

Conjugate Prior

Why are they useful and proofs of their righteousness

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07/26/2023

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1 Why conjugate prior is nice?

1.1 What is conjugate prior in the first place?

In Bayesian inference, X represents the observed variable, which has a distribution that is parameterized by θ , i.e. $X \sim f_\theta(x)$. Bayesian inference assumes that $\theta \sim g(\theta)$, which is called a prior distribution. In most of the cases for application, the goal is to infer the values of θ that maximize the posterior probability of θ , i.e. $\arg \max_\theta P(\theta|X) = \frac{P(X|\theta)P(\theta)}{\int P(X|\hat{\theta})d\hat{\theta}}$

Conjugate prior is the case where the prior distribution of $P(\theta)$ is chosen so that the posterior distribution $P(\theta|X)$ is of the same distribution as the prior.

1.2 Why is it nice?

Conjugate is nice because we KNOW analytical form of the posterior distribution.

1.3 Examples of conjugate prior cases

I used ChatGPT to list out a list of distribution pairs that will result in a conjugate prior case, and I tried to prove each case.

- Binomial likelihood with Beta prior
- Poisson likelihood with Gamma prior
- Gaussian likelihood with Gaussian prior (for the mean μ)
- Gaussian likelihood with Inverse Gamma prior (for the variance σ^2)
- Multinomial likelihood with Dirichlet prior
- Exponential likelihood with Gamma prior

- Geometric likelihood with Beta prior

2 Binomial likelihood with Beta prior

1. Binomial likelihood w/ Beta prior \rightarrow WTS Posterior is also Beta
 p : prior on success rate : $p \sim \text{Beta}(\alpha, \beta)$
 X : # successes in n trials : $X|p \sim \text{Binom}(n, p)$

$$\begin{aligned} P(p|X) &= \frac{P(X|p) P(p)}{\int_p P(X|p) P(p) dp} \propto \frac{\binom{n}{x} p^x (1-p)^{n-x} \cdot p^{\alpha-1} (1-p)^{\beta-1}}{B(\alpha, \beta)} \\ &= \frac{\binom{n}{x} p^{\alpha+x-1} (1-p)^{\beta+n-x-1}}{B(\alpha, \beta)} \\ &= \binom{n}{x} \frac{B(\alpha+x, \beta+n-x)}{B(\alpha, \beta)} \frac{p^{\alpha+x-1} (1-p)^{\beta+n-x-1}}{B(\alpha+x, \beta+n-x)} \end{aligned}$$

Note about finding normalizing constant for $P(p|X)$

We know that $\int_p P(p|X) dp = 1$

$$\Leftrightarrow C \cdot \binom{n}{x} \frac{B(\alpha+x, \beta+n-x)}{B(\alpha, \beta)} \int_p \frac{p^{\alpha+x-1} (1-p)^{\beta+n-x-1}}{B(\alpha+x, \beta+n-x)} dp = 1$$

Normalizing constant pdf of $p \sim \text{Beta}(\alpha+x, \beta+n-x)$

$$\Leftrightarrow C = \frac{B(\alpha, \beta)}{B(\alpha+x, \beta+n-x)} \cdot \frac{1}{\binom{n}{x}}$$

$$\begin{aligned} \text{So, we proved that } P(p|X) &= C \cdot \binom{n}{x} \frac{B(\alpha+x, \beta+n-x)}{B(\alpha, \beta)} \frac{p^{\alpha+x-1} (1-p)^{\beta+n-x-1}}{B(\alpha+x, \beta+n-x)} \\ &= \frac{p^{\alpha+x-1} (1-p)^{\beta+n-x-1}}{B(\alpha+x, \beta+n-x)} \rightarrow \text{pdf of } \text{Beta}(\alpha+x, \beta+n-x) \end{aligned}$$

$$p|X \sim \text{Beta}(\alpha+x, \beta+n-x)$$

3 Poisson likelihood with Gamma prior

2) Poisson likelihood w/ Gamma prior

$$\lambda \sim \text{Gamma}(\alpha, \beta) = P(\lambda) = \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^{\alpha-1} e^{-\beta\lambda}, \text{ where } \Gamma(\alpha) = (\alpha-1)! \text{ (integer def. of gamma funct)}$$

