

Class_09_Candy

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```
candy_file <- "candy-data.csv"

candy = read.csv(candy_file, row.names=1)
head(candy)
```

	chocolate	fruity	caramel	peanutyalmondy	nougat	crispedricewafer
100 Grand	1	0	1	0	0	1
3 Musketeers	1	0	0	0	1	0
One dime	0	0	0	0	0	0
One quarter	0	0	0	0	0	0
Air Heads	0	1	0	0	0	0
Almond Joy	1	0	0	1	0	0

	hard	bar	pluribus	sugarpercent	pricepercent	winpercent
100 Grand	0	1	0	0.732	0.860	66.97173
3 Musketeers	0	1	0	0.604	0.511	67.60294
One dime	0	0	0	0.011	0.116	32.26109
One quarter	0	0	0	0.011	0.511	46.11650
Air Heads	0	0	0	0.906	0.511	52.34146
Almond Joy	0	1	0	0.465	0.767	50.34755

Q1. How many different candy types are in this dataset?

```
dim(candy)
```

```
[1] 85 12
```

ANSWER: 85 types

Q2. How many fruity candy types are in the dataset?

```
sum(candy$chocolate)
```

```
[1] 37
```

Data Exploration

There is a useful `skim()` function in the `skimr` package that can help give you a quick overview of a given dataset. Let's install this package and try it on our candy data.

```
# > install.packages("skimr")

library("skimr")
#skim(candy)

#Using this you only call for a particular feature of the package:

skimr::skim(candy)
```

Table 1: Data summary

Name	candy
Number of rows	85
Number of columns	12
Column type frequency:	
numeric	12
Group variables	None

Variable type: numeric

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
chocolate	0	1	0.44	0.50	0.00	0.00	0.00	1.00	1.00	
fruity	0	1	0.45	0.50	0.00	0.00	0.00	1.00	1.00	
caramel	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
peanutyalmondy	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
nougat	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	
crispedricewafer	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	
hard	0	1	0.18	0.38	0.00	0.00	0.00	0.00	1.00	

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
bar	0	1	0.25	0.43	0.00	0.00	0.00	0.00	1.00	
pluribus	0	1	0.52	0.50	0.00	0.00	1.00	1.00	1.00	
sugarpercent	0	1	0.48	0.28	0.01	0.22	0.47	0.73	0.99	
pricepercent	0	1	0.47	0.29	0.01	0.26	0.47	0.65	0.98	
winpercent	0	1	50.32	14.71	22.45	39.14	47.83	59.86	84.18	

In the above result, it tells me that the last winpercent will take over the PCA as it has the most variance. So we need to scale it before we use PCA.

Q3. What is your favorite candy in the dataset and what is it's winpercent value?

```
#candy["Twix", ]  
  
candy["Twix", ]$winpercent
```

[1] 81.64291

Q4. What is the winpercent value for “Kit Kat”?

```
candy["Kit Kat", ]$winpercent
```

[1] 76.7686

Q5. What is the winpercent value for “Tootsie Roll Snack Bars”?

```
candy["Tootsie Roll Snack Bars", ]$winpercent
```

[1] 49.6535

Q. What are the five least liked candy's in the database?

```
#sort is not going to tell you the name of the candy. But, if you use `order()` it will work  
  
inds <-order(candy$winpercent)  
head(candy[inds, ])
```

	chocolate	fruity	caramel	peanut	almond	nougat
Nik L Nip	0	1	0		0	0
Boston Baked Beans	0	0	0		1	0
Chiclets	0	1	0		0	0
Super Bubble	0	1	0		0	0
Jawbusters	0	1	0		0	0
Root Beer Barrels	0	0	0		0	0

	crisped	rice	wafer	hard	bar	pluribus	sugar	percent	price	percent
Nik L Nip				0	0	0	1	0.197		0.976
Boston Baked Beans				0	0	0	1	0.313		0.511
Chiclets				0	0	0	1	0.046		0.325
Super Bubble				0	0	0	0	0.162		0.116
Jawbusters				0	1	0	1	0.093		0.511
Root Beer Barrels				0	1	0	1	0.732		0.069

	winpercent
Nik L Nip	22.44534
Boston Baked Beans	23.41782
Chiclets	24.52499
Super Bubble	27.30386
Jawbusters	28.12744
Root Beer Barrels	29.70369

Q. What are the five MOST liked candy's in the database?

```
#inds <-order(candy$winpercent)
tail(candy[inds, ])
```

	chocolate	fruity	caramel	peanut	almond	nougat
Reese's pieces	1	0	0		1	0
Snickers	1	0	1		1	1
Kit Kat	1	0	0		0	0
Twix	1	0	1		0	0
Reese's Miniatures	1	0	0		1	0
Reese's Peanut Butter cup	1	0	0		1	0

	crisped	rice	wafer	hard	bar	pluribus	sugar	percent
Reese's pieces				0	0	0	1	0.406
Snickers				0	0	1	0	0.546
Kit Kat				1	0	1	0	0.313
Twix				1	0	1	0	0.546
Reese's Miniatures				0	0	0	0	0.034
Reese's Peanut Butter cup				0	0	0	0	0.720

	price	percent	winpercent
--	-------	---------	------------

Reese's pieces	0.651	73.43499
Snickers	0.651	76.67378
Kit Kat	0.511	76.76860
Twix	0.906	81.64291
Reese's Miniatures	0.279	81.86626
Reese's Peanut Butter cup	0.651	84.18029

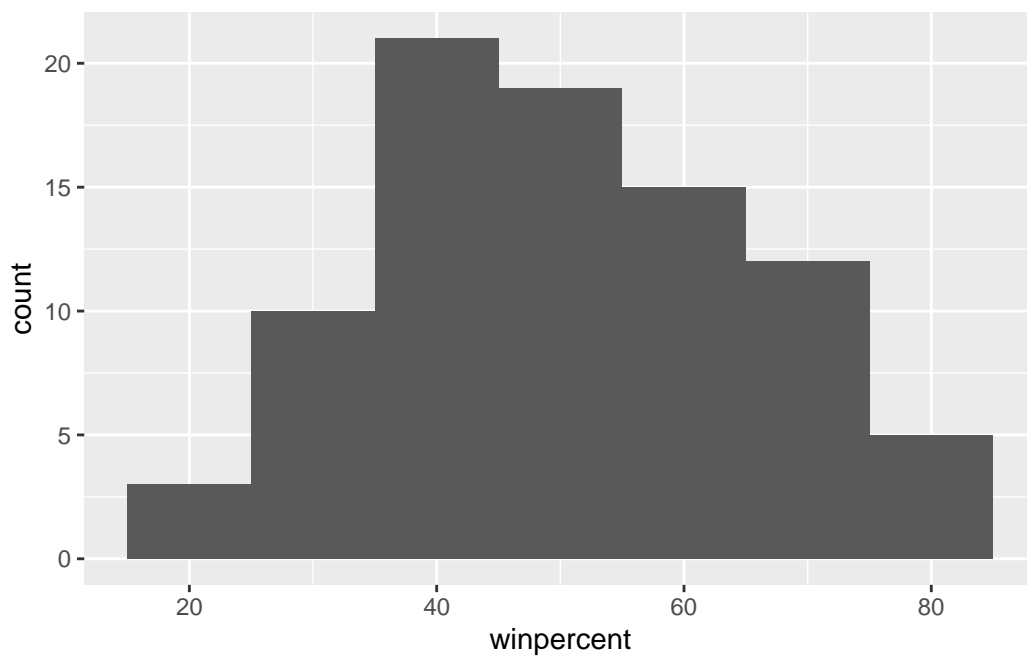
Q6. Is there any variable/column that looks to be on a different scale to the majority of the other columns in the dataset?

Q7. What do you think a zero and one represent for the candy\$chocolate column?

Q8. Plot a histogram of winpercent values

```
library(ggplot2)

ggplot(candy, aes(winpercent,)) +
  geom_histogram(binwidth=10)
```



```
#Could also use:

#hist((candy$winpercent))
```

Q9. Is the distribution of winpercent values symmetrical?

Answer: No, its left skewed.

Q10. Is the center of the distribution above or below 50%?

Q11. On average is chocolate candy higher or lower ranked than fruit candy?

-First find all chocolate candy (subset) -Get their winpercent values -Summarize it all into one metric: 'mean()'

Then, do the same for fruity candies.

