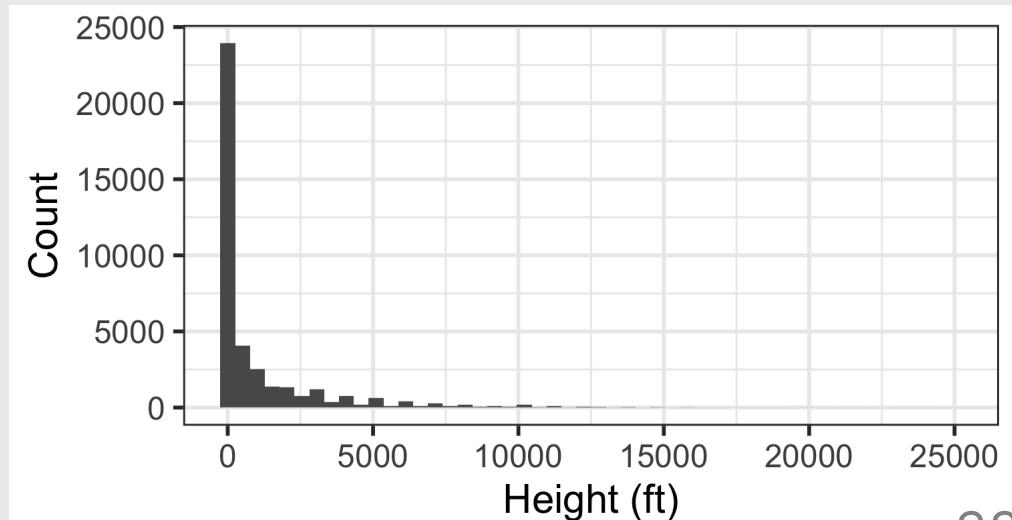
```
wildlife_impacts %>%  
  filter(! is.na(height)) %>%  
  summarise(  
    mean = mean(height),  
    median = median(height),  
    sd = sd(height),  
    range = max(height) - min(height),  
    IQR = IQR(height))
```

```
#> # A tibble: 1 x 5  
#>   mean median   sd range   IQR  
#>   <dbl>  <dbl> <dbl> <dbl> <dbl>  
#> 1  984.     50 2027. 25000  1000
```

## Visualize:

Histogram (identify skewness & modes)

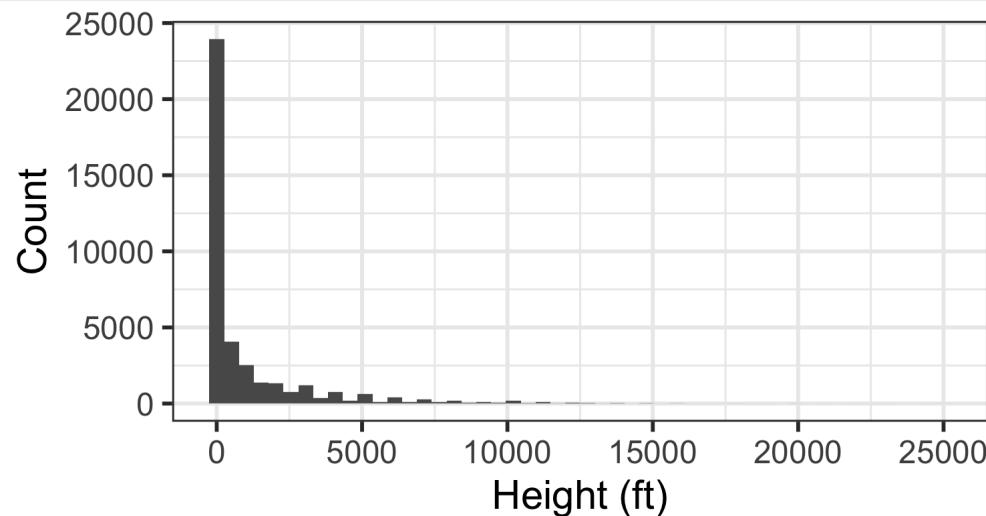
```
ggplot(wildlife_impacts) +  
  geom_histogram(aes(x = height), bins = 50)  
  labs(x = 'Height (ft)', y = 'Count')
```



