## Chapter 13

Simple Linear Regression

## Learning Objectives

#### In this chapter, you learn:

- How to use regression analysis to predict the value of a dependent variable based on a value of an independent variable
- The meaning of the regression coefficients b<sub>0</sub> and b<sub>1</sub>
- How to evaluate the assumptions of regression analysis and know what to do if the assumptions are violated
- To make inferences about the slope and correlation coefficient
- To estimate mean values and predict individual values

### Correlation vs. Regression

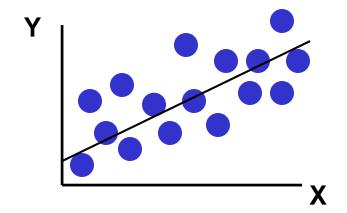
**DCOVA** 

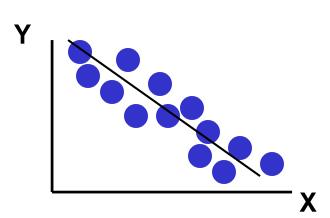
- A scatter plot can be used to show the relationship between two variables
- Correlation analysis is used to measure the strength of the association (linear relationship) between two variables
  - Correlation is only concerned with strength of the relationship
  - No causal effect is implied with correlation

### Types of Relationships

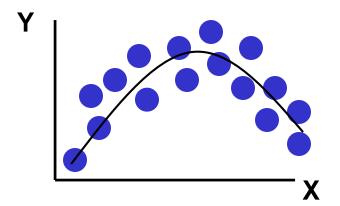


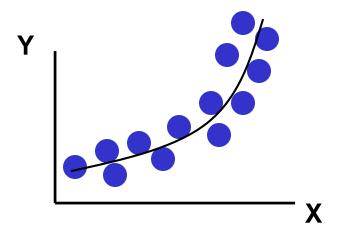
#### **Linear relationships**





#### **Curvilinear relationships**

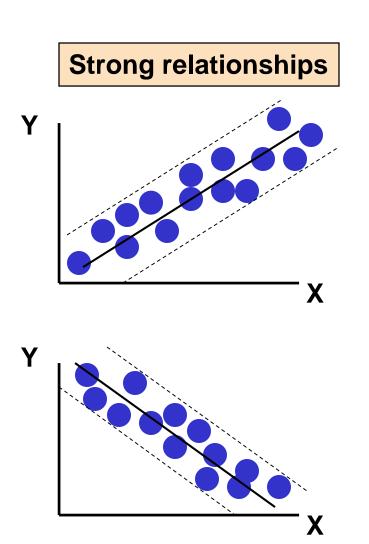


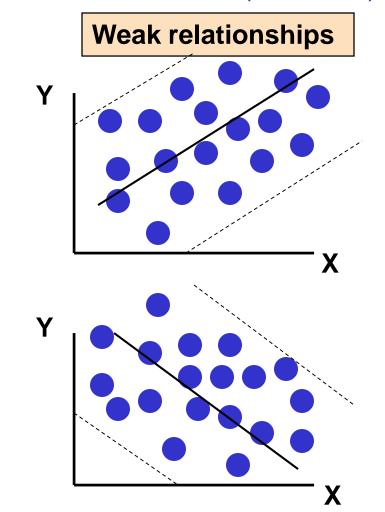


### Types of Relationships



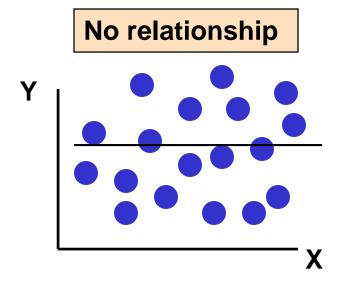
(continued)

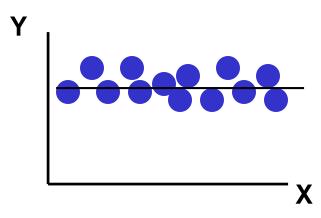




## Types of Relationships







## Introduction to Regression Analysis

**DCOVA** 

- Regression analysis is used to:
  - Predict the value of a dependent variable based on the value of at least one independent variable
  - Explain the impact of changes in an independent variable on the dependent variable

Dependent variable: the variable we wish to predict or explain

Independent variable: the variable used to predict or explain the dependent variable

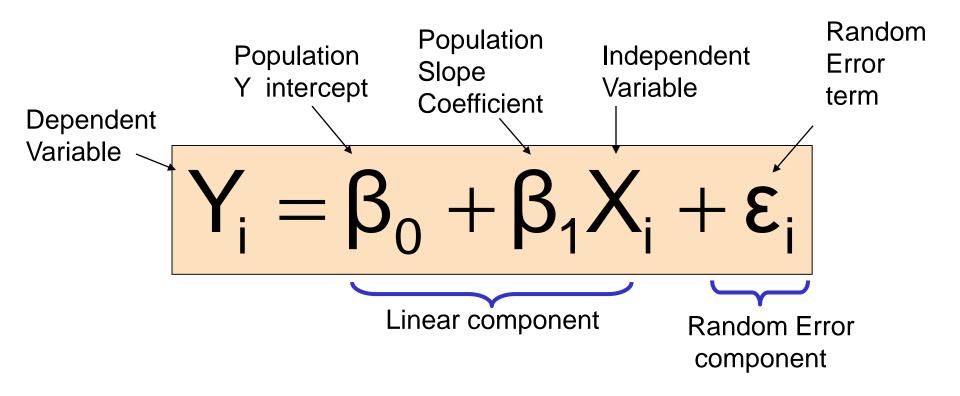
## Simple Linear Regression Model

**DCOVA** 

- Only one independent variable, X
- Relationship between X and Y is described by a linear function
- Changes in Y are assumed to be related to changes in X

