

# Bayesian Linear Regression

Vasilis Gkolemis

ATHENA RC — HUA

June 2025

© Vasilis Gkolemis, 2025. Licensed under CC BY 4.0.

# A Synthetic Dataset

- We will use a synthetic dataset for demonstration.
- The dataset is generated using a simple linear function with added Gaussian noise.

$$y = wx + \beta + \epsilon$$

where:

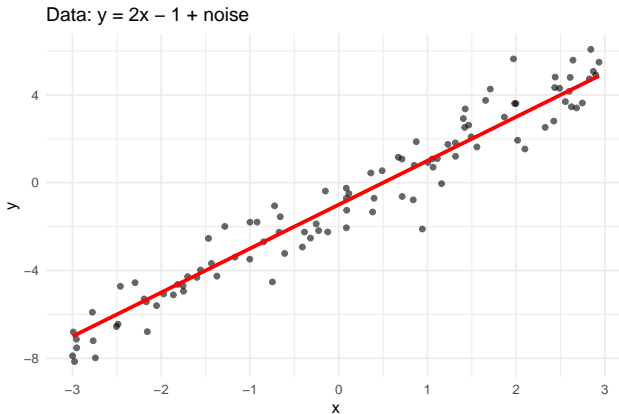
$w = 2$ ,  $\beta = -1$  and  $\epsilon \sim \mathcal{N}(0, \sigma^2)$ ,  $\sigma^2 = 1$ .

$x \sim \mathcal{U}([-3, 3])$  is uniformly distributed.

$y$  is the target variable.

# A Synthetic Dataset

- The dataset  $\mathcal{D} = \{(x_i, y_i)\}_{i=1}^N$  consists of  $N = 100$  samples.



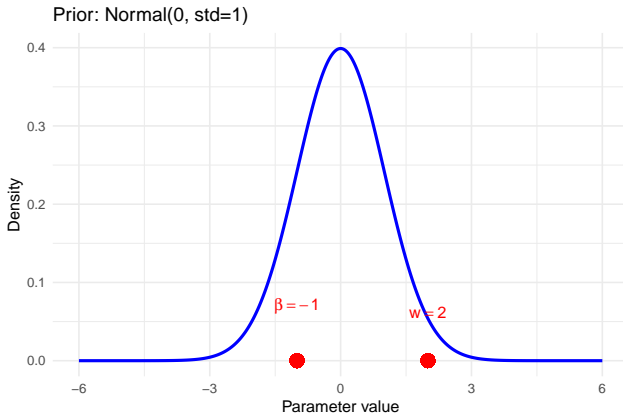
# Program

- 1 Prior
- 2 Posterior
- 3 Conjugate Priors

- In Bayesian linear regression, we assume a prior distribution over the model parameters.
- The prior reflects our beliefs about the parameters before observing any data.
- A common choice is a Gaussian prior or a uniform prior.
- The prior is denoted as  $p(\theta)$ , where  $\theta = (w, b)$  are the parameters of the linear model.