$$X \sim \text{Poisson}(\lambda) = P(X|\lambda) = \frac{\lambda^x e^{-\lambda}}{x!}$$

$$\begin{aligned} P(\lambda|x) &= \frac{P(x|\lambda)P(\lambda)}{\int_{\lambda} P(x|\lambda)P(\lambda)d\lambda} \propto P(x|\lambda)P(\lambda) \\ &= \frac{\lambda^x e^{-\lambda}}{x!} \cdot \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^{\alpha-1} e^{-\beta\lambda} \\ &= \frac{\beta^\alpha}{x! \Gamma(\alpha)} \lambda^{x+\alpha-1} e^{-\lambda(\beta+1)} \end{aligned}$$

Now, find the normalizing factor for $P(\lambda|x)$ s.t. $\int_{\lambda} P(\lambda|x) d\lambda = 1$

$$\Rightarrow C \cdot \frac{\beta^\alpha}{x! \Gamma(\alpha)} \int_{\lambda} \lambda^{x+\alpha-1} e^{-\lambda(\beta+1)} d\lambda = 1$$

$$\Rightarrow C \cdot \frac{\beta^\alpha}{x! \Gamma(\alpha)} \frac{\Gamma(\alpha+x)}{(\beta+1)^{\alpha+x}} \int_{\lambda} \frac{(\beta+1)^{x+\alpha}}{\Gamma(\alpha+x)} \lambda^{x+\alpha-1} e^{-(\beta+1)\lambda} d\lambda = 1$$

$= 1$ b/c this is pdf of $\lambda \sim \text{Gamma}(x+\alpha, \beta+1)$

$$\Rightarrow C = \frac{\Gamma(\alpha) \Gamma(\alpha+x)}{\beta^\alpha} \cdot \frac{(\beta+1)^{\alpha+x}}{\Gamma(\alpha+x)}$$

$$\begin{aligned} \text{Therefore } P(\lambda|x) &= C \cdot \frac{\beta^\alpha}{x! \Gamma(\alpha)} \lambda^{x+\alpha-1} e^{-\lambda(\beta+1)} \\ &= \frac{(\beta+1)^{\alpha+x}}{\Gamma(\alpha+x)} \lambda^{x+\alpha-1} e^{-\lambda(\beta+1)} \end{aligned}$$

$$\Rightarrow \lambda|x \sim \text{Gamma}(\alpha+x, \beta+1)$$

4 Two cases for the Gaussian distribution, aka more reason why Gaussian runs the world

$\vec{x} \sim N(\vec{\mu}, \Sigma)$ $\vec{x} = \begin{bmatrix} x_1 \\ x_2 \end{bmatrix}$
 Prove that $x_1 | x_2 \sim N(\mu_{1|2}, \Sigma_{1|2})$
 $\mu_{1|2} = \mu_1 + \Sigma_{12} \Sigma_{22}^{-1} (x_2 - \mu_2)$
 $\Sigma_{1|2} = \Sigma_{11} - \Sigma_{12} \Sigma_{22}^{-1} \Sigma_{21}$

Prove with, we can have $\vec{x} = \begin{bmatrix} x_1 \\ x_2 \end{bmatrix}$

1, First, prove the marginal distribution $x_2 \sim N(\mu_2, \Sigma_{22})$
 We can prove this by proving that:

Lemma 1 + If $\vec{x} \sim N(\vec{\mu}, \Sigma)$ then any linear transform^o of \vec{x} is also Normal

$\vec{y} = A\vec{x} + \vec{b} \sim N(A\vec{\mu} + \vec{b}, A\Sigma A^T)$
 $\begin{matrix} \text{mx1} & \text{mxn} & \text{nx1} & & \text{mx1} & \text{mxn} & \text{nxn} & \text{nxm} \end{matrix}$

(Proof by moment generating function)
 + Then if $S = \begin{bmatrix} 0 & 1 \end{bmatrix}$

