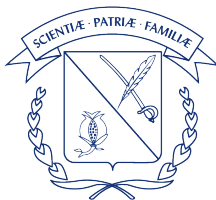


Comparing Groups: Statistical Tests

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- This presentation is based on (Chapman and Feit 2019, chap. 6)

- Understand the use of statistical tests to identify differences between groups in data

• Import data

```
segmentation <- read_csv(file = "http://goo.gl/qw303p")
segmentation |> head(n = 5)
```

```
# A tibble: 5 x 7
```

	age	gender	income	kids	ownHome	subscribe	Segment
	<dbl>	<chr>	<dbl>	<dbl>	<chr>	<chr>	<chr>
1	47.3	Male	49483.	2	ownNo	subNo	Suburb mix
2	31.4	Male	35546.	1	ownYes	subNo	Suburb mix
3	43.2	Male	44169.	0	ownYes	subNo	Suburb mix
4	37.3	Female	81042.	1	ownNo	subNo	Suburb mix
5	41.0	Female	79353.	3	ownYes	subNo	Suburb mix

• Chi-squared test

```
segmentation |> count(Segment)
```

```
# A tibble: 4 x 2
```

	Segment	n
	<chr>	<int>
1	Moving up	70
2	Suburb mix	100
3	Travelers	80
4	Urban hip	50

```
segmentation |>
  count(subscribe, ownHome) |>
  pivot_wider(id_cols = subscribe,
              names_from = ownHome,
              values_from = n)
```

```
# A tibble: 2 x 3
```

	subscribe	ownNo	ownYes
	<chr>	<int>	<int>
1	subNo	137	123
2	subYes	22	18

- Chi-squared test for given probabilities

$$H_0 : p_1 = \frac{1}{4} \wedge p_2 = \frac{1}{4} \wedge p_3 = \frac{1}{4} \wedge p_4 = \frac{1}{4}$$

$$H_1 : p_1 \neq \frac{1}{4} \vee p_2 \neq \frac{1}{4} \vee p_3 \neq \frac{1}{4} \vee p_4 \neq \frac{1}{4}$$

$$\chi^2 = \sum_{i=1}^n \frac{(Observed_i - Expected_i)^2}{Expected_i} =$$

$$\frac{(70-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(100-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(80-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(50-300\frac{1}{4})^2}{300\frac{1}{4}}$$

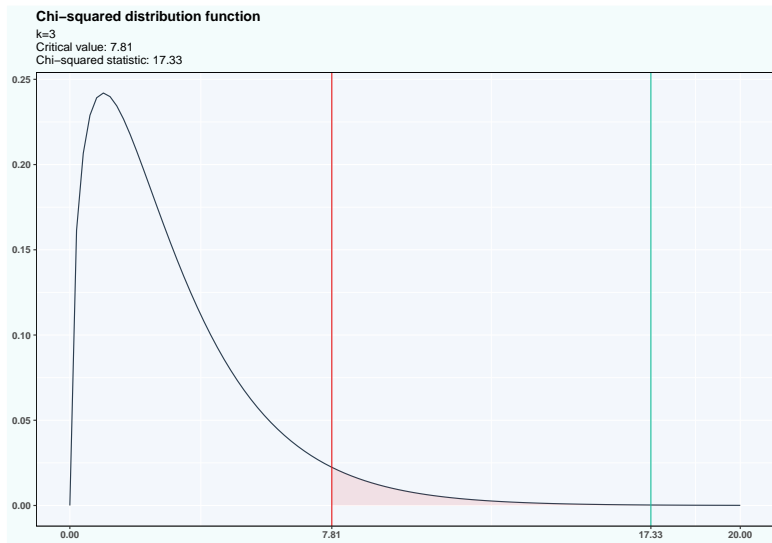
- Base R way

```
chi_statistic <- table(segmentation$Segment) |>
  chisq.test(p = c(1/4, 1/4, 1/4, 1/4))
chi_statistic
```

Chi-squared test for given probabilities

```
data: table(segmentation$Segment)
X-squared = 17.333, df = 3, p-value = 0.0006035
```

- Chi-squared test for given probabilities



- Chi-squared test for given probabilities

$$H_0 : p_1 = \frac{1}{4} \wedge p_2 = \frac{1}{4} \wedge p_3 = \frac{1}{4} \wedge p_4 = \frac{1}{4}$$

$$H_1 : p_1 \neq \frac{1}{4} \vee p_2 \neq \frac{1}{4} \vee p_3 \neq \frac{1}{4} \vee p_4 \neq \frac{1}{4}$$

$$\chi^2 = \sum_{i=1}^n \frac{(Observed_i - Expected_i)^2}{Expected_i} =$$

$$\frac{(70-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(100-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(80-300\frac{1}{4})^2}{300\frac{1}{4}} + \frac{(50-300\frac{1}{4})^2}{300\frac{1}{4}}$$

