Using matrix representation, we can express the regression model as

$$\mathbf{y}_{n\times 1} = \mathbf{X}_{n\times (p+1)}\boldsymbol{\beta}_{(p+1)\times 1} + \mathbf{e}_{n\times 1}.$$

The least squares method estimates β by minimizing

$$RSS(\boldsymbol{\beta}) = \sum_{i=1}^{n} (y_i - \beta_0 - x_{i1}\beta_1 - \dots - x_{ip}\beta_p)^2$$
$$= \|\mathbf{y} - \mathbf{X}\boldsymbol{\beta}\|^2.$$

Differentiating $RSS(\beta)$ with respect to β and setting to zero, we have

$$rac{\partial \|\mathbf{y} - \mathbf{X}\boldsymbol{eta}\|^2}{\partial oldsymbol{eta}} \quad = \quad \mathbf{0}_{(p+1) imes 1}$$

Differentiating $RSS(\beta)$ with respect to β and setting to zero, we have

$$\frac{\partial \|\mathbf{y} - \mathbf{X}\boldsymbol{\beta}\|^2}{\partial \boldsymbol{\beta}} = \mathbf{0}_{(p+1)\times 1} = -2\mathbf{X}_{(p+1)\times n}^t (\mathbf{y} - \mathbf{X}\boldsymbol{\beta})_{n\times 1}$$

Differentiating RSS(β) with respect to β and setting to zero, we have

$$\begin{array}{lll} \frac{\partial \|\mathbf{y} - \mathbf{X}\boldsymbol{\beta}\|^2}{\partial \boldsymbol{\beta}} & = & \mathbf{0}_{(p+1)\times 1} = -2\mathbf{X}_{(p+1)\times n}^t (\mathbf{y} - \mathbf{X}\boldsymbol{\beta})_{n\times 1} \\ & \Longrightarrow & \mathbf{X}^t (\mathbf{y} - \mathbf{X}\boldsymbol{\beta}) = \mathbf{0} \quad \text{normal equation} \\ & \Longrightarrow & (\mathbf{X}^t \mathbf{X}) \boldsymbol{\beta} = \mathbf{X}^t \mathbf{y} \\ & \Longrightarrow & \hat{\boldsymbol{\beta}} = (\mathbf{X}^t \mathbf{X})^{-1} \mathbf{X}^t \mathbf{y} \end{array}$$

Here we assume the rank of \mathbf{X} is (p+1) and then the inverse of the $(p+1)\times(p+1)$ matrix $(\mathbf{X}^t\mathbf{X})$ exists.

Differentiating RSS(β) with respect to β and setting to zero, we have

$$\begin{array}{lll} \frac{\partial \|\mathbf{y} - \mathbf{X}\boldsymbol{\beta}\|^2}{\partial \boldsymbol{\beta}} & = & \mathbf{0}_{(p+1)\times 1} = -2\mathbf{X}_{(p+1)\times n}^t (\mathbf{y} - \mathbf{X}\boldsymbol{\beta})_{n\times 1} \\ & \Longrightarrow & \mathbf{X}^t (\mathbf{y} - \mathbf{X}\boldsymbol{\beta}) = \mathbf{0} \quad \text{normal equation} \\ & \Longrightarrow & (\mathbf{X}^t \mathbf{X}) \boldsymbol{\beta} = \mathbf{X}^t \mathbf{y} \\ & \Longrightarrow & \hat{\boldsymbol{\beta}} = (\mathbf{X}^t \mathbf{X})^{-1} \mathbf{X}^t \mathbf{y} \end{array}$$

Here we assume the rank of X is (p+1) and then the inverse of the $(p+1)\times(p+1)$ matrix (X^tX) exists. What if $\operatorname{rank}(X)<(p+1)$? Not a serious issue.