

MULTIPLE REGRESSION & GAUSS-MARKOV THEOREM 11/07/2022

Virginia Institute for Psychiatric and Behavioral Genetics

Linear regression recap

Multiple regression

Gauss-Markov Theorem

LINEAR REGRESSION RECAP

REGRESSION



- Technique used for the modeling and analysis of numerical data¹
- Exploits the relationship between two or more variables so that we can gain information about one of them through knowing values of the other
- Regression can be used for prediction, estimation, hypothesis testing, and modeling causal relationships

¹Akey, 2020, "Regression," (Washington 2020).



THE CULPRIT



Bio

- 30 April 1777 23 April 1855
- Worked in the theorem around 1794
- 17 years old!^a

Carl Friedrich Gauss

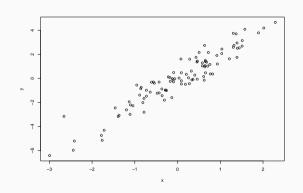


^a "Carl Friedrich Gauss," (2022), Wikipedia.

BEFORE HIM, DESCRIPTION OF RELATIONSHIP WAS NOT SYSTEMATIC



```
set.seed(42)
x <- rnorm(100)
y <- 2 * x + rnorm(100, sd = 0.8)
plot(x, y, xlab = "x", ylab = "y")</pre>
```



REGRESSION LINGO³



$$Y = X1 + X2 + X3$$

Left of expression	Right of expression	
Dependent Variable	Independent Variable	
Outcome Variable	Predictor Variable	
Response Variable	Explanatory Variable	

² Joshua Akey, "Regression."

³ Joshua Akey, "Regression."

WHY LINEAR REGRESSION?



 Suppose we want to model the dependent variable Y in terms of three predictors, X1, X2, X3⁴

$$Y = f(X1, X2, X3)$$

 We usually have to assume that it has some restricted form, such as linear + error

$$Y = X1 + X2 + X3 + \epsilon$$

⁴Ibid.

LINEAR REGRESSION IS A PROBABILISTIC MODEL

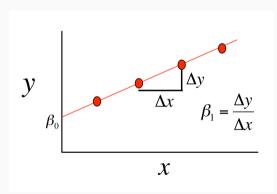


Much of mathematics is devoted to studying variables that are deterministically related to one anothera

$$y=\beta_0+\beta_1x$$

But we're interested in understanding the relationship between variables

related in a nondeterministic fashion.



A LINEAR PROBABILISTIC MODEL



• There exists parameters β_0 , β_1 , and σ^2 , such that for any fixed value of the independent variable x, the dependent variable is related to x through the model equation^a

$$y = \beta_0 + \beta_1 x + \epsilon$$

• The error term ϵ is a random variable with mean 0 and constant variance σ^2

Or, more succinctly,

$$\begin{bmatrix} y_1 \\ y_2 \\ \vdots \\ y_n \end{bmatrix} = \begin{bmatrix} 1 & x_1 \\ 1 & x_2 \\ \vdots & \vdots \\ 1 & x_n \end{bmatrix} \begin{bmatrix} \beta_0 \\ \beta_1 \end{bmatrix} + \begin{bmatrix} \varepsilon_1 \\ \varepsilon_2 \\ \vdots \\ \varepsilon_n \end{bmatrix}$$

^albid.

IMPLICATIONS



- The expected value of Y is a linear function of X, but for fixed x, the variable Y differs from its expected value by a random amount⁵
- Formally, let x* denote a particular value of the independent variable x, then our linear probabilistic model says:

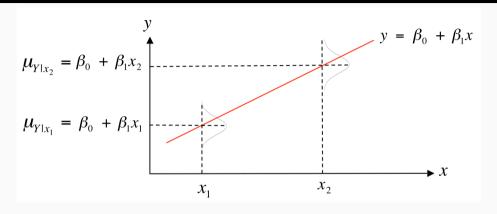
$$E(Y|x^*) = \mu_{Y|x^*}$$
 = mean value of Y when x is x*

$$V(Y|x^*) = \sigma_{Y|x^*}^2$$
 = variance of Y when x is x*

⁵Wilber, "Linear Regression," MLU-Explain.