# Histogram: Identify Skewness & # of Modes

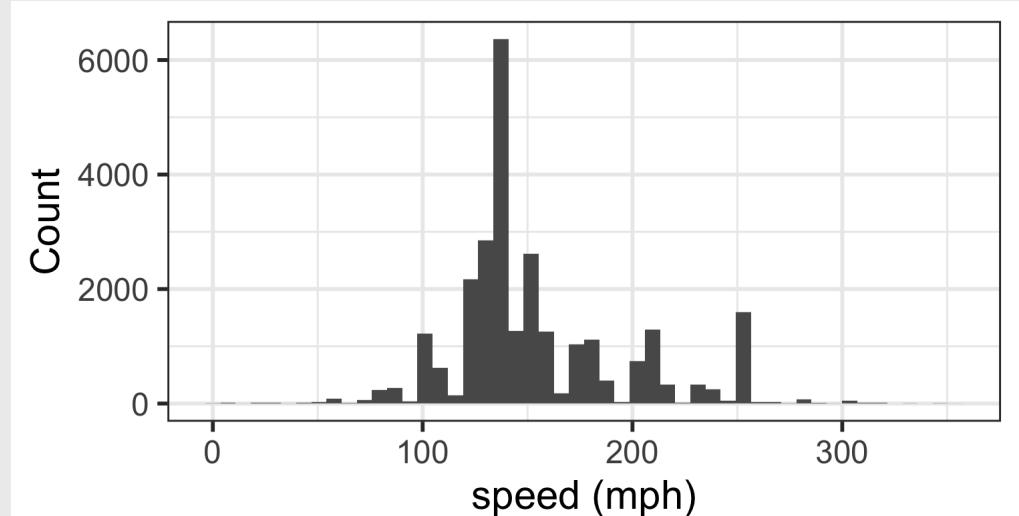
**Height**

```
ggplot(wildlife_impacts) +  
  geom_histogram(aes(x = height), bins = 50)  
  labs(x = 'Height (ft)', y = 'Count')
```



**Speed**

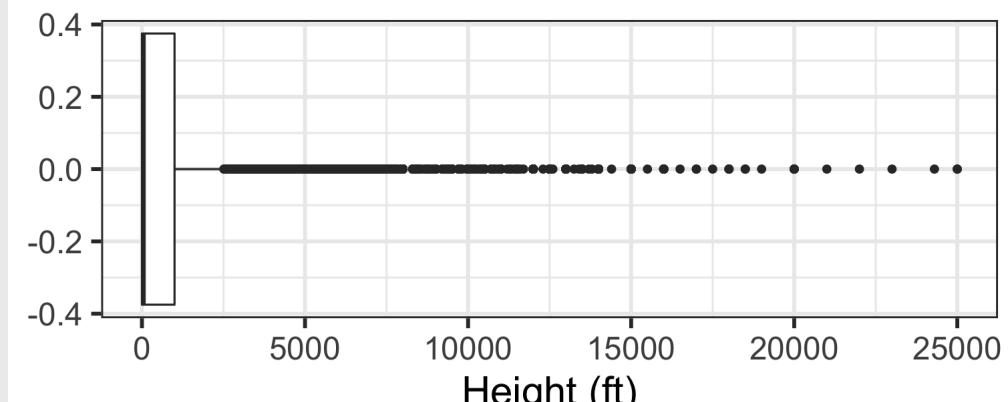
```
ggplot(wildlife_impacts) +  
  geom_histogram(aes(x = speed), bins = 50)  
  labs(x = 'speed (mph)', y = 'Count')
```



