

# Assignment 6

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<https://github.com/lokesh2334/walmart> (<https://github.com/lokesh2334/walmart>)

```
#Loading Packages
```

```
library(mvtnorm)
```

```
## Warning: package 'mvtnorm' was built under R version 3.6.3
```

```
library(dplyr)
```

```
## Warning: package 'dplyr' was built under R version 3.6.3
```

```
##
```

```
## Attaching package: 'dplyr'
```

```
## The following objects are masked from 'package:stats':
```

```
##
```

```
##      filter, lag
```

```
## The following objects are masked from 'package:base':
```

```
##
```

```
##      intersect, setdiff, setequal, union
```

```
library(psych)
```

```
## Warning: package 'psych' was built under R version 3.6.3
```

```
library(lubridate)
```

```
## Warning: package 'lubridate' was built under R version 3.6.3
```

```
##  
## Attaching package: 'lubridate'
```

```
## The following objects are masked from 'package:base':  
##  
##    date, intersect, setdiff, union
```

```
library("plyr")
```

```
## Warning: package 'plyr' was built under R version 3.6.3
```

```
## -----
```

```
## You have loaded plyr after dplyr - this is likely to cause problems.  
## If you need functions from both plyr and dplyr, please load plyr first, then dplyr:  
## library(plyr); library(dplyr)
```

```
## -----
```

```
##  
## Attaching package: 'plyr'
```

```
## The following objects are masked from 'package:dplyr':  
##  
##    arrange, count, desc, failwith, id, mutate, rename, summarise,  
##    summarize
```

```
library("ggplot2")
```

```
## Warning: package 'ggplot2' was built under R version 3.6.3
```

```
##
## Attaching package: 'ggplot2'
```

```
## The following objects are masked from 'package:psych':
##
##      %+, alpha
```

```
library(RColorBrewer)
library("dplyr")
```

```
#Loading Dataset
dataset = read.csv("data.csv", header= T)
head(dataset)
```

	<b>Store</b> <int>	<b>Dept</b> <int>	<b>Date</b> <fctr>	<b>weeklySales</b> <dbl>	<b>isHoliday</b> <fctr>	<b>Type</b> <fctr>	<b>Size</b> <int>	<b>Temperature</b> <dbl>	<b>Fuel_Price</b> <dbl>	
1	1	1	2010-02-05	24924.50	False	A	151315	42.31	2.572	
2	1	1	2010-02-12	46039.49	True	A	151315	38.51	2.548	
3	1	1	2010-02-19	41595.55	False	A	151315	39.93	2.514	
4	1	1	2010-02-26	19403.54	False	A	151315	46.63	2.561	
5	1	1	2010-03-05	21827.90	False	A	151315	46.50	2.625	
6	1	1	2010-03-12	21043.39	False	A	151315	57.79	2.667	

6 rows | 1-10 of 17 columns

*#We can see that there are few null values in the data set for column Markdown 1 - 5. We will also split the data column in 3 as Day, Month and Year.*

```
dataset$Year <- year(ymd(dataset$Date))
dataset$Month <- month(ymd(dataset$Date))
dataset$Day <- day(ymd(dataset$Date))
dataset$Dept = as.factor(dataset$Dept)
dataset$Store = as.factor(dataset$Store)
dataset$MarkDown1[is.na(dataset$MarkDown1)] = 0
dataset$MarkDown2[is.na(dataset$MarkDown2)] = 0
dataset$MarkDown3[is.na(dataset$MarkDown3)] = 0
dataset$MarkDown4[is.na(dataset$MarkDown4)] = 0
dataset$MarkDown5[is.na(dataset$MarkDown5)] = 0
dataset = fastDummies::dummy_cols(dataset, select_columns = "Type")
dataset$IsHoliday[dataset$isHoliday == "False"] = 0
dataset$IsHoliday[dataset$isHoliday == "True"] = 1
head(dataset)
```

Store <fctr>	Dept <fctr>	Date <fctr>	weeklySales <dbl>	isHoliday <fctr>	Type <fctr>	Size <int>	Temperature <dbl>	Fuel_Price <dbl>
1 1	1	2010-02-05	24924.50	False	A	151315	42.31	2.572
2 1	1	2010-02-12	46039.49	True	A	151315	38.51	2.548
3 1	1	2010-02-19	41595.55	False	A	151315	39.93	2.514
4 1	1	2010-02-26	19403.54	False	A	151315	46.63	2.561
5 1	1	2010-03-05	21827.90	False	A	151315	46.50	2.625
6 1	1	2010-03-12	21043.39	False	A	151315	57.79	2.667

6 rows | 1-10 of 24 columns

```
dim(dataset)
```

```
## [1] 421570    23
```

```
names(dataset)
```

```
## [1] "Store"      "Dept"      "Date"      "weeklySales" "isHoliday"
## [6] "Type"      "Size"      "Temperature" "Fuel_Price"  "MarkDown1"
## [11] "MarkDown2" "MarkDown3" "MarkDown4"  "MarkDown5"  "CPI"
## [16] "Unemployment" "Year"      "Month"      "Day"         "Type_A"
## [21] "Type_B"     "Type_C"     "IsHoliday"
```

```
#correlation
```

```
dataset$Dept = as.numeric(as.factor(dataset$Dept))
dataset$Store = as.numeric(as.factor(dataset$Store))
features = c("Store", "Dept", "IsHoliday", "Type_A", "Type_B", "Type_C", "Size", "Temperature", "Fuel_Price", "MarkDown1", "MarkDown2",
"MarkDown3", "MarkDown4", "MarkDown5", "CPI", "Unemployment", "Year", "Month", "Day")
correlation = cor(select(dataset, features))
```

```
## Note: Using an external vector in selections is ambiguous.
## i Use `all_of(features)` instead of `features` to silence this message.
## i See <https://tidyselect.r-lib.org/reference/faq-external-vector.html>.
## This message is displayed once per session.
```

```
dataset_pca = prcomp(select(dataset, features), scale=TRUE)
#dataset_pca
summary(dataset_pca)
```

```
## Importance of components:
##              PC1    PC2    PC3    PC4    PC5    PC6    PC7
## Standard deviation   1.7352 1.5514 1.34652 1.23219 1.1761 1.11613 1.09107
## Proportion of Variance 0.1585 0.1267 0.09543 0.07991 0.0728 0.06557 0.06265
## Cumulative Proportion 0.1585 0.2851 0.38057 0.46048 0.5333 0.59885 0.66150
##              PC8    PC9    PC10   PC11   PC12   PC13   PC14
## Standard deviation   0.99898 0.97748 0.94011 0.90434 0.84491 0.78887 0.7163
## Proportion of Variance 0.05252 0.05029 0.04652 0.04304 0.03757 0.03275 0.0270
## Cumulative Proportion 0.71402 0.76431 0.81083 0.85387 0.89144 0.92420 0.9512
##              PC15   PC16   PC17   PC18   PC19
## Standard deviation   0.66946 0.46495 0.38887 0.33406 3.732e-13
## Proportion of Variance 0.02359 0.01138 0.00796 0.00587 0.000e+00
## Cumulative Proportion 0.97479 0.98617 0.99413 1.00000 1.000e+00
```

```
#Recreating the summary table manually
dataset_eigen = dataset_pca$sdev^2
names(dataset_eigen) <- paste("PC",1:19,sep="")
dataset_eigen
```

```
##          PC1          PC2          PC3          PC4          PC5          PC6
## 3.010800e+00 2.406846e+00 1.813107e+00 1.518282e+00 1.383272e+00 1.245750e+00
##          PC7          PC8          PC9          PC10         PC11         PC12
## 1.190440e+00 9.979596e-01 9.554649e-01 8.838117e-01 8.178357e-01 7.138670e-01
##          PC13          PC14          PC15          PC16          PC17          PC18
## 6.223176e-01 5.130635e-01 4.481826e-01 2.161815e-01 1.512217e-01 1.115972e-01
##          PC19
## 1.393070e-25
```

```
sumlambdas = sum(dataset_eigen)
sumlambdas
```

```
## [1] 19
```

```
propvar = dataset_eigen/sumlambdas
propvar
```

```
##          PC1          PC2          PC3          PC4          PC5          PC6
## 1.584632e-01 1.266761e-01 9.542669e-02 7.990957e-02 7.280377e-02 6.556577e-02
##          PC7          PC8          PC9          PC10         PC11         PC12
## 6.265476e-02 5.252419e-02 5.028763e-02 4.651641e-02 4.304399e-02 3.757195e-02
##          PC13          PC14          PC15          PC16          PC17          PC18
## 3.275356e-02 2.700334e-02 2.358856e-02 1.137797e-02 7.959037e-03 5.873536e-03
##          PC19
## 7.331947e-27
```

```
dataset_cumvar <- cumsum(propvar)
dataset_cumvar
```

```
##      PC1      PC2      PC3      PC4      PC5      PC6      PC7      PC8
## 0.1584632 0.2851393 0.3805660 0.4604755 0.5332793 0.5988451 0.6614998 0.7140240
##      PC9      PC10     PC11     PC12     PC13     PC14     PC15     PC16
## 0.7643117 0.8108281 0.8538720 0.8914440 0.9241976 0.9512009 0.9747895 0.9861674
##      PC17      PC18      PC19
## 0.9941265 1.0000000 1.0000000
```

```
matlambdas <- rbind(dataset_eigen,propvar,dataset_cumvar)
rownames(matlambdas) <- c("Eigenvalues","Prop. variance","Cum. prop. variance")
round(matlambdas,4)
```

```
##      PC1      PC2      PC3      PC4      PC5      PC6      PC7      PC8
## Eigenvalues      3.0108 2.4068 1.8131 1.5183 1.3833 1.2457 1.1904 0.9980
## Prop. variance    0.1585 0.1267 0.0954 0.0799 0.0728 0.0656 0.0627 0.0525
## Cum. prop. variance 0.1585 0.2851 0.3806 0.4605 0.5333 0.5988 0.6615 0.7140
##      PC9      PC10     PC11     PC12     PC13     PC14     PC15     PC16
## Eigenvalues      0.9555 0.8838 0.8178 0.7139 0.6223 0.5131 0.4482 0.2162
## Prop. variance    0.0503 0.0465 0.0430 0.0376 0.0328 0.0270 0.0236 0.0114
## Cum. prop. variance 0.7643 0.8108 0.8539 0.8914 0.9242 0.9512 0.9748 0.9862
##      PC17      PC18      PC19
## Eigenvalues      0.1512 0.1116      0
## Prop. variance    0.0080 0.0059      0
## Cum. prop. variance 0.9941 1.0000      1
```

```
summary(dataset_pca)
```

```
## Importance of components:
##          PC1    PC2    PC3    PC4    PC5    PC6    PC7
## Standard deviation    1.7352 1.5514 1.34652 1.23219 1.1761 1.11613 1.09107
## Proportion of Variance 0.1585 0.1267 0.09543 0.07991 0.0728 0.06557 0.06265
## Cumulative Proportion 0.1585 0.2851 0.38057 0.46048 0.5333 0.59885 0.66150
##          PC8    PC9    PC10    PC11    PC12    PC13    PC14
## Standard deviation    0.99898 0.97748 0.94011 0.90434 0.84491 0.78887 0.7163
## Proportion of Variance 0.05252 0.05029 0.04652 0.04304 0.03757 0.03275 0.0270
## Cumulative Proportion 0.71402 0.76431 0.81083 0.85387 0.89144 0.92420 0.9512
##          PC15    PC16    PC17    PC18    PC19
## Standard deviation    0.66946 0.46495 0.38887 0.33406 3.732e-13
## Proportion of Variance 0.02359 0.01138 0.00796 0.00587 0.000e+00
## Cumulative Proportion 0.97479 0.98617 0.99413 1.00000 1.000e+00
```

```
dataset_pca$rotation
```