GRAPHICAL INTERPRETATION





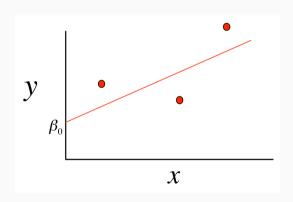
• For example, if x = height and y = weight then $\mu_{Y|X^*}$ = 60 is the average weight for all individuals 60 inches tall in the population

ESTIMATING MODEL PARAMETERS



• Point estimates of $\hat{\beta_0}$ and $\hat{\beta_1}$ are obtained by the principle of least squares

$$f(\beta_0, \beta_1) = \sum_{i=1}^n (y_i - \beta_0 - \beta_1 x_i)^2$$



PREDICTED AND RESIDUAL VALUES



 Predicted or fitted, values of y predicted by the least-squares regression line obtained by plugging in x1,x2,...,xn into the estimated regression line

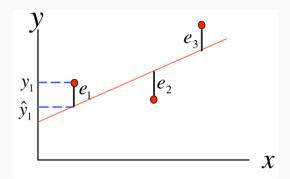
$$\hat{y_1} = \hat{\beta_0} + \hat{\beta_1} x_1$$

$$\hat{y_2} = \hat{\beta_0} + \hat{\beta_1} x_2$$

• Residuals are the deviations of observed and predicted values

$$e_1 = y_1 - \hat{y_1}$$

$$e_2 = y_2 - \hat{y_2}$$





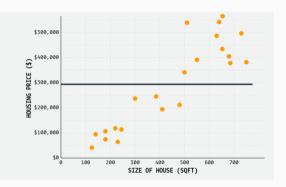
From a bad model⁶

Let's fit a model to predict housing price (\$) in San Diego, USA using the size of the house (in square-footage):

house-price = $\hat{\beta}_1 * sqft + \hat{\beta}_0$

We'll start with a very simple model, predicting the price of each house to be just the average house price in our dataset, ~\$290,000, ignoring the different sizes of each house:

house-price = 0 * sqft + 290000



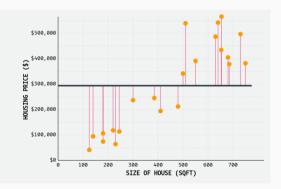
⁶Ibid.

A SUBSTANTIVE EXAMPLE



Of course we know this model is bad - the model doesn't fit the data well at all. But how can do quantify exactly how bad?

To evaluate our model's performance quantitatively, we plot the error of each observation directly. These errors, or **residuals**, measure the distance between each observation and the predicted value for that observation. We'll make use of these residuals later when we talk about evaluating regression models, but we can clearly see that our model has a lot of error.

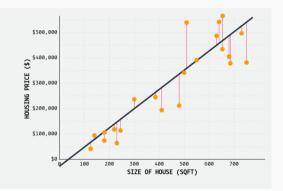


A SUBSTANTIVE EXAMPLE



The goal of linear regression is reducing this error such that we find a line/surface that 'best' fits our data. For our simple regression problem, that involves estimating the y-intercept and slope of our model, $\hat{\beta}_0$ and $\hat{\beta}_1.$

For our specific problem, the best fit line is shown. There's still error, sure, but the general pattern is captured well. As a result, we can be reasonably confident that if we plug in new values of square-footage, our predicted values of price would be reasonably accurate.



A SUBSTANTIVE EXAMPLE



To the best possible model⁷

Once we've fit our model, predicting future values is super easy! We just plug in any x_i values into our equation!

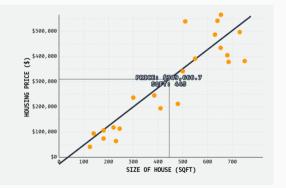
For our simple model, that means plugging in a value for sqft into our model:

sqft Value: 445

 $\hat{y} = 756.9 * 445 - 27153.8$

 $\hat{y} = 309667$

Thus, our model predicts a house that is 445 square-feet will cost \$309,667.



⁷ Ibid.

RESIDUALS ARE USEFUL!