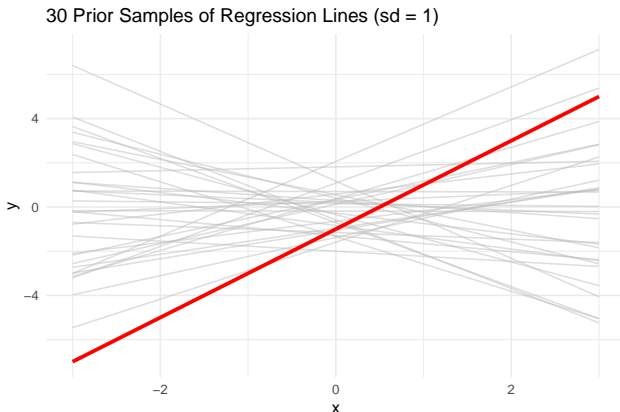
# Prior on the parameters

**Prior for slope  $w$  and intercept  $b$ :**  $w, b \sim \mathcal{N}(0, 1)$



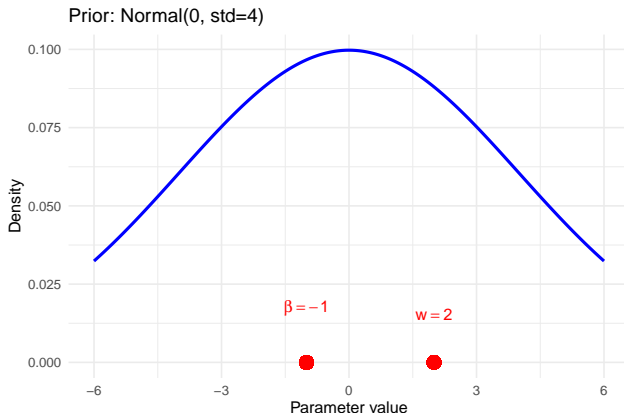
# Prior on the parameters

**Prior for slope  $w$  and intercept  $b$ :**  $w, b \sim \mathcal{N}(0, 1)$



# Prior with Larger Variance (Less Informative)

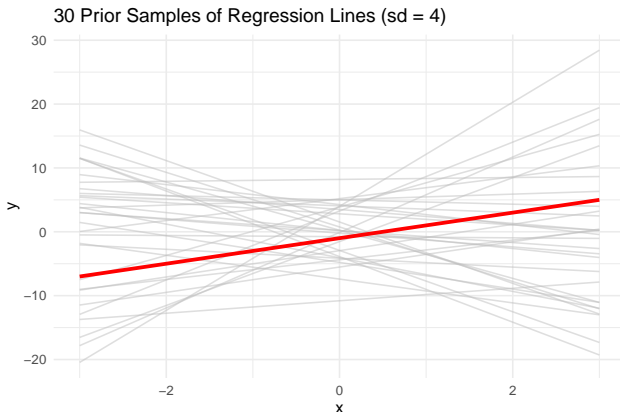
Increasing the prior variance expresses less certainty about  $w, b$ :  
 $w, b \sim \mathcal{N}(0, 4)$





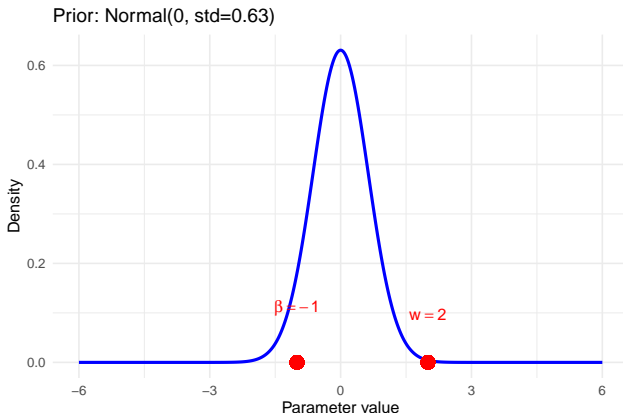
# Prior with Larger Variance (Less Informative)

Increasing the prior variance expresses less certainty about  $w, b$ :  
 $w, b \sim \mathcal{N}(0, 4)$



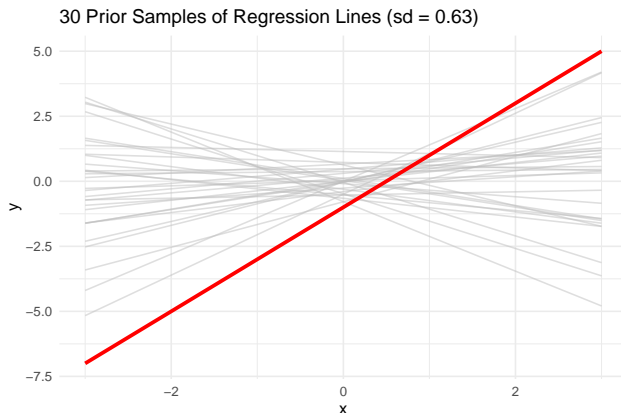
# Incorrect Prior that Excludes True Parameters

A poorly chosen prior far from the truth, with low variance:  
 $w, b \sim \mathcal{N}(0, 0.4)$



# Incorrect Prior that Excludes True Parameters

A poorly chosen prior far from the truth, with low variance:  
 $w, b \sim \mathcal{N}(0, 0.4)$



# Program

- 1 Prior
- 2 Posterior
- 3 Conjugate Priors

- The posterior distribution combines the prior and the likelihood of the observed data.
- It is computed using Bayes' theorem:

$$p(\theta|\mathcal{D}) \propto p(\mathcal{D}|\theta)p(\theta) \propto p(\theta) \prod_{i=1}^N p(y^i|x^i, \theta)$$

- The posterior reflects our updated beliefs about the parameters after observing the data.