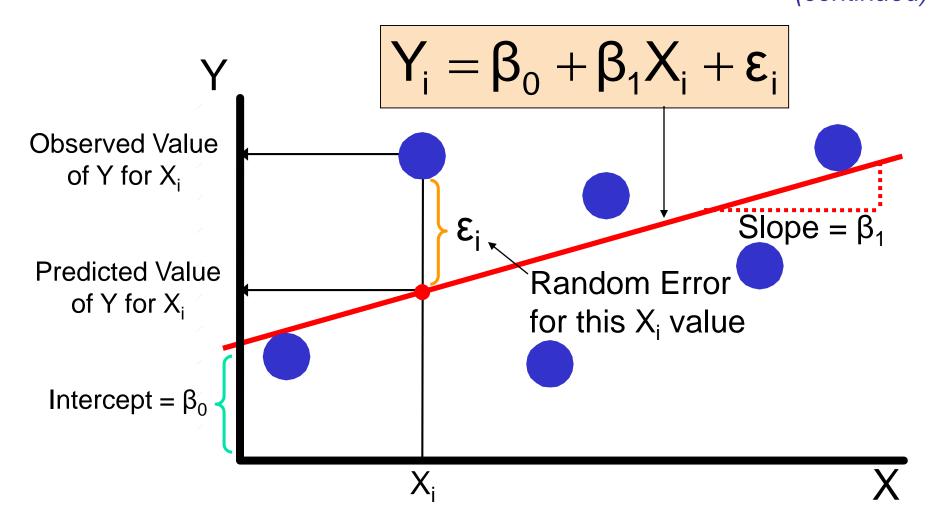
## Simple Linear Regression Model

#### **DCOVA**



## Simple Linear Regression Model

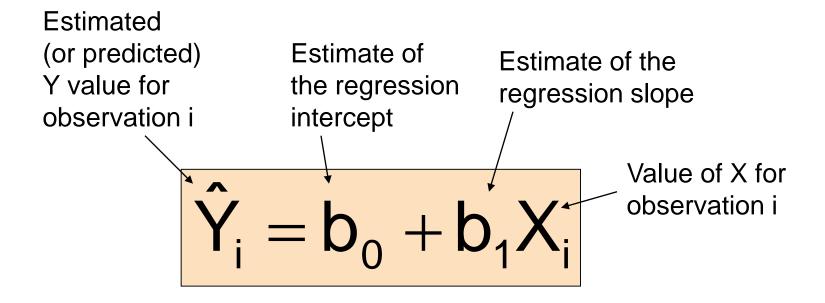
DCOVA (continued)



# Simple Linear Regression Equation (Prediction Line)

DCOV<u>A</u>

The simple linear regression equation provides an estimate of the population regression line



### The Least Squares Method

**DCOVA** 

 $b_0$  and  $b_1$  are obtained by finding the values of that minimize the sum of the squared differences between Y and  $\hat{Y}$ :

$$\min \sum (Y_i - \hat{Y}_i)^2 = \min \sum (Y_i - (b_0 + b_1 X_i))^2$$

## Finding the Least Squares Equation

**DCOVA** 

The coefficients b<sub>0</sub> and b<sub>1</sub>, and other regression results in this chapter, will be found using Excel or Minitab

Formulas are shown in the text for those who are interested

## Interpretation of the Slope and the Intercept

DCOV<u>A</u>

b<sub>0</sub> is the estimated average value of Y
 when the value of X is zero

 b<sub>1</sub> is the estimated change in the average value of Y as a result of a one-unit increase in X

## Simple Linear Regression Example

**DCOVA** 

- A real estate agent wishes to examine the relationship between the selling price of a home and its size (measured in square feet)
- A random sample of 10 houses is selected
  - Dependent variable (Y) = house price in \$1000s
  - Independent variable (X) = square feet



## Simple Linear Regression Example: Data



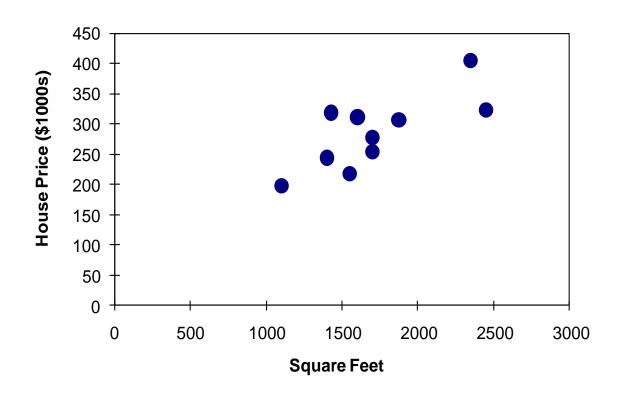
House Price in \$1000s (Y)	Square Feet (X)
245	1400
312	1600
279	1700
308	1875
199	1100
219	1550
405	2350
324	2450
319	1425
255	1700

Copyright © 2015, 2012, 2009 Pearson Education, Inc.



## Simple Linear Regression **Example: Scatter Plot**

House price model: Scatter Plot





## Simple Linear Regression **Example: Minitab Output**

#### DCOVA

The regression equation is

Price = 98.2 + 0.110 Square Feet

Predictor Coef SE Coef Constant 98.25 58.03 1.69 0.129 Square Feet 0.10977 0.03297 3.33 0.010

S = 41.3303 R-Sq = 58.1% R-Sq(adj) = 52.8%

Analysis of Variance

DF SS Source MS 1 18935 18935 11.08 0.010 Regression Residual Error 8 13666 1708 Total 32600

The regression equation is:

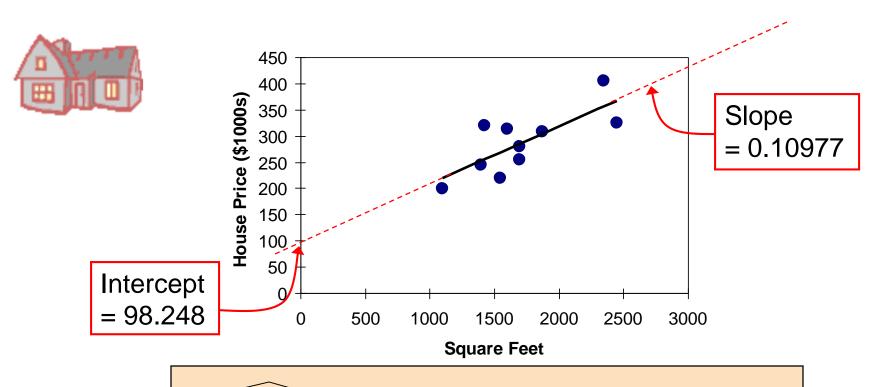
house price = 98.24833 + 0.10977 (square feet)



# Simple Linear Regression Example: Graphical Representation

**DCOVA** 

House price model: Scatter Plot and Prediction Line



house price = 98.24833 + 0.10977 (square feet)

# Simple Linear Regression Example: Interpretation of b<sub>o</sub>

house price = 98.24833 + 0.10977 (square feet)

- b<sub>0</sub> is the estimated average value of Y when the value of X is zero (if X = 0 is in the range of observed X values)
- Because a house cannot have a square footage of 0, b<sub>0</sub> has no practical application



## Simple Linear Regression Example: Interpreting b<sub>1</sub>

- b₁ estimates the change in the average value of Y as a result of a one-unit increase in X
  - Here,  $b_1 = 0.10977$  tells us that the mean value of a house increases by .10977(\$1000) = \$109.77, on average, for each additional one square foot of size