- tidymodels way

```
library(tidymodels)
segmentation |>
  chisq_test(response = Segment,
             p = c(1/4, 1/4, 1/4, 1/4))
```

```
# A tibble: 1 x 3
  statistic chisq_df p_value
  <dbl>      <dbl>   <dbl>
1    17.3         3 0.000603
```

- Pearson's Chi-squared test

$$H_0 : p_{11} = \frac{260}{300} \frac{159}{300} \wedge p_{12} = \frac{260}{300} \frac{141}{300} \wedge p_{21} = \frac{40}{300} \frac{159}{300} \wedge p_{22} = \frac{40}{300} \frac{141}{300}$$

$$H_1 : p_{11} \neq \frac{260}{300} \frac{159}{300} \vee p_{12} \neq \frac{260}{300} \frac{141}{300} \vee p_{21} \neq \frac{40}{300} \frac{159}{300} \vee p_{22} \neq \frac{40}{300} \frac{141}{300}$$

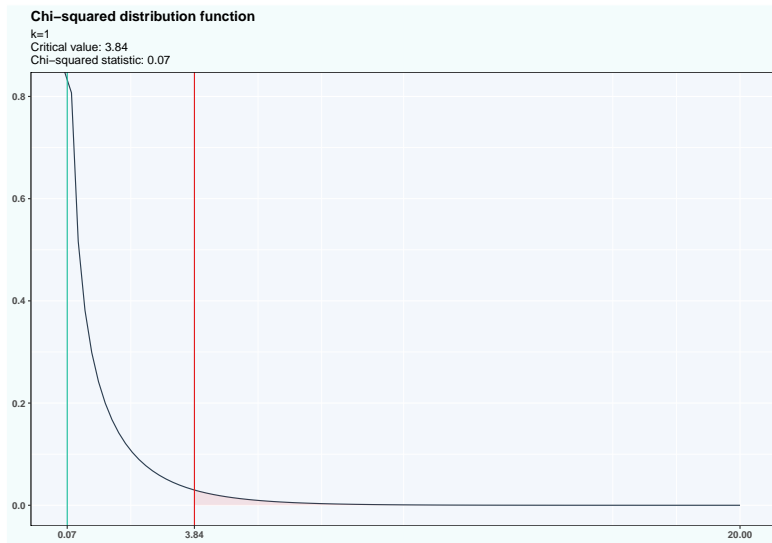
$$\chi^2 = \sum_{i=1}^n \frac{(\text{Observed}_i - \text{Expected}_i)^2}{\text{Expected}_i} =$$

$$\frac{(137 - 300 \frac{260}{300} \frac{159}{300})^2}{300 \frac{260}{300} \frac{159}{300}} + \frac{(123 - 300 \frac{260}{300} \frac{141}{300})^2}{300 \frac{260}{300} \frac{141}{300}} + \frac{(22 - 300 \frac{40}{300} \frac{159}{300})^2}{300 \frac{40}{300} \frac{159}{300}} + \frac{(18 - 300 \frac{40}{300} \frac{141}{300})^2}{300 \frac{40}{300} \frac{141}{300}}$$

- Base R way

```
chi_statistic <- chisq.test(table(segmentation$subscribe,
                                segmentation$ownHome),
                           correct = FALSE)
```

- Pearson's Chi-squared test



- Pearson's Chi-squared test

$$H_0 : p_{11} = \frac{260}{300} \frac{159}{300} \wedge p_{12} = \frac{260}{300} \frac{141}{300} \wedge p_{21} = \frac{40}{300} \frac{159}{300} \wedge p_{22} = \frac{40}{300} \frac{141}{300}$$

$$H_1 : p_{11} \neq \frac{260}{300} \frac{159}{300} \vee p_{12} \neq \frac{260}{300} \frac{141}{300} \vee p_{21} \neq \frac{40}{300} \frac{159}{300} \vee p_{22} \neq \frac{40}{300} \frac{141}{300}$$

$$\chi^2 = \sum_{i=1}^n \frac{(Observed_i - Expected_i)^2}{Expected_i} =$$

$$\frac{(137 - 300 \frac{260}{300} \frac{159}{300})^2}{300 \frac{260}{300} \frac{159}{300}} + \frac{(123 - 300 \frac{260}{300} \frac{141}{300})^2}{300 \frac{260}{300} \frac{141}{300}} + \frac{(22 - 300 \frac{40}{300} \frac{159}{300})^2}{300 \frac{40}{300} \frac{159}{300}} + \frac{(18 - 300 \frac{40}{300} \frac{141}{300})^2}{300 \frac{40}{300} \frac{141}{300}}$$