$\vec{y} = S\vec{x} \sim N(S\vec{\mu}, S\Sigma S^T)$
 $\begin{matrix} \text{1x2} & \text{2x2} & \text{2x1} \end{matrix}$
 $\begin{bmatrix} \mu_2 \\ \mu_2 \end{bmatrix}$ $\begin{bmatrix} 0 & 1 \end{bmatrix} \begin{bmatrix} \sigma_{11} & \sigma_{12} \\ \sigma_{12} & \sigma_{22} \end{bmatrix} \begin{bmatrix} 0 \\ 1 \end{bmatrix}$
 $\begin{bmatrix} \sigma_{12} & \sigma_{22} \end{bmatrix}$ σ_{22}

So $x_2 \sim N(\mu_2, \sigma_{22})$

2, Then, given the marginal distribution of a variable derived above, we can prove the conditional distribution

Lemma 2 $E(x_1 | x_2) = \mu_1 + \frac{\sigma_{12}}{\sigma_{22}} (x_2 - \mu_2)$
 $\text{Var}(x_1 | x_2) = \sigma_{11} - \frac{\sigma_{12}^2}{\sigma_{22}}$

3, Now, we can assume

$$x|m \sim \text{Normal}(m, \sigma^2)$$

$$m \sim \text{Normal}(\mu_0, \sigma_0^2)$$

$$\text{We have } \begin{bmatrix} x \\ m \end{bmatrix} \sim \text{Normal} \left(\begin{bmatrix} E[x] \\ \mu_0 \end{bmatrix}, \begin{bmatrix} \text{Var}(x) & \text{Cov}(x, m) \\ \text{Cov}(x, m) & \sigma_0^2 \end{bmatrix} \right)$$

+ What's $E[x]$?

$$\text{We know } \begin{cases} E[x|m] = m = E[x] + \frac{\text{Cov}(x, m)}{\sigma_0^2} (m - \mu_0) \quad (*) \end{cases}$$

$$\begin{cases} \text{Cov}(x|m) = \sigma^2 - \frac{[\text{Cov}(x, m)]^2}{\sigma_0^2} \quad (**)$$

by previous lemma of conditional dist.

$$\text{By law of total variance: } \text{Var}[X] = E_y[\text{Var}(X|Y)] + \text{Var}_y(E(X|Y))$$

$$\text{So } \text{Var}[X] = E_m[\text{Var}(X|m)] + \text{Var}_m(E(X|m))$$

$$= E_m(\sigma^2) + \text{Var}_m(m)$$

$$\text{var}(x) = \sigma^2 + \sigma_0^2$$

Replace into (**)

$$\sigma^2 = \sigma^2 + \sigma_0^2 - \frac{[\text{Cov}(x, m)]^2}{\sigma_0^2}$$

$$\Leftrightarrow \sigma_0^2 = \frac{[\text{Cov}(x, m)]^2}{\sigma_0^2}$$

$$\Leftrightarrow \text{Cov}(x, m) = \sigma_0^2$$

Replace $\text{Cov}(x, m)$ into (*)

$$m = E[x] + \frac{\sigma_0^2}{\sigma_0^2} (m - \mu_0)$$

$$\Leftrightarrow E[x] = \mu_0$$

$$\text{So } \begin{bmatrix} x \\ m \end{bmatrix} \sim \text{Normal} \left(\begin{bmatrix} \mu_0 \\ \mu_0 \end{bmatrix}, \begin{bmatrix} \sigma^2 + \sigma_0^2 & \sigma_0^2 \\ \sigma_0^2 & \sigma_0^2 \end{bmatrix} \right)$$

4, Now, if we apply the rules of conditional distribution from (2)
 $\mu|x \sim \text{Normal}$ with:

$$E[m|x] = \mu_0 + \frac{\sigma_0^2}{\sigma_0^2 + \sigma^2} (x - \mu_0)$$

$$\text{Var}(m|x) = \sigma_0^2 - \frac{\sigma_0^4}{\sigma^2 + \sigma_0^2} = \frac{\sigma_0^2 \sigma^2}{\sigma^2 + \sigma_0^2}$$

5, Can we extend the framework to find $P(\mu | x_1, \dots, x_n)$? Yes
But let's turn $P(x_1, \dots, x_n | \mu)$ into $P(\bar{x} | \mu)$

$$X_i \stackrel{\text{iid}}{\sim} N(\mu, \sigma^2)$$

$$\Rightarrow \begin{bmatrix} X_1 \\ \vdots \\ X_n \end{bmatrix} \sim N\left(\begin{bmatrix} \mu \\ \vdots \\ \mu \end{bmatrix}, \sigma^2 I_n\right)$$