They allow us to calculate the error sum of squares (SSE):

SSE =
$$\sum_{i=1}^{n} (e_i)^2 = \sum_{i=1}^{n} (y_i - \hat{y_i})^2$$

• Which in turn allows us to estimate σ^2 :

$$\hat{\sigma^2} = \frac{SSE}{n-2}$$

As well as the coefficient of determination:

$$R^2 = 1 - \frac{SSE}{SST}; SST = \sum_{i=1}^{n} (y_i - \bar{y})^2$$

BINARY VARIABLE





house price = 172893 + 241582 * pool

 summarizes the difference in average housing prices between houses with and without pools

- The intercept, \$172,893, is the average predicted price for houses that do not have swimming pools.
- To find the average price predicted price for houses with pools, we simply plug in pool=1 to obtain \$172,893 + \$241,582 * 1 = \$414,475.
- The difference between these two subpopulation means is equal to the coefficient on pool. Houses with pools cost \$241,582 more on average than houses that do not have pools.

ONE CONTINUOUS VARIABLE





house price=-39591+742*sqft

 summarizes the average house prices across differently sized houses as measured in square feet.

- The coefficient, \$742, represents the average difference in housing price for one-unit difference in the square-footage of the house. In other words, we expect each additional square-foot, on average, to raise the price of a house by \$742.
- The intercept, -\$39,591, represents the predicted housing price for houses with sqft = 0, that is, it represents the average price of a zero square-foot house.
 Because this value doesn't make much intuitive sense, it's common for models to be transformed and standardized before carrying out a regression model.

MULTIPLE REGRESSION

MULTIPLE LINEAR REGRESSION



 Extension of the simple linear regression model to two or more independent variables

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_p x_p + \epsilon$$

- Expression = Baseline + Age + Tissue + Sex + Error
- Partial Regression Coefficients: effect on the dependent variable when increasing the ith independent variable by 1 unit, holding all other predictors constant

CATEGORICAL INDEPENDENT VARIABLES



- Qualitative variables are easily incorporated in regression framework through dummy variables
- Simple example: sex can be coded as 0/1
- What if my categorical variable contains three levels:

$$x_1 = \begin{cases} 0 \text{ if } AA \\ 1 \text{ if } AG \\ 2 \text{ if } GG \end{cases}$$

CATEGORICAL INDEPENDENT VARIABLES



- Previous coding would result in colinearity
- Solution is to set up a series of dummy variable.
- for k levels you need k-1 dummy variables

$$x_1 = \begin{cases} 1 \text{ if AA} \\ 0 \text{ otherwise} \end{cases}$$
$$x_2 = \begin{cases} 1 \text{ if } AG \\ 0 \text{ otherwise} \end{cases}$$

	x1	x2
AA	1	0
AG	0	1
GG	0	0

ASSUMPTIONS



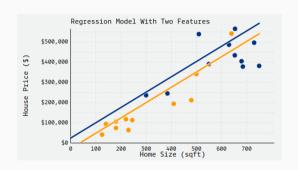
Validity Does the data we're modeling matches to the problem we're actually trying to solve?

Representativeness Is the sample data used to train the regression model representative of the population to which it will be applied? **Additivity and Linearity** The deterministic component of a regression model is a linear function of the separate predictors: $y = B_0 + B_1x_1 + ... + B_px_p$ **Independence of Errors** The errors from our model are independent. **Homoscedasticity** The errors from our model have equal variance.

Normality of Errors The errors from our model are normally distributed.

MULTIVARIATE REGRESSION





house price=-27154+757sqft+51867pool

 In our example, we model home prices as a function of both the size of the house (sqft) and whether or not it has a pool

- intercept: -\$27,154, the predicted average housing price for houses with all x_i = 0. Or the cost of houses with no pools and a square-footage of zero.
- coefficient of pool: \$51,867, average expected price difference in houses of the same size (in sqft) if they do or do not have a pool. In other words, we expect, on average, houses of the same size to cost \$51,867 more if they have a pool than if they do not.
- coefficient of sqft: \$757, average expected price difference in housing price for houses that have the same value of pool but differ in size by one square-foot.
- We assume the same slope for sqft. Hence, two lines. This isn't always a valid assumption to make.