```
#turn the 0 and 1 to T or F
choc.inds <- as.logical(candy$chocolate)

#finds all choc.inds winpercent
choc.win <- candy[choc.inds, ]$winpercent

mean(choc.win)
```

```
[1] 60.92153
```

For Fruity Candies:

```
#For fruity candies
fruity.inds <- as.logical(candy$fruity)
fruity.win <- candy[fruity.inds, ]$winpercent
mean(fruity.inds)
```

```
[1] 0.4470588
```

Q12. Is this difference statistically significant?

ANSWER: Yes, the difference is significant.

Comparing the means if they are significant:

```
t.test(choc.win, fruity.win)
```

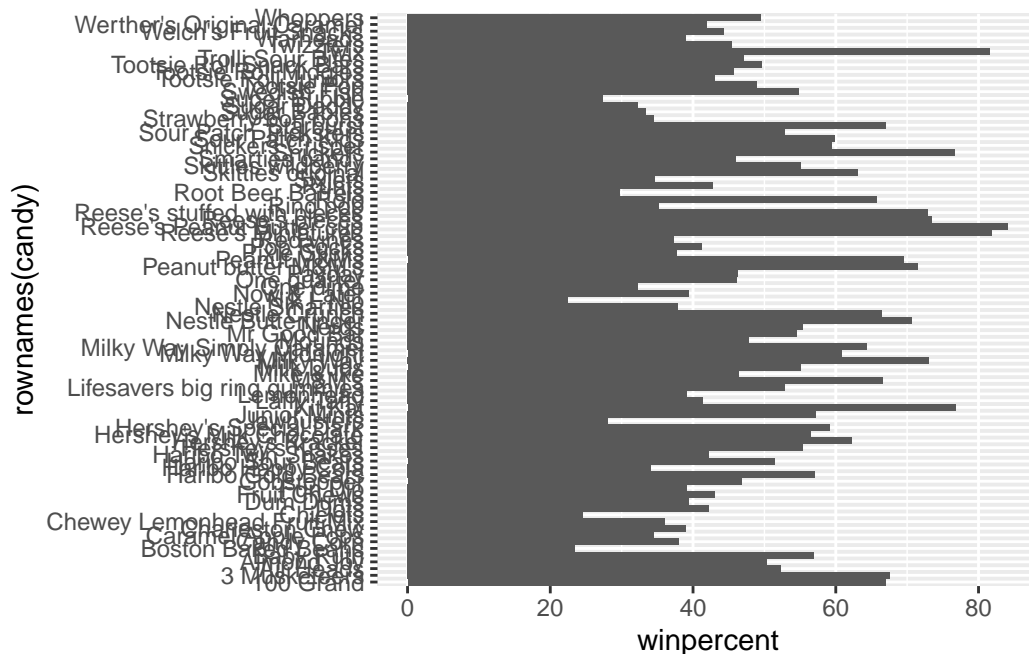
Welch Two Sample t-test

```
data:  choc.win and fruity.win
t = 6.2582, df = 68.882, p-value = 2.871e-08
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 11.44563 22.15795
sample estimates:
mean of x mean of y
 60.92153  44.11974
```

Q13. What are the five least liked candy types in this set? Q14. What are the top 5 all time favorite candy types out of this set?

Q15. Make a first barplot of candy ranking based on winpercent values.

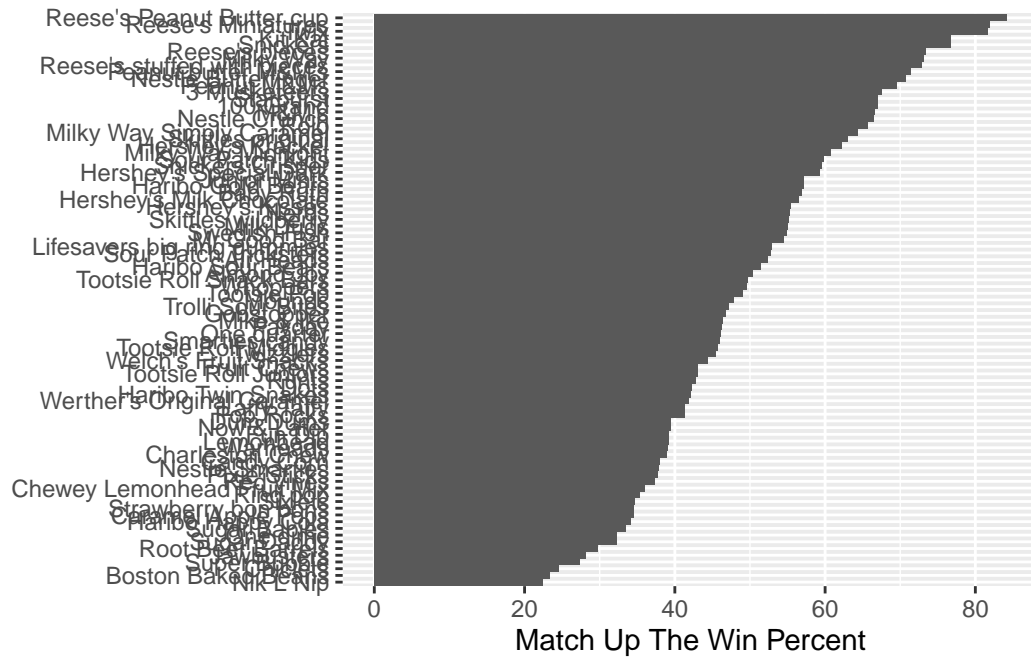
```
ggplot(candy) +
  aes(winpercent, rownames(candy))+
  geom_col()
```



Q16. This is quite ugly, use the reorder() function to get the bars sorted by winpercent?

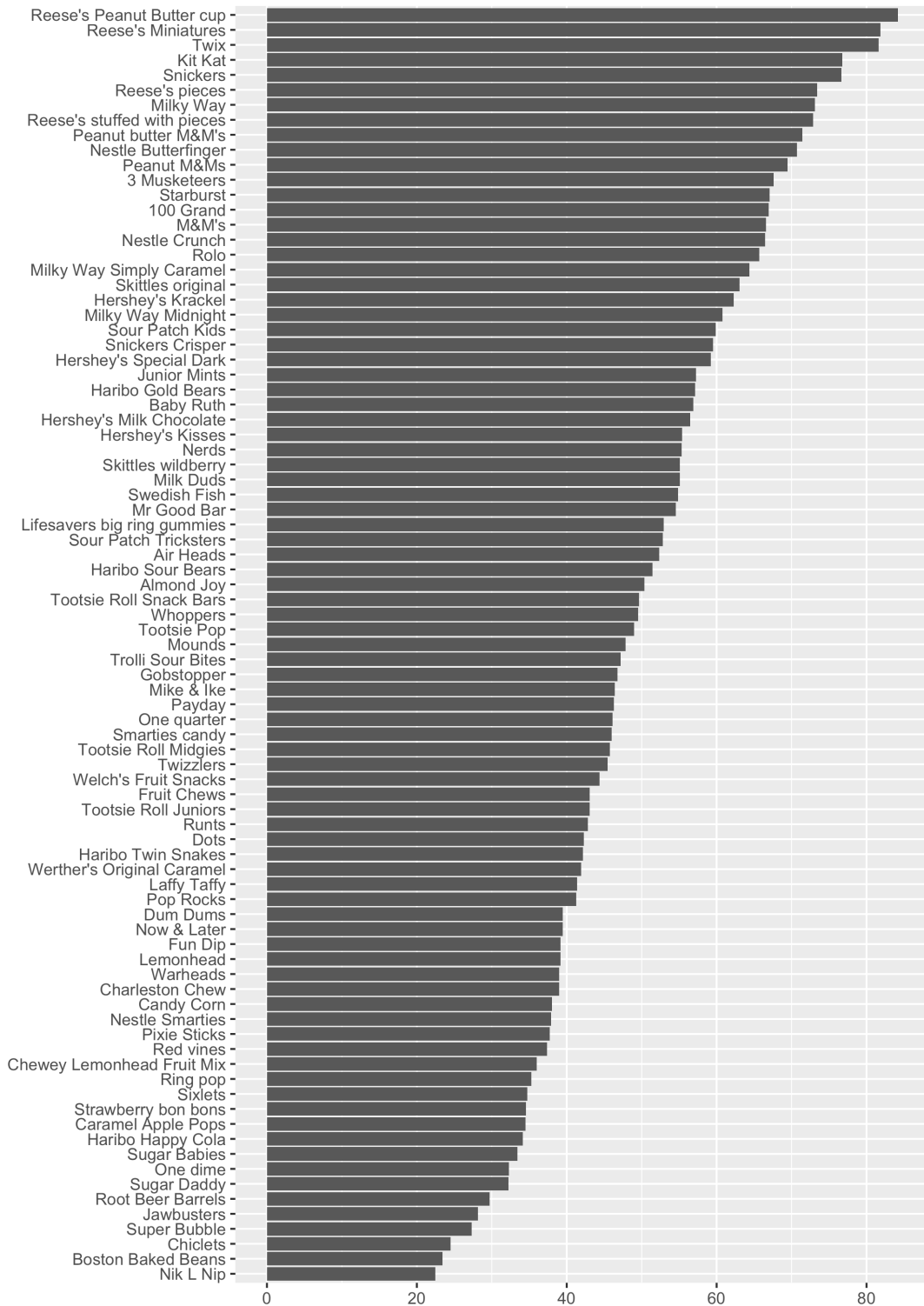
reorder() will make it nicer.

