

## 13.1 PPDAC

P: Problem

- What type of problem is this (Descriptive, Causative, Predictive) ?
- What are the variates ?
- What is the target population?

P: Plan

- How do we collect data?
- What is the study population

D: Data

- Types of Data : Categorical, numerical, discrete, , etc

A: Analysis

- Analysis consist of Estimation, Hypothesis testing, and prediction, all of which require a model to be setup through model selection.

C: Conclusion

- Write down our results in a way that is understandable for non-statisticians.

## 13.2 Likelihood Intervals

Instead of finding the "most likely" value of  $\theta$  (MLE), we are trying to find the plausible values of  $\theta$

**Definition 13.1** Let  $p \in (0, 1)$ , a  $100 \cdot p\%$  likelihood interval for  $\theta = \{\theta : R(\theta) \geq p\}$  where  $R(\theta) = \text{Relative likelihood function}$

### 13.2.1 Conventions

- $R(\theta) \geq 0.5 \implies$  Very Plausible
- $0.1 < R(\theta) < 0.5 \implies$  Plausible
- $0.01 \leq R(\theta) < 0.1 \implies$  Implausible
- $R(\theta) \leq 0.01 \implies$  Very Implausible