GAUSS-MARKOV THEOREM

GAUSS-MARKOV THEOREM



It is possible to prove that OLS is precise and optimal (BLUE)

Best Linear Unbiased Estimator (BLUE)

- 1. The parameters are *linear*
- 2. The parameters are unbiased
- 3. The parameters are *efficient*. In other words, they have the least variance of all unbiased linear estimators, *best*.

THE REGRESSION MODEL AGAIN



$$Y_{1} = B_{1} + B_{2}X_{21} + B_{3}X_{31} + \dots + B_{k}X_{k1} + u_{1}$$

$$Y_{2} = B_{1} + B_{2}X_{22} + B_{3}X_{32} + \dots + B_{k}X_{k2} + u_{2}$$

$$\vdots$$

$$Y_{n} = B_{1} + B_{2}X_{2n} + B_{3}X_{3n} + \dots + B_{k}X_{kn} + u_{n}$$

where:

- y is an N × 1 vector of observations of the output variable (N is the sample size);
- X is an N × K matrix of inputs (K is the number of inputs for each observation);
- B is a K × 1 vector of regression coefficients;
- u is an N × 1 vector of errors.^a

Or more succinctly:

$$\left[\begin{array}{c} Y_1 \\ Y_2 \\ Y_3 \\ \vdots \\ Y_n \end{array} \right] = \left(\begin{array}{ccc} 1 & X_{21}X_{31} \cdots & X_{k1} \\ \vdots & \ddots & \vdots \\ 1 & X_{2n}X_{3n} \cdots & X_{kn} \end{array} \right) \left[\begin{array}{c} B_1 \\ B_2 \\ B_3 \\ \vdots \\ B_k \end{array} \right] + \left[\begin{array}{c} u_1 \\ u_2 \\ \vdots \\ u_n \end{array} \right]$$

^aTaboga, "Gauss Markov Theorem," in, Lectures on probability theory and mathematical statistics (2021).

THE OLS ESTIMATOR OF β IS



$$\hat{\beta} = (X'X)^{-1}X'y$$

Arriving at this expression⁸

OLS is BLUE if it satisfies the assumptions

 Assumption 1: Linearity. The regression model is linear in the parameters; it may or may not be linear in the variables, the Ys and Xs.

⁸ Gujarati, "The Classical Linear Regression Model (CLRM)," in, *Linear Regression: A Mathematical Introduction* (2019).

ASSUMPTION 2: REGRESSORS ARE NON-STOCHASTIC



- The regressors are assumed fixed, or nonstochastic, in the sense that their values are fixed in repeated sampling. However, if the regressors are stochastic, we assume that each regressor is independent of the error term or at least uncorrelated with it.
- X is fixed and exogenous
- X is measured without error

ASSUMPTION 3: ERRORS ARE UNCORRELATED



 Given the values of the X variables, the expected, or mean, value of the error term u is 0.

$$E(\epsilon|X) = 0$$

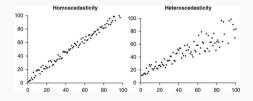
$$E\begin{bmatrix} u_1 \\ u_2 \\ u_3 \\ \vdots \\ u_n \end{bmatrix} = \begin{bmatrix} E(u_1) \\ E(u_2) \\ E(u_3) \\ \vdots \\ E(u_n) \end{bmatrix} = \begin{bmatrix} 0 \\ 0 \\ \vdots \\ 0 \end{bmatrix}$$

ASSUMPTION 4: HOMOSCEDASTICITY



 The variance of each u, given the values of X, is constant or homoscedastic (i.e., of equal variance).

$$var(u_i|X) = E(uu') = \sigma^2 I$$



ASSUMPTION 5:



There is no correlation between error terms belonging to two different observations.

$$cov(u_i,u_j|X)=0$$

Assumption 6: There is no perfect linear relationship among the X variables. This is the assumption of no multicollinearity.