# Boxplot: Identify outliers

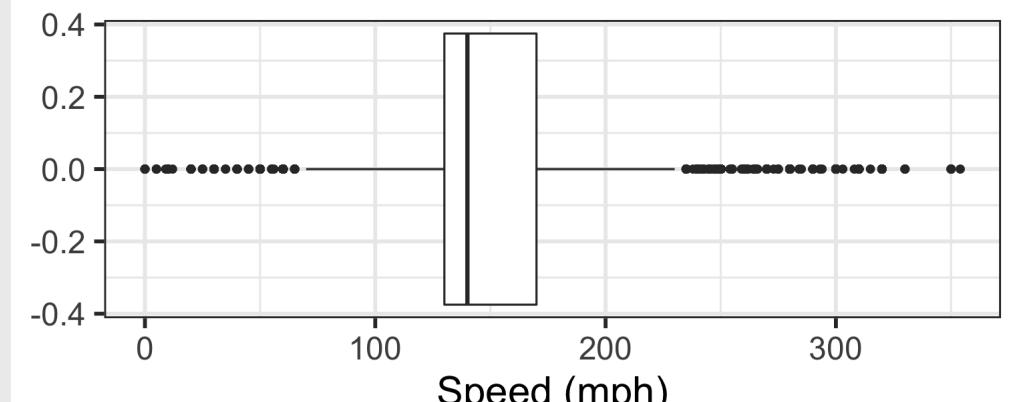
**Height**

```
ggplot(wildlife_impacts) +  
  geom_boxplot(aes(x = height)) +  
  labs(x = 'Height (ft)', y = NULL)
```



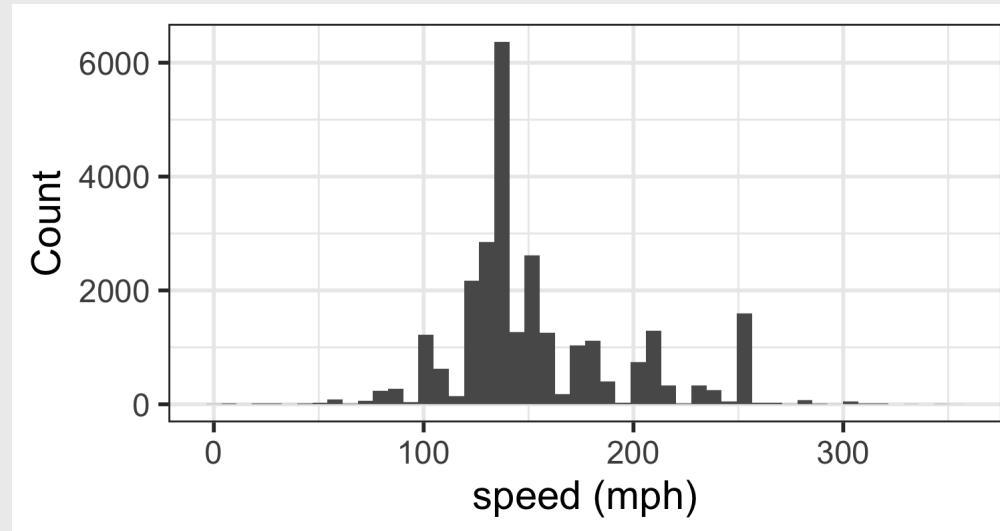
**Speed**

```
ggplot(wildlife_impacts) +  
  geom_boxplot(aes(x = speed)) +  
  labs(x = 'Speed (mph)', y = NULL)
```



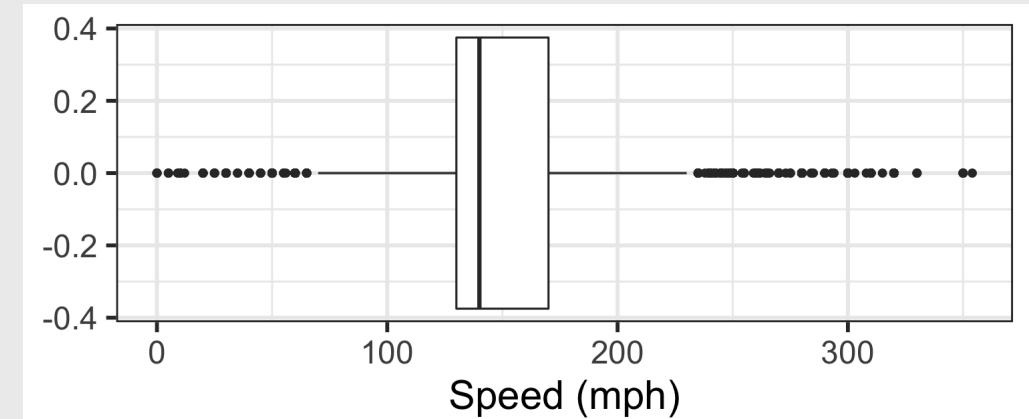
# Histogram

- Skewness
- Modes



# Boxplot

- Outliers



# Practicing visual summaries

1) Read in the following data sets:

- `faithful.csv`
- `marathon.csv`

2) Summarize the following variables using an appropriate chart (bar chart, histogram, and / or boxplot):

- faithful: `eruptions`
- faithful: `waiting`
- marathon: `Age`
- marathon: `State`
- marathon: `Country`
- marathon: ``Official Time``

# Break!

Stand up, Move around, Stretch!