##	PC1	PC2	PC3	PC4	PC5
## Store	0.101338347	0.091916309	-0.513516476	0.251997574	-0.001935214
## Dept	-0.004080003	-0.007831044	-0.046139485	0.018866256	0.009505749
## IsHoliday	0.012198689	-0.042117612	0.122765651	0.430598905	0.456416377
## Type_A	-0.269997489	-0.528338823	-0.185112881	-0.009266895	-0.013346619
## Type_B	0.146653872	0.403632005	0.488509836	-0.004351486	-0.076292464
## Type_C	0.210717990	0.223741121	-0.482751803	0.022405038	0.145479166
## Size	-0.300383406	-0.464123852	0.028723361	0.048095997	-0.091823360
## Temperature	0.019910709	0.010812768	-0.218666013	-0.510512052	0.200853851
## Fuel_Price	-0.275443967	0.294661098	-0.203742513	-0.123886920	0.121192144
## Markdown1	-0.453413949	0.200206338	0.005221163	0.109824771	-0.089168444
## Markdown2	-0.141257544	0.020994379	0.103183191	0.347793218	0.162072576
## Markdown3	-0.009497715	-0.034055919	0.081007342	0.226594899	0.487643095
## Markdown4	-0.390865591	0.174396291	0.014503077	0.150090049	-0.149722791
## Markdown5	-0.335044476	0.096936758	-0.035119875	0.004296702	0.144248500
## CPI	-0.056574087	-0.083696668	0.141163027	-0.416193607	0.252065716
## Unemployment	0.171545851	0.020992482	-0.259550101	0.252639451	-0.190136441
## Year	-0.389065387	0.314135135	-0.130186448	-0.141176642	0.137111788
## Month	0.077922298	-0.079345988	0.005109959	-0.088709204	0.432577095
## Day	0.059412275	-0.036413098	0.006627105	-0.008888773	0.283046556
##	PC6	PC7	PC8	PC9	PC10
## Store	0.061086191	-0.078145177	0.0299040623	0.073793008	-0.140951607
## Dept	0.018072337	-0.010273283	-0.9977935984	-0.032181832	0.005984284
## IsHoliday	0.107760643	0.006727446	0.0129311781	0.034867960	0.032563692
## Type_A	-0.050710292	-0.041302498	0.0119666806	0.030914991	-0.012453237
## Type_B	-0.139582813	0.142378737	-0.0274509310	-0.033940176	-0.021877852
## Type_C	0.309772095	-0.161681024	0.0245323503	0.003596134	0.056024880
## Size	-0.185567211	0.086119471	0.0010860492	-0.006638435	-0.008888054
## Temperature	-0.002198471	0.359324120	0.0088510932	-0.219426059	0.195431729
## Fuel_Price	-0.482204934	-0.022570393	-0.0025723236	0.076513162	-0.156817692
## Markdown1	0.222747819	0.188452025	0.0049684296	-0.061031613	0.237184486
## Markdown2	0.073828460	-0.247589409	0.0268547341	-0.612315382	-0.226740528
## Markdown3	-0.098476660	0.133442483	-0.0149225410	0.553249762	0.249596232
## Markdown4	0.322676103	0.224784551	0.0044506178	-0.014085200	0.333798845
## Markdown5	0.089877318	0.089284428	0.0055416453	-0.063043394	-0.243641828
## CPI	0.451357854	-0.274497724	0.0092080205	-0.012353740	0.156274240
## Unemployment	-0.161452270	0.391750111	0.0237151179	-0.217639424	0.292332377
## Year	-0.216978460	-0.214598559	0.0006121195	0.080368012	-0.083162286
## Month	0.046100158	0.535683306	-0.0014352308	-0.217696184	-0.364957414
## Day	-0.378676557	-0.271360815	0.0096460435	-0.381907173	0.567151486