OLS IS LINEAR



$$\hat{\beta} = (X'X)^{-1}X'y$$

First of all, note that $\widehat{\beta}$ is linear in y. In fact, $\widehat{\beta}$ is the product between the $K \times N$ matrix $(X'X)^{-1}X'$ and y, and matrix multiplication is a linear operation.⁹

⁹Marcos Taboga, "Gauss Markov Theorem."

OLS IS UNBIASED



- The true relationship between x and y is: $y = x\beta + \epsilon$.
- Substituting **y** into the equation for $\widehat{\beta}$, we get:

$$\widehat{\beta} = (X'X)^{-1}X'y$$

$$= (X'X)^{-1}X'(X\beta + \epsilon)$$

$$= (X'X)^{-1}X'X'(X\beta + \epsilon)$$

$$= (X'X)^{-1}X'X'X\beta + (X'X)^{-1}X'\epsilon$$

$$= I\beta + (X'X)^{-1}X'\epsilon$$

$$\widehat{\beta} = \beta + (X'X)^{-1}X'\epsilon$$

Take the expected value of the equation:

$$E(\widehat{\beta}) = E(\beta + (X'X)^{-1}X'\epsilon)$$

$$= \beta + (X'X)^{-1}X'E(\epsilon); \text{ since } E(u) = 0$$

$$= \beta$$

• Because the expected value of the estimate of β is equal to the true value of β , the estimator is unbiased

IT HAS THE LEAST VARIANCE, BEST



$$b^* = \left[A + (X'X)^{-1}X'\right]y$$

where A is some nonstochastic k × n matrix, similar to X. Simplifying, we obtain

$$b^* = Ay + (X'X)^{-1}X'y$$
$$= Ay + b$$

where b is the least-squares estimator

Now,

$$E(b^*) = \left[A + (X'X)^{-1}X'\right]E(y)$$
$$= \left[A + (X'X)^{-1}X'\right](XB)$$
$$= (AX + I)B$$

Now E(b*) = B if and only if AX = 0. In other words, for the linear estimator b* to be unbiased, AX must be 0.

IT HAS THE LEAST VARIANCE, BEST



thus,

$$b^* = [A + (X'X)^{-1}X'][XB + u]$$
, substituting for (y)
= $B + [A + (X'X)X - 1']u$, because $AX = 0$

given that u has zero mean and constant variance (= $\sigma^2 i$), we can now find the variance of b* as follows:

$$cov (b^*) = E [A + (X'X)^{-1}X'] uu' [A + (X'X)^{-1}X']'$$

$$= [A + (X'X)^{-1}X'] \frac{e}{e}(uu') [A + (X'X)^{-1}X']'$$

$$= \sigma^2 [AA' + (X'X)^{-1}]$$

$$= \sigma^2 (X'X)^{-1} + AA'\sigma^2$$

$$= var(b) + AA'\sigma^2$$

 shows that the covariance matrix of b* is equal to the covariance matrix of b plus a positive semidefinite matrix

BEST LINEAR UNBIASED ESTIMATOR (BLUE)



1. The parameters are linear

$$(X'X)^{-1}X'$$

2. The parameters are unbiased

$$E(b) = B$$

3. The parameters have the least variance of all unbiased linear estimators, best.

$$\widehat{\beta}^* = var - cov(\widehat{\beta}) + \sigma^2 A A'$$



MORE ESTIMATORS



- Let's quickly check the properties of OLS, Ridge regression and Quantile regression^a
- Our data generating process to the right

```
#### define our Data Generating Process
alpha <- 25
beta <- 12
N <- 25
n simulations <- 100000
# expanding the vectors to the needed size
slope ols <- numeric(n simulations)</pre>
slope_ols2 <- numeric(n_simulations)</pre>
slope orr <- numeric(n simulations)
slope_LAD <- numeric(n_simulations)</pre>
# simulate with uniform
x \leftarrow runif(N, min=0, max=10)
# including intercepts
X \leftarrow cbind(1, x)
# our true model
y <- alpha + beta*x + rnorm(N, mean=0, sd=5)
# What is the true relationship?
plot(v ~ x)
abline(a=alpha, b=beta, col="orange")
```

^a Pytka, 2020, "Statistical Learning and Big Data in R (Lecture 2)," *Gist*, (2020).