05 : 00

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BREAK

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# Two Categorical Variables

Summarize with a table of counts

```
wildlife_impacts %>%  
  count(operator, time_of_day)
```

```
#> # A tibble: 20 x 3  
#>   operator           time_of_day     n  
#>   <chr>              <chr>       <int>  
#> 1 AMERICAN AIRLINES Dawn        458  
#> 2 AMERICAN AIRLINES Day         7809  
#> 3 AMERICAN AIRLINES Dusk        584  
#> 4 AMERICAN AIRLINES Night       3710  
#> 5 AMERICAN AIRLINES <NA>        2326  
#> 6 DELTA AIR LINES Dawn        267  
#> 7 DELTA AIR LINES Day         4846  
#> 8 DELTA AIR LINES Dusk        353  
#> 9 DELTA AIR LINES Night       2090  
#> 10 DELTA AIR LINES <NA>       1449  
#> 11 SOUTHWEST AIRLINES Dawn      394  
#> 12 SOUTHWEST AIRLINES Day       9109
```

# Two Categorical Variables

Convert to "wide" format with `spread()` to make it easier to compare values

```
wildlife_impacts %>%
  count(operator, time_of_day) %>%
  spread(key = time_of_day, value = n)
```

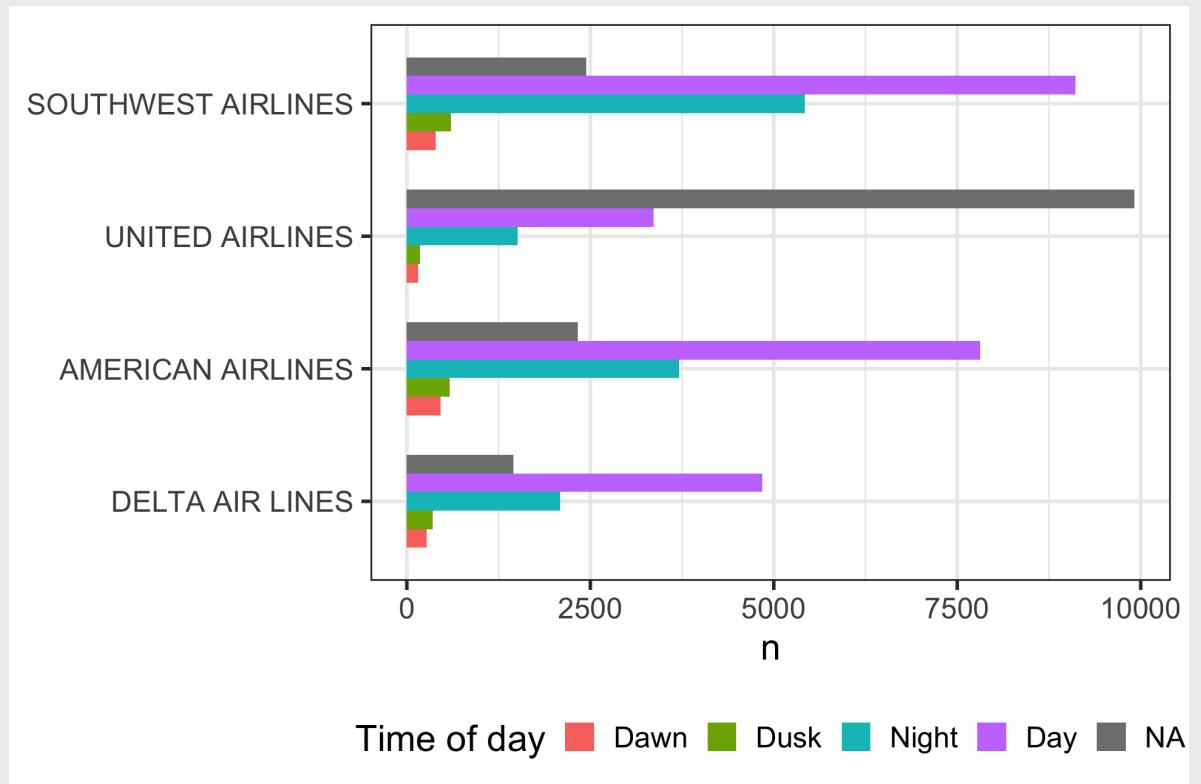
```
#> # A tibble: 4 x 6
#>   operator          Dawn    Day   Dusk Night `<NA>` 
#>   <chr>            <int> <int> <int> <int> <int>
#> 1 AMERICAN AIRLINES     458   7809    584   3710   2326
#> 2 DELTA AIR LINES      267   4846    353   2090   1449
#> 3 SOUTHWEST AIRLINES    394   9109    599   5425   2443
#> 4 UNITED AIRLINES      151   3359    181   1510   9915
```