We can compute the posterior in analytic form for linear regression with Gaussian noise:

- The posterior distribution is also Gaussian:

$$p(\boldsymbol{\theta}|\mathcal{D}) = \mathcal{N}(\boldsymbol{\mu}, \boldsymbol{\Sigma})$$

- The posterior mean  $\boldsymbol{\mu}$  and covariance  $\boldsymbol{\Sigma}$  can be computed as:

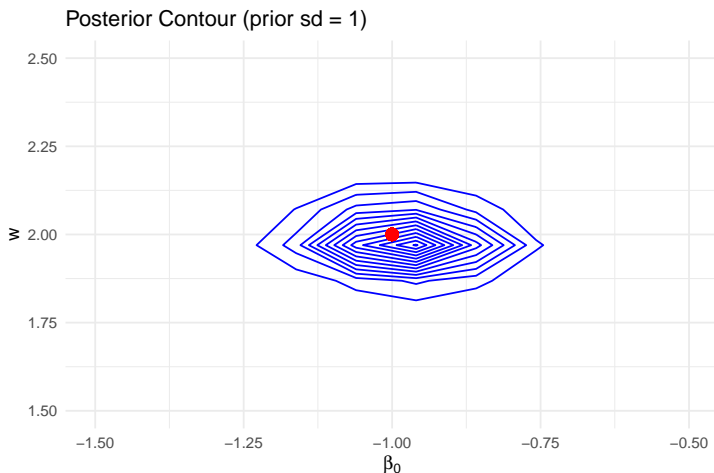
$$\boldsymbol{\mu} = (\mathbf{X}^T \mathbf{X} + \sigma^2 \mathbf{I})^{-1} \mathbf{X}^T \mathbf{y}$$

$$\boldsymbol{\Sigma} = (\mathbf{X}^T \mathbf{X} + \sigma^2 \mathbf{I})^{-1}$$

- Skip the maths for now!