By the fact that any linear transform^o of \bar{X} is normal (proved in point (1))

Let $S = [1 \dots 1]_{1 \times n}$, then we have:

$$\underset{1 \times n}{S} \underset{n \times 1}{\bar{X}} \sim N\left(\underset{1 \times n}{S} \underset{n \times 1}{\bar{\mu}}, \underset{1 \times n}{S} \underset{n \times n}{\sigma^2 I_n} \underset{n \times 1}{S^T}\right)$$

$$\Rightarrow \sum_{i=1}^n X_i \sim N(n\mu, n\sigma^2)$$

$$\Leftrightarrow \frac{\sum_{i=1}^n X_i}{n} \sim N\left(\mu, \frac{\sigma^2}{n}\right)$$

$\rightarrow \text{Var}(aX) = a^2 \text{Var}(X)$, a is a constant

$$\Rightarrow \bar{X} \sim N\left(\mu, \frac{\sigma^2}{n}\right)$$

Next, We want to show that $P(x_1, \dots, x_n | \mu) \propto P(\bar{x} | \mu)$

$$P(x_1, \dots, x_n | \mu) = \prod_{i=1}^n \frac{1}{\sqrt{2\pi}\sigma} \exp\left(-\frac{1}{2\sigma^2} (x_i - \mu)^2\right)$$

$$\propto \mu \exp\left(-\frac{1}{2\sigma^2} \sum_{i=1}^n (x_i - \mu)^2\right)$$

$$\propto \mu \exp\left(-\frac{1}{2\sigma^2} \left[\left(\sum_{i=1}^n x_i^2\right) - 2\mu\left(\sum_{i=1}^n x_i\right) + n\mu^2\right]\right)$$

$$\propto \mu \exp\left(-\frac{1}{2\sigma^2} (n\mu^2 - 2n\mu\bar{x})\right)$$

$$\propto \mu \exp\left(-\frac{n}{2\sigma^2} (\bar{x} - \mu)^2\right)$$

$$\propto \mu P(\bar{x} | \mu)$$

based on sect (3) $P(\mu | x_1, \dots, x_n) \propto P(x_1, \dots, x_n | \mu) P(\mu) \propto P(\bar{x} | \mu) P(\mu) \propto P(\mu | \bar{x})$
 $\Rightarrow \mu | \bar{x} \sim \text{Normal with}$

$$E(\mu | \bar{x}) = \mu_0 + \frac{\sigma_0^2}{\sigma_0^2 + \frac{\sigma^2}{n}} (\bar{x} - \mu_0) \quad \text{Var}(\mu | \bar{x}) = \frac{\sigma_0^2 \frac{\sigma^2}{n}}{\sigma_0^2 + \frac{\sigma^2}{n}}$$

Prove the following statement

If $x_i \stackrel{iid}{\sim} N(\mu, \sigma^2)$, where μ is fixed

$$\sigma^2 \sim \text{IG}(\alpha, \beta)$$

Inverse Gamma

$$\Rightarrow P(\sigma^2 | \alpha, \beta) = \frac{\beta^\alpha}{\Gamma(\alpha)} (\sigma^2)^{-\alpha-1} \exp\left(-\frac{\beta}{\sigma^2}\right)$$

$$\text{Then } \sigma^2 | x_1, \dots, x_n \sim \text{IG}\left(\alpha + \frac{n}{2}, \beta + \frac{1}{2} \sum_i (x_i - \mu)^2\right)$$

$$P(x_1, \dots, x_n | \sigma^2) = \left(\frac{1}{\sqrt{2\pi}\sigma}\right)^n \exp\left(-\frac{1}{2\sigma^2} \sum_i (x_i - \mu)^2\right)$$

$$P(\sigma^2) = \frac{\beta^\alpha}{\Gamma(\alpha)} (\sigma^2)^{-\alpha-1} \exp\left(-\frac{\beta}{\sigma^2}\right)$$

$$P(\sigma^2 | x_1, \dots, x_n) \propto P(x_1, \dots, x_n | \sigma^2) P(\sigma^2)$$