##	PC11	PC12	PC13	PC14	PC15
## Store	0.285937561	-0.098966639	0.035443355	-0.6654692527	-2.861076e-01
## Dept	-0.008419339	0.006238431	0.006405709	-0.0100002378	9.299369e-06
## IsHoliday	-0.350527166	-0.228194058	0.608349231	0.0556684274	-1.623773e-01
## Type_A	-0.040459037	-0.042276585	0.007406043	0.0035649783	1.082941e-02
## Type_B	0.051967567	0.046704622	0.048087260	-0.2557266645	-1.178871e-01
## Type_C	-0.016911522	-0.005388315	-0.090026625	0.4075224935	1.726276e-01
## Size	-0.014953982	0.008268893	0.016888929	-0.1196165401	-2.453827e-03
## Temperature	-0.290872963	0.011021819	-0.066663694	-0.0049459406	-5.871443e-01
## Fuel_Price	-0.224696355	-0.124326140	0.027088672	-0.0677477967	2.147245e-01
## Markdown1	0.071395327	-0.148722198	-0.054028221	-0.0292195316	3.925485e-02
## Markdown2	-0.264198371	0.143078463	-0.467690896	-0.0664937901	-1.026669e-01
## Markdown3	0.002401877	0.273300215	-0.477165739	-0.0470998594	-4.538315e-02
## Markdown4	0.083847097	-0.241194449	-0.081107535	-0.0008326417	1.811359e-02
## Markdown5	0.408496632	0.641238287	0.314421877	0.2082893346	-1.865270e-01
## CPI	-0.126280354	0.212472767	0.122309601	-0.4708447432	3.336853e-01
## Unemployment	-0.283622099	0.452012463	0.159435076	-0.1608653752	3.697968e-01
## Year	-0.146334233	-0.002483245	0.060832279	-0.0365537208	1.125417e-01
## Month	0.277924550	-0.269961065	-0.082262970	-0.0517141279	3.823286e-01
## Day	0.459901246	-0.097265167	0.083972506	0.0329275677	3.020507e-02
##	PC16	PC17	PC18	PC19	
## Store	-0.0201653518	0.0064646965	-0.0080510752	-7.788021e-14	
## Dept	-0.0002017792	-0.0005154555	0.0001926768	4.343564e-15	
## IsHoliday	-0.0208226765	0.0002087695	0.0156194400	6.273852e-16	
## Type_A	0.4125947234	-0.0208444350	0.0374472527	-6.574321e-01	
## Type_B	-0.1733601306	0.0108628680	-0.0403525786	-6.408318e-01	
## Type_C	-0.4040517639	0.0170102351	0.0031287872	-3.963807e-01	
## Size	-0.7802905632	0.0456654150	-0.1224051099	9.108548e-16	
## Temperature	-0.0268032451	0.0109099849	-0.0198922461	3.097591e-16	
## Fuel_Price	-0.0677427660	-0.4165298231	0.4547674844	3.375827e-16	
## Markdown1	-0.0038527297	0.5679082814	0.4838312343	-4.412066e-16	
## Markdown2	0.0126969980	-0.0605410731	0.0110476373	3.074830e-17	
## Markdown3	0.0133030849	0.0070851851	0.0066958749	-1.055134e-16	
## Markdown4	0.0319323891	-0.5663149078	-0.3339511006	2.342835e-16	
## Markdown5	0.0018146579	-0.1332996200	0.0632993671	-3.597752e-17	
## CPI	-0.0591193049	-0.0919004682	0.0913705932	-2.443829e-16	
## Unemployment	0.0837632981	0.0505364259	-0.0865456794	-1.651853e-16	
## Year	0.0917821075	0.3792262438	-0.6296045956	7.958731e-16	
## Month	0.0329757944	0.0609653457	-0.1113671062	5.321175e-16	
## Day	0.0073597391	-0.0130023773	0.0050564269	-8.880060e-16	

```
print(dataset_pca)
```

```

## Standard deviations (1, .., p=19):
## [1] 1.735166e+00 1.551401e+00 1.346517e+00 1.232186e+00 1.176126e+00
## [6] 1.116132e+00 1.091073e+00 9.989793e-01 9.774789e-01 9.401126e-01
## [11] 9.043427e-01 8.449065e-01 7.888711e-01 7.162845e-01 6.694644e-01
## [16] 4.649532e-01 3.888724e-01 3.340617e-01 3.732385e-13
##
## Rotation (n x k) = (19 x 19):
##
##          PC1          PC2          PC3          PC4          PC5
## Store      0.101338347  0.091916309 -0.513516476  0.251997574 -0.001935214
## Dept       -0.004080003 -0.007831044 -0.046139485  0.018866256  0.009505749
## IsHoliday   0.012198689 -0.042117612  0.122765651  0.430598905  0.456416377
## Type_A     -0.269997489 -0.528338823 -0.185112881 -0.009266895 -0.013346619
## Type_B      0.146653872  0.403632005  0.488509836 -0.004351486 -0.076292464
## Type_C      0.210717990  0.223741121 -0.482751803  0.022405038  0.145479166
## Size       -0.300383406 -0.464123852  0.028723361  0.048095997 -0.091823360
## Temperature 0.019910709  0.010812768 -0.218666013 -0.510512052  0.200853851
## Fuel_Price -0.275443967  0.294661098 -0.203742513 -0.123886920  0.121192144
## Markdown1  -0.453413949  0.200206338  0.005221163  0.109824771 -0.089168444
## Markdown2  -0.141257544  0.020994379  0.103183191  0.347793218  0.162072576
## Markdown3  -0.009497715 -0.034055919  0.081007342  0.226594899  0.487643095
## Markdown4  -0.390865591  0.174396291  0.014503077  0.150090049 -0.149722791
## Markdown5  -0.335044476  0.096936758 -0.035119875  0.004296702  0.144248500
## CPI        -0.056574087 -0.083696668  0.141163027 -0.416193607  0.252065716
## Unemployment 0.171545851  0.020992482 -0.259550101  0.252639451 -0.190136441
## Year       -0.389065387  0.314135135 -0.130186448 -0.141176642  0.137111788
## Month       0.077922298 -0.079345988  0.005109959 -0.088709204  0.432577095
## Day        0.059412275 -0.036413098  0.006627105 -0.008888773  0.283046556
##
##          PC6          PC7          PC8          PC9          PC10
## Store      0.061086191 -0.078145177  0.0299040623  0.073793008 -0.140951607
## Dept       0.018072337 -0.010273283 -0.9977935984 -0.032181832  0.005984284
## IsHoliday   0.107760643  0.006727446  0.0129311781  0.034867960  0.032563692
## Type_A     -0.050710292 -0.041302498  0.0119666806  0.030914991 -0.012453237
## Type_B     -0.139582813  0.142378737 -0.0274509310 -0.033940176 -0.021877852
## Type_C      0.309772095 -0.161681024  0.0245323503  0.003596134  0.056024880
## Size       -0.185567211  0.086119471  0.0010860492 -0.006638435 -0.008888054
## Temperature -0.002198471  0.359324120  0.0088510932 -0.219426059  0.195431729
## Fuel_Price -0.482204934 -0.022570393 -0.0025723236  0.076513162 -0.156817692
## Markdown1   0.222747819  0.188452025  0.0049684296 -0.061031613  0.237184486
## Markdown2   0.073828460 -0.247589409  0.0268547341 -0.612315382 -0.226740528
## Markdown3  -0.098476660  0.133442483 -0.0149225410  0.553249762  0.249596232

```

## Markdown4	0.322676103	0.224784551	0.0044506178	-0.014085200	0.333798845
## Markdown5	0.089877318	0.089284428	0.0055416453	-0.063043394	-0.243641828
## CPI	0.451357854	-0.274497724	0.0092080205	-0.012353740	0.156274240
## Unemployment	-0.161452270	0.391750111	0.0237151179	-0.217639424	0.292332377
## Year	-0.216978460	-0.214598559	0.0006121195	0.080368012	-0.083162286
## Month	0.046100158	0.535683306	-0.0014352308	-0.217696184	-0.364957414
## Day	-0.378676557	-0.271360815	0.0096460435	-0.381907173	0.567151486
##	PC11	PC12	PC13	PC14	PC15
## Store	0.285937561	-0.098966639	0.035443355	-0.6654692527	-2.861076e-01
## Dept	-0.008419339	0.006238431	0.006405709	-0.0100002378	9.299369e-06
## IsHoliday	-0.350527166	-0.228194058	0.608349231	0.0556684274	-1.623773e-01
## Type_A	-0.040459037	-0.042276585	0.007406043	0.0035649783	1.082941e-02
## Type_B	0.051967567	0.046704622	0.048087260	-0.2557266645	-1.178871e-01
## Type_C	-0.016911522	-0.005388315	-0.090026625	0.4075224935	1.726276e-01
## Size	-0.014953982	0.008268893	0.016888929	-0.1196165401	-2.453827e-03
## Temperature	-0.290872963	0.011021819	-0.066663694	-0.0049459406	-5.871443e-01
## Fuel_Price	-0.224696355	-0.124326140	0.027088672	-0.0677477967	2.147245e-01
## Markdown1	0.071395327	-0.148722198	-0.054028221	-0.0292195316	3.925485e-02
## Markdown2	-0.264198371	0.143078463	-0.467690896	-0.0664937901	-1.026669e-01
## Markdown3	0.002401877	0.273300215	-0.477165739	-0.0470998594	-4.538315e-02
## Markdown4	0.083847097	-0.241194449	-0.081107535	-0.0008326417	1.811359e-02
## Markdown5	0.408496632	0.641238287	0.314421877	0.2082893346	-1.865270e-01
## CPI	-0.126280354	0.212472767	0.122309601	-0.4708447432	3.336853e-01
## Unemployment	-0.283622099	0.452012463	0.159435076	-0.1608653752	3.697968e-01
## Year	-0.146334233	-0.002483245	0.060832279	-0.0365537208	1.125417e-01
## Month	0.277924550	-0.269961065	-0.082262970	-0.0517141279	3.823286e-01
## Day	0.459901246	-0.097265167	0.083972506	0.0329275677	3.020507e-02
##	PC16	PC17	PC18	PC19	
## Store	-0.0201653518	0.0064646965	-0.0080510752	-7.788021e-14	
## Dept	-0.0002017792	-0.0005154555	0.0001926768	4.343564e-15	
## IsHoliday	-0.0208226765	0.0002087695	0.0156194400	6.273852e-16	
## Type_A	0.4125947234	-0.0208444350	0.0374472527	-6.574321e-01	
## Type_B	-0.1733601306	0.0108628680	-0.0403525786	-6.408318e-01	
## Type_C	-0.4040517639	0.0170102351	0.0031287872	-3.963807e-01	
## Size	-0.7802905632	0.0456654150	-0.1224051099	9.108548e-16	
## Temperature	-0.0268032451	0.0109099849	-0.0198922461	3.097591e-16	
## Fuel_Price	-0.0677427660	-0.4165298231	0.4547674844	3.375827e-16	
## Markdown1	-0.0038527297	0.5679082814	0.4838312343	-4.412066e-16	
## Markdown2	0.0126969980	-0.0605410731	0.0110476373	3.074830e-17	
## Markdown3	0.0133030849	0.0070851851	0.0066958749	-1.055134e-16	
## Markdown4	0.0319323891	-0.5663149078	-0.3339511006	2.342835e-16	

```
## Markdown5      0.0018146579 -0.1332996200  0.0632993671 -3.597752e-17
## CPI            -0.0591193049 -0.0919004682  0.0913705932 -2.443829e-16
## Unemployment   0.0837632981  0.0505364259 -0.0865456794 -1.651853e-16
## Year           0.0917821075  0.3792262438 -0.6296045956  7.958731e-16
## Month          0.0329757944  0.0609653457 -0.1113671062  5.321175e-16
## Day            0.0073597391 -0.0130023773  0.0050564269 -8.880060e-16
```