# Two Categorical Variables

Visualize with bars:

map **fill** to denote 2nd categorical var

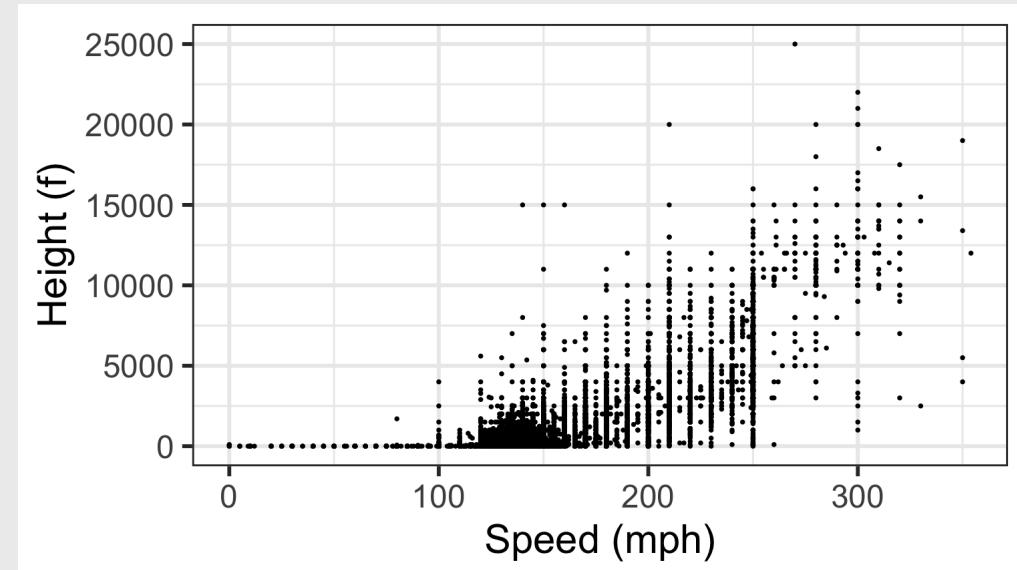
```
wildlife_impacts %>%  
  count(operator, time_of_day) %>%  
  ggplot() +  
  geom_col(aes(x = n,  
               y = reorder(operator, n),  
               fill = reorder(time_of_d  
               width = 0.7,  
               position = 'dodge') +  
  theme(legend.position = "bottom") +  
  labs(fill = "Time of day", y = NULL)
```