$$= \left(\frac{1}{\sqrt{2\pi}\sigma}\right)^n \exp\left(-\frac{1}{2\sigma^2} \sum_i (x_i - \mu)^2\right) \cdot \frac{\beta^\alpha}{\Gamma(\alpha)} (\sigma^2)^{-\alpha-1} \exp\left(-\frac{\beta}{\sigma^2}\right)$$

$$\propto \exp\left(-\frac{1}{\sigma^2} \left(\frac{1}{2} \sum_i (x_i - \mu)^2 + \beta\right)\right) (\sigma^2)^{-\frac{n}{2}-\alpha-1}$$

$$\text{Hence } \sigma^2 | x_1, \dots, x_n \sim \text{IG}\left(\alpha + \frac{n}{2}, \beta + \frac{1}{2} \sum_i (x_i - \mu)^2\right)$$

Proof of Lemma 1

If $\vec{X} \sim N(\vec{\mu}, \Sigma)$ then any linear transform of \vec{X} is also Normal

$$\text{In particular: } \vec{y} = A\vec{x} + \vec{b} \sim N(A\vec{\mu} + \vec{b}, A\Sigma A^T)$$

$m \times 1$ $m \times n$ $n \times 1$ $m \times 1$ $m \times n$ $n \times n$ $n \times m$

Proof: We know that the moment generating function of \vec{x} is:
 $M_x(t) = E(\exp(t^T \vec{x}))$

$$\begin{aligned} \text{Then } M_y(t) &= E[\exp(t^T (A\vec{x} + \vec{b}))] \\ &= \exp(t^T \vec{b}) \cdot E[\exp(t^T A\vec{x})] \\ &= \exp(t^T \vec{b}) \cdot M_x(A^T t) \end{aligned}$$

The moment generating function of $\vec{x} \sim N(\vec{\mu}, \Sigma)$ is

$$M_x(t) = \exp(t^T \vec{\mu} + \frac{1}{2} t^T \Sigma t)$$

$$\begin{aligned} \text{Then, we have: } M_y(t) &= \exp(t^T \vec{b}) \cdot M_x(A^T t) \\ &= \exp(t^T \vec{b}) \cdot \exp(t^T A \vec{\mu} + \frac{1}{2} t^T A \Sigma A^T t) \\ &= \exp\left(\underbrace{t^T (\vec{b} + A\vec{\mu})}_{M_y} + \frac{1}{2} \underbrace{t^T (A \Sigma A^T) t}_{\Sigma_y}\right) \end{aligned}$$

Since MGF and PDF are equivalent, we have

$$\vec{y} \sim N(\vec{b} + A\vec{\mu}, A\Sigma A^T)$$

Proof of Lemma 2

$$\text{If } \begin{bmatrix} x_1 \\ x_2 \end{bmatrix} \sim N\left(\begin{bmatrix} \mu_1 \\ \mu_2 \end{bmatrix}, \begin{bmatrix} \sigma_{11} & \sigma_{12} \\ \sigma_{12} & \sigma_{22} \end{bmatrix}\right)$$

$$\text{Then } E(x_1 | x_2) = \mu_1 + \frac{\sigma_{12}}{\sigma_{22}}(x_2 - \mu_2)$$

$$\text{Var}(x_1 | x_2) = \sigma_{11} - \frac{\sigma_{12}^2}{\sigma_{22}}$$

Proof: $P(x_1 | x_2) = \frac{P(x_1, x_2)}{P(x_2)} \rightarrow x_2 \sim N(\mu_2, \sigma_{22})$ by lemma 1

$$= \frac{1/\sqrt{(2\pi)^2 |\Sigma|} \cdot \exp\left[-\frac{1}{2}(x - \mu)^T \Sigma^{-1}(x - \mu)\right]}{1/\sqrt{2\pi} \sigma_{22} \cdot \exp\left(-\frac{1}{2} \frac{(x_2 - \mu_2)^2}{\sigma_{22}}\right)}$$