*#1st Option Based on rotating components that account for 70% to 90% of the variance, we need to retain PC1 to PC8 or PC1 to PC12.*

*#2nd Option Based on the rule of sum to choose all components with eigen values larger than 0.7, we need to retain PC1 to PC 12.*

*dataset\_pca\$x[1:10,] #Printing just first 10 rows*

```

##          PC1          PC2          PC3          PC4          PC5          PC6
## [1,] 0.4762275 -2.155530 1.2995075 -0.13207252 -1.4722427 1.4704239
## [2,] 0.5815413 -2.367293 1.8410605 1.65458065 0.4919413 1.6163298
## [3,] 0.6032438 -2.252848 1.3647845 -0.06680457 -1.0595536 0.9282895
## [4,] 0.6297072 -2.247900 1.2698933 -0.27234587 -0.7476421 0.5755958
## [5,] 0.4725706 -2.144022 1.2287826 -0.29239263 -1.2776023 1.4313256
## [6,] 0.5069916 -2.139597 1.0817072 -0.62360266 -0.9170382 1.0833433
## [7,] 0.5194372 -2.136185 1.1009098 -0.55444646 -0.7126955 0.7232671
## [8,] 0.5566463 -2.159004 1.1372651 -0.47607994 -0.5185284 0.4059242
## [9,] 0.4101165 -2.088581 1.0389944 -0.81327720 -1.0176861 1.4942992
## [10,] 0.4311499 -2.082398 0.9783668 -0.93141161 -0.7400460 1.1351404
##          PC7          PC8          PC9          PC10          PC11          PC12
## [1,] -0.78175503 1.517000 0.803643335 0.2936406 -0.86119789 0.91894907
## [2,] -1.04630708 1.573621 0.675724957 0.8430380 -1.79280253 -0.04605606
## [3,] -1.26060966 1.531656 0.211408772 1.1961081 -0.06032684 0.77873868
## [4,] -1.34963676 1.542328 -0.165851845 1.7046702 0.17867363 0.69238249
## [5,] -0.53936083 1.518330 0.695446645 0.2083848 -0.86835974 0.82521981
## [6,] -0.53873896 1.531232 0.262756625 0.7672820 -0.69928064 0.74296169
## [7,] -0.81971541 1.537070 0.004431876 1.1680283 -0.30633666 0.64799703
## [8,] -1.09688701 1.543168 -0.261675886 1.5835146 0.10554318 0.56402050
## [9,] -0.03759353 1.517703 0.622296294 -0.0124714 -1.18792819 0.68408434
## [10,] -0.18579445 1.526807 0.282766535 0.4608660 -0.90111627 0.59354787
##          PC13          PC14          PC15          PC16          PC17          PC18
## [1,] -0.09892970 0.7957933 0.505620605 0.4414650 0.03109857 0.14030646
## [2,] 2.35967368 1.0426034 0.005815657 0.3747792 0.04073010 0.18605680
## [3,] 0.04114778 0.8553459 0.604158730 0.4649718 0.06113238 0.09388361
## [4,] 0.08695932 0.8725698 0.437341579 0.4541327 0.01192909 0.13738963
## [5,] -0.13551149 0.7678422 0.517133314 0.4373313 0.00363176 0.15460898
## [6,] -0.10658184 0.7845742 0.201888214 0.4205620 -0.03831487 0.18820651
## [7,] -0.02521556 0.8059192 0.351621565 0.4235300 -0.09837063 0.24789319
## [8,] 0.05333761 0.8336925 0.479330595 0.4324884 -0.12105686 0.26675263
## [9,] -0.26824140 0.7545915 0.103118378 0.3955795 -0.05602001 0.20737021
## [10,] -0.21166763 0.7748007 0.035213124 0.3890123 -0.11016096 0.25766482
##          PC19
## [1,] -2.406775e-13
## [2,] -2.390275e-13
## [3,] -2.421816e-13
## [4,] -2.427448e-13
## [5,] -2.404056e-13
## [6,] -2.408954e-13

```

```
## [7,] -2.416194e-13
## [8,] -2.423720e-13
## [9,] -2.395735e-13
## [10,] -2.401845e-13
```

```
weeklySales <- data.frame(WeeklySales=dataset$weeklySales)
dataset2_pca <- cbind(weeklySales, dataset_pca$x)
dataset2_pca[1:10,]
```

	<b>WeeklySales</b> <dbl>	<b>PC1</b> <dbl>	<b>PC2</b> <dbl>	<b>PC3</b> <dbl>	<b>PC4</b> <dbl>	<b>PC5</b> <dbl>	<b>PC6</b> <dbl>	<b>PC7</b> <dbl>
1	24924.50	0.4762275	-2.155530	1.2995075	-0.13207252	-1.4722427	1.4704239	-0.78175503
2	46039.49	0.5815413	-2.367293	1.8410605	1.65458065	0.4919413	1.6163298	-1.04630708
3	41595.55	0.6032438	-2.252848	1.3647845	-0.06680457	-1.0595536	0.9282895	-1.26060966
4	19403.54	0.6297072	-2.247900	1.2698933	-0.27234587	-0.7476421	0.5755958	-1.34963676
5	21827.90	0.4725706	-2.144022	1.2287826	-0.29239263	-1.2776023	1.4313256	-0.53936083
6	21043.39	0.5069916	-2.139597	1.0817072	-0.62360266	-0.9170382	1.0833433	-0.53873896
7	22136.64	0.5194372	-2.136185	1.1009098	-0.55444646	-0.7126955	0.7232671	-0.81971541
8	26229.21	0.5566463	-2.159004	1.1372651	-0.47607994	-0.5185284	0.4059242	-1.09688701
9	57258.43	0.4101165	-2.088581	1.0389944	-0.81327720	-1.0176861	1.4942992	-0.03759353
10	42960.91	0.4311499	-2.082398	0.9783668	-0.93141161	-0.7400460	1.1351404	-0.18579445

1-10 of 10 rows | 1-9 of 21 columns

```
#tabmeansPC <- aggregate(dataset2_pca[,2:13],by=List(weeklySales=dataset$weeklySales),mean)
#tabmeansPC
```

```
#tabmeansPC <- tabmeansPC[rev(order(tabmeansPC$weeklySales)),]
#tabmeansPC
```



```
eigvec.dataset<-dataset_pca$rotation  
print(eigvec.dataset)
```

##	PC1	PC2	PC3	PC4	PC5
## Store	0.101338347	0.091916309	-0.513516476	0.251997574	-0.001935214
## Dept	-0.004080003	-0.007831044	-0.046139485	0.018866256	0.009505749
## IsHoliday	0.012198689	-0.042117612	0.122765651	0.430598905	0.456416377
## Type_A	-0.269997489	-0.528338823	-0.185112881	-0.009266895	-0.013346619
## Type_B	0.146653872	0.403632005	0.488509836	-0.004351486	-0.076292464
## Type_C	0.210717990	0.223741121	-0.482751803	0.022405038	0.145479166
## Size	-0.300383406	-0.464123852	0.028723361	0.048095997	-0.091823360
## Temperature	0.019910709	0.010812768	-0.218666013	-0.510512052	0.200853851
## Fuel_Price	-0.275443967	0.294661098	-0.203742513	-0.123886920	0.121192144
## Markdown1	-0.453413949	0.200206338	0.005221163	0.109824771	-0.089168444
## Markdown2	-0.141257544	0.020994379	0.103183191	0.347793218	0.162072576
## Markdown3	-0.009497715	-0.034055919	0.081007342	0.226594899	0.487643095
## Markdown4	-0.390865591	0.174396291	0.014503077	0.150090049	-0.149722791
## Markdown5	-0.335044476	0.096936758	-0.035119875	0.004296702	0.144248500
## CPI	-0.056574087	-0.083696668	0.141163027	-0.416193607	0.252065716
## Unemployment	0.171545851	0.020992482	-0.259550101	0.252639451	-0.190136441
## Year	-0.389065387	0.314135135	-0.130186448	-0.141176642	0.137111788
## Month	0.077922298	-0.079345988	0.005109959	-0.088709204	0.432577095
## Day	0.059412275	-0.036413098	0.006627105	-0.008888773	0.283046556
##	PC6	PC7	PC8	PC9	PC10
## Store	0.061086191	-0.078145177	0.0299040623	0.073793008	-0.140951607
## Dept	0.018072337	-0.010273283	-0.9977935984	-0.032181832	0.005984284
## IsHoliday	0.107760643	0.006727446	0.0129311781	0.034867960	0.032563692
## Type_A	-0.050710292	-0.041302498	0.0119666806	0.030914991	-0.012453237
## Type_B	-0.139582813	0.142378737	-0.0274509310	-0.033940176	-0.021877852
## Type_C	0.309772095	-0.161681024	0.0245323503	0.003596134	0.056024880
## Size	-0.185567211	0.086119471	0.0010860492	-0.006638435	-0.008888054
## Temperature	-0.002198471	0.359324120	0.0088510932	-0.219426059	0.195431729
## Fuel_Price	-0.482204934	-0.022570393	-0.0025723236	0.076513162	-0.156817692
## Markdown1	0.222747819	0.188452025	0.0049684296	-0.061031613	0.237184486
## Markdown2	0.073828460	-0.247589409	0.0268547341	-0.612315382	-0.226740528
## Markdown3	-0.098476660	0.133442483	-0.0149225410	0.553249762	0.249596232
## Markdown4	0.322676103	0.224784551	0.0044506178	-0.014085200	0.333798845
## Markdown5	0.089877318	0.089284428	0.0055416453	-0.063043394	-0.243641828
## CPI	0.451357854	-0.274497724	0.0092080205	-0.012353740	0.156274240
## Unemployment	-0.161452270	0.391750111	0.0237151179	-0.217639424	0.292332377
## Year	-0.216978460	-0.214598559	0.0006121195	0.080368012	-0.083162286
## Month	0.046100158	0.535683306	-0.0014352308	-0.217696184	-0.364957414
## Day	-0.378676557	-0.271360815	0.0096460435	-0.381907173	0.567151486