MORE ESTIMATORS



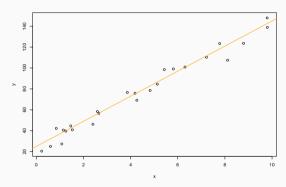


Figure 1: True relationship between x and y

```
#### define our Data Generating Process
alpha <- 25
beta <- 12
N <- 25
n_simulations <- 100000
# expanding the vectors to the needed size
slope ols <- numeric(n simulations)</pre>
slope_ols2 <- numeric(n_simulations)</pre>
slope_orr <- numeric(n_simulations)</pre>
slope_LAD <- numeric(n_simulations)</pre>
# simulate with uniform
x \leftarrow runif(N, min=0, max=10)
# including intercepts
X \leftarrow cbind(1, x)
# our true model
y <- alpha + beta*x + rnorm(N, mean=0, sd=5)
# What is the true relationship?
plot(v ~ x)
abline(a=alpha, b=beta, col="orange")
```

Defining our estimators



Any familiar?

[1] 11.9

```
unname(coef(lm(y~x))[2])
[1] 12.1
(ginv(t(X)%*%X)%*%(t(X)%*%y))[2,1]
[1] 12.1
(ginv(t(X)%*%X+1.5*diag(2))%*%(t(X)%*%y))[2,1]
[1] 12.6
unname(coef(rq(y~x))[2])
```

DEFINING OUR ESTIMATORS



$$(X'X)^{-1}X'y$$

Ridge regression estimator

$$(X'X + \lambda I)^{-1}X'$$

Lambda arbitrary for the example



```
for(i in 2:n simulations)
  y <- alpha + beta*x + rnorm(N, mean=0, sd=5)
  slope_ols[i] <- unname(coef(lm(y~x))[2])</pre>
  slope_ols2[i] <- (ginv(t(X)%*%X)%*%(t(X)%*%y))[2,1]
  slope_orr[i] <- (ginv(t(X))^*/X+1.5*diag(2))^*/(t(X))^*/Y) [2,1]
  slope LAD[i] <- unname(coef(rg(v~x))[2])</pre>
```

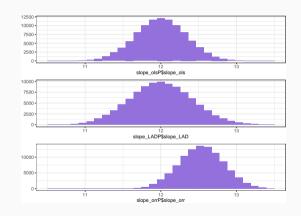
MEAN SLOPES



LOOKING AT IT



```
A <- qplot(slope_olsP$slope_ols, geom="histogram",
           fill=I("mediumpurple"), xlim=c(10.5, 13.5)) +
  theme luis()
B <- qplot(slope_LADP$slope_LAD, geom="histogram",
           fill=I("mediumpurple"),xlim=c(10.5, 13.5)) +
  theme luis()
C <- qplot(slope_orrP$slope_orr, geom="histogram",</pre>
           fill=I("mediumpurple"), xlim=c(10.5, 13.5)) +
  theme luis()
var(slope_LADP$slope_LAD)/var(slope_olsP$slope_ols)
[1] 1.53
var(slope_orrP$slope_orr)/var(slope_olsP$slope_ols)
Γ17 0.8
```



CONCLUSION



- We saw a review of linear regression
- How multivariate regression works
- And how OLS is the best of the linear estimators

ACKNOWLEDGEMENTS



Team

- Joshua Pritkin.
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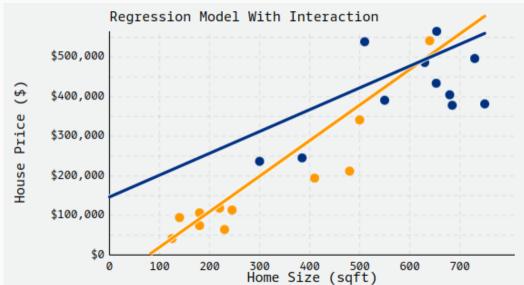
Contact



• THANK YOU

INTERPRETATION 4





WHAT IT MEANS TO BE BEST



Now that we have shown that the OLS estimator is linear and unbiased, we need to prove that it is also the best linear unbiased estimator.

What exactly do we mean by best?