```
ggplot(candy) +  
  aes(winpercent, reorder(rownames(candy), winpercent)) +  
  geom_col() +  
  labs(x="Match Up The Win Percent", y=NULL)
```



```
#will save the graph plot in R-directory  
ggsave("barplot1.png", height = 10, width = 7)
```

We can use the markdown syntax to insert any image:



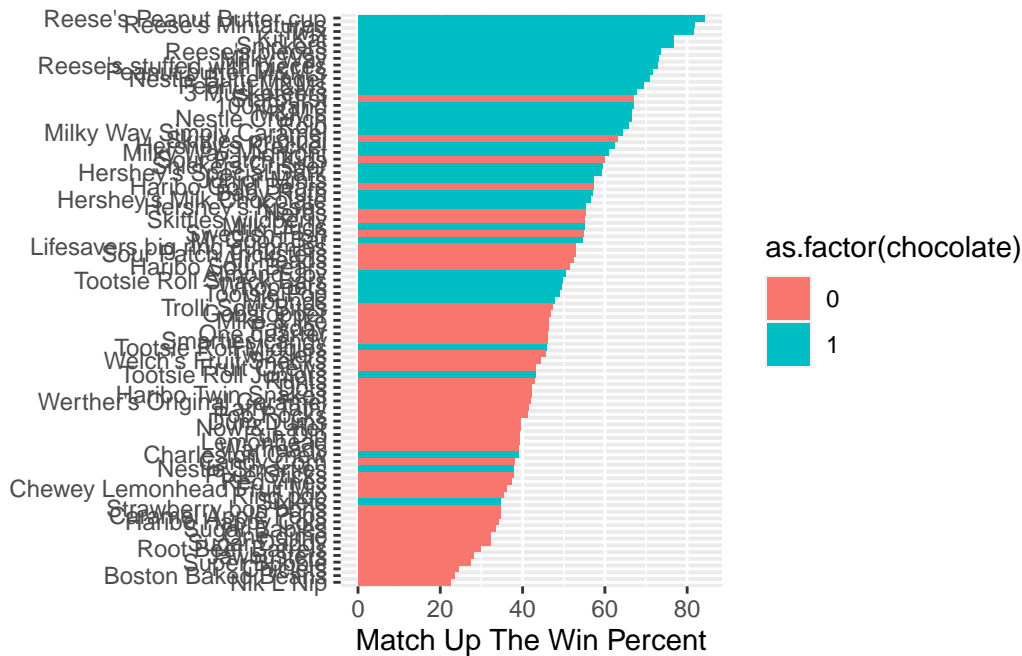
Match Up The Win Percent

Now,

this is a better image.

Let's make more aesthetics:

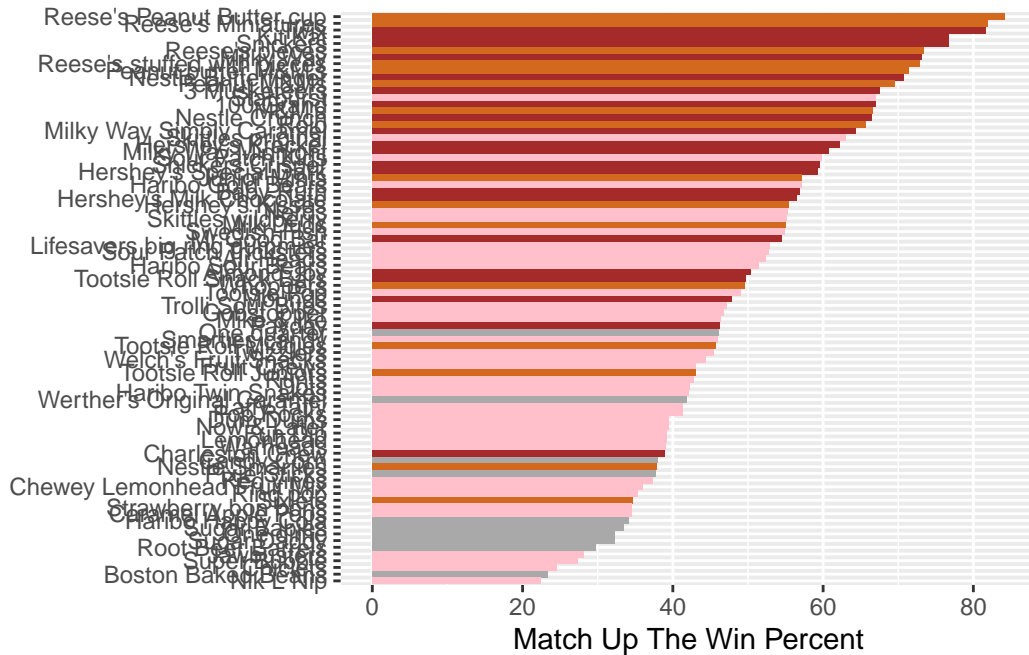
```
ggplot(candy) +
  aes(winpercent, reorder(rownames(candy), winpercent), fill = as.factor(chocolate)) +
  geom_col() +
  labs(x="Match Up The Win Percent", y=NULL)
```



```
#This a way to put a place holder that is darkgray.
my_cols <- rep("darkgray", nrow(candy))
```

```
#Then it looks and find the columns and assigns in the value.
my_cols[as.logical(candy$chocolate)] <- "chocolate"
my_cols[as.logical(candy$bar)] <- "brown"
my_cols[as.logical(candy$fruity)] <- "pink"
```

```
ggplot(candy) +
  aes(winpercent, reorder(rownames(candy), winpercent)) +
  geom_col(fill = my_cols) +
  labs(x="Match Up The Win Percent", y=NULL)
```



```
#will save the graph plot in R-directory
ggsave("barplot2.png", height = 10, width = 7)
```

Now, for the first time, using this plot we can answer questions like:

Q17. What is the worst ranked chocolate candy? Q18. What is the best ranked fruity candy?

ANSWER: worst chocolate candy=Sixlets and best fruity candy=Starburst

Lets make a useful graph:

Lets make a plot of price% and win%:

Q19. Which candy type is the highest ranked in terms of winpercent for the least money - i.e. offers the most bang for your buck?

ANSWER: Ressec's miniature