##	PC11	PC12	PC13	PC14	PC15
## Store	0.285937561	-0.098966639	0.035443355	-0.6654692527	-2.861076e-01
## Dept	-0.008419339	0.006238431	0.006405709	-0.0100002378	9.299369e-06
## IsHoliday	-0.350527166	-0.228194058	0.608349231	0.0556684274	-1.623773e-01
## Type_A	-0.040459037	-0.042276585	0.007406043	0.0035649783	1.082941e-02
## Type_B	0.051967567	0.046704622	0.048087260	-0.2557266645	-1.178871e-01
## Type_C	-0.016911522	-0.005388315	-0.090026625	0.4075224935	1.726276e-01
## Size	-0.014953982	0.008268893	0.016888929	-0.1196165401	-2.453827e-03
## Temperature	-0.290872963	0.011021819	-0.066663694	-0.0049459406	-5.871443e-01
## Fuel_Price	-0.224696355	-0.124326140	0.027088672	-0.0677477967	2.147245e-01
## Markdown1	0.071395327	-0.148722198	-0.054028221	-0.0292195316	3.925485e-02
## Markdown2	-0.264198371	0.143078463	-0.467690896	-0.0664937901	-1.026669e-01
## Markdown3	0.002401877	0.273300215	-0.477165739	-0.0470998594	-4.538315e-02
## Markdown4	0.083847097	-0.241194449	-0.081107535	-0.0008326417	1.811359e-02
## Markdown5	0.408496632	0.641238287	0.314421877	0.2082893346	-1.865270e-01
## CPI	-0.126280354	0.212472767	0.122309601	-0.4708447432	3.336853e-01
## Unemployment	-0.283622099	0.452012463	0.159435076	-0.1608653752	3.697968e-01
## Year	-0.146334233	-0.002483245	0.060832279	-0.0365537208	1.125417e-01
## Month	0.277924550	-0.269961065	-0.082262970	-0.0517141279	3.823286e-01
## Day	0.459901246	-0.097265167	0.083972506	0.0329275677	3.020507e-02
##	PC16	PC17	PC18	PC19	
## Store	-0.0201653518	0.0064646965	-0.0080510752	-7.788021e-14	
## Dept	-0.0002017792	-0.0005154555	0.0001926768	4.343564e-15	
## IsHoliday	-0.0208226765	0.0002087695	0.0156194400	6.273852e-16	
## Type_A	0.4125947234	-0.0208444350	0.0374472527	-6.574321e-01	
## Type_B	-0.1733601306	0.0108628680	-0.0403525786	-6.408318e-01	
## Type_C	-0.4040517639	0.0170102351	0.0031287872	-3.963807e-01	
## Size	-0.7802905632	0.0456654150	-0.1224051099	9.108548e-16	
## Temperature	-0.0268032451	0.0109099849	-0.0198922461	3.097591e-16	
## Fuel_Price	-0.0677427660	-0.4165298231	0.4547674844	3.375827e-16	
## Markdown1	-0.0038527297	0.5679082814	0.4838312343	-4.412066e-16	
## Markdown2	0.0126969980	-0.0605410731	0.0110476373	3.074830e-17	
## Markdown3	0.0133030849	0.0070851851	0.0066958749	-1.055134e-16	
## Markdown4	0.0319323891	-0.5663149078	-0.3339511006	2.342835e-16	
## Markdown5	0.0018146579	-0.1332996200	0.0632993671	-3.597752e-17	
## CPI	-0.0591193049	-0.0919004682	0.0913705932	-2.443829e-16	
## Unemployment	0.0837632981	0.0505364259	-0.0865456794	-1.651853e-16	
## Year	0.0917821075	0.3792262438	-0.6296045956	7.958731e-16	
## Month	0.0329757944	0.0609653457	-0.1113671062	5.321175e-16	
## Day	0.0073597391	-0.0130023773	0.0050564269	-8.880060e-16	

```
# Taking the first three PCs to generate linear combinations for all the variables with three factors
pcafactors.dataset <- eigvec.dataset[,1:3]
pcafactors.dataset
```