- tidymodels way

```
segmentation |>
  chisq_test(formula = subscribe ~ ownHome,
             correct = FALSE)
```

```
# A tibble: 1 x 3
  statistic chisq_df p_value
  <dbl>      <int>   <dbl>
1    0.0741         1    0.785
```

- Exact binomial test

$$H_0 : p = 0.5 \quad H_1 : p \neq 0.5$$

$$B = \sum_{i=1}^n x_i = 157 \text{ where } x_i \in 0, 1$$

- R base way

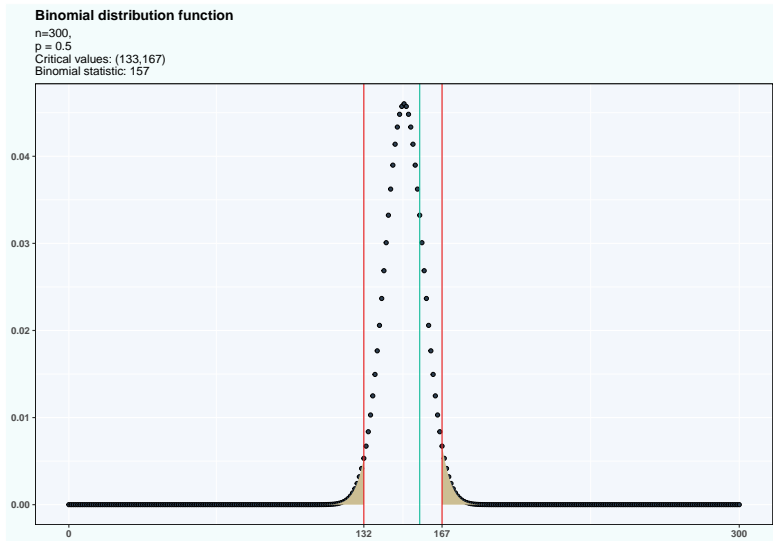
```
binom_test <- binom.test(x = 157, n = 300, p = 0.5,
  alternative = 'two.sided',
  conf.level = 0.95)

binom_test
```

Exact binomial test

```
data: 157 and 300
number of successes = 157, number of trials = 300, p-value = 0.453
alternative hypothesis: true probability of success is not equal to 0.5
95 percent confidence interval:
 0.4651595 0.5810418
sample estimates:
probability of success
 0.5233333
```

- Exact binomial test



- Exact binomial test
 - Confidence interval:

$$p_L < p < p_U$$

- p_L and p_U are random variables but p is not a random variable. Therefore $[p_L, p_U]$ is a random interval where we have that:

$$P(0.4651595 \approx p_L < p < p_U \approx 0.5810418) = 0.95$$

- Exact binomial test

$$H_0 : p = 0.5 \quad H_1 : p \neq 0.5$$

$$B = \sum_{i=1}^n x_i = 157 \text{ where } x_i \in 0, 1$$

- tidymodels way**

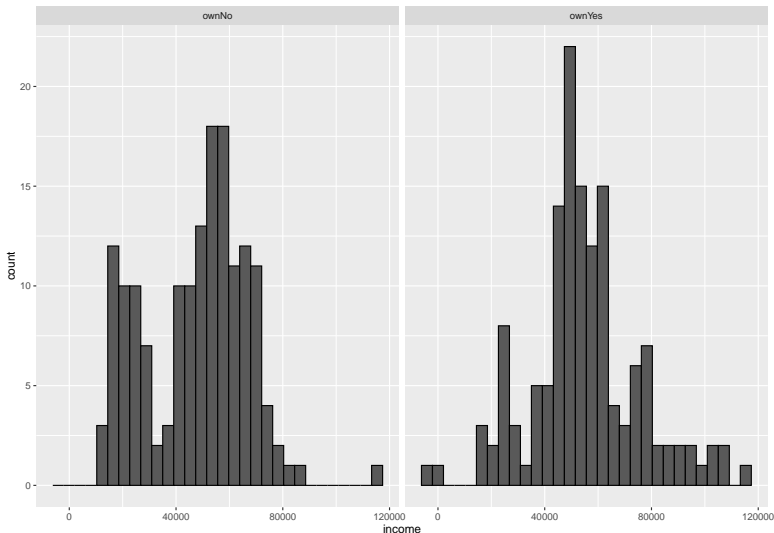
```
binom.test(x = 157, n = 300, p = 0.5,
           alternative = 'two.sided',
           conf.level = 0.95) |>
tidy()
```