# Two **Continuous** Variables

Visualize with scatterplot - looking for *correlational* relationship

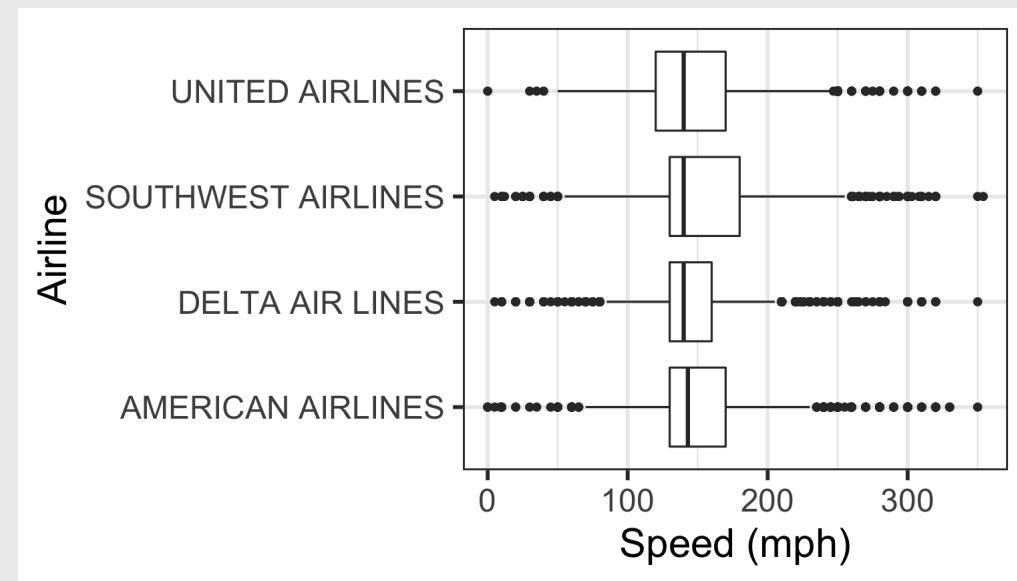
```
ggplot(wildlife_impacts) +  
  geom_point(aes(x = speed, y = height)  
             size = 0.5) +  
  labs(x = 'Speed (mph)',  
       y = 'Height (f)')
```



# One **Continuous**, One **Categorical**

Visualize with **boxplot**

```
ggplot(wildlife_impacts) +  
  geom_boxplot(aes(x = speed,  
                    y = operator)) +  
  labs(x = 'Speed (mph)',  
       y = 'Airline')
```



# Practice with visualizing *relationships*

1) Read in the following data sets:

- `marathon.csv`
- `wildlife_impacts.csv`

2) Visualize the *relationships* between the following variables using an appropriate chart (bar plots, scatterplots, and / or box plots):

- marathon: `Age & Official Time`
- marathon: `Country & Official Time`
- `wildlife_impacts: state & operator`

# Week 3: *Centrality & Variability*

1. Data Types

2. Measures of Centrality & Variability

3. Visualizing Centrality & Variability

BREAK

4. Relationships Between 2 Variables

5. Exploratory Data Analysis

# Exploratory Analysis

Goal: **Form** hypotheses.

Improves quality of **questions**.

(do this in THIS class)

# Confirmatory Analysis

Goal: **Test** hypotheses.

Improves quality of **answers**.

(do this in your stats classes)