Let $Z = \begin{bmatrix} a & b \\ b & c \end{bmatrix}$ and $\begin{bmatrix} x_1 - \mu_1 \\ x_2 - \mu_2 \end{bmatrix}$

$$[a(x_1 - \mu_1) + b(x_2 - \mu_2) \quad b(x_1 - \mu_1) + c(x_2 - \mu_2)]$$

$$a(x_1 - \mu_1)^2 + 2b(x_1 - \mu_1)(x_2 - \mu_2) + c(x_2 - \mu_2)^2$$

What's a, b, c when $Z = \begin{bmatrix} \sigma_{11} & \sigma_{12} \\ \sigma_{12} & \sigma_{22} \end{bmatrix}$

$$\Rightarrow a = \frac{\sigma_{22}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} \quad b = \frac{-\sigma_{12}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} \quad c = \frac{\sigma_{11}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2}$$

$$= \frac{1}{\sqrt{2\pi}} \sqrt{\frac{\sigma_{22}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2}} \cdot \exp\left(-\frac{1}{2} \left(\frac{\sigma_{22}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} (x_1 - \mu_1)^2 - \frac{2\sigma_{12}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} (x_1 - \mu_1)(x_2 - \mu_2) + \frac{\sigma_{11}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} (x_2 - \mu_2)^2 - \frac{(x_2 - \mu_2)^2}{\sigma_{22}} \right)\right)$$

Define $x_2 - \mu_2 = \hat{\mu}_2$

$$= \frac{1}{\sqrt{2\pi}} \sqrt{\frac{\sigma_{22}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2}} \cdot \exp\left(-\frac{1}{2} \cdot \frac{\sigma_{12}}{\sigma_{11}\sigma_{22} - \sigma_{12}^2} \left((x_1 - \mu_1)^2 - 2 \frac{\sigma_{12}}{\sigma_{22}} (x_1 - \mu_1) \hat{\mu}_2 + \frac{\sigma_{11}}{\sigma_{22}} \hat{\mu}_2^2 - \frac{\hat{\mu}_2^2 (\sigma_{11}\sigma_{22} - \sigma_{12}^2)}{\sigma_{22}^2} \right)\right)$$

define $\frac{\sigma_{11}\sigma_{22}-\sigma_{12}^2}{\sigma_{22}} := \hat{\sigma}^2$

$$= \frac{1}{\sqrt{2\pi}\hat{\sigma}} \exp\left(-\frac{1}{2} \cdot \frac{1}{\hat{\sigma}^2} \left(x_1^2 - 2 \frac{\sigma_{12}}{\sigma_{22}} x_1 \hat{\mu}_2 + 2 \frac{\sigma_{12}}{\sigma_{22}} \mu_1 \hat{\mu}_2 + \mu_1^2 - 2 x_1 \mu_1 + \frac{\sigma_{11}}{\sigma_{22}} \hat{\mu}_2^2 - \frac{\hat{\mu}_2^2 (\sigma_{11}\sigma_{22}-\sigma_{12}^2)}{\sigma_{22}^2} \right) \right)$$

$$= \frac{1}{\sqrt{2\pi}\hat{\sigma}} \exp\left(-\frac{1}{2\hat{\sigma}^2} \left(x_1^2 - 2x_1 \left(\frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 + \mu_1 \right) + \frac{\sigma_{11}}{\sigma_{22}} \hat{\mu}_2^2 + 2 \frac{\sigma_{12}}{\sigma_{22}} \mu_1 \hat{\mu}_2 + \mu_1^2 - \frac{\hat{\mu}_2^2 (\sigma_{11}\sigma_{22}-\sigma_{12}^2)}{\sigma_{22}^2} \right) \right)$$

$$= \frac{1}{\sqrt{2\pi}\hat{\sigma}} \exp\left(-\frac{1}{2\hat{\sigma}^2} \left(x_1^2 - 2x_1 \left(\frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 + \mu_1 \right) + \mu_1^2 + 2 \mu_1 \frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 + \hat{\mu}_2^2 \left(\frac{\sigma_{11}}{\sigma_{22}} - \frac{\sigma_{11}\sigma_{22}-\sigma_{12}^2}{\sigma_{22}^2} \right) \right) \right)$$

$$= \frac{1}{\sqrt{2\pi}\hat{\sigma}} \exp\left(-\frac{1}{2\hat{\sigma}^2} \left(x_1^2 - 2x_1 \left(\frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 + \mu_1 \right) + \left(\mu_1 + \frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 \right)^2 \right) \right)$$

$$= \frac{1}{\sqrt{2\pi}\hat{\sigma}} \exp\left(-\frac{1}{2\hat{\sigma}^2} \left[x_1 - \left(\mu_1 + \frac{\sigma_{12}}{\sigma_{22}} \hat{\mu}_2 \right) \right]^2 \right)$$

$$\text{So } x_1|x_2 \sim N\left(\mu_1 + \frac{\sigma_{12}}{\sigma_{22}} (\mu_2 - x_2), \frac{\sigma_{11}\sigma_{22}-\sigma_{12}^2}{\sigma_{22}} \right)$$