A tibble: 1 x 8

	estimate	statistic	p.value	parameter	conf.low	conf.high	method	alternative
	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<chr>	<chr>
1	0.523	157	0.453	300	0.465	0.581	Exact binom	two.sided

• 2 sample t-test: independent samples

```
segmentation |> ggplot() +  
  geom_histogram(aes(x = income), color='black') +  
  facet_wrap(facets = vars(ownHome))
```



• 2 sample t-test: independent samples

```
segmentation |>
  group_by(ownHome) |>
  summarise(mean_income = mean(income),
            var_income = var(income),
            n = n())
```

A tibble: 2 x 4

	ownHome	mean_income	var_income	n
	<chr>	<dbl>	<dbl>	<int>
1	ownNo	47391.	358692875.	159
2	ownYes	54935.	430890091.	141

- 2 sample t-test: independent samples

$$H_0 : \mu_{ownNo} - \mu_{ownYes} = 0 \quad H_1 : \mu_{ownNo} - \mu_{ownYes} \neq 0$$

$$t = \frac{\overline{ownNo} - \overline{ownYes}}{\sqrt{\frac{s_{ownNo}^2}{n_{ownNo}} - \frac{s_{ownYes}^2}{n_{ownYes}}}} = \frac{47391.01 - 54934.68}{\sqrt{\frac{358692875}{159} - \frac{430890091}{141}}} \approx -3.273094$$

- R base way

```
t_test <- t.test(income ~ ownHome, data = segmentation,
                 alternative='two.sided', mu = 0,
                 conf.level = 0.95)

t_test
```

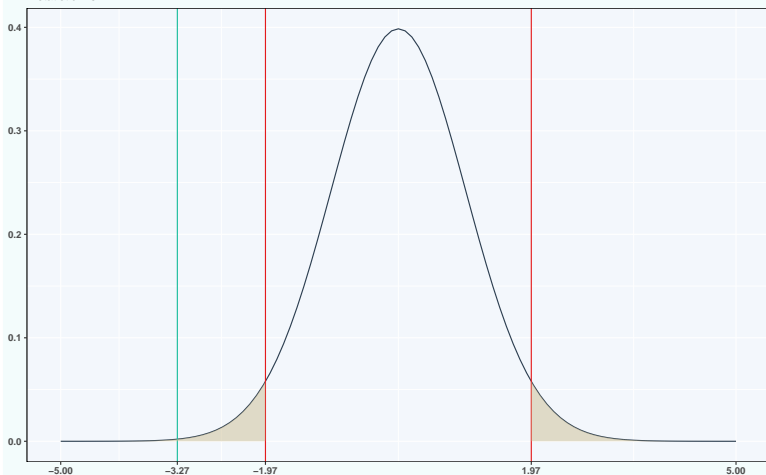
Welch Two Sample t-test

```
data: income by ownHome
t = -3.2731, df = 285.25, p-value = 0.001195
alternative hypothesis: true difference in means between group ownNo and group ownYes is not equal to 0
95 percent confidence interval:
 -12080.155 -3007.193
sample estimates:
 mean in group ownNo mean in group ownYes
      47391.01      54934.68
```

- 2 sample t-test: independent samples

Student's t-distribution distribution function

Degrees of freedom= 285.25,
Critical values: (-1.97,1.97)
T statistic: -3.27



- 2 sample t-test: independent samples
 - Confidence interval:

$$c_L < \mu_{ownNo} - \mu_{ownYes} < c_U$$

- $\mu_{ownNo} - \mu_{ownYes}$ is not a random variable so we need to use a random variable

$$P\left(t_L < \frac{\bar{x}_{ownNo} - \bar{x}_{ownYes} - (\mu_{ownNo} - \mu_{ownYes})}{\sqrt{\frac{s_{ownNo}^2}{n_{ownNo}} + \frac{s_{ownYes}^2}{n_{ownYes}}}} < t_U\right) = 0.95$$

- $\bar{x}_{ownNo} - \bar{x}_{ownYes}$ is a random variable

- 2 sample t-test: independent samples

- Confidence interval:

- $$\frac{\bar{x}_{ownNo} - \bar{x}_{ownYes} - (\mu_{ownNo} - \mu_{ownYes})}{\sqrt{\frac{s_{ownNo}^2}{n_{ownNo}} + \frac{s_{ownYes}^2}{n_{ownYes}}}}$$
 is also a random variable with

student's t-distribution and $\nu \approx \frac{(\frac{s_{ownNo}^2}{n_{ownNo}} + \frac{s_{ownYes}^2}{n_{ownYes}})^2}{\frac{(\frac{s_{ownNo}^2}{n_{ownNo}})^2}{n_{ownNo}-1} + \frac{(\frac{s_{ownYes}^2}{n_{ownYes}})^2}{n_{ownYes}-1}} = 285.2521$

degrees of freedom

- Also we need to specify t_L and t_U

```
t_L <- qt(p = 0.025, df = 285.25, lower.tail = TRUE)
t_L
```

```
[1] -1.968315
```

```
t_U <- qt(p = 0.975, df = 285.25, lower.tail = TRUE)
t_U
```

```
[1] 1.968315
```