### Simple Linear Regression Example: Making Predictions

**DCOVA** 

Predict the price for a house with 2000 square feet:

=98.25+0.1098(2000)

= 317.85

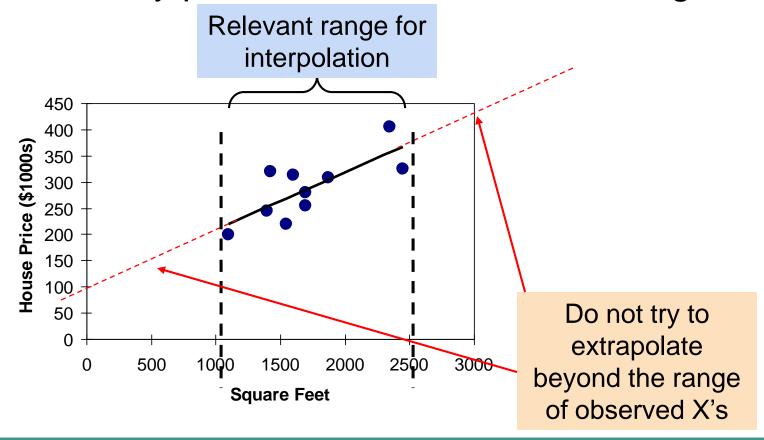
The predicted price for a house with 2000 square feet is 317.85(\$1,000s) = \$317,850



## Simple Linear Regression Example: Making Predictions

**DCOVA** 

 When using a regression model for prediction, only predict within the relevant range of data



#### Measures of Variation

Total variation is made up of two parts:

$$SST = SSR + SSE$$

Total Sum of Squares

Regression Sum of Squares

Error Sum of **Squares** 

$$SST = \sum (Y_i - \overline{Y})^2$$

$$SSR = \sum (\hat{Y}_i - \overline{Y})^2$$

$$SSR = \sum (\hat{Y}_i - \overline{Y})^2 \mid SSE = \sum (Y_i - \hat{Y}_i)^2 \mid$$

where:

 $\overline{Y}$  = Mean value of the dependent variable

 $Y_i$  = Observed value of the dependent variable

 $Y_i$  = Predicted value of Y for the given  $X_i$  value

#### Measures of Variation

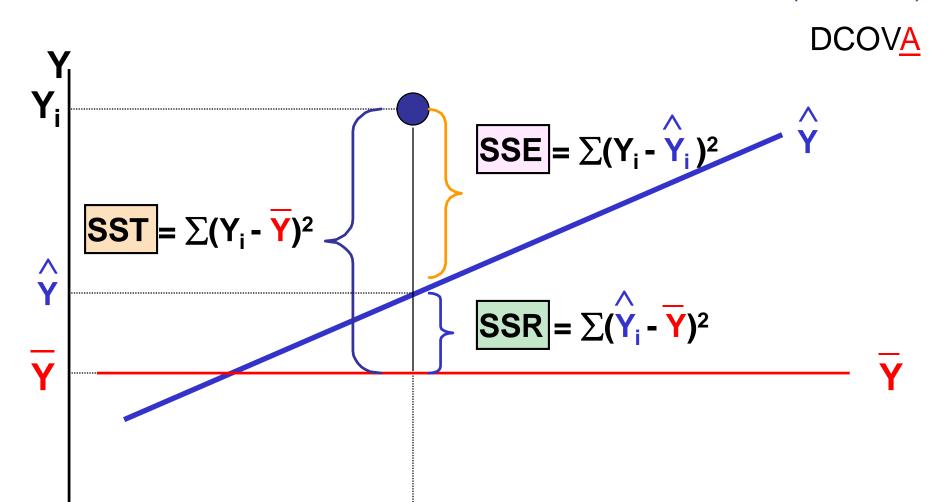
(continued)

**DCOVA** 

- SST = total sum of squares (Total Variation)
  - Measures the variation of the Y<sub>i</sub> values around their mean Y
- SSR = regression sum of squares (Explained Variation)
  - Variation attributable to the relationship between X and Y
- SSE = error sum of squares (Unexplained Variation)
  - Variation in Y attributable to factors other than X

#### Measures of Variation

(continued)



 $X_{i}$ 

### Coefficient of Determination, r<sup>2</sup>

#### DCOV<u>A</u>

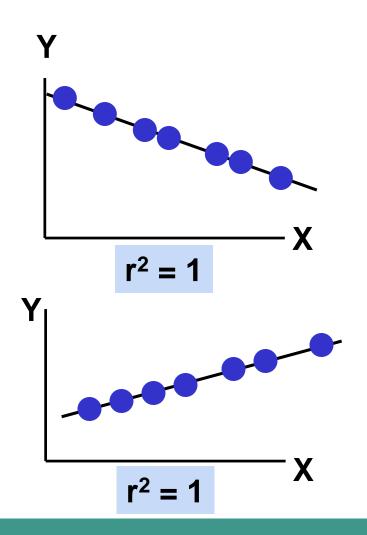
- The coefficient of determination is the portion of the total variation in the dependent variable that is explained by variation in the independent variable
- The coefficient of determination is also called r-squared and is denoted as r<sup>2</sup>

$$r^{2} = \frac{SSR}{SST} = \frac{\text{regression sum of squares}}{\text{total sum of squares}}$$

note: 
$$0 \le r^2 \le 1$$

## Examples of Approximate r<sup>2</sup> Values

**DCOVA** 



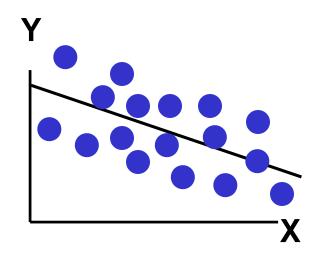
$$r^2 = 1$$

Perfect linear relationship between X and Y:

100% of the variation in Y is explained by variation in X

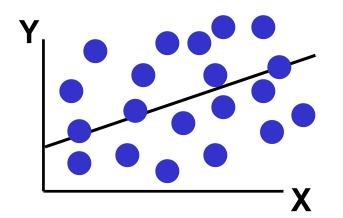
## Examples of Approximate r<sup>2</sup> Values

**DCOVA** 





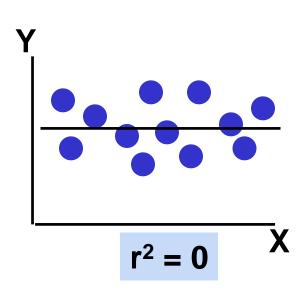
Weaker linear relationships between X and Y:



Some but not all of the variation in Y is explained by variation in X

## Examples of Approximate r<sup>2</sup> Values

**DCOVA** 



$$r^2 = 0$$

No linear relationship between X and Y:

The value of Y does not depend on X. (None of the variation in Y is explained by variation in X)

#### Simple Linear Regression Example: Coefficient of Determination, r<sup>2</sup> in Minitab **DCOVA**

The regression equation is

Price = 98.2 + 0.110 Square Feet

Predictor Coef SE Coef Constant 98.25 58.03 1.69 0.129 Square Feet 0.10977 0.03297 3.33 0.010

S = 41.3303 R-Sq = 58.1% R-Sq(adj) = 52.8%

Analysis of Variance



$$r^2 = \frac{\text{SSR}}{\text{SST}} = \frac{18934.9348}{32600.5000} = 0.58082$$

58.08% of the variation in house prices is explained by variation in square feet

#### Standard Error of Estimate

**DCOVA** 

 The standard deviation of the variation of observations around the regression line is estimated by

$$S_{YX} = \sqrt{\frac{SSE}{n-2}} = \sqrt{\frac{\sum_{i=1}^{n} (Y_i - \hat{Y}_i)^2}{n-2}}$$

Where

SSE = error sum of squares n = sample size

## Simple Linear Regression Example: Standard Error of Estimate in Minitab

**DCOVA** 

The regression equation is

Price = 98.2 + 0.110 Square Feet

Predictor Coef SE Coef T P

Constant 98.25 58.03 1.69 0.129

Square Feet 0.10977 0.03297 3.33 0.010

S = 41.3303 R-Sq = 58.1% R-Sq(adj) = 52.8%

Analysis of Variance

Source DF SS MS F P
Regression 1 18935 18935 11.08 0.010
Residual Error 8 13666 1708
Total 9 32600

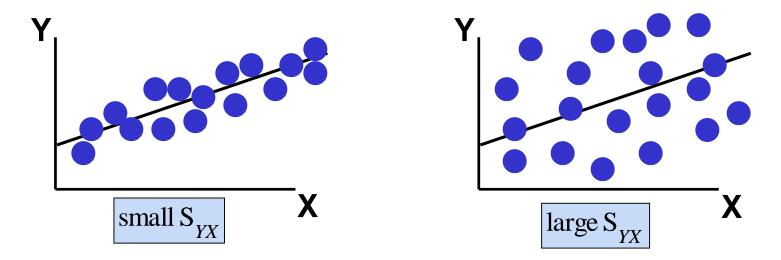
$$S_{YX} = 41.33032$$



## Comparing Standard Errors

**DCOVA** 

S<sub>YX</sub> is a measure of the variation of observed Y values from the regression line



The magnitude of  $S_{YX}$  should always be judged relative to the size of the Y values in the sample data

i.e.,  $S_{YX}$  = \$41.33K is moderately small relative to house prices in the \$200K - \$400K range

# Assumptions of Regression L.I.N.E

**DCOVA** 

- <u>L</u>inearity
  - The relationship between X and Y is linear
- Independence of Errors
  - Error values are statistically independent
- Normality of Error
  - Error values are normally distributed for any given value of X
- <u>Equal Variance</u> (also called homoscedasticity)
  - The probability distribution of the errors has constant variance

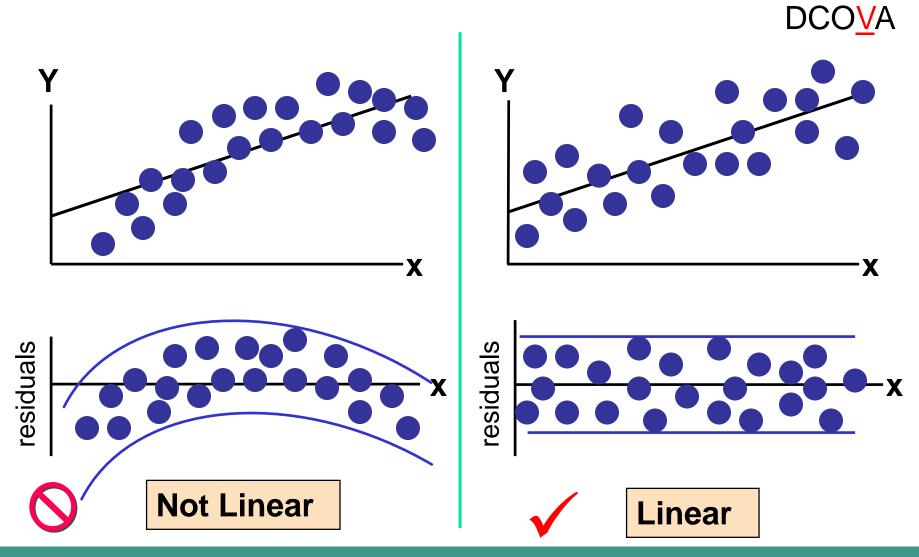
### Residual Analysis

$$e_{\scriptscriptstyle i} = Y_{\scriptscriptstyle i} - \hat{Y}_{\scriptscriptstyle i}$$

**DCOVA** 

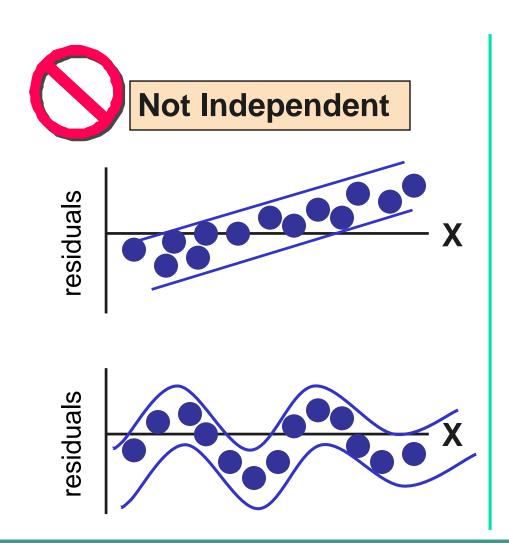
- The residual for observation i, e<sub>i</sub>, is the difference between its observed and predicted value
- Check the assumptions of regression by examining the residuals
  - Examine for linearity assumption
  - Evaluate independence assumption
  - Evaluate normal distribution assumption
  - Examine for constant variance for all levels of X (homoscedasticity)
- Graphical Analysis of Residuals
  - Can plot residuals vs. X