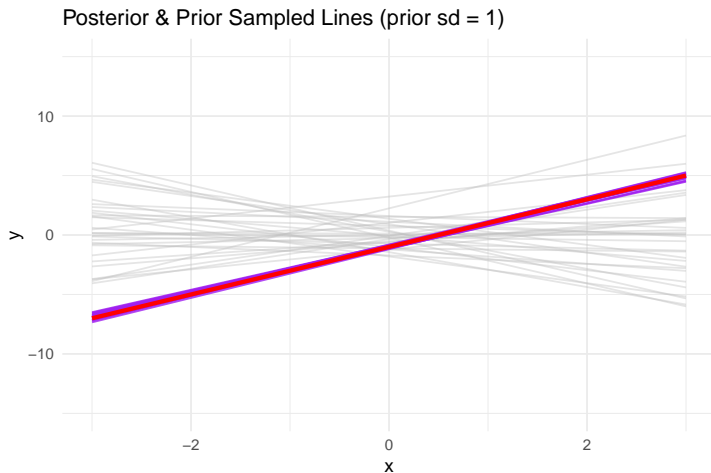
# Posterior

**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 1)$ :  $w, b | \mathcal{D} \sim \mathcal{N}(\mu, \Sigma)$**



# Posterior

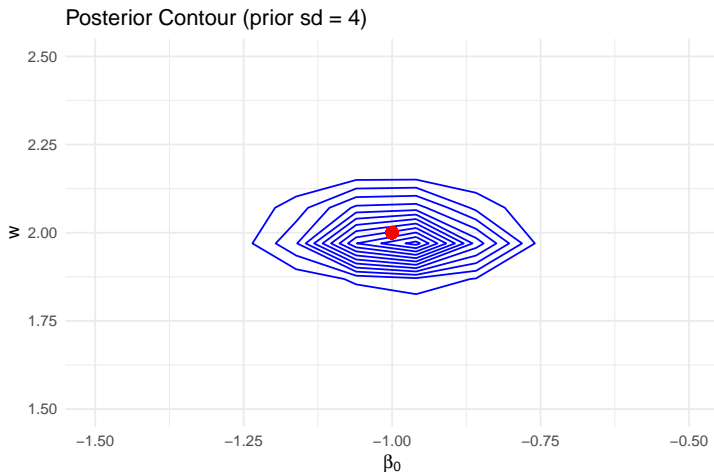
**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 1)$ :**





# Posterior

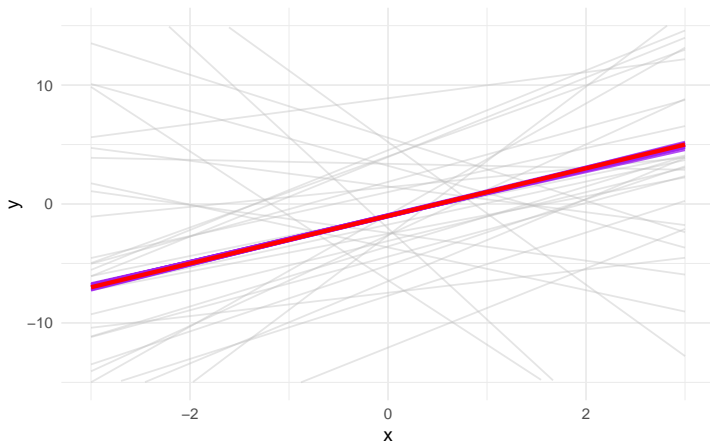
**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 4)$ :**



# Posterior

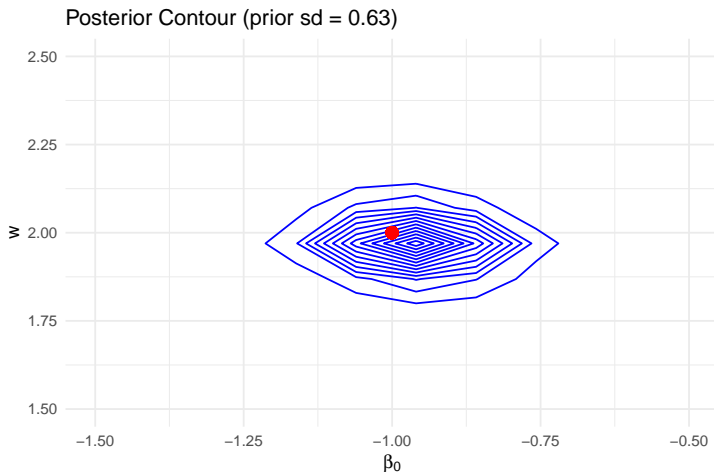
**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 4)$ :**

Posterior & Prior Sampled Lines (prior sd = 4)



# Posterior

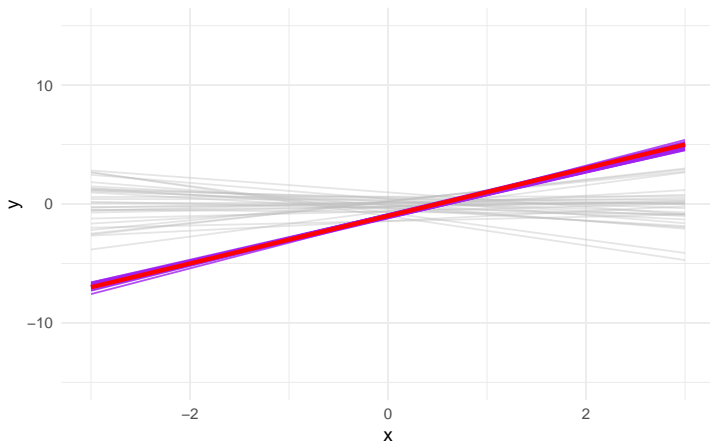
**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 0.4)$ :**