When $\widehat{\beta}$ is a scalar (i.e., there is only one regressor), we consider $\widehat{\beta}$ to be the best among those we are considering (i.e., among all the linear unbiased estimators) if and only if it has the smallest possible variance, that is, if its deviations from the true value β tend to be the smallest on average. Thus, $\widehat{\beta}$ is the best linear unbiased estimator (BLUE) if and only if

$$Var[\widehat{\beta}|X] \leq Var[\widetilde{\beta}|X]$$

for any other linear unbiased estimator $\widetilde{\beta}$.

WHAT IT MEANS TO BE BEST



Since we often deal with more than one regressor, we have to extend this definition to a multivariate context. We do this by requiring that

$$Var[\alpha \widehat{\beta}|X] \leq Var[\alpha \widetilde{\beta}|X]$$

for any 1 \times K constant vector α , any other linear unbiased estimator $\widetilde{\beta}$.

In other words, OLS is BLUE if and only if any linear combination of the regression coefficients is estimated more precisely by OLS than by any other linear unbiased estimator.

WHAT IT MEANS TO BE BEST



Condition (1, previous) is satisfied if and only if

$$Var[\widetilde{\beta}|X] - Var[\widehat{\beta}|X]$$

is a positive semi-definite matrix.

In the next two sections we will derive $Var[\widehat{\beta}|X]$ (the covariance matrix of the OLS estimator), and then we will prove that (2, above) is positive-semidefinite, so that OLS is BLUE.

THE COVARIANCE MATRIX OF THE OLS ESTIMATOR



The conditional covariance matrix of the OLS estimator is

$$Var[\widehat{\beta}|X] = \sigma^2(X'X)^{-1}$$

OLS IS BLUE



Since we are considering the set of linear estimators, we can write any estimator in this set as

$$\widetilde{\beta}$$
 = Cy

where C is a $K \times N$ matrix.

Furthermore, if we define

$$D=C-(X'X)^{-1}X'$$

OLS IS BLUE



then we can write

$$\widetilde{\beta} = Cy$$

$$= Dy + (X'X)^{-1}X'y$$

$$= Dy + \widehat{\beta}$$

It is possible to prove that DX = 0 if $\widetilde{\beta}$ is unbiased.

OLS IS BLUE



By using this result, we can also prove that

$$Var[\widehat{\beta}|X] = Var[\widetilde{\beta}|X] + \sigma^2 DD'$$

As a consequence,

$$Var[\widehat{\beta}|X] - Var[\widetilde{\beta}|X] + \sigma^2 DD'$$

is positive semi-definite because [eq28] is positive semi-definite. This is true for any unbiased linear estimator $widetilde\beta$. Therefore, the OLS estimator is BLUE.

IT HAS THE LEAST VARIANCE, BEST



Thus,

$$b^* = [A + (X'X)^{-1}X'][XB + u]$$
, substituting for (y)
= $B + [A + (X'X)X - 1']u$, because $AX = 0$

Given that u has zero mean and constant variance (= $\sigma^2 I$), we can now find the variance of b* as follows:

$$cov (b^*) = E [A + (X/X)^{-1}X'] uu' [A + (X/X)^{-1}X'] '$$

$$= [A + (X/X)^{-1}X'] E(uu') [A + (X/X)^{-1}X'] '$$

$$= \sigma^2 [AA' + (X/X)^{-1}]$$

$$= \sigma^2 (X/X)^{-1} + AA'\sigma^2$$

$$= var(b) + AA'\sigma^2$$

 shows that the covariance matrix of b* is equal to the covariance matrix of b plus a positive semidefinite matrix

OLS IS UNBIASED



$$b = (X'X)^{-1}X'y$$
= $(X'X)^{-1}X'[XB + u]$, substituting for y
= $(X'X)^{-1}X'XB + (X'X)^{-1}X'u$
= $B + (X'X)^{-1}X'u$

Now,

$$E(b) = B + (X'X)^{-1}X'E(u)$$
$$= B$$

In words, the expected value of b is equal to B, thus proving that b is unbiased. (Recall the definition of unbiased estimator.) Note that E(u|X) = 0 by assumption.