- 2 sample t-test: independent samples
 - Confidence interval:

$$P(-7543.674 - 1.968315 \times 2304.753 < \mu_{ownNo} - \mu_{ownYes} < -7543.674 - 1.968315 \times 2304.753) = 0.95$$

$$P(-12080.16 < \mu_{ownNo} - \mu_{ownYes} < -3007.193) = 0.95$$

- In the long run 95% of confidence intervals constructed in this manner will contain the true parameter

- 2 sample t-test: independent samples

$$H_0 : \mu_{ownNo} - \mu_{ownYes} = 0 \quad H_1 : \mu_{ownNo} - \mu_{ownYes} \neq 0$$

$$t = \frac{\overline{ownNo} - \overline{ownYes}}{\sqrt{\frac{s_{ownNo}^2}{n_{ownNo}} - \frac{s_{ownYes}^2}{n_{ownYes}}}} = \frac{47391.01 - 54934.68}{\sqrt{\frac{358692875}{159} - \frac{430890091}{141}}} \approx -3.273094$$

- tidymodels way

```
segmentation |>
  t_test(formula = income ~ ownHome,
         alternative = "two-sided",
         order = c("ownNo", "ownYes"),
         mu = 0,
         conf_level = 0.95)
```

```
# A tibble: 1 x 7
  statistic t_df p_value alternative estimate lower_ci upper_ci
  <dbl> <dbl> <dbl> <chr> <dbl> <dbl> <dbl>
1 -3.27 285. 0.00119 two.sided -7544. -12080. -3007.
```

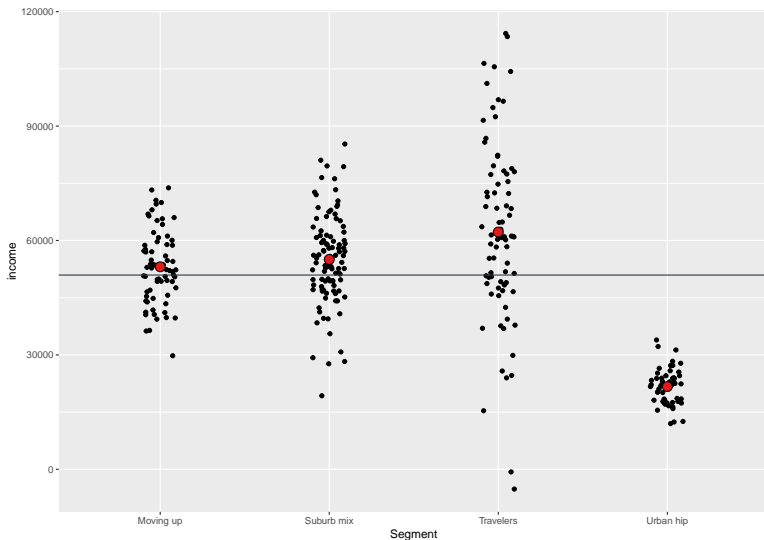

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
segmentation |>
  group_by(Segment) |>
  summarise(mean = mean(income),
            variance = var(income),
            n = n())
```

A tibble: 4 x 4

	Segment	mean	variance	n
	<chr>	<dbl>	<dbl>	<int>
1	Moving up	53091.	92862689.	70
2	Suburb mix	55034.	142761527.	100
3	Travelers	62214.	564173979.	80
4	Urban hip	21682.	23885953.	50

- Testing Multiple Group Means: Analysis of Variance (ANOVA)



- Testing Multiple Group Means: Analysis of Variance (ANOVA)

$$H_0 : \mu_{Moving\ up} = \mu_{Suburb\ mix} = \mu_{Travelers} = \mu_{Urban\ hip}$$

H_1 : At least one group mean is different from the rest

$$n = \sum_{j=1}^4 n_j = n_1 + \dots + n_4 = 70 + 100 + 80 + 50 = 300$$

$$\overline{income} = \frac{1}{n} \sum_{j=1}^4 \sum_{i=1}^{n_j} income_{ij}$$

$$\overline{income}_j = \frac{1}{n_j} \sum_{i=1}^{n_j} income_{ij}$$

$$F = \frac{\frac{\sum_{j=1}^4 \sum_{i=1}^{n_j} (\overline{income}_j - \overline{income})^2}{4-1}}{\frac{\sum_{j=1}^4 \sum_{i=1}^{n_j} (income_{ij} - \overline{income}_j)^2}{300-4}} = \frac{\frac{54969675428}{3}}{\frac{66281072794}{296}} = \frac{18323225143}{223922543} = 81.82841$$

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

• R base way