##	PC1	PC2	PC3
## Store	0.101338347	0.091916309	-0.513516476
## Dept	-0.004080003	-0.007831044	-0.046139485
## IsHoliday	0.012198689	-0.042117612	0.122765651
## Type_A	-0.269997489	-0.528338823	-0.185112881
## Type_B	0.146653872	0.403632005	0.488509836
## Type_C	0.210717990	0.223741121	-0.482751803
## Size	-0.300383406	-0.464123852	0.028723361
## Temperature	0.019910709	0.010812768	-0.218666013
## Fuel_Price	-0.275443967	0.294661098	-0.203742513
## Markdown1	-0.453413949	0.200206338	0.005221163
## Markdown2	-0.141257544	0.020994379	0.103183191
## Markdown3	-0.009497715	-0.034055919	0.081007342
## Markdown4	-0.390865591	0.174396291	0.014503077
## Markdown5	-0.335044476	0.096936758	-0.035119875
## CPI	-0.056574087	-0.083696668	0.141163027
## Unemployment	0.171545851	0.020992482	-0.259550101
## Year	-0.389065387	0.314135135	-0.130186448
## Month	0.077922298	-0.079345988	0.005109959
## Day	0.059412275	-0.036413098	0.006627105

```
# Multiplying each column of the eigenvector's matrix by the square-root of the corresponding eigenvalue in order to get the factor loadings
unrot.fact.dataset <- sweep(pcafactors.dataset,MARGIN=2,dataset_pca$sdev[1:3],`*`)
unrot.fact.dataset
```

```
##          PC1          PC2          PC3
## Store      0.175838825  0.14259909 -0.691458506
## Dept      -0.007079482 -0.01214909 -0.062127586
## IsHoliday   0.021166747 -0.06534132  0.165305998
## Type_A     -0.468490387 -0.81966556 -0.249257584
## Type_B      0.254468772  0.62619524  0.657786648
## Type_C      0.365630632  0.34711228 -0.650033361
## Size       -0.521214989 -0.72004237  0.038676485
## Temperature  0.034548379  0.01677494 -0.294437436
## Fuel_Price -0.477940930  0.45713763 -0.274342695
## Markdown1  -0.786748341  0.31060038  0.007030383
## Markdown2  -0.245105248  0.03257071  0.138937890
## Markdown3  -0.016480109 -0.05283440  0.109077738
## Markdown4  -0.678216576  0.27055864  0.019528636
## Markdown5  -0.581357690  0.15038782 -0.047289498
## CPI        -0.098165416 -0.12984712  0.190078372
## Unemployment 0.297660481  0.03256776 -0.349488544
## Year       -0.675092922  0.48734967 -0.175298225
## Month       0.135208101 -0.12309747  0.006880645
## Day        0.103090143 -0.05649133  0.008923507
```

```
# Computing communalities
communalities.dataset <- rowSums(unrot.fact.dataset^2)
communalities.dataset
```

```
##      Store      Dept  IsHoliday  Type_A  Type_B  Type_C
## 0.529368657 0.004057557 0.032043592 0.953464223 0.889558106 0.676716062
##      Size Temperature  Fuel_Price  Markdown1  Markdown2  Markdown3
## 0.791621953 0.088168393 0.512666256 0.715494977 0.080441171 0.014961020
##  Markdown4  Markdown5      CPI Unemployment      Year      Month
## 0.533561069 0.362829556 0.062626512 0.211804663 0.723989625 0.033481562
##      Day
## 0.013898477
```

```
# Performing the varimax rotation. The default in the varimax function is norm=TRUE thus, Kaiser normalization is carried out
rot.fact.dataset <- varimax(unrot.fact.dataset)
rot.fact.dataset
```

```
## $loadings
##
## Loadings:
##          PC1    PC2    PC3
## Store          -0.725
## Dept
## IsHoliday          0.167
## Type_A          -0.972
## Type_B           0.859  0.388
## Type_C           0.223 -0.785
## Size            -0.813  0.350
## Temperature      -0.288
## Fuel_Price    -0.659    -0.270
## Markdown1     -0.835     0.103
## Markdown2     -0.219     0.177
## Markdown3          0.120
## Markdown4     -0.720     0.101
## Markdown5     -0.581 -0.150
## CPI              0.235
## Unemployment   0.217    -0.404
## Year          -0.838    -0.140
## Month          0.178
## Day            0.118
##
##          PC1    PC2    PC3
## SS loadings  2.858 2.454 1.919
## Proportion Var 0.150 0.129 0.101
## Cumulative Var 0.150 0.280 0.381
##
## $rotmat
##          [,1]    [,2]    [,3]
## [1,]  0.86667124 0.4429721 -0.2294705
## [2,] -0.49390610 0.8266632 -0.2696012
## [3,]  0.07026897 0.3469924  0.9352318
```

```
# The print method of varimax omits loadings less than abs(0.1). In order to display all the loadings, it is necessary to ask explicitly the contents of the object $loadings
fact.load.dataset <- rot.fact.dataset$loadings[1:7,1:3]
fact.load.dataset
```

```
##              PC1      PC2      PC3
## Store      0.033375818 -0.04415777 -0.72546868
## Dept      -0.004500715 -0.03473702 -0.05320375
## IsHoliday  0.062232970  0.01272095  0.16735838
## Type_A    -0.018704397 -0.97160599  0.09537388
## Type_B    -0.042518892  0.85862209  0.38796695
## Type_C     0.099763507  0.22335243 -0.78541517
## Size     -0.093370964 -0.81269574  0.34989919
```

```
# Computing the rotated factor scores
scale.dataset <- scale(select(dataset,features))
scale.dataset[1:10,]
```

```
##      Store      Dept IsHoliday   Type_A   Type_B   Type_C      Size
## [1,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [2,] -1.658197 -1.560343  3.6349564 0.9779769 -0.7959371 -0.3352624 0.2392087
## [3,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [4,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [5,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [6,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [7,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [8,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [9,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [10,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
##      Temperature Fuel_Price  Markdown1  Markdown2  Markdown3  Markdown4
## [1,]  -0.9637969  -1.720832  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [2,]  -1.1697821  -1.773175  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [3,]  -1.0928087  -1.847328  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [4,]  -0.7296243  -1.744823  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [5,]  -0.7366712  -1.605241  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [6,]  -0.1246784  -1.513641  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [7,]  -0.2986817  -1.398051  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [8,]  -0.4683484  -1.371879  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [9,]   0.1181672  -1.400232  -0.4279428  -0.1730687  -0.08466239 -0.2781163
## [10,]  0.3127690  -1.289003  -0.4279428  -0.1730687  -0.08466239 -0.2781163
##      Markdown5      CPI Unemployment      Year      Month      Day
## [1,] -0.3951803  1.018773   0.07820083 -1.215485 -1.3719433 -1.2192919
## [2,] -0.3951803  1.022497   0.07820083 -1.215485 -1.3719433 -0.4196162
## [3,] -0.3951803  1.023696   0.07820083 -1.215485 -1.3719433  0.3800594
## [4,] -0.3951803  1.024475   0.07820083 -1.215485 -1.3719433  1.1797350
## [5,] -0.3951803  1.025254   0.07820083 -1.215485 -1.0636075 -1.2192919
## [6,] -0.3951803  1.026033   0.07820083 -1.215485 -1.0636075 -0.4196162
## [7,] -0.3951803  1.021819   0.07820083 -1.215485 -1.0636075  0.3800594
## [8,] -0.3951803  1.016773   0.07820083 -1.215485 -1.0636075  1.1797350
## [9,] -0.3951803  1.011727  -0.08173081 -1.215485 -0.7552717 -1.5620100
## [10,] -0.3951803  1.006681  -0.08173081 -1.215485 -0.7552717 -0.7623344
```

```
print(head(as.matrix(scale.dataset)))
```



```
##      Store      Dept IsHoliday   Type_A   Type_B   Type_C   Size
## [1,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [2,] -1.658197 -1.560343  3.6349564 0.9779769 -0.7959371 -0.3352624 0.2392087
## [3,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [4,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [5,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
## [6,] -1.658197 -1.560343 -0.2751058 0.9779769 -0.7959371 -0.3352624 0.2392087
##      Temperature Fuel_Price  Markdown1  Markdown2  Markdown3  Markdown4
## [1,]   -0.9637969   -1.720832  -0.4279428  -0.1730687  -0.08466239  -0.2781163
## [2,]   -1.1697821   -1.773175  -0.4279428  -0.1730687  -0.08466239  -0.2781163
## [3,]   -1.0928087   -1.847328  -0.4279428  -0.1730687  -0.08466239  -0.2781163
## [4,]   -0.7296243   -1.744823  -0.4279428  -0.1730687  -0.08466239  -0.2781163
## [5,]   -0.7366712   -1.605241  -0.4279428  -0.1730687  -0.08466239  -0.2781163
## [6,]   -0.1246784   -1.513641  -0.4279428  -0.1730687  -0.08466239  -0.2781163
##      Markdown5      CPI Unemployment      Year      Month      Day
## [1,]  -0.3951803  1.018773   0.07820083  -1.215485  -1.371943  -1.2192919
## [2,]  -0.3951803  1.022497   0.07820083  -1.215485  -1.371943  -0.4196162
## [3,]  -0.3951803  1.023696   0.07820083  -1.215485  -1.371943   0.3800594
## [4,]  -0.3951803  1.024475   0.07820083  -1.215485  -1.371943   1.1797350
## [5,]  -0.3951803  1.025254   0.07820083  -1.215485  -1.063607  -1.2192919
## [6,]  -0.3951803  1.026033   0.07820083  -1.215485  -1.063607  -0.4196162
```

```
solve(t(fact.load.dataset)%*%fact.load.dataset)
```

```
##      PC1      PC2      PC3
## PC1 97.721586 -2.5263148  9.270060
## PC2 -2.526315  0.4869228 -0.186569
## PC3  9.270060 -0.1865690  1.572842
```

```
fit.pc <- principal((select(dataset,features)), nfactors=3, rotate="varimax")
```

[illegible]

```
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.

## Warning in pchisq(df = result$ddf, ncp = x, q = result$STATISTIC):
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.
```

```
## Warning in pchisq(df = result$dof, ncp = x, q = result$STATISTIC):  
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.  
  
## Warning in pchisq(df = result$dof, ncp = x, q = result$STATISTIC):  
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.  
  
## Warning in pchisq(df = result$dof, ncp = x, q = result$STATISTIC):  
## pnchisq(x=1.41338e+07, ..): not converged in 1000000 iter.
```

fit.pc

```

## Principal Components Analysis
## Call: principal(r = (select(dataset, features)), nfactors = 3, rotate = "varimax")
## Standardized loadings (pattern matrix) based upon correlation matrix
##
##      RC1   RC2   RC3   h2   u2 com
## Store    -0.03  0.04  0.73 0.5294 0.471 1.0
## Dept      0.00  0.03  0.05 0.0041 0.996 1.7
## IsHoliday -0.06 -0.01 -0.17 0.0320 0.968 1.3
## Type_A    0.02  0.97 -0.10 0.9535 0.047 1.0
## Type_B    0.04 -0.86 -0.39 0.8896 0.110 1.4
## Type_C   -0.10 -0.22  0.79 0.6767 0.323 1.2
## Size      0.09  0.81 -0.35 0.7916 0.208 1.4
## Temperature 0.00  0.07  0.29 0.0882 0.912 1.1
## Fuel_Price 0.66 -0.07  0.27 0.5127 0.487 1.4
## Markdown1  0.83  0.09 -0.10 0.7155 0.285 1.1
## Markdown2  0.22  0.03 -0.18 0.0804 0.920 2.0
## Markdown3 -0.02  0.01 -0.12 0.0150 0.985 1.1
## Markdown4  0.72  0.07 -0.10 0.5336 0.466 1.1
## Markdown5  0.58  0.15 -0.05 0.3628 0.637 1.1
## CPI        0.01  0.08 -0.24 0.0626 0.937 1.3
## Unemployment -0.22 -0.04  0.40 0.2118 0.788 1.6
## Year       0.84 -0.04  0.14 0.7240 0.276 1.1
## Month      -0.18  0.04 -0.01 0.0335 0.967 1.1
## Day        -0.12  0.00  0.00 0.0139 0.986 1.0
##
##
##      RC1   RC2   RC3
## SS loadings      2.86 2.45 1.92
## Proportion Var    0.15 0.13 0.10
## Cumulative Var    0.15 0.28 0.38
## Proportion Explained 0.40 0.34 0.27
## Cumulative Proportion 0.40 0.73 1.00
##
## Mean item complexity = 1.3
## Test of the hypothesis that 3 components are sufficient.
##
## The root mean square of the residuals (RMSR) is 0.09
## with the empirical chi square 1098154 with prob < 0
##
## Fit based upon off diagonal values = 0.77