# Posterior

**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 0.4)$ :**

Posterior & Prior Sampled Lines (prior sd = 0.63)



# Summary

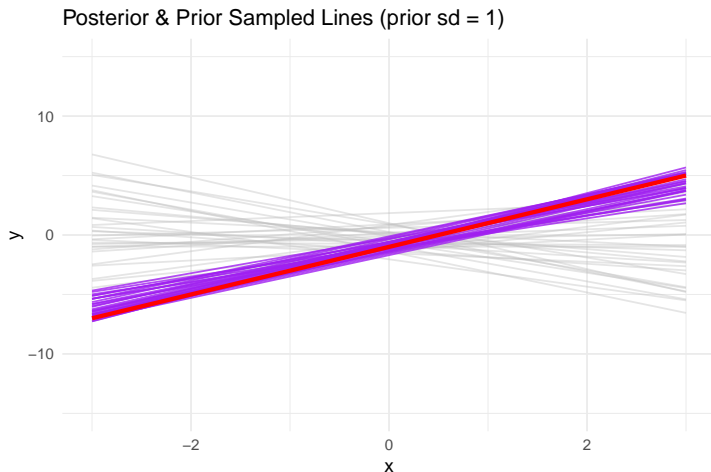
- Surprisingly (?), the posterior is accurate even when the prior does not match the true parameters.
- The posterior is influenced by the prior, but the data (likelihood) has a strong effect.
- However, do not be that overconfident!
- Our example is simple, and the prior is Gaussian which has infinite support.
- If the prior was a uniform distribution, i.e.,  $\mathcal{U}([-1, 1])$ , with the true parameters outside this range, Bayesian linear regression would fail to learn the true parameters.

# Summary

- Surprisingly (?), the posterior is accurate even when the prior does not match the true parameters.
- The posterior is influenced by the prior, but the data (likelihood) has a strong effect.
- However, do not be that overconfident!
- Our example is simple, and the prior is Gaussian which has infinite support.
- Even with fewer data points,  $N = 3$ , the posterior becomes worse if the prior is not informative enough.

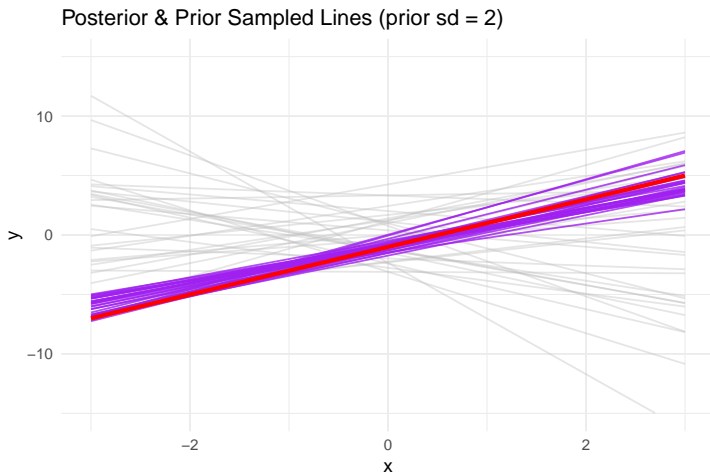
# Posterior with $N = 5$

**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 1)$  and  $N = 5$**



# Posterior with $N = 5$

**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 4)$  and  $N = 5$**

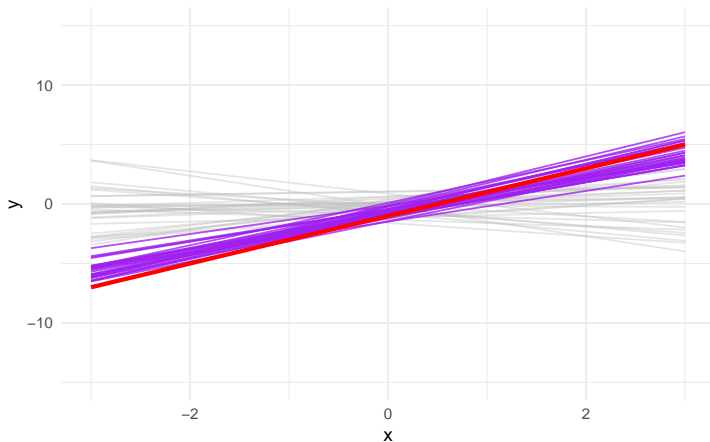




# Posterior with $N = 5$

**Posterior when prior was  $\mathcal{N}(0, \sigma^2 = 0.4)$  and  $N = 5$**

Posterior & Prior Sampled Lines (prior sd = 0.63)