```
anova_table <- aov(data = segmentation, formula = income ~ Segment) |>
  anova()
anova_table
```

Analysis of Variance Table

Response: income

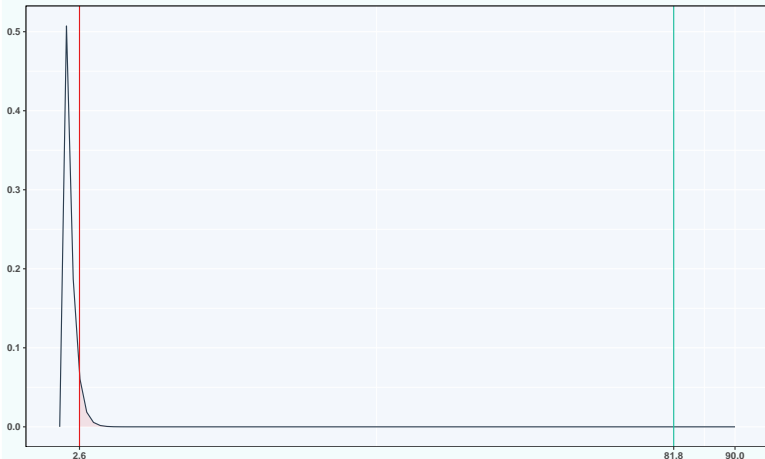
	Df	Sum Sq	Mean Sq	F value	Pr(>F)
Segment	3	5.4970e+10	1.8323e+10	81.828	< 2.2e-16 ***
Residuals	296	6.6281e+10	2.2392e+08		

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

- Testing Multiple Group Means: Analysis of Variance (ANOVA)

F-squared distribution function

df1=3,
df2=294,
Critical value: 2.64
F statistic: 81.83



• Testing Multiple Group Means: Analysis of Variance (ANOVA)

• tidymodels way

```
anova_table <- aov(data = segmentation, formula = income ~ Segment) |>
  anova() |>
  tidy()
anova_table
```

```
# A tibble: 2 x 6
  term      df      sumsq      meansq statistic    p.value
<chr>   <int>   <dbl>   <dbl>   <dbl>   <dbl>
1 Segment     3 54969675428. 18323225143.    81.8 1.41e-38
2 Residuals  296 66281072794.  223922543.    NA    NA
```

● Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
segmentation |>
  distinct(Segment) |>
  arrange(Segment) |>
  rowid_to_column(var = 'i')
```

```
# A tibble: 4 x 2
      i Segment
<int> <chr>
1     1 Moving up
2     2 Suburb mix
3     3 Travelers
4     4 Urban hip
```

```
segmentation |>
  distinct(ownHome) |>
  rowid_to_column(var = 'j')
```

```
# A tibble: 2 x 2
      j ownHome
<int> <chr>
1     1 ownNo
2     2 ownYes
```

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
segmentation |>
  count(Segment, ownHome, name = "n_ij")
```

```
# A tibble: 8 x 3
  Segment    ownHome  n_ij
  <chr>      <chr>    <int>
1 Moving up  ownNo     47
2 Moving up  ownYes    23
3 Suburb mix ownNo     52
4 Suburb mix ownYes    48
5 Travelers  ownNo     20
6 Travelers  ownYes    60
7 Urban hip  ownNo     40
8 Urban hip  ownYes    10
```


● Testing Multiple Group Means: Analysis of Variance (ANOVA)

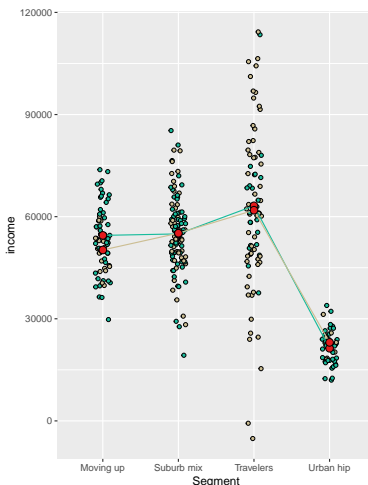
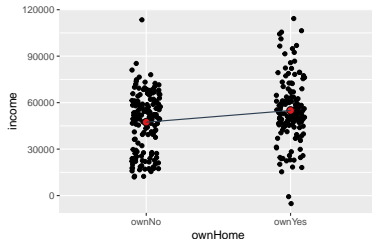
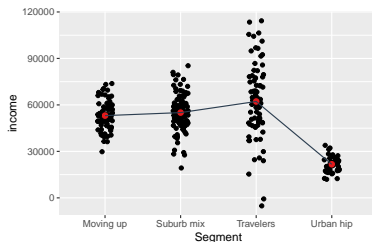
```
mu_ij <- segmentation |>
  group_by(Segment, ownHome) |>
  summarise(mean = mean(income)) |>
  ungroup()
mu_11 <- mu_ij$mean[1]
mu_11
```