```

```
round(fit.pc$values, 3)
```

```
## [1] 3.011 2.407 1.813 1.518 1.383 1.246 1.190 0.998 0.955 0.884 0.818 0.714
## [13] 0.622 0.513 0.448 0.216 0.151 0.112 0.000
```

```
fit.pc$loadings
```

```
##
## Loadings:
##          RC1    RC2    RC3
## Store                0.725
## Dept
## IsHoliday                -0.167
## Type_A                0.972
## Type_B             -0.859 -0.388
## Type_C             -0.223  0.785
## Size                0.813 -0.350
## Temperature                0.288
## Fuel_Price    0.659                0.270
## Markdown1    0.835                -0.103
## Markdown2    0.219                -0.177
## Markdown3                -0.120
## Markdown4    0.720                -0.101
## Markdown5    0.581  0.150
## CPI                -0.235
## Unemployment -0.217                0.404
## Year         0.838                0.140
## Month        -0.178
## Day          -0.118
##
##          RC1    RC2    RC3
## SS loadings  2.858 2.454 1.919
## Proportion Var 0.150 0.129 0.101
## Cumulative Var 0.150 0.280 0.381
```

```
# Loadings with more digits
pc.load.dataset <- fit.pc$loadings[1:7,1:3]
print(pc.load.dataset)
```

```
##              RC1      RC2      RC3
## Store   -0.033375818  0.04415777  0.72546868
## Dept     0.004500715  0.03473702  0.05320375
## IsHoliday -0.062232970 -0.01272095 -0.16735838
## Type_A    0.018704397  0.97160599 -0.09537388
## Type_B    0.042518892 -0.85862209 -0.38796695
## Type_C   -0.099763507 -0.22335243  0.78541517
## Size     0.093370964  0.81269574 -0.34989919
```

```
# Communalities
fit.pc$communality
```

```
##      Store      Dept  IsHoliday  Type_A  Type_B  Type_C
## 0.529368657 0.004057557 0.032043592 0.953464223 0.889558106 0.676716062
##      Size Temperature  Fuel_Price  Markdown1  Markdown2  Markdown3
## 0.791621953 0.088168393 0.512666256 0.715494977 0.080441171 0.014961020
##  Markdown4  Markdown5      CPI Unemployment      Year      Month
## 0.533561069 0.362829556 0.062626512 0.211804663 0.723989625 0.033481562
##      Day
## 0.013898477
```

```
# Rotated factor scores
fit.pc$scores[1:10,]
```

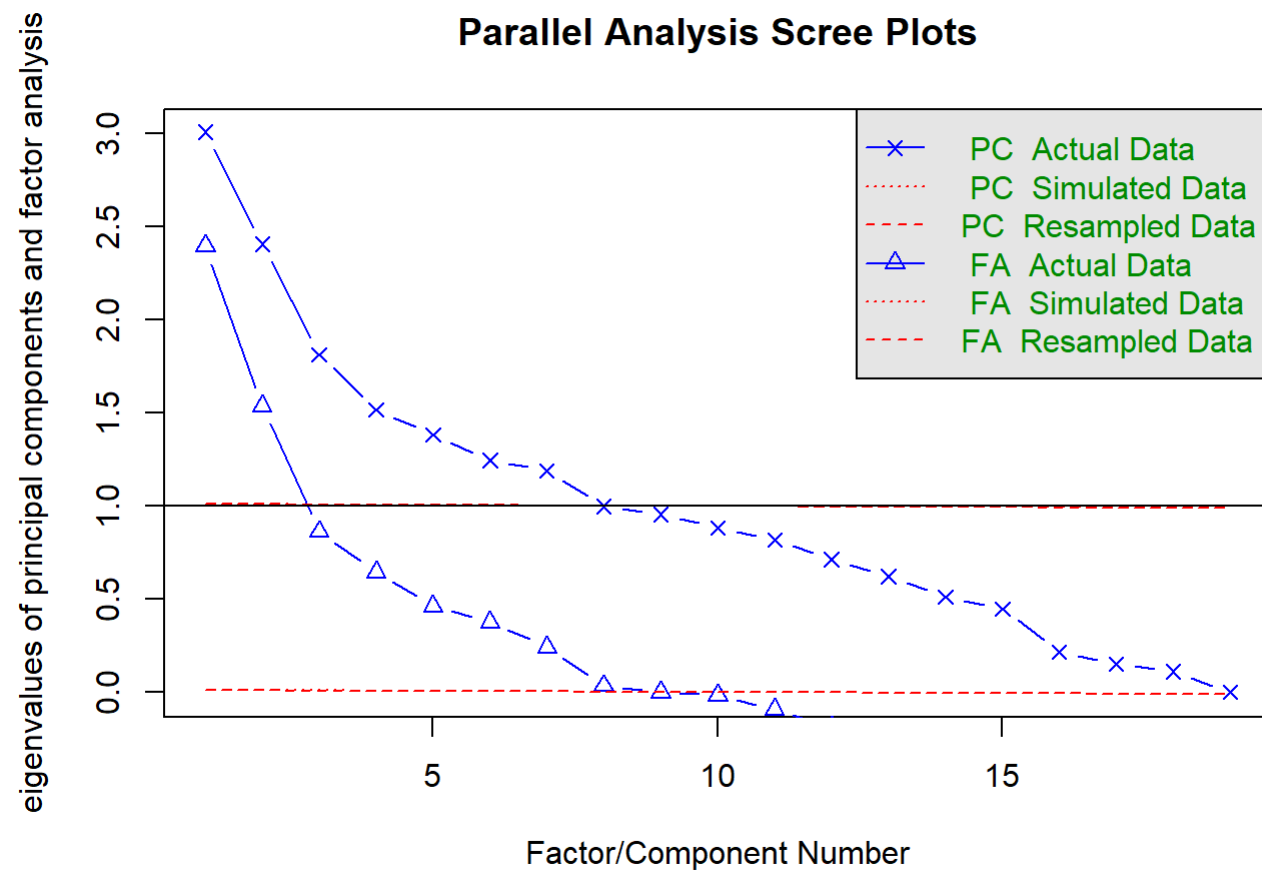
```
##           RC1      RC2      RC3
## [1,] -0.9919166 0.6921177 -1.2141877
## [2,] -1.1401967 0.6385139 -1.6131994
## [3,] -1.0897467 0.6947256 -1.2596406
## [4,] -1.0964374 0.7097867 -1.1893738
## [5,] -0.9827354 0.7051447 -1.1635490
## [6,] -0.9908440 0.7319005 -1.0560759
## [7,] -0.9969759 0.7219564 -1.0671742
## [8,] -1.0247229 0.7152478 -1.0914698
## [9,] -0.9239868 0.7404549 -1.0303553
## [10,] -0.9293602 0.7474143 -0.9843901
```

```
# Factor Analysis utilities
fa.parallel(select(dataset,features))
```

```
## In smc, smcs < 0 were set to .0
## In smc, smcs < 0 were set to .0
## In smc, smcs < 0 were set to .0
```

```
## Warning in fa.stats(r = r, f = f, phi = phi, n.obs = n.obs, np.obs = np.obs, :
## The estimated weights for the factor scores are probably incorrect. Try a
## different factor score estimation method.
```

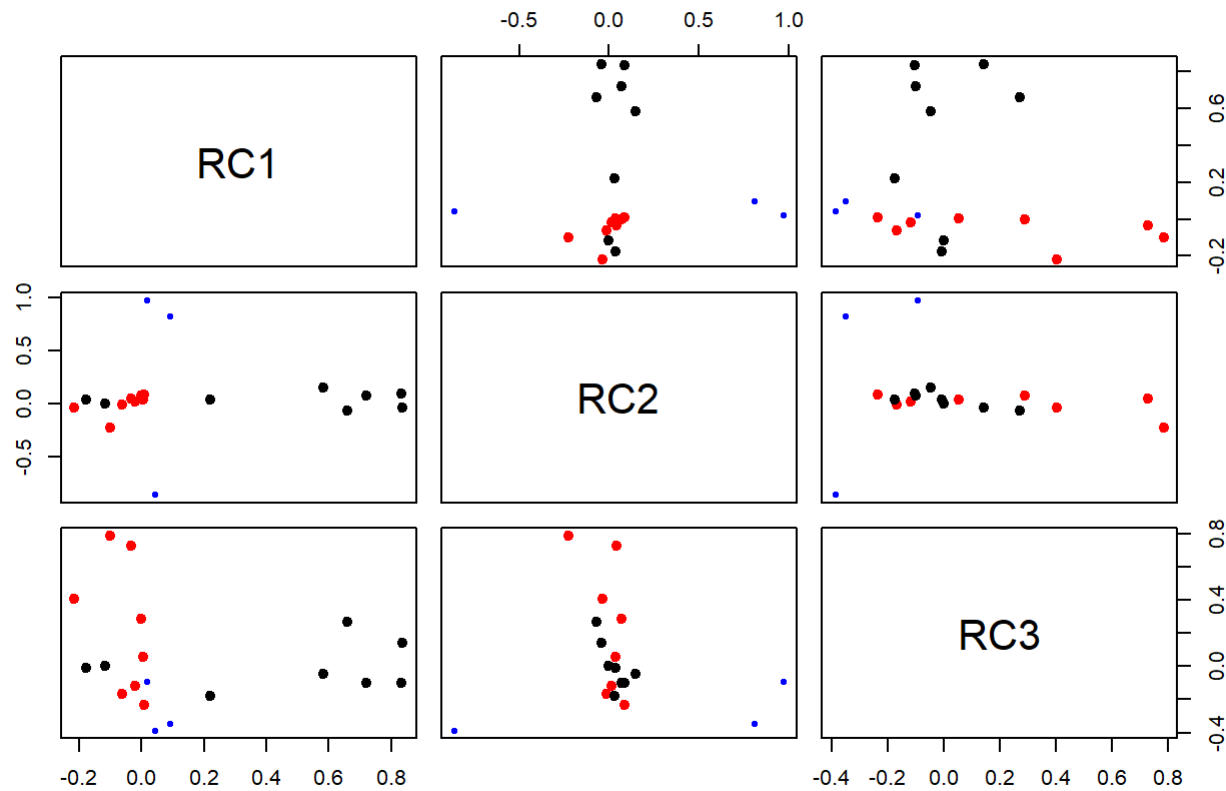




```
## Parallel analysis suggests that the number of factors = 8 and the number of components = 7
```