```
ggplot(candy) +
  aes(winpercent, pricepercent, label=rownames(candy))+
  geom_point(col=my_cols) +
```

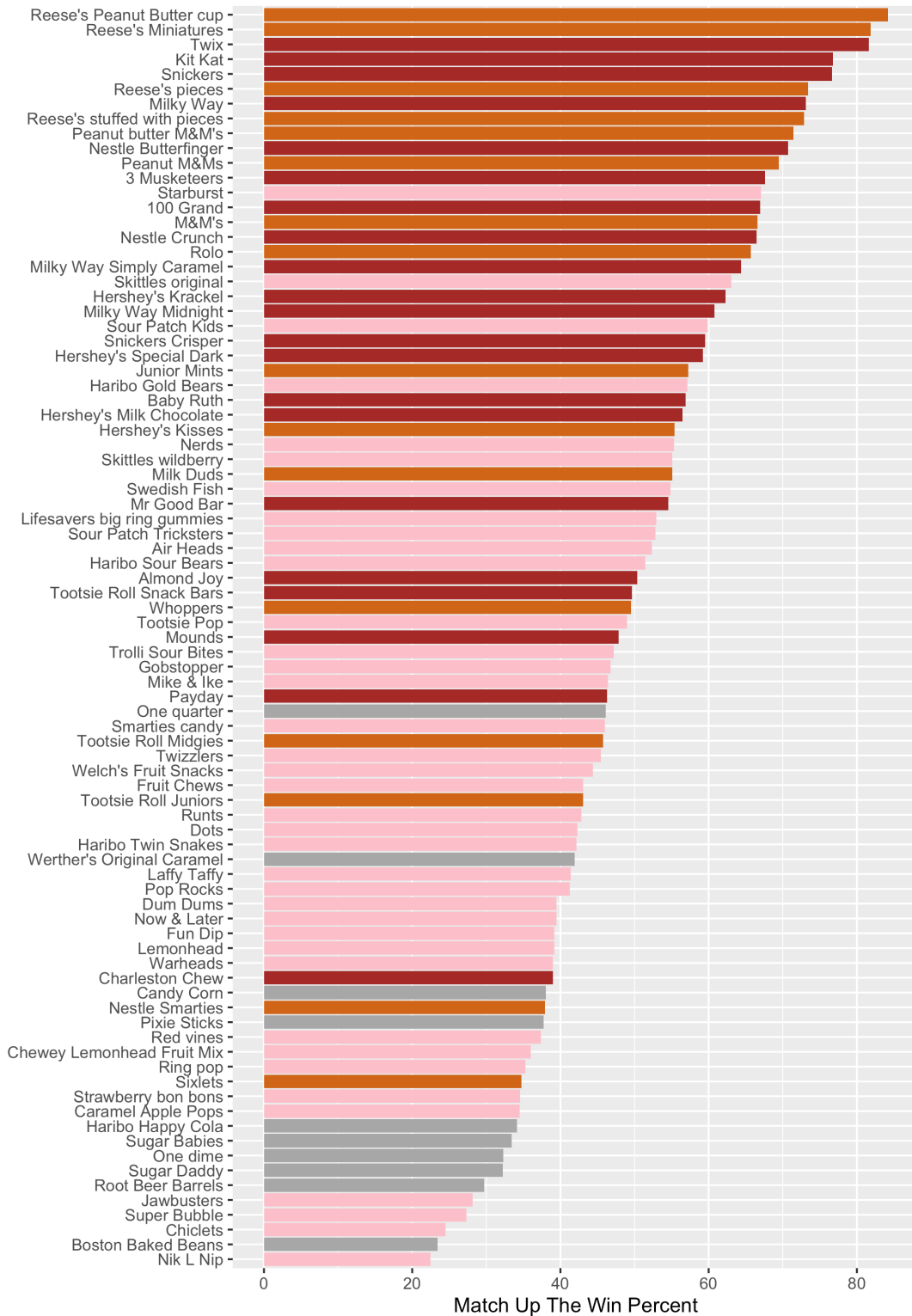
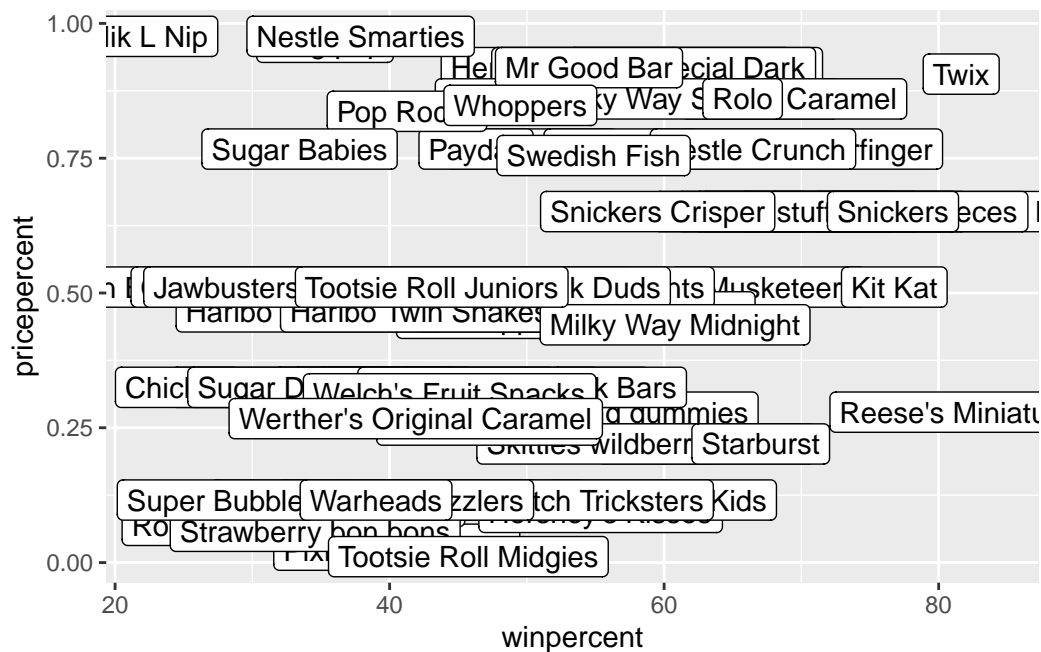


Figure 1: This is a nicer graph then the previous one

```
geom_label()
```

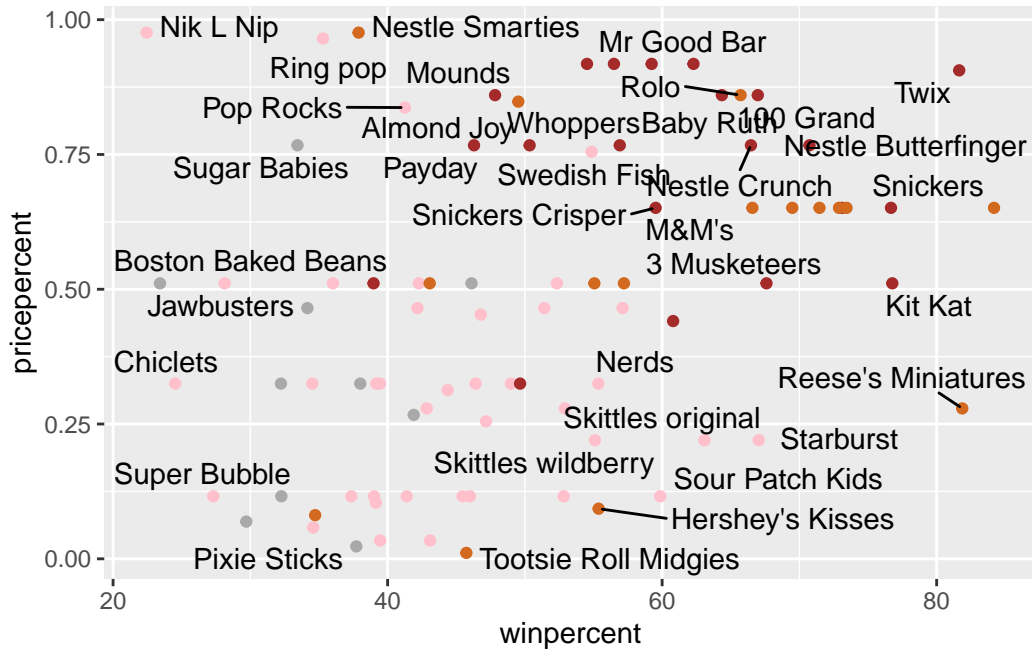


Let's make this better using `ggrepel()`

```
library(ggrepel)

ggplot(candy) +
  aes(winpercent, pricepercent, label=rownames(candy))+
  geom_point(col=my_cols) +
  geom_text_repel()
```

Warning: ggrepel: 50 unlabeled data points (too many overlaps). Consider increasing max.overlaps



Q20. What are the top 5 most expensive candy types in the dataset and of these which is the least popular?

ANSWER:

Exploring the correlation

Let's look at their correlation:

```
cij <- cor(candy)
cij
```

	chocolate	fruity	caramel	peanutyalmondy	nougat
chocolate	1.0000000	-0.74172106	0.24987535	0.37782357	0.25489183
fruity	-0.7417211	1.00000000	-0.33548538	-0.39928014	-0.26936712
caramel	0.2498753	-0.33548538	1.00000000	0.05935614	0.32849280
peanutyalmondy	0.3778236	-0.39928014	0.05935614	1.00000000	0.21311310
nougat	0.2548918	-0.26936712	0.32849280	0.21311310	1.00000000
crispedricewafer	0.3412098	-0.26936712	0.21311310	-0.01764631	-0.08974359
hard	-0.3441769	0.39067750	-0.12235513	-0.20555661	-0.13867505
bar	0.5974211	-0.51506558	0.33396002	0.26041960	0.52297636
pluribus	-0.3396752	0.29972522	-0.26958501	-0.20610932	-0.31033884

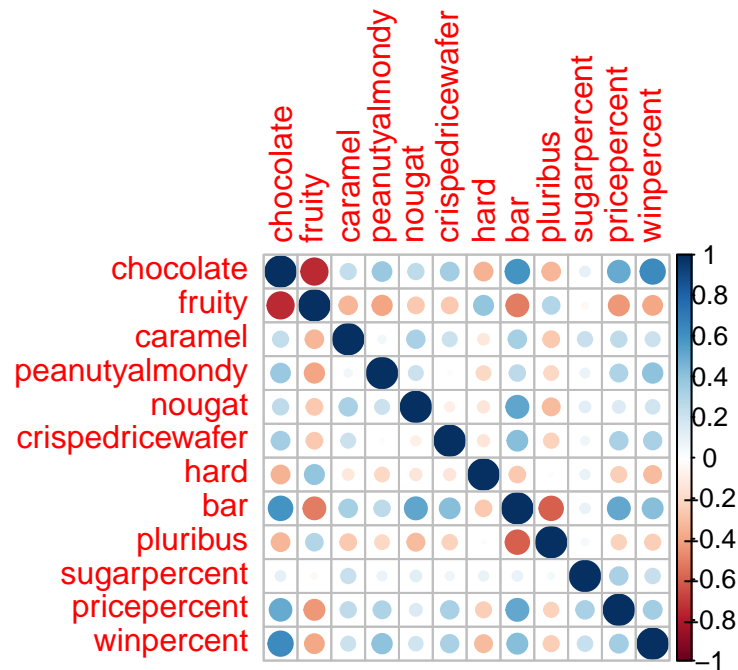
sugarpercent	0.1041691	-0.03439296	0.22193335	0.08788927	0.12308135
pricepercent	0.5046754	-0.43096853	0.25432709	0.30915323	0.15319643
winpercent	0.6365167	-0.38093814	0.21341630	0.40619220	0.19937530
	crispedricewafer		hard	bar	pluribus
chocolate	0.34120978	-0.34417691	0.59742114	-0.33967519	
fruity	-0.26936712	0.39067750	-0.51506558	0.29972522	
caramel	0.21311310	-0.12235513	0.33396002	-0.26958501	
peanutyalmondy	-0.01764631	-0.20555661	0.26041960	-0.20610932	
nougat	-0.08974359	-0.13867505	0.52297636	-0.31033884	
crispedricewafer	1.00000000	-0.13867505	0.42375093	-0.22469338	
hard	-0.13867505	1.00000000	-0.26516504	0.01453172	
bar	0.42375093	-0.26516504	1.00000000	-0.59340892	
pluribus	-0.22469338	0.01453172	-0.59340892	1.00000000	
sugarpercent	0.06994969	0.09180975	0.09998516	0.04552282	
pricepercent	0.32826539	-0.24436534	0.51840654	-0.22079363	
winpercent	0.32467965	-0.31038158	0.42992933	-0.24744787	
	sugarpercent	pricepercent	winpercent		
chocolate	0.10416906	0.5046754	0.6365167		
fruity	-0.03439296	-0.4309685	-0.3809381		
caramel	0.22193335	0.2543271	0.2134163		
peanutyalmondy	0.08788927	0.3091532	0.4061922		
nougat	0.12308135	0.1531964	0.1993753		
crispedricewafer	0.06994969	0.3282654	0.3246797		
hard	0.09180975	-0.2443653	-0.3103816		
bar	0.09998516	0.5184065	0.4299293		
pluribus	0.04552282	-0.2207936	-0.2474479		
sugarpercent	1.00000000	0.3297064	0.2291507		
pricepercent	0.32970639	1.0000000	0.3453254		
winpercent	0.22915066	0.3453254	1.0000000		

Let's plot the correlation:

```
library(corrplot)
```

corrplot 0.92 loaded

```
corrplot(cij)
```



PCA

Lets looks at the above data using PCA:

```
#scaling our data and assigning a vector
```

```
pca <- prcomp(candy, scale=T)
```

```
attributes(pca)
```

```
$names
```

```
[1] "sdev"      "rotation" "center"    "scale"     "x"
```

```
$class
```

```
[1] "prcomp"
```

```
pc.score.results <- as.data.frame(pca$x)
```

```
ggplot(pc.score.results)+
```

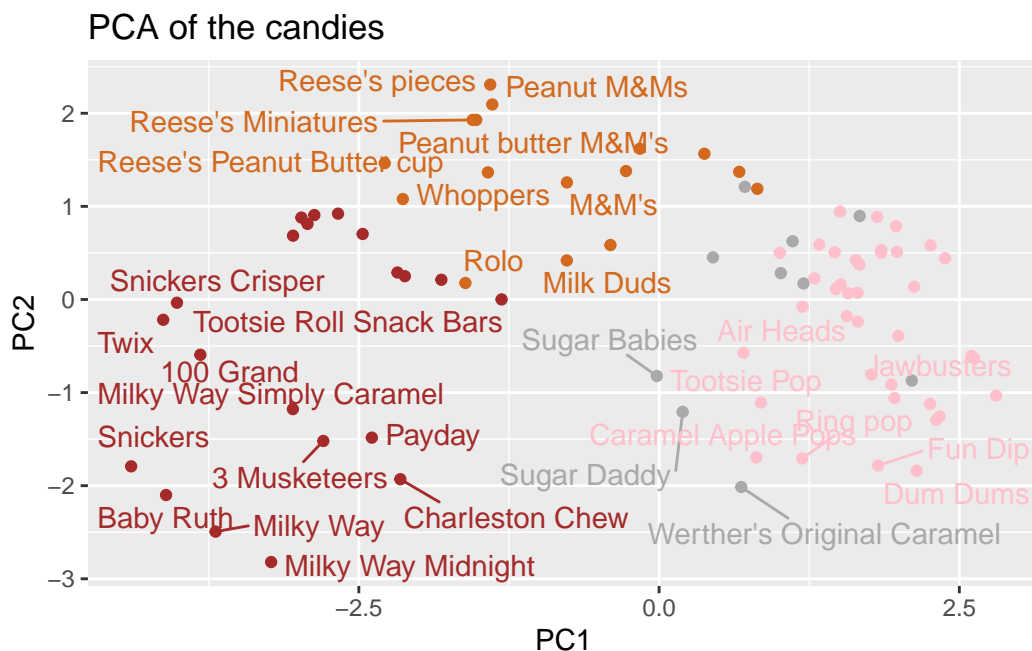


```

aes(PC1, PC2, label=rownames(pc.score.results))+
geom_point(col=my_cols)+
geom_text_repel(col=my_cols, max.overlaps = 10)+
labs(title = "PCA of the candies")

```

Warning: ggrepel: 54 unlabeled data points (too many overlaps). Consider increasing max.overlaps



But where is the variation coming from for PC1 and PC2