```
[1] 54497.68
```

```
segmentation |>
  select(income, Segment, ownHome) |>
  head(n=5)
```

```
# A tibble: 5 x 3
  income Segment   ownHome
  <dbl> <chr>      <chr>
1 49483. Suburb mix ownNo
2 35546. Suburb mix ownYes
3 44169. Suburb mix ownYes
4 81042. Suburb mix ownNo
5 79353. Suburb mix ownYes
```

• Testing Multiple Group Means: Analysis of Variance (ANOVA)



ownHome ● ownNo ● ownYes

- Testing Multiple Group Means: Analysis of Variance (ANOVA)

$$income_{ijk} = \mu + \alpha_i + \beta_j + (\alpha\beta)_{ij} + \epsilon_{ijk}$$

$$\text{where } \epsilon_i \sim \mathcal{N}(0, \sigma^2)$$

$$\text{and } i = 1, 2, 3, 4$$

$$j = 1, 2$$

$$k = 1, \dots, n_{ij}$$

$$\mu = \mu_{11}$$

$$\alpha_1 = \beta_1 = 0$$

$$(\alpha\beta)_{11} = (\alpha\beta)_{12} = 0$$

$$(\alpha\beta)_{21} = (\alpha\beta)_{31} = (\alpha\beta)_{41} = 0$$

- Testing Multiple Group Means: Analysis of Variance (ANOVA)

$$\widehat{income}_{ijk} = \widehat{\mu} + \widehat{\alpha}_i + \widehat{\beta}_j + (\widehat{\alpha\beta})_{ij} + \widehat{\epsilon}_{ijk}$$

$$\text{and } i = 1, 2, 3, 4$$

$$j = 1, 2$$

$$k = 1, \dots, n_{ij}$$

$$\widehat{\mu} = \widehat{\mu}_{11}$$

$$\widehat{\alpha}_2, \widehat{\alpha}_3, \widehat{\alpha}_4$$

$$\widehat{\beta}_2$$

$$(\widehat{\alpha\beta})_{22}, (\widehat{\alpha\beta})_{32}, (\widehat{\alpha\beta})_{42}$$

$$income_{ijk} - \widehat{income}_{ijk} = \widehat{\epsilon}_{ijk}$$

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
segmentation |>
  select(income, Segment, ownHome) |>
  head(n=2) |>
  glimpse()
```

```
Rows: 2
Columns: 3
$ income <dbl> 49482.81, 35546.29
$ Segment <chr> "Suburb mix", "Suburb mix"
$ ownHome <chr> "ownNo", "ownYes"
```

```
framed <- model_frame(formula = income ~
  Segment +
  ownHome +
  Segment:ownHome,
  data = segmentation)

model_matrix(terms = framed$terms,
  data = framed$data) |>
  head(n = 2) |>
  glimpse()
```

```
Rows: 2
Columns: 8
$ `(Intercept)` <dbl> 1, 1
$ `SegmentSuburb mix` <dbl> 1, 1
$ SegmentTravelers <dbl> 0, 0
$ `SegmentUrban hip` <dbl> 0, 0
$ ownHomeownYes <dbl> 0, 1
$ `SegmentSuburb mix:ownHomeownYes` <dbl> 0, 1
$ `SegmentTravelers:ownHomeownYes` <dbl> 0, 0
$ `SegmentUrban hip:ownHomeownYes` <dbl> 0, 0
```

- Testing Multiple Group Means: Analysis of Variance (ANOVA)
 - Model

$$\begin{bmatrix} 49482.81 \\ 35546.29 \\ \vdots \end{bmatrix} = \begin{bmatrix} 1 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 1 & 1 & 0 & 0 & 1 & 1 & 0 & 0 \\ \vdots & \vdots & \vdots & \vdots & \vdots & \vdots & \vdots & \vdots \end{bmatrix} \begin{bmatrix} \mu \\ \alpha_2 \\ \beta_2 \\ (\alpha\beta)_{13} \\ (\alpha\beta)_{14} \\ (\alpha\beta)_{22} \\ (\alpha\beta)_{32} \\ (\alpha\beta)_{42} \end{bmatrix}$$