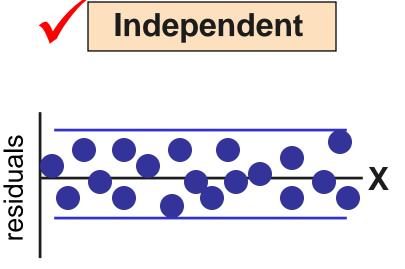
### Residual Analysis for Linearity



## Residual Analysis for Independence

DCO<u>V</u>A





### **Checking for Normality**

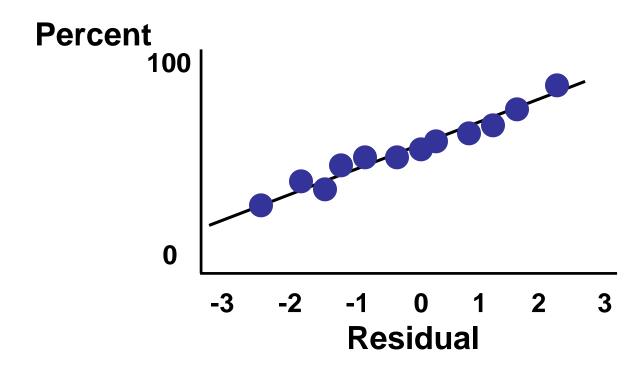
DCOV<u>A</u>

- Examine the Stem-and-Leaf Display of the Residuals
- Examine the Boxplot of the Residuals
- Examine the Histogram of the Residuals
- Construct a Normal Probability Plot of the Residuals

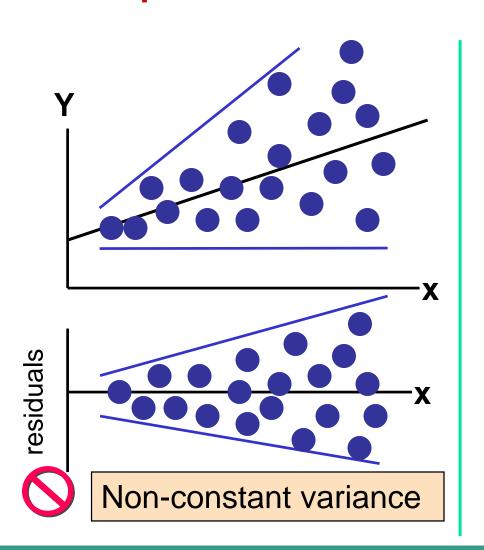
### Residual Analysis for Normality

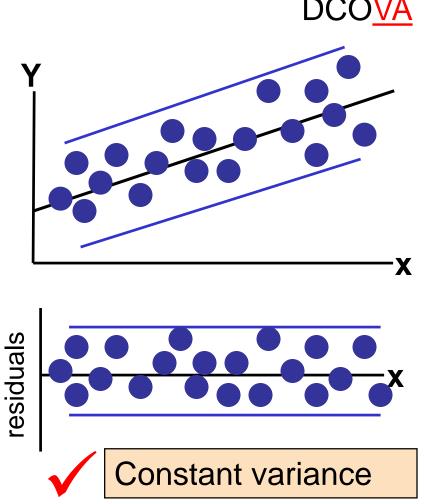
DCO<u>VA</u>

When using a normal probability plot, normal errors will approximately display in a straight line

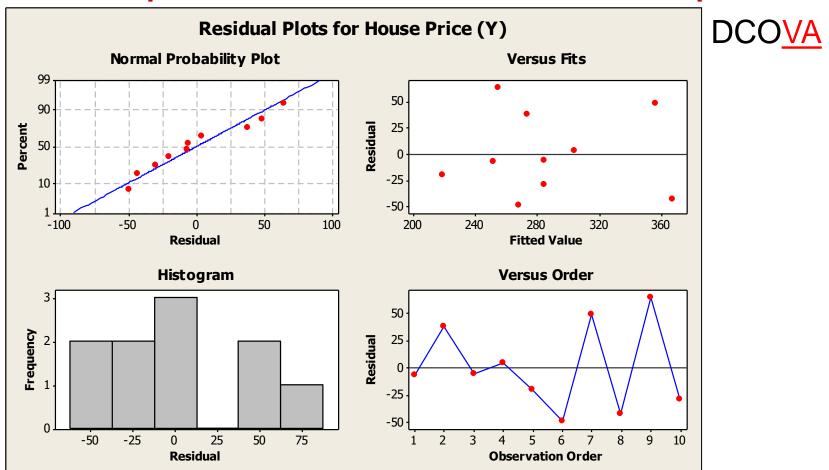


## Residual Analysis for Equal Variance





### Simple Linear Regression Example: Minitab Residual Output



Does not appear to violate any regression assumptions

### Measuring Autocorrelation: The Durbin-Watson Statistic

DCOV<u>A</u>

- Used when data are collected over time to detect if autocorrelation is present
- Autocorrelation exists if residuals in one time period are related to residuals in another period

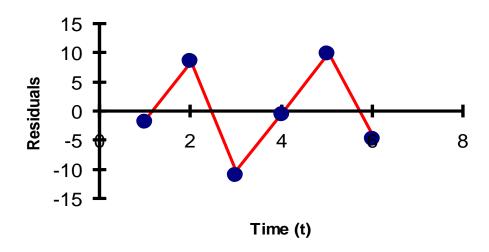
#### Autocorrelation

DCO<mark>VA</mark>

 Autocorrelation is correlation of the errors (residuals) over time

Time (t) Residual Plot

 Here, residuals show a cyclic pattern, not random. Cyclical patterns are a sign of positive autocorrelation



 Violates the regression assumption that residuals are random and independent

### The Durbin-Watson Statistic

**DCOVA** 

 The Durbin-Watson statistic is used to test for autocorrelation

H<sub>0</sub>: residuals are not correlated

H₁: positive autocorrelation is present

$$D = \frac{\sum_{i=2}^{n} (e_i - e_{i-1})^2}{\sum_{i=1}^{n} e_i^2}$$

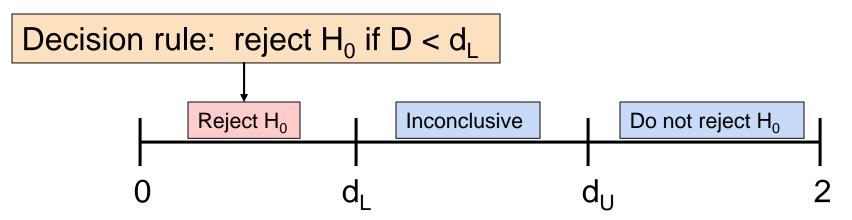
- The possible range is  $0 \le D \le 4$
- D should be close to 2 if H<sub>0</sub> is true
- D less than 2 may signal positive autocorrelation, D greater than 2 may signal negative autocorrelation

DCOVA

H<sub>0</sub>: positive autocorrelation does not exist

H<sub>1</sub>: positive autocorrelation is present

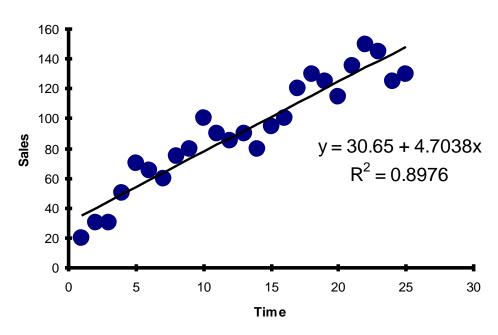
- Calculate the Durbin-Watson test statistic = D
   (The Durbin-Watson Statistic can be found using Excel or Minitab)
- Find the values d<sub>L</sub> and d<sub>U</sub> from the Durbin-Watson table (for sample size n and number of independent variables k)



(continued)

DCOV<u>A</u>

Suppose we have the following time series data:



Is there autocorrelation?