```
pca$x
```

	PC1	PC2	PC3	PC4
100 Grand	-3.81986175	-0.5935787670	-2.186308676	-2.37159574
3 Musketeers	-2.79602364	-1.5196062111	1.412198551	0.69943868
One dime	1.20258363	0.1718120657	2.060771178	-1.20067824
One quarter	0.44865378	0.4519735621	1.476492844	-1.00177141
Air Heads	0.70289922	-0.5731343263	-0.929389343	0.41245656
Almond Joy	-2.46833834	0.7035501120	0.858108916	0.57249739
Baby Ruth	-4.10531223	-2.1000967736	1.347834706	1.85505225

Boston Baked Beans	0.71385813	1.2098216537	0.941899950	1.10219913
Candy Corn	1.01357204	0.2834319621	-0.840681586	0.83664703
Caramel Apple Pops	0.81049645	-1.6960889498	-0.207020586	-0.30186567
Charleston Chew	-2.15436587	-1.9304213037	1.675469334	0.46999498
Chewey Lemonhead Fruit Mix	1.65268482	0.0726434944	-0.909617411	0.58609915
Chiclets	2.38180817	0.4430926071	1.000422079	-0.59998577
Dots	1.51249936	0.1623958592	-0.967135199	0.63622661
Dum Dums	2.14430933	-1.8388386160	-0.385372660	-0.14796280
Fruit Chews	2.26133763	0.5818322520	0.978626618	-0.39164187
Fun Dip	1.82383348	-1.7828662094	-0.719415821	-0.08544003
Gobstopper	1.96047812	-1.0584680267	-1.873874385	0.84237208
Haribo Gold Bears	1.33360746	0.5892699921	-0.431929774	0.33530766
Haribo Happy Cola	1.11167365	0.6257697808	0.054459647	0.16024129
Haribo Sour Bears	1.46152952	0.5073691482	-0.379443632	0.28956535
Haribo Twin Snakes	1.66849016	0.3748646265	-0.294528131	0.21556045
Hershey's Kisses	0.37722675	1.5654519145	1.104739528	-0.30451907
Hershey's Krackel	-3.04788356	0.6850792787	-1.154357778	-2.79294516
Hershey's Milk Chocolate	-2.11696417	0.2504568891	0.218316614	-0.64942872
Hershey's Special Dark	-2.17850376	0.2898570052	0.193067056	-0.62742342
Jawbusters	2.62491587	-0.6343671618	0.114043053	-0.54172092
Junior Mints	-0.16010610	1.6194428347	0.442156347	-0.08935729
Kit Kat	-2.87086546	0.9069655335	-0.545771148	-2.94691419
Laffy Taffy	1.65450042	-0.2379605144	1.217408326	-0.81578254
Lemonhead	2.33564695	-1.2553404646	1.125823900	-1.18755633
Lifesavers big ring gummies	1.19528766	-0.0783610246	0.814040659	-0.61506538
Peanut butter M&M's	-1.52223814	1.9291395890	-0.815897653	2.27060871
M&M's	-0.76747561	1.2573539136	-1.260658369	0.98037043
Mike & Ike	1.57487290	0.0664259746	-1.114406454	0.84284942
Milk Duds	-0.76836937	0.4192793946	-0.137573021	-0.01222490
Milky Way	-3.69272218	-2.4933313173	0.843423990	0.70792542
Milky Way Midnight	-3.23036513	-2.8201031327	0.902884388	0.75904764
Milky Way Simply Caramel	-3.04936226	-1.1774777304	-1.382617058	0.15488883
Mounds	-1.81292795	0.2120726312	0.636094539	-0.91126847
Mr Good Bar	-2.67327849	0.9217207344	0.997161433	0.40634715
Nerds	1.93426895	-0.9133307225	-1.670281710	0.79359684
Nestle Butterfinger	-2.97855081	0.8798835368	0.348599786	0.94918411
Nestle Crunch	-2.92740488	0.8119013154	-0.747159803	-2.97250665
Nik L Nip	1.63985272	0.4210217322	-0.083217936	-0.24015596
Now & Later	1.98070982	0.5117150919	0.460099768	-0.21340533
Payday	-2.39180556	-1.4839637512	2.091687409	1.65680787
Peanut M&Ms	-1.38897069	2.0947188031	-0.260214925	1.89874716
Pixie Sticks	1.67042227	0.8969792365	1.394703254	-0.48031281
Pop Rocks	1.76879348	-0.8060325640	-1.567639814	0.42017068

Red vines	2.12406849	0.1366822960	-0.115183020	0.27721045
Reese's Miniatures	-1.55210251	1.9287569793	1.884620322	0.48605155
Reese's Peanut Butter cup	-2.28427985	1.4648923293	-0.156138940	1.63994489
Reese's pieces	-1.40590761	2.3077984818	0.136661895	1.64348077
Reese's stuffed with pieces	-2.13382398	1.0787289654	-0.673152403	1.96066081
Ring pop	1.19274412	-1.7069749284	-1.423826969	0.02570015
Rolo	-1.61259322	0.1773734932	-1.931879747	1.00697641
Root Beer Barrels	2.10440254	-0.8711340556	-0.594335570	0.36204105
Runts	2.25699185	-1.1223199934	-1.557678507	0.71996790
Sixlets	0.81799664	1.1888290122	1.093105891	-0.33001942
Skittles original	1.29259129	0.2263705137	-1.306145308	1.05900061
Skittles wildberry	1.47148517	0.1118354559	-1.232745536	0.99503181
Nestle Smarties	-0.27556563	1.3792344137	-0.080047831	-0.03345921
Smarties candy	2.60115214	-0.6047947520	0.003482896	-0.21938457
Snickers	-4.39576792	-1.7919312516	1.434654778	1.89861891
Snickers Crisper	-4.01457335	-0.0347673522	-1.089868643	-1.42309414
Sour Patch Kids	1.81551769	0.8879445215	0.863881832	-0.32795118
Sour Patch Tricksters	1.97326660	0.7869473239	0.928605869	-0.38435897
Starburst	1.50658493	0.9437290830	0.487658690	-0.12150268
Strawberry bon bons	2.80647837	-1.0331193111	-0.524069119	0.13960292
Sugar Babies	-0.01900559	-0.8219542293	-1.802826526	0.92212945
Sugar Daddy	0.19642038	-1.2073694698	0.520140143	-0.59663517
Super Bubble	1.99242820	-0.3915898648	1.481310204	-1.01767057
Swedish Fish	1.00547407	0.5003327040	-1.068588828	0.59499272
Tootsie Pop	0.84734171	-1.1060686710	-0.480874078	-0.23675349
Tootsie Roll Juniors	-0.40463667	0.5848580362	0.836999949	-0.59623669
Tootsie Roll Midgies	0.66730732	1.3709464980	1.179339290	-0.32789249
Tootsie Roll Snack Bars	-1.31149842	0.0009721286	0.885976952	-0.78242207
Trolli Sour Bites	1.85048456	0.5304055168	0.254559391	-0.02435072
Twix	-4.12909044	-0.2180299573	-1.943536689	-2.52917855
Twizzlers	1.56312584	-0.1794588354	1.179917535	-0.78310886
Warheads	2.30707033	-1.2940268825	1.004249910	-1.11380521
Welch's Fruit Snacks	1.84808801	0.5022006184	0.213204782	-0.03387254
Werther's Original Caramel	0.68420363	-2.0146385440	0.506488679	-0.97208672
Whoppers	-1.42549552	1.3654147702	-2.759982292	-1.23030133
	PC5	PC6	PC7	PC8
100 Grand	-0.66236243	-0.545218405	-0.14340559	0.577224229
3 Musketeers	-0.16006665	0.382588420	2.02155526	-1.502574960
One dime	-0.26977985	0.094950530	-0.77220066	0.155622104
One quarter	-0.05093737	0.428354037	-0.59089199	0.359134372
Air Heads	0.33108524	0.188791601	0.96808076	1.012393252
Almond Joy	1.43200435	1.022273480	-0.66604596	0.608261288
Baby Ruth	-0.53157179	0.026152894	-0.27477854	0.617961302

Boston Baked Beans	-0.01286555	1.147068667	-1.66290853	1.017203801
Candy Corn	-0.92992691	0.482570575	-0.17268382	-0.433778134
