

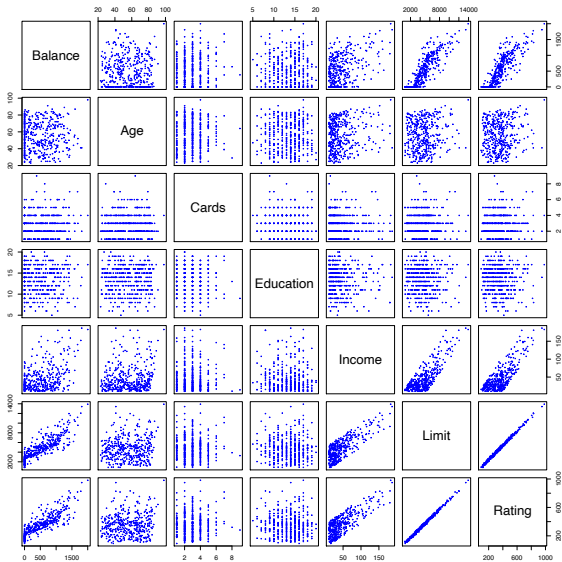
## Other Considerations in the Regression Model

### *Qualitative Predictors*

- Some predictors are not *quantitative* but are *qualitative*, taking a discrete set of values.
- These are also called *categorical* predictors or *factor variables*.
- See for example the scatterplot matrix of the credit card data in the next slide.

In addition to the 7 quantitative variables shown, there are four qualitative variables: **gender**, **student** (student status), **status** (marital status), and **ethnicity** (Caucasian, African American (AA) or Asian).

# Credit Card Data



## Qualitative Predictors — continued

Example: investigate differences in credit card balance between males and females, ignoring the other variables. We create a new variable

$$x_i = \begin{cases} 1 & \text{if } i\text{th person is female} \\ 0 & \text{if } i\text{th person is male} \end{cases}$$

Resulting model:

$$y_i = \beta_0 + \beta_1 x_i + \epsilon_i = \begin{cases} \beta_0 + \beta_1 + \epsilon_i & \text{if } i\text{th person is female} \\ \beta_0 + \epsilon_i & \text{if } i\text{th person is male.} \end{cases}$$

Intrepretation?

## Credit card data — continued

Results for gender model:

	Coefficient	Std. Error	t-statistic	p-value
Intercept	509.80	33.13	15.389	< 0.0001
gender[Female]	19.73	46.05	0.429	0.6690

## Qualitative predictors with more than two levels

- With more than two levels, we create additional dummy variables. For example, for the **ethnicity** variable we create two dummy variables. The first could be

$$x_{i1} = \begin{cases} 1 & \text{if } i\text{th person is Asian} \\ 0 & \text{if } i\text{th person is not Asian,} \end{cases}$$

and the second could be

$$x_{i2} = \begin{cases} 1 & \text{if } i\text{th person is Caucasian} \\ 0 & \text{if } i\text{th person is not Caucasian.} \end{cases}$$

## Qualitative predictors with more than two levels — continued.

- Then both of these variables can be used in the regression equation, in order to obtain the model

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \epsilon_i = \begin{cases} \beta_0 + \beta_1 + \epsilon_i & \text{if } i\text{th person is Asian} \\ \beta_0 + \beta_2 + \epsilon_i & \text{if } i\text{th person is Caucasian} \\ \beta_0 + \epsilon_i & \text{if } i\text{th person is AA.} \end{cases}$$

- There will always be one fewer dummy variable than the number of levels. The level with no dummy variable — African American in this example — is known as the *baseline*.

## Results for ethnicity

	Coefficient	Std. Error	t-statistic	p-value
Intercept	531.00	46.32	11.464	< 0.0001
ethnicity[Asian]	-18.69	65.02	-0.287	0.7740
ethnicity[Caucasian]	-12.50	56.68	-0.221	0.8260