# Program

- 1 Prior
- 2 Posterior
- 3 Conjugate Priors

# Conjugate Priors: Motivation

- In Bayesian inference, we update our belief (the prior) after seeing data (via the likelihood) to get the posterior:

$$p(\theta|\mathcal{D}) \propto p(\mathcal{D}|\theta) \cdot p(\theta)$$

- In general, computing this posterior is hard—often requires numerical methods (e.g., MCMC, variational inference).
- But in some special cases, we get a **closed-form** posterior.
- These special cases arise when the **prior is conjugate to the likelihood**

# Definition: Conjugate Prior

## Definition

A prior is said to be **conjugate** to the likelihood if the posterior is in the same family as the prior.

- Example: Gaussian likelihood + Gaussian prior  $\Rightarrow$  Gaussian posterior
- This allows efficient inference—no need for numerical approximations.
- Conjugate priors are available for many common likelihoods:
  - ▶ Binomial likelihood  $\rightarrow$  Beta prior
  - ▶ Poisson likelihood  $\rightarrow$  Gamma prior
  - ▶ Gaussian likelihood  $\rightarrow$  Gaussian prior (as we'll see!)

# Conjugate Prior for Linear Regression

- Suppose a Bayesian linear regression model:

$$\mathbf{y} = \mathbf{X}\boldsymbol{\theta} + \boldsymbol{\epsilon}, \quad \boldsymbol{\epsilon} \sim \mathcal{N}(0, \sigma^2 \mathbf{I})$$

- Prior:  $\boldsymbol{\theta} \sim \mathcal{N}(0, \sigma^2 \mathbf{I})$
- Likelihood:  $p(\mathbf{y}|\boldsymbol{\theta}) = \mathcal{N}(\mathbf{X}\boldsymbol{\theta}, \sigma^2 \mathbf{I})$
- Posterior is also Gaussian:

$$p(\boldsymbol{\theta}|\mathbf{y}, \mathbf{X}) = \mathcal{N}(\boldsymbol{\mu}, \boldsymbol{\Sigma})$$

with:

$$\boldsymbol{\mu} = (\mathbf{X}^T \mathbf{X} + \sigma^2 \mathbf{I})^{-1} \mathbf{X}^T \mathbf{y}, \quad \boldsymbol{\Sigma} = (\mathbf{X}^T \mathbf{X} + \sigma^2 \mathbf{I})^{-1}$$

- Proofs can be found in many Bayesian textbooks, e.g., "Bayesian Data Analysis" by Gelman et al.
- Intuition: The product of Gaussian distributions is another Gaussian.

# Why Conjugacy Matters

- **Fast, exact inference:** No sampling or approximation needed.
- **Analytic tractability:** Makes teaching, derivation, and understanding easier.
- **Limitations:**
  - ▶ Only available for limited combinations of priors and likelihoods.
  - ▶ Sometimes the conjugate prior may not reflect real prior beliefs well.
- In most real-world cases: we rely on approximate inference.
- But conjugacy gives insight into the Bayesian machinery in clean, solvable cases.

# Summary

- What we have learned:
  - ▶ Bayesian linear regression allows us to incorporate prior beliefs about parameters.
  - ▶ The posterior distribution combines prior and likelihood, updating our beliefs after observing data.
  - ▶ Conjugate priors provide a powerful framework for efficient inference in Bayesian models.
- What comes next:
  - ▶ The world is not linear.
  - ▶ Bayesian linear regression is a starting point, but real-world data often requires more complex models.
  - ▶ In the next two lectures, we will explore how to perform Bayesian inference in more complex models:
    - ★ Non-linear regression
    - ★ Bayesian neural networks