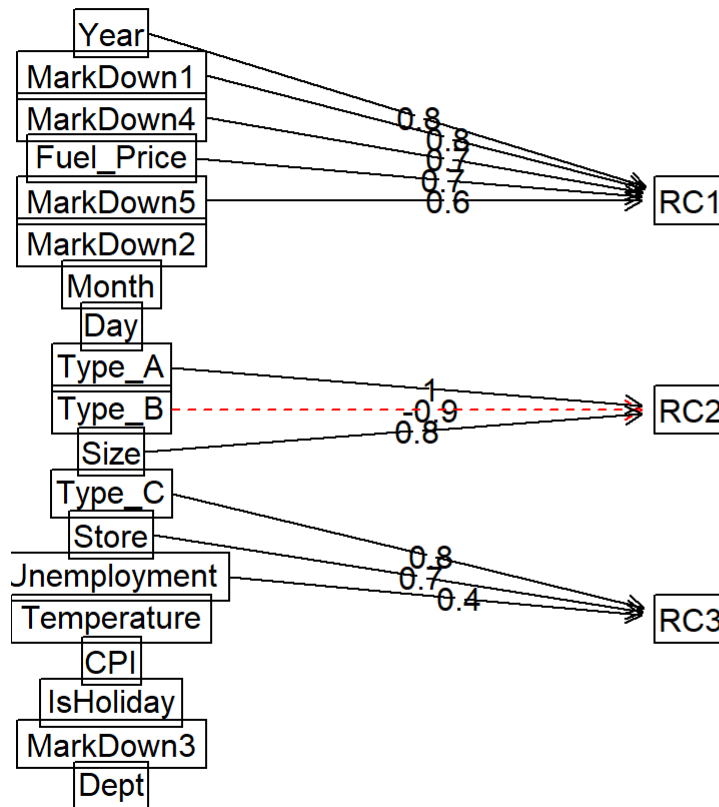
```
#Based on the plot, we should retain two factors(based on the first elbow)
fa.plot(fit.pc)
```

## Principal Component Analysis



```
fa.diagram(fit.pc)
```

## Components Analysis



*#This diagram visualizes the relationship*

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vss(select(dataset, features))
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## The estimated weights for the factor scores are probably incorrect. Try a  
## different factor score estimation method.
```

```
## Warning in fac(r = r, nfactors = nfactors, n.obs = n.obs, rotate = rotate, : An  
## ultra-Heywood case was detected. Examine the results carefully
```

```
## In smc, smcs < 0 were set to .0  
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```



[illegible]

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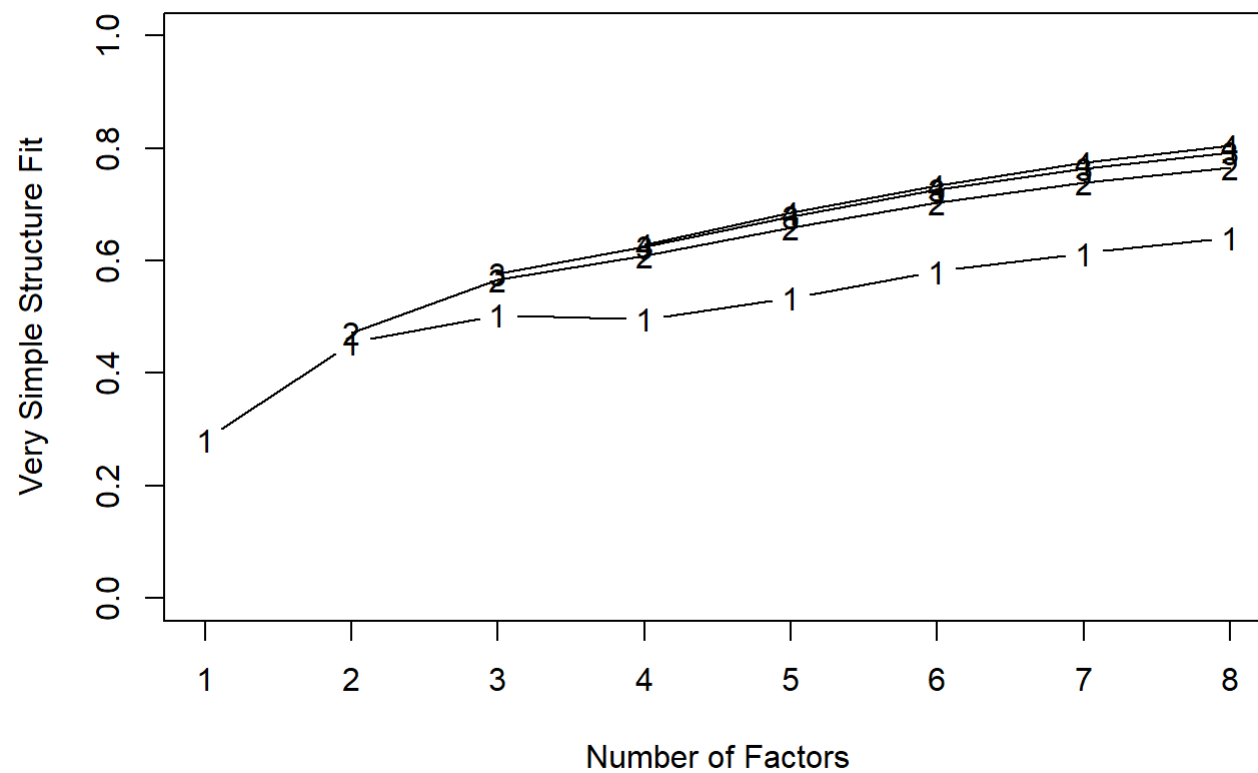
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## Very Simple Structure



```
##
## Very Simple Structure
## Call: vss(x = select(dataset, features))
## Although the VSS complexity 1 shows 8 factors, it is probably more reasonable to think about 3 factors
## VSS complexity 2 achieves a maximum of 0.77 with 8 factors
##
## The Velicer MAP achieves a minimum of 0.04 with 1 factors
## BIC achieves a minimum of 12065348 with 8 factors
## Sample Size adjusted BIC achieves a minimum of 12065497 with 8 factors
##
## Statistics by number of factors
##   vss1 vss2  map dof   chisq prob sqresid  fit RMSEA    BIC   SABIC complex
## 1 0.28 0.00 0.037 152 1.5e+07 0    21.6 0.28 0.49 1.5e+07 1.5e+07    1.0
## 2 0.45 0.47 0.042 134 1.5e+07 0    15.9 0.47 0.51 1.5e+07 1.5e+07    1.2
## 3 0.50 0.57 0.044 117 1.3e+07 0    12.8 0.58 0.52 1.3e+07 1.3e+07    1.4
## 4 0.50 0.61 0.049 101 1.3e+07 0    11.2 0.63 0.54 1.3e+07 1.3e+07    1.5
## 5 0.53 0.66 0.055 86 1.2e+07 0     9.4 0.69 0.58 1.2e+07 1.2e+07    1.7
## 6 0.58 0.70 0.056 72 1.2e+07 0     7.8 0.74 0.63 1.2e+07 1.2e+07    1.6
## 7 0.61 0.74 0.056 59 1.2e+07 0     6.6 0.78 0.70 1.2e+07 1.2e+07    1.5
## 8 0.64 0.77 0.068 47 1.2e+07 0     5.6 0.81 0.78 1.2e+07 1.2e+07    1.5
##   eChisq SRMR eCRMS   eBIC
## 1 2700345 0.137 0.145 2698376
## 2 1355106 0.097 0.110 1353370
## 3 775467 0.073 0.089 773952
## 4 468277 0.057 0.074 466969
## 5 286518 0.045 0.063 285404
## 6 147110 0.032 0.049 146178
## 7 41654 0.017 0.029 40890
## 8 18931 0.011 0.022 18322
```