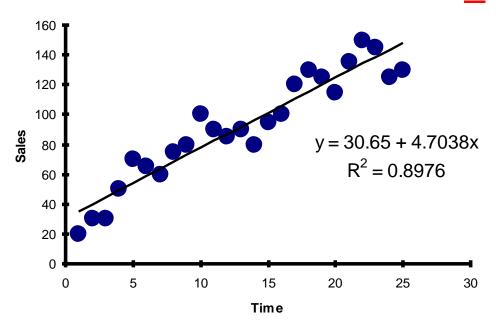
(continued)

**DCOVA** 

• Example with n = 25:

#### Excel/PHStat output:

<b>Durbin-Watson Calculations</b>					
Sum of Squared Difference of Residuals	3296.18				
Sum of Squared Residuals	3279.98				
Durbin-Watson Statistic	1.00494				
Statistic	1.0049				

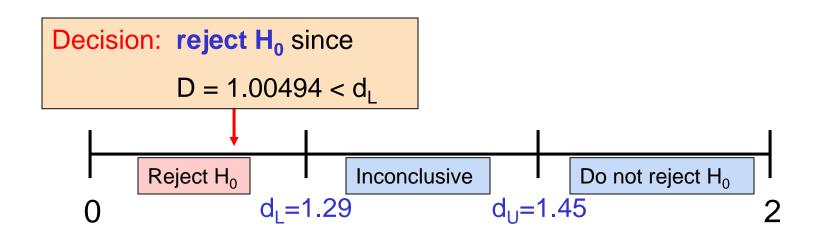


$$D = \frac{\sum_{i=2}^{n} (e_i - e_{i-1})^2}{\sum_{i=1}^{n} e_i^2} = \frac{3296.18}{3279.98} = 1.00494$$

(continued)

#### DCOVA

- Here, n = 25 and there is k = 1 one independent variable
- Using the Durbin-Watson table,  $d_L = 1.29$  and  $d_U = 1.45$
- D =  $1.00494 < d_L = 1.29$ , so reject  $H_0$  and conclude that significant positive autocorrelation exists



### Inferences About the Slope

**DCOVA** 

The standard error of the regression slope coefficient (b₁) is estimated by

$$S_{b_1} = \frac{S_{YX}}{\sqrt{SSX}} = \frac{S_{YX}}{\sqrt{\sum (X_i - \overline{X})^2}}$$

where:

 $S_{b_1}$  = Estimate of the standard error of the slope

$$S_{YX} = \sqrt{\frac{SSE}{n-2}}$$
 = Standard error of the estimate

## Inferences About the Slope: t Test

**DCOVA** 

- t test for a population slope
  - Is there a linear relationship between X and Y?
- Null and alternative hypotheses
  - $H_0$ :  $β_1 = 0$  (no linear relationship)
  - $H_1$ :  $\beta_1 \neq 0$  (linear relationship does exist)
- Test statistic

$$t_{\text{STAT}} = \frac{b_1 - \beta_1}{S_{b_1}}$$

$$d.f. = n-2$$

#### where:

$$b_1$$
 = regression slope coefficient

$$\beta_1$$
 = hypothesized slope

$$S_{b1}$$
 = standard  
error of the slope

### Inferences About the Slope: t Test Example

House Price in \$1000s (y)	Square Feet (x)
245	1400
312	1600
279	1700
308	1875
199	1100
219	1550
405	2350
324	2450
319	1425
255	1700

#### **Estimated Regression Equation:**

house price = 98.25 + 0.1098 (sq.ft.)

The slope of this model is 0.1098

Is there a relationship between the square footage of the house and its sales price?

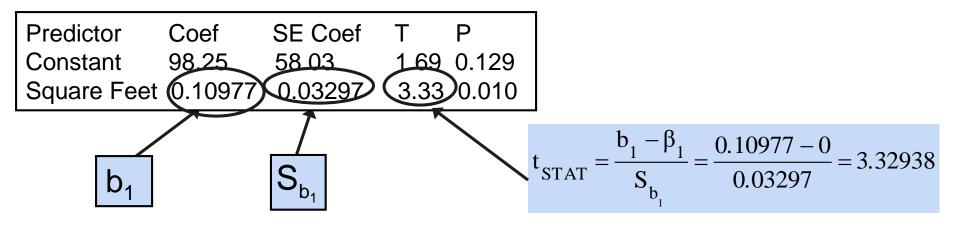
# Inferences About the Slope: t Test Example

$$H_0$$
:  $\beta_1 = 0$ 

$$H_1$$
:  $\beta_1 \neq 0$ 

DCOVA

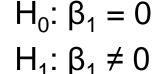
#### From Minitab output:

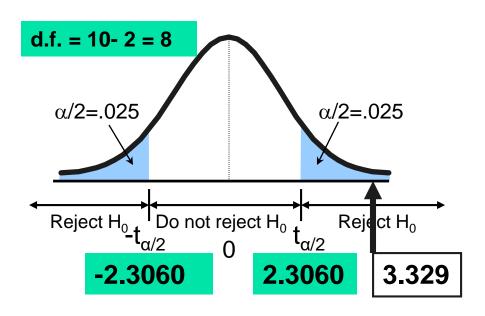


## Inferences About the Slope: t Test Example

**DCOVA** 

Test Statistic: 
$$t_{STAT} = 3.329$$





Decision: Reject H<sub>0</sub>

There is sufficient evidence that square footage affects house price

## Inferences About the Slope: t Test Example

$$H_0$$
:  $\beta_1 = 0$ 

$$H_1$$
:  $\beta_1 \neq 0$ 

**DCOVA** 

#### From Minitab output:

Predictor	Coef	SE Coef	Т	Р		p-value
Constant	98.25	58.03	1.69	0.129		
Square Feet	0.10977	0.03297	3.33	0.010	+	

Decision: Reject  $H_0$ , since p-value  $< \alpha$ 

There is sufficient evidence that square footage affects house price.