5 Multinomial likelihood with Dirichlet prior

4, Multinomial likelihood w/ Dirichlet prior

$$\vec{p} = (p_1, \dots, p_k) \sim \text{Dirichlet}(\vec{\alpha}) \Rightarrow P(\vec{p}) = \frac{1}{B(\vec{\alpha})} \prod_{i=1}^k p_i^{\alpha_i - 1}$$

where $B(\vec{\alpha}) = \frac{\prod_{i=1}^k \Gamma(\alpha_i)}{\Gamma(\sum_{i=1}^k \alpha_i)}$

$$X = (x_1, \dots, x_k) \sim \text{Multinomial}(\vec{p}) \Rightarrow P(\vec{X}) = \frac{n!}{x_1! \dots x_k!} p_1^{x_1} \dots p_k^{x_k}$$

$$P(\vec{p} | \vec{X}) = \frac{P(\vec{X} | \vec{p}) P(\vec{p})}{P(\vec{X})}$$

$$\propto P(\vec{X} | \vec{p}) P(\vec{p})$$

$$= C \frac{n!}{x_1! \dots x_k!} p_1^{x_1} \dots p_k^{x_k} \cdot \frac{1}{B(\vec{\alpha})} p_1^{\alpha_1 - 1} \dots p_k^{\alpha_k - 1}$$

$$= C \frac{n!}{x_1! \dots x_k!} \cdot \frac{\prod_{i=1}^k \Gamma(\alpha_i)}{\prod_{i=1}^k \Gamma(\alpha_i + x_i)} p_1^{(\alpha_1 + x_1 - 1)} \dots p_k^{(\alpha_k + x_k - 1)}$$

We want to find the normalizing factor for $P(\vec{p} | \vec{X})$ s.t. $\int_{\vec{p}} P(\vec{p} | \vec{X}) d\vec{p} = 1$

$$\Leftrightarrow C \int_{\vec{p}} \frac{n!}{x_1! \dots x_k!} \frac{\prod_{i=1}^k \Gamma(\alpha_i)}{\prod_{i=1}^k \Gamma(\alpha_i + x_i)} p_1^{(\alpha_1 + x_1 - 1)} \dots p_k^{(\alpha_k + x_k - 1)} d\vec{p} = 1$$

$$\Leftrightarrow C \frac{n!}{x_1! \dots x_k!} \frac{\prod_{i=1}^k \Gamma(\alpha_i)}{\prod_{i=1}^k \Gamma(\alpha_i + x_i)} \underbrace{\int_{\vec{p}} \frac{\prod_{i=1}^k \Gamma(\alpha_i + x_i)}{\prod_{i=1}^k \Gamma(\alpha_i)} p_1^{(\alpha_1 + x_1 - 1)} \dots p_k^{(\alpha_k + x_k - 1)} d\vec{p}}_{=1} = 1$$

$$\Leftrightarrow C = \frac{x_1! \dots x_k!}{n!} \frac{\prod_{i=1}^k \Gamma(\alpha_i)}{\prod_{i=1}^k \Gamma(\alpha_i + x_i)} \frac{\prod_{i=1}^k \Gamma(\alpha_i + x_i)}{\prod_{i=1}^k \Gamma(\alpha_i)}$$

plugging c into $P(\vec{p} | \vec{X})$

$$\text{So, } P(\vec{p} | \vec{X}) \stackrel{!}{=} \frac{\prod_{i=1}^k \Gamma(\alpha_i + x_i)}{\prod_{i=1}^k \Gamma(\alpha_i)} p_1^{(\alpha_1 + x_1 - 1)} \dots p_k^{(\alpha_k + x_k - 1)}$$

$$\vec{p} | \vec{X} \sim \text{Dirichlet}(\vec{X} + \vec{\alpha}) \quad \blacksquare$$