Caramel Apple Pops	-1.26916612	-0.641471733	-0.77030933	1.705704289
Charleston Chew	-0.48839246	1.490541025	1.23825892	-1.445444979
Chewey Lemonhead Fruit Mix	-0.64216946	0.867070020	0.51175007	0.500258867
Chiclets	-0.82031918	0.835939962	-0.06670709	0.514147274
Dots	-0.57043885	0.625011322	0.68287986	0.487777458
Dum Dums	1.60464382	-0.712637531	-0.06881335	-0.229647214
Fruit Chews	-0.64943194	-0.515343269	0.62911226	0.295017216
Fun Dip	1.64564645	-0.061325594	-0.22205535	-0.058799069
Gobstopper	0.97535806	0.006638151	0.09322099	-0.594393205
Haribo Gold Bears	-0.41418743	-0.076745232	0.97316112	0.470072508
Haribo Happy Cola	-0.96450884	0.897177682	-0.57777493	-0.279999961
Haribo Sour Bears	-0.47964306	0.144138214	0.81700174	0.481462045
Haribo Twin Snakes	-0.58554144	0.501497845	0.56435691	0.499888780
Hershey's Kisses	-0.65415252	-0.956497265	-0.15459157	-1.475048333
Hershey's Krackel	0.64433919	0.815979037	0.72869731	-0.058197261
Hershey's Milk Chocolate	0.45257976	1.365951323	0.09727415	-0.537271619
Hershey's Special Dark	0.48406856	1.259690716	0.17239789	-0.542750795
Jawbusters	0.74872541	0.777635266	-0.86953189	-0.404938915
Junior Mints	-0.56772916	-0.100807494	-0.27701048	-1.244289684
Kit Kat	0.74560410	-0.651964126	1.26789202	-0.308264629
Laffy Taffy	0.12742282	-0.323401158	0.50907401	0.902891431
Lemonhead	1.59348201	-0.612577970	-0.46974919	-0.088239458
Lifesavers big ring gummies	0.28553918	-0.405905368	0.76717408	0.968451468
Peanut butter M&M's	0.70534888	-0.535487043	-0.31945944	-0.055419751
M&M's	-0.42260375	-0.093849007	0.23580574	-1.272394704
Mike & Ike	-0.54748868	0.068855836	0.96217007	0.350296998
Milk Duds	-1.94930706	-1.088570940	-1.46793514	-0.532609515
Milky Way	-1.43541753	-0.603255019	0.91522507	-0.708957591
Milky Way Midnight	-1.60495490	-0.577210751	0.75050728	-0.825932767
Milky Way Simply Caramel	-0.81154750	-0.095588630	-0.56663709	0.057913957
Mounds	0.34136052	1.562117376	-0.17156397	-0.536908890
Mr Good Bar	1.49882941	1.178267833	-0.70645139	0.710404328
Nerds	1.05269810	-0.612484674	0.36162582	-0.677966908
Nestle Butterfinger	1.66950147	0.246674393	-0.03583585	0.547351886
Nestle Crunch	0.66634611	0.310195315	0.85793736	-0.137897493
Nik L Nip	-0.74139722	2.364290586	-0.37097983	0.877307522
Now & Later	-0.64458895	0.275284807	0.43215999	0.459054334
Payday	0.57021053	1.685803617	0.71659189	0.920899230
Peanut M&Ms	0.67649842	-0.481270608	-0.49445201	-0.017712739
Pixie Sticks	-1.00053741	-0.249857693	-0.45261662	-0.491657159
Pop Rocks	0.96236780	1.036365445	-0.40726527	-0.314719629

Red vines	-0.69083254	-0.068691578	0.66734570	0.288409391
Reese's Miniatures	1.52874138	-1.896976303	-0.34129661	0.391227548
Reese's Peanut Butter cup	1.62984822	-1.101118658	-0.10711621	0.504507095
Reese's pieces	0.71687442	-0.652294629	-0.48369702	0.001608461
Reese's stuffed with pieces	1.50741757	-0.638134777	-0.27656579	0.488051492
Ring pop	1.69809389	1.498435385	-0.64909630	0.323514628
Rolo	-1.75944281	-0.678446043	-1.06073297	-0.430807299
Root Beer Barrels	0.42962062	-0.109312144	-1.19510153	-1.555611980
Runts	0.90293644	-0.227471967	0.05500446	-0.683423916
Sixlets	-0.89038600	-0.174585492	-0.66527067	-1.454385221
Skittles original	-0.37037605	-0.800924438	1.50687697	0.245536582
Skittles wildberry	-0.46191313	-0.492027764	1.28849431	0.261464394
Nestle Smarties	-0.71703419	1.677902657	-1.00236322	-0.943766974
Smarties candy	0.89831080	-0.766691658	-0.09224917	-0.697074269
Snickers	-0.32409247	-0.999567686	0.29375023	0.519082351
Snickers Crisper	0.28905186	-0.982077142	-0.99809936	1.715122168
Sour Patch Kids	-0.44613213	-0.989653570	1.01684337	0.317967197
Sour Patch Tricksters	-0.52684967	-0.717267988	0.82427320	0.332012368
Starburst	-0.34591253	-1.030380238	1.20373631	0.352584423
Strawberry bon bons	0.76654988	-0.423292666	-0.21835972	-0.752170933
Sugar Babies	-2.27338367	0.557052968	-1.67505130	0.548087948
Sugar Daddy	-1.58729466	-0.485682924	-1.85240975	0.941435233
Super Bubble	-0.03565422	0.216125641	0.09347559	0.939439208
Swedish Fish	-0.39241423	0.662591135	0.83851208	0.624071063
Tootsie Pop	1.88703233	-0.633721587	-0.18826747	-1.043909239
Tootsie Roll Juniors	0.05449315	0.394706045	-0.68468874	-0.662902544
Tootsie Roll Midgies	-0.77589776	-0.759442617	-0.35278919	-1.510639321
Tootsie Roll Snack Bars	0.28510912	0.328392863	0.22536722	-0.875755689
Trolli Sour Bites	-0.56414212	-0.168850396	0.72703429	0.389139607
Twix	-0.49203516	-1.029755076	0.13814854	0.601927243
Twizzlers	0.17417770	-0.481177950	0.62061848	0.894755897
Warheads	1.59506307	-0.576609554	-0.45482313	-0.087796992
Welch's Fruit Snacks	-0.58742724	0.067119205	0.62144223	0.428665533
Werther's Original Caramel	0.00698052	-1.343145309	-2.51219819	-0.091968746
Whoppers	-0.46170658	0.678567795	0.16799768	-0.639281286
	PC9	PC10	PC11	
100 Grand	0.379148201	-0.154099543	0.141903843	
3 Musketeers	0.023832701	-0.155239068	-0.517927160	
One dime	-0.453988975	-0.943783623	-0.515870807	
One quarter	-0.638889823	0.095579648	-0.986719399	
Air Heads	-1.383012190	-0.573723493	-0.514453684	
Almond Joy	-0.139059851	-0.312778705	1.061148660	
Baby Ruth	1.143067977	0.264099876	-0.009085882	

Boston Baked Beans	1.396216830	-0.973188567	0.102073964
Candy Corn	-0.173119296	-1.580718107	-0.026369468
Caramel Apple Pops	-0.916479426	-0.201217892	0.098522113
Charleston Chew	0.265940391	-0.852594237	-0.299018234
Chewey Lemonhead Fruit Mix	-0.056700856	-0.274516517	0.133783407
Chiclets	0.600474625	0.299142845	0.263138381
Dots	-0.109595061	-0.122162631	0.085957526
Dum Dums	-0.385161810	-0.858986682	0.026635152
Fruit Chews	0.431017129	0.094469913	0.405402342
Fun Dip	-0.432729164	-0.348623806	-0.240086957
Gobstopper	0.401434380	0.160051400	0.173108273
Haribo Gold Bears	-0.021735861	0.618649969	-0.035818163
Haribo Happy Cola	0.174940628	-0.664580531	-0.210044044
Haribo Sour Bears	0.026531168	0.479623974	0.007823919
Haribo Twin Snakes	0.104620713	0.254698661	0.078430922
Hershey's Kisses	0.015418665	-0.009459574	0.108560740