### F Test for Significance

• F Test statistic: 
$$F_{STAT} = \frac{MSR}{MSE}$$

where

$$MSR = \frac{SSR}{k}$$

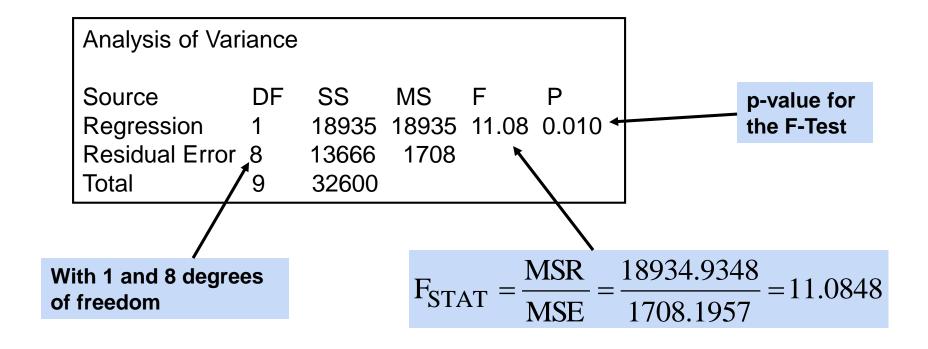
$$MSE = \frac{SSE}{n-k-1}$$

where  $F_{STAT}$  follows an F distribution with k numerator and (n - k - 1)denominator degrees of freedom

(k = the number of independent variables in the regression model)

## F-Test for Significance Minitab Output

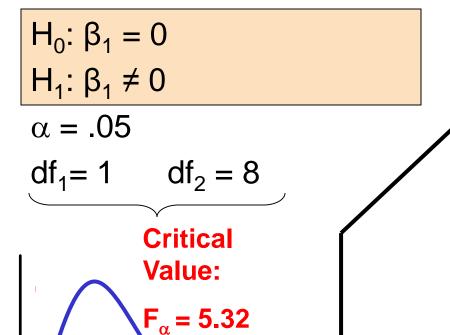
DCOV<u>A</u>



### F Test for Significance

(continued)

#### **DCOVA**



 $\alpha = .05$ 

 $F_{.05} = 5.32$ 

Reject H<sub>0</sub>

#### **Test Statistic:**

$$F_{STAT} = \frac{MSR}{MSE} = 11.08$$

#### **Decision:**

Reject  $H_0$  at  $\alpha = 0.05$ 

#### **Conclusion:**

There is sufficient evidence that house size affects selling price

Do not

reject H<sub>0</sub>

## Confidence Interval Estimate for the Slope

DCOVA

Confidence Interval Estimate of the Slope:

$$\mathbf{b}_1 \pm t_{\alpha/2} \mathbf{S}_{\mathbf{b}_1}$$

d.f. = n - 2

#### **Excel Printout for House Prices:**

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	98.24833	58.03348	1.69296	0.12892	-35.57720	232.07386
<b>Square Feet</b>	0.10977	0.03297	3.32938	0.01039	0.03374	0.18580
			-	-		

At 95% level of confidence, the confidence interval for the slope is (0.0337, 0.1858)

### Confidence Interval Estimate for the Slope

(continued)

#### **DCOVA**

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	98.24833	58.03348	1.69296	0.12892	-35.57720	232.07386
<b>Square Feet</b>	0.10977	0.03297	3.32938	0.01039	0.03374	0.18580
				-		

Since the units of the house price variable is \$1000s, we are 95% confident that the average impact on sales price is between \$33.74 and \$185.80 per square foot of house size

This 95% confidence interval does not include 0.

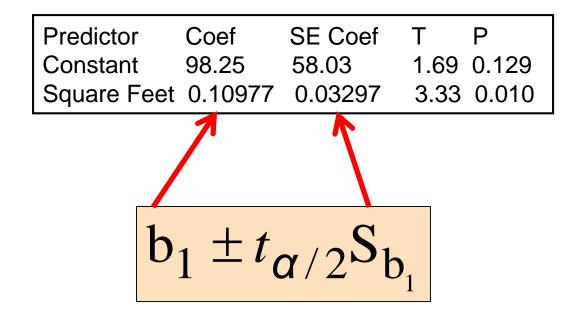
Conclusion: There is a significant relationship between house price and square feet at the .05 level of significance

## Confidence Interval Estimate for the Slope from Minitab

(continued)

**DCOVA** 

Minitab does not automatically calculate a confidence interval for the slope but provides the quantities necessary to use the confidence interval formula.



### t Test for a Correlation Coefficient

#### **DCOVA**

#### Hypotheses

$$H_0$$
:  $\rho = 0$  (no correlation between X and Y)  
 $H_1$ :  $\rho \neq 0$  (correlation exists)

#### Test statistic

#### t-test For A Correlation Coefficient

(continued)



Is there evidence of a linear relationship between square feet and house price at the .05 level of significance?

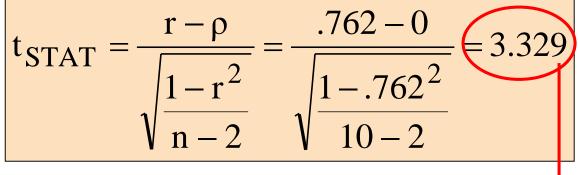
H<sub>0</sub>: 
$$\rho = 0$$
 (No correlation)  
H<sub>1</sub>:  $\rho \neq 0$  (correlation exists)  
 $\alpha = .05$ , df = 10 - 2 = 8

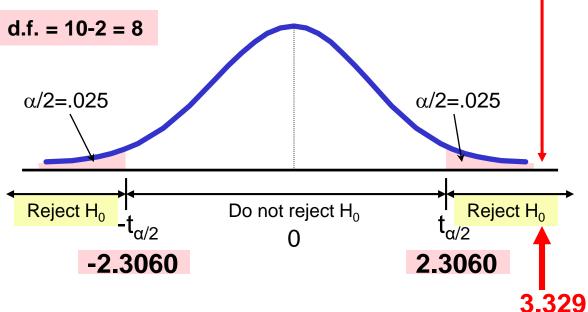
$$t_{\text{STAT}} = \frac{r - \rho}{\sqrt{\frac{1 - r^2}{n - 2}}} = \frac{.762 - 0}{\sqrt{\frac{1 - .762^2}{10 - 2}}} = 3.329$$

#### t-test For A Correlation Coefficient

(continued)