- Coefficients to estimate using aov

$$\hat{\mu} = \hat{\mu}_{11}, \hat{\alpha}_2, \hat{\alpha}_3, \hat{\alpha}_4, \hat{\beta}_2, (\hat{\alpha\beta})_{22}, (\hat{\alpha\beta})_{32}, (\hat{\alpha\beta})_{42}$$

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
model_aov <- aov(formula = income ~ Segment + ownHome + Segment:ownHome,
                 data = segmentation)
coef(model_aov) |> enframe(name = "coef")
```

```
# A tibble: 8 x 2
  coef      value
  <chr>    <dbl>
1 (Intercept) 54498.
2 SegmentSuburb mix 435.
3 SegmentTravelers 8691.
4 SegmentUrban hip -33160.
5 ownHomeownYes -4281.
6 SegmentSuburb mix:ownHomeownYes 4492.
7 SegmentTravelers:ownHomeownYes 2982.
8 SegmentUrban hip:ownHomeownYes 6003.
```

- Testing Multiple Group Means: Analysis of Variance (ANOVA)

- Segment

$$H_0 : \mu_{Moving\ up} = \mu_{Suburb\ mix} = \mu_{Travelers} = \mu_{Urban\ hip}$$

H_1 : At least one group mean is different from the rest

- ownHome

$$H_0 : \mu_{ownNo} = \mu_{ownYes}$$

H_1 : At least one group mean is different from the rest

- Segment, ownHome

$$H_0 : \mu_{Moving\ up, ownNo} - \mu_{Moving\ up, ownYes} = \mu_{Suburb\ mix, ownNo} - \mu_{Suburb\ mix, ownYes} =$$

$$\mu_{Travelers, ownNo} - \mu_{Travelers, ownYes} = \mu_{Urban\ hip, ownNo} - \mu_{Urban\ hip, ownYes}$$

H_1 : At least one difference group mean is different from the rest

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
model_aov |>
  anova()
```

Analysis of Variance Table

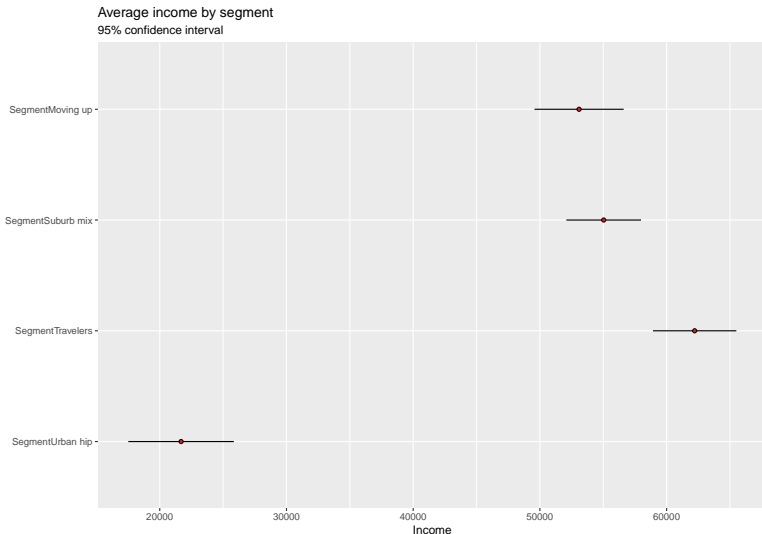
Response: income

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
Segment	3	5.4970e+10	1.8323e+10	81.1305	<2e-16 ***
ownHome	1	6.9918e+07	6.9918e+07	0.3096	0.5784
Segment:ownHome	3	2.6329e+08	8.7762e+07	0.3886	0.7613
Residuals	292	6.5948e+10	2.2585e+08		

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

• Testing Multiple Group Means: Analysis of Variance (ANOVA)

```
model_aov <- lm(formula = income ~ -1 + Segment,  
                 data = segmentation) |>  
tidy(conf.int = TRUE)
```



- To my family that supports me
- To the taxpayers of Colombia and the **UMNG students** who pay my salary
- To the **Business Science** and **R4DS Online Learning** communities where I learn **R** and **π -thon**
- To the **R Core Team**, the creators of **RStudio IDE**, **Quarto** and the authors and maintainers of the packages **tidyverse**, **skimr**, **latex2exp**, **tidymodels**, **patchwork**, **hardhat** and **tinytex** for allowing me to access these tools without paying for a license
- To the **Linux kernel community** for allowing me the possibility to use some **Linux distributions** as my main **OS** without paying for a license

References I

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