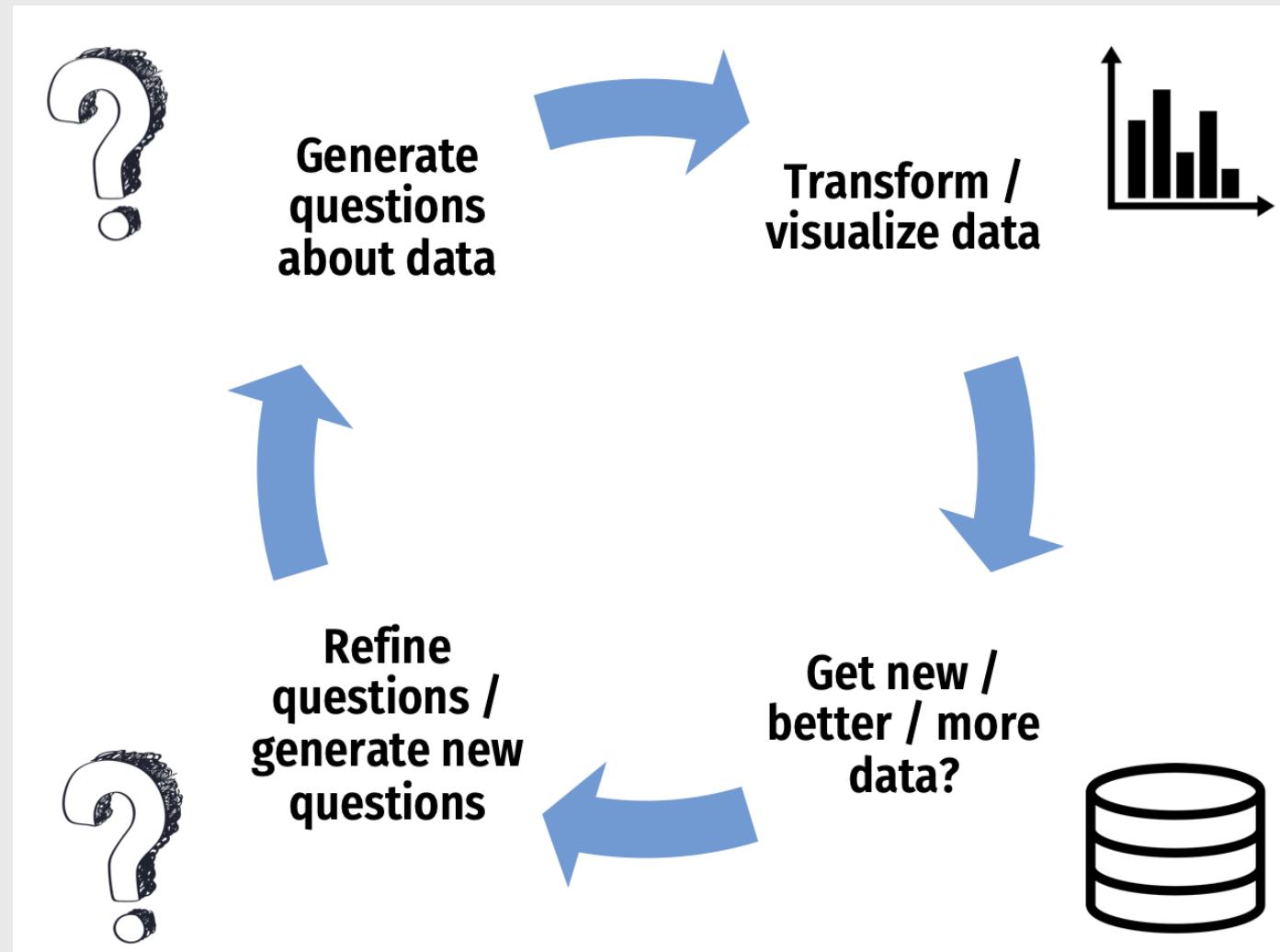
# Don't be Icarus



"Far better an approximate answer to the *right* question,  
which is often vague, than an exact answer to the *wrong*  
question, which can always be made precise."

– John Tukey

EDA is an iterative process to help you *understand* your data and ask better questions



# Visualizing variation

Ask yourself:

- What type of **variation** occurs within my variables?
- What type of **covariation** occurs between my variables?

Check out [these guides](#)

		Variation	Covariation
Continuous	Categorical	Bar Chart	Heatmap or Count
Continuous X	Categorical X	Histogram	Boxplot (with coord_flip)
Continuous X	Continuous Y	Scatterplot (many to one)	Boxplot
Continuous X	Continuous Y	line chart (one to one)	

# Practice doing EDA

- 1) Read in the candy\_rankings.csv data sets
- 2) Preview the data, note the data types and what each variable is.
- 3) Visualize (at least) three *relationships* between two variables (guided by a question) using an appropriate chart:
  - Bar chart
  - Scatterplot
  - Boxplot

Start thinking about research questions

# Writing a research question

Follow [these guidelines](#) - your question should be:

- **Clear:** your audience can easily understand its purpose without additional explanation.
- **Focused:** it is narrow enough that it can be addressed thoroughly with the data available and within the limits of the final project report.
- **Concise:** it is expressed in the fewest possible words.
- **Complex:** it is not answerable with a simple "yes" or "no," but rather requires synthesis and analysis of data.
- **Arguable:** its potential answers are open to debate rather than accepted facts (do others care about it?)

# Writing a research question

## **Bad question: Why are social networking sites harmful?**

- Unclear: it does not specify *which* social networking sites or state what harm is being caused; assumes that "harm" exists.

## **Improved question: How are online users experiencing or addressing privacy issues on such social networking sites as Facebook and Twitter?**

- Specifies the sites (Facebook and Twitter), type of harm (privacy issues), and who is harmed (online users).

**Other good examples:** See the [Example Projects Page](#) page

# Start self-organizing

Find your topic / teammate(s) [here](#) (link also in #classroom)