#### **DCOVA**





### **Decision:**

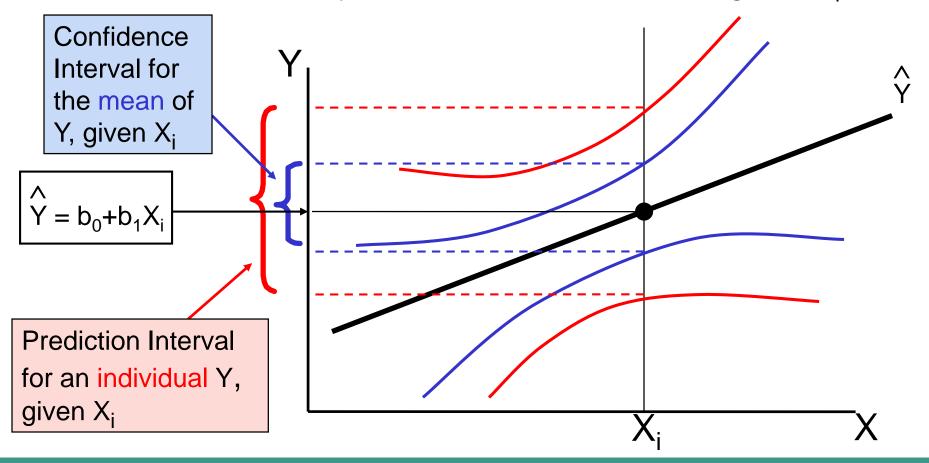
Reject H<sub>0</sub>

#### **Conclusion:**

There is
evidence of a
linear association
at the 5% level of
significance

## Estimating Mean Values and Predicting Individual Values

Goal: Form intervals around Y to express uncertainty about the value of Y for a given X<sub>i</sub>



## Confidence Interval for the Average Y, Given X

DCOV<u>A</u>

Confidence interval estimate for the mean value of Y given a particular X<sub>i</sub>

Confidence interval for 
$$\mu_{Y|X=X_i}$$
:

$$\hat{Y} \pm t_{\alpha/2} S_{YX} \sqrt{h_i}$$

Size of interval varies according to distance away from mean,  $\overline{X}$ 

$$h_i = \frac{1}{n} + \frac{(X_i - \overline{X})^2}{SSX} = \frac{1}{n} + \frac{(X_i - \overline{X})^2}{\sum (X_i - \overline{X})^2}$$

## Prediction Interval for an Individual Y, Given X

**DCOVA** 

Confidence interval estimate for an Individual value of Y given a particular X<sub>i</sub>

Confidence interval for 
$$Y_{X=X_i}$$
:
$$\hat{Y} \pm t_{\alpha/2} S_{YX} \sqrt{1 + h_i}$$

This extra term adds to the interval width to reflect the added uncertainty for an individual case

## Estimation of Mean Values: Example

DCOVA

Confidence Interval Estimate for  $\mu_{Y|X=X_i}$ 

Find the 95% confidence interval for the mean price of 2,000 square-foot houses

Predicted Price  $Y_i = 317.85 \ (\$1,000s)$ 

$$\hat{Y} \pm t_{0.025} S_{YX} \sqrt{\frac{1}{n} + \frac{(X_i - \overline{X})^2}{\sum (X_i - \overline{X})^2}} = 317.85 \pm 37.12$$

The confidence interval endpoints (from Excel) are 280.66 and 354.90, or from \$280,660 to \$354,900

### Estimation of Individual Values: Example

Prediction Interval Estimate for  $Y_{X=X}$ 

Find the 95% prediction interval for an individual house with 2,000 square feet

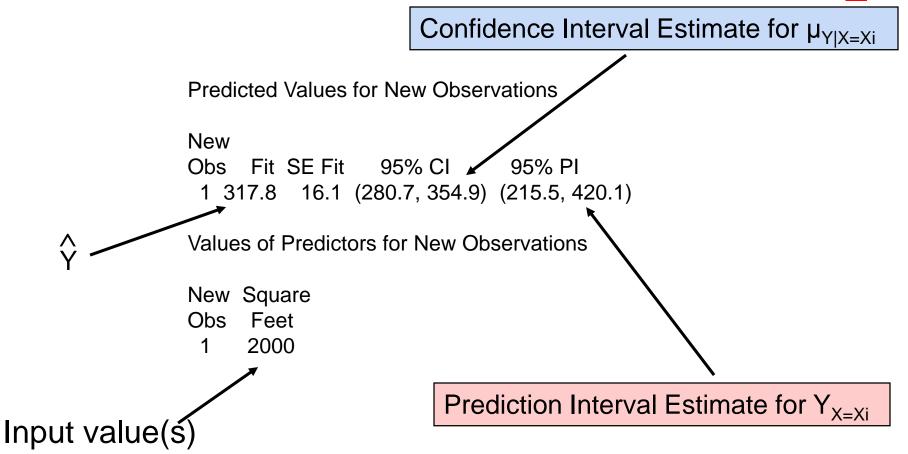
Predicted Price  $Y_i = 317.85 (\$1,000s)$ 

$$\hat{Y} \pm t_{0.025} S_{YX} \sqrt{1 + \frac{1}{n} + \frac{(X_i - \overline{X})^2}{\sum (X_i - \overline{X})^2}} = 317.85 \pm 102.28$$

The prediction interval endpoints from Excel are 215.50 and 420.07, or from \$215,500 to \$420,070

### Finding Confidence and Prediction Intervals in Minitab

DCOV<u>A</u>



### Pitfalls of Regression Analysis

- Lacking an awareness of the assumptions underlying least-squares regression
- Not knowing how to evaluate the assumptions
- Not knowing the alternatives to least-squares regression if a particular assumption is violated
- Using a regression model without knowledge of the subject matter
- Extrapolating outside the relevant range

## Strategies for Avoiding the Pitfalls of Regression

- Start with a scatter plot of X vs. Y to observe possible relationship
- Perform residual analysis to check the assumptions
  - Plot the residuals vs. X to check for violations of assumptions such as homoscedasticity
  - Use a histogram, stem-and-leaf display, boxplot, or normal probability plot of the residuals to uncover possible non-normality

## Strategies for Avoiding the Pitfalls of Regression

(continued)

- If there is violation of any assumption, use alternative methods or models
- If there is no evidence of assumption violation, then test for the significance of the regression coefficients and construct confidence intervals and prediction intervals
- Avoid making predictions or forecasts outside the relevant range

### **Chapter Summary**

#### In this chapter we discussed

- Types of regression models
- The assumptions of regression and correlation
- Determining the simple linear regression equation
- Measures of variation
- Residual analysis
- Measuring autocorrelation

### Chapter Summary

(continued)

- Making inferences about the slope
- Correlation -- measuring the strength of the association
- The estimation of mean values and prediction of individual values
- Possible pitfalls in regression and recommended strategies to avoid them