6 Exponential likelihood with Gamma prior

2, Exponential likelihood with Gamma prior

$$\lambda \sim \text{Gamma}(\alpha, \beta) \Rightarrow P(\lambda) = \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^{\alpha-1} e^{-\beta\lambda}$$

$$x \sim \text{Exponential}(\lambda) \Rightarrow P(x|\lambda) = \lambda e^{-\lambda x}$$

$$P(\lambda|x) = \frac{P(x|\lambda) P(\lambda)}{P(x)}$$

$$\propto P(x|\lambda) P(\lambda)$$

$$= \lambda e^{-\lambda x} \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^{\alpha-1} e^{-\beta\lambda}$$

$$= \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^\alpha e^{-\lambda(x+\beta)}$$

We want to find the normalizing factor c s.t. $\int_{\lambda} P(\lambda|x) = \int_{\lambda} c \cdot \frac{\beta^\alpha}{\Gamma(\alpha)} \lambda^\alpha e^{-\lambda(x+\beta)} = 1$

$$\Leftrightarrow c \cdot \frac{\beta^\alpha}{\Gamma(\alpha)} \left[\int_{\lambda} \lambda^\alpha e^{-\lambda(x+\beta)} \cdot \frac{(x+\beta)^\alpha}{\Gamma(\alpha+1)} d\lambda \right] \cdot \frac{\Gamma(\alpha+1)}{(x+\beta)^\alpha} = 1$$

$$\Leftrightarrow c = \frac{(x+\beta)^\alpha}{\beta^\alpha} \cdot \frac{\Gamma(\alpha)}{\Gamma(\alpha+1)}$$

replace c

$$\text{So, } P(\lambda|x) = \frac{(x+\beta)^\alpha}{\Gamma(\alpha+1)} \lambda^\alpha e^{-\lambda(x+\beta)}$$

Hence $\lambda|x \sim \text{Gamma}(\alpha+1, x+\beta)$

7 Geometric likelihood with Beta prior

7) Geometric likelihood w/ Beta prior

$$p \sim \text{Beta}(\alpha, \beta) \Rightarrow P(p) = \frac{p^{\alpha-1} (1-p)^{\beta-1}}{B(\alpha, \beta)} \quad \text{where } B(\alpha, \beta) = \frac{\Gamma(\alpha) \Gamma(\beta)}{\Gamma(\alpha + \beta)}$$

$$X_i \stackrel{\text{iid}}{\sim} \text{Geometric}(p) \Rightarrow P(\vec{X}) = \prod_i (1-p)^{x_i-1} p$$

$$\begin{aligned} P(p|\vec{X}) &\propto P(\vec{X}|p) P(p) \\ &= (1-p)^{(\sum_i x_i) - K} p^K \frac{p^{\alpha-1} (1-p)^{\beta-1}}{B(\alpha, \beta)} \cdot C \end{aligned}$$

We want to find c.s.t. $\int_p P(p|\vec{X}) = 1$

$$C \cdot \int_p \frac{(1-p)^{(\sum_i x_i) - K + \beta - 1} p^{K + \alpha - 1}}{B(\alpha, \beta)} = 1$$

$$\Leftrightarrow C \cdot \frac{B(K + \alpha, (\sum_i x_i) + \beta - K)}{B(\alpha, \beta)} \cdot \frac{p^{K + \alpha - 1} (1-p)^{(\sum_i x_i) - K + \beta - 1}}{B(K + \alpha, (\sum_i x_i) + \beta - K)} = 1$$

$$\Rightarrow C = \frac{B(\alpha, \beta)}{B(K + \alpha, (\sum_i x_i) + \beta - K)}$$

$$\text{So, } P(p|\vec{X}) = \frac{p^{K + \alpha - 1} (1-p)^{(\sum_i x_i) - K + \beta - 1}}{B(K + \alpha, (\sum_i x_i) + \beta - K)}$$

$$\Rightarrow P(\vec{X}) \sim \text{Beta}(K + \alpha, (\sum_i x_i) + \beta - K)$$