Hershey's Krackel	0.589905081	-0.259828939	-0.295461506
Hershey's Milk Chocolate	-1.211270861	0.556641044	0.566669950
Hershey's Special Dark	-1.234490726	0.623522410	0.545675013
Jawbusters	1.175121068	1.211984587	0.107699541
Junior Mints	-0.125729538	0.657349544	-0.278384695
Kit Kat	0.627262392	-0.428229606	-0.052463331
Laffy Taffy	-0.694575541	-0.358253574	-0.196159662
Lemonhead	0.133629280	0.441715610	-0.165939908
Lifesavers big ring gummies	-0.856144679	0.130909678	-0.425911984
Peanut butter M&M's	0.267660757	-0.221930007	-0.095957385
M&M's	-0.712293695	0.050005905	-0.359922697
Mike & Ike	-0.220487198	-0.593471988	0.252731956
Milk Duds	-0.136911155	1.039501593	0.120288784
Milky Way	0.004765911	0.843304841	-0.327048378
Milky Way Midnight	0.046247663	-0.050365745	-0.014682753
Milky Way Simply Caramel	-1.628250067	0.337544026	1.024026651
Mounds	-1.038014053	0.444568191	0.664244259
Mr Good Bar	-0.083279402	0.319687965	0.860817575
Nerds	0.395546909	0.241504770	0.214795902
Nestle Butterfinger	-0.418486899	-0.056067346	0.931659519
Nestle Crunch	0.670459908	-0.224206267	-0.210210679
Nik L Nip	0.390203352	1.144571263	-0.293659295
Now & Later	0.340332791	0.362285847	0.182098894
Payday	1.592516886	-0.586376631	-0.517961675
Peanut M&Ms	0.463012748	0.130263439	-0.124891428
Pixie Sticks	0.506958178	-0.721036477	0.100340132
Pop Rocks	0.614743430	1.229233468	-0.196822517

Red vines	0.116010128	-0.683310675	0.459814126
Reese's Miniatures	-0.201912762	0.339292365	-0.538620165
Reese's Peanut Butter cup	-0.813354976	-0.127457497	-0.769615618
Reese's pieces	0.573552037	0.549292897	-0.190638431
Reese's stuffed with pieces	-0.924164172	-0.865127171	-0.632341326
Ring pop	-0.509522417	0.693685961	-0.801535980
Rolo	-0.716390425	0.955937401	-0.177541179
Root Beer Barrels	0.748159981	-1.361887249	0.275586696
Runts	0.490713003	-0.186267132	0.357472263
Sixlets	0.120551003	-0.694412596	0.295248736
Skittles original	-0.396609466	-0.492989386	0.235345367
Skittles wildberry	-0.329109954	-0.687411685	0.296377074
Nestle Smarties	-0.095850762	0.891841882	-0.546823295
Smarties candy	0.957784710	0.645048933	0.369028845
Snickers	1.040500931	0.639420129	-0.064039216
Snickers Crisper	1.597773064	-0.876877339	0.668926998
Sour Patch Kids	0.319739180	0.748914211	0.190355889
Sour Patch Tricksters	0.379260358	0.577472316	0.244173747
Starburst	0.178115491	0.966910650	0.055007728
Strawberry bon bons	0.831798717	-0.257396978	0.567295681
Sugar Babies	-0.204221618	-0.392704656	-0.026264253
Sugar Daddy	-0.751459910	-0.659787353	-0.269135682
Super Bubble	-0.530802993	-0.601257076	-0.099471654
Swedish Fish	-0.159360361	0.838989403	-0.260036175
Tootsie Pop	-0.721118894	0.326836317	-0.137911107
Tootsie Roll Juniors	-1.149669881	-0.284072969	-0.704615875
Tootsie Roll Midgies	0.074811904	-0.471079914	0.266947340
Tootsie Roll Snack Bars	-1.078720446	-0.723988086	1.173413519
Trolli Sour Bites	0.215399333	0.265589321	0.205354764
Twix	0.390371217	0.606070076	-0.048120393
Twizzlers	-0.729052624	-0.258947465	-0.227333151
Warheads	0.096482954	0.378764818	-0.167107014
Welch's Fruit Snacks	0.229115315	0.300496305	0.173167709
Werther's Original Caramel	0.028457521	0.448967578	-0.298604763
Whoppers	1.212121185	-1.054026246	-1.220426934
PC12			
100 Grand	0.0646988318		
3 Musketeers	-0.1839471662		
One dime	-0.5107477914		
One quarter	-0.9582719109		
Air Heads	0.0442992399		
Almond Joy	0.1889347102		
Baby Ruth	0.5798508261		

Boston Baked Beans	-0.1012981497
Candy Corn	-0.6799350975
Caramel Apple Pops	0.6962504166
Charleston Chew	0.5494017342
Chewey Lemonhead Fruit Mix	0.3105973331
Chiclets	0.5337581991
Dots	0.1503797578
Dum Dums	0.1849692597
Fruit Chews	0.1399898762
Fun Dip	0.1237990873
Gobstopper	-0.1944414618
Haribo Gold Bears	-0.2638818244
Haribo Happy Cola	-0.6879064447
Haribo Sour Bears	-0.1176800541
Haribo Twin Snakes	0.1188546962
Hershey's Kisses	0.1984492942
Hershey's Krackel	-0.0817067486
Hershey's Milk Chocolate	-0.3573702410
Hershey's Special Dark	-0.4277036644
Jawbusters	0.1337584661
Junior Mints	0.0649489483
Kit Kat	-0.3769186469
Laffy Taffy	0.3026020451
Lemonhead	0.0619011170
Lifesavers big ring gummies	-0.0228900695
Peanut butter M&M's	0.1200218111
M&M's	-0.1023879726
Mike & Ike	0.1113757406
Milk Duds	0.3400578947
Milky Way	-0.1552479006
Milky Way Midnight	0.2304632793
Milky Way Simply Caramel	-0.2533060125
Mounds	-0.1415021722
Mr Good Bar	0.0210418054
Nerds	-0.3936975444
Nestle Butterfinger	-0.3100685916
Nestle Crunch	-0.1731325150
Nik L Nip	0.4597035356
Now & Later	0.1806417362
Payday	-0.7729766006
Peanut M&Ms	0.1319358415
Pixie Sticks	-0.7378511713
Pop Rocks	-0.1936682261

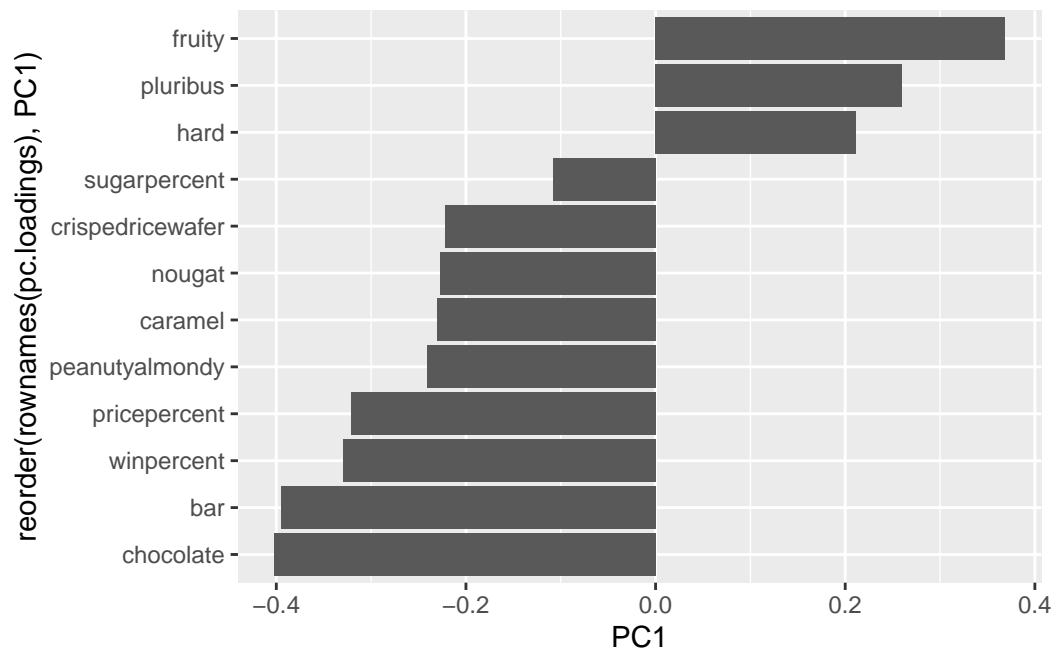
Red vines	0.3438211129
Reese's Miniatures	-0.0689054242
Reese's Peanut Butter cup	-0.1005437626
Reese's pieces	-0.0005861225
Reese's stuffed with pieces	0.2335945192
Ring pop	0.0735408387
Rolo	0.0787870205
Root Beer Barrels	-0.7082327026
Runts	-0.0585635801
Sixlets	0.7459023430
Skittles original	-0.2795750540
Skittles wildberry	-0.0751177198
Nestle Smarties	0.4628839641
Smarties candy	-0.2022435492
Snickers	0.0911696493
Snickers Crisper	0.6306015108
Sour Patch Kids	-0.3186623415
Sour Patch Tricksters	-0.1383715363
Starburst	-0.5130782116
Strawberry bon bons	0.1543709171
Sugar Babies	-0.4541934821
Sugar Daddy	-0.2885121237
Super Bubble	0.6537195364
Swedish Fish	-0.2507351031
Tootsie Pop	1.2506316262
Tootsie Roll Juniors	0.5695856300
Tootsie Roll Midgies	0.4724506497
Tootsie Roll Snack Bars	-0.0373596827
Trolli Sour Bites	0.0146955266
Twix	-0.3530484324
Twizzlers	0.1981702880
Warheads	0.0702649429
Welch's Fruit Snacks	0.0727669700
Werther's Original Caramel	-0.8335356607
Whoppers	0.7201599382

Loading plots

```
pc.loadings <- as.data.frame(pca$rotation)

ggplot(pc.loadings)+
  aes(PC1, reorder(rownames(pc.loadings), PC1))+
```

`geom_col()`



Q24. What original variables are picked up strongly by PC1 in the positive direction? Do these make sense to you?

ANSWER: Fruity, pluribus and hard. Yes, it makes sense.