

1.

$$x_1 = \begin{bmatrix} 1 \\ 2 \end{bmatrix}$$

$$x_2 = \begin{bmatrix} 10 \\ 18 \end{bmatrix}$$

Distance formula: $d = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}$

$$d = \sqrt{(10-1)^2 + (18-2)^2}$$

$$d = \sqrt{9^2 + 16^2} = \sqrt{337} = 18.357$$

(1) Based on L2 norm (Euclidean norm)

$$X = \begin{bmatrix} x_1 \\ x_2 \\ \vdots \\ x_n \end{bmatrix}$$

$$\text{by } \|X\|_2 = \sqrt{\sum_{k=1}^n |x_k|^2}$$

So we have for:

$$x_1 = \|x_1\|_2 = \sqrt{1^2 + 2^2} = \sqrt{3}$$

$$x_2 = \|x_2\|_2 = \sqrt{10^2 + 18^2}$$

$$\Rightarrow \sqrt{100 + 324} = 2\sqrt{106}$$

$$\text{and we have: } x_2 - x_1 = 2\sqrt{106} - \sqrt{3} = 18.359$$

(2) Based on the L_1 norm:

$$\|X\|_1 = \sum |x_k|$$

So we have for:

$$x_1 = \|X_1\|_1 = |1| + |2| = 3$$

$$x_2 = \|X_2\|_1 = |10| + |18| = 28$$

$$\text{and we have: } x_2 - x_1 = 28 - 3 = 25$$

$$* \|X\|_p = \left(\sum |x_k|^p \right)^{1/p}$$

(3) Based on the L_∞ Norm:

$$\|X\|_\infty = \max_i |x_{ki}|$$

So we have for:

$$\begin{aligned} x_1 &= \|X_1\|_\infty = \max(|1|, |2|) \\ &\Rightarrow \max(1, 2) = 2 \end{aligned}$$

$$\begin{aligned} x_2 &= \|X_2\|_\infty = \max(|10|, |18|) \\ &\Rightarrow \max(10, 18) = 18 \end{aligned}$$

$$\text{So, } x_2 - x_1 = 18 - 2 = 16$$

* Assume that we use a clustering method similar to k-mean, and this method could use any type of vector norms as distance measure. Then, does the L_∞ norm-based distance measure make sense for this application?

- The L_∞ norm, which considers the max absolute difference between any feature might not be the best choice in the context because it only accounts for the feature with largest difference ignores other.
- If income and spend differ significantly L_∞ norm will only reflect the maximum of these two difference, which might not capture the overall dissimilarity customers based on the both features

So we have, that L_∞ norm measure does not make sense for this application

If we want a comprehensive understanding of how customers differ in both income and spend.

2.

Scalar valued function of a
vector variable: $f(x) = x^T A x$

We have two elements: $x = \begin{bmatrix} \alpha \\ \beta \end{bmatrix}$, and $A = \begin{bmatrix} a & c \\ c & b \end{bmatrix}$

$$\frac{df}{dx} = \begin{bmatrix} \frac{df}{d\alpha} \\ \frac{df}{d\beta} \end{bmatrix}, \text{ Show that } \frac{df}{dx} = 2Ax$$

Calculate: $f(x)$, $2Ax$, $\frac{df}{d\alpha}$, $\frac{df}{d\beta}$

we know that: $f(x) = x^T A x$, $x = \begin{bmatrix} \alpha \\ \beta \end{bmatrix}$
 $x^T = [\alpha, \beta]$

S.1. $f(x) = x^T A x$

$$\cdot Ax = \begin{bmatrix} a & c \\ c & b \end{bmatrix} \begin{bmatrix} \alpha \\ \beta \end{bmatrix} = \begin{bmatrix} a\alpha + c\beta \\ c\alpha + b\beta \end{bmatrix}$$

$$\cdot x^T A x = [\alpha, \beta] \begin{bmatrix} a\alpha + c\beta \\ c\alpha + b\beta \end{bmatrix}$$

$$\Rightarrow \alpha(a\alpha + c\beta) + \beta(c\alpha + b\beta)$$

$$\Rightarrow ad^2 + dpc + dpc + b\beta^2$$

$$\Rightarrow ad^2 + 2dpc + b\beta^2$$

$$f(x) = ad^2 + 2dpc + b\beta^2$$

$$\begin{aligned} \text{s. 2.} \quad 2Ax &= 2 \cdot \begin{bmatrix} a & c \\ c & b \end{bmatrix} \begin{bmatrix} \alpha \\ \beta \end{bmatrix} \\ &= \begin{bmatrix} 2a & 2c \\ 2c & 2b \end{bmatrix} \begin{bmatrix} 2\alpha \\ 2\beta \end{bmatrix} \\ &= \begin{bmatrix} 2a\alpha + 2c\beta \\ 2c\alpha + 2b\beta \end{bmatrix} \end{aligned}$$

$$\text{s. 3.} \quad \text{a) } \frac{df}{d\alpha} \text{ of } f(x) = ad^2 + 2dpc + b\beta^2$$

$$\frac{df}{d\alpha} = \frac{d}{d\alpha} (ad^2 + 2dpc + b\beta^2)$$

$$= 2a\alpha + 2pc + \cancel{b\beta^2}$$

$$= \underline{2a\alpha + 2pc}$$

$$b) \quad \frac{df}{d\beta} \text{ of } f(x) = a\alpha^2 + 2\alpha\beta c + b\beta^2$$

$$\frac{df}{d\beta} = \frac{d}{d\beta} (a\alpha^2 + 2\alpha\beta c + b\beta^2)$$

$$= \underline{2b\beta + 2\alpha c}$$

Now we have that the gradient of

$$\frac{df}{dx} = \begin{bmatrix} \frac{df}{d\alpha} \\ \frac{df}{d\beta} \end{bmatrix} = \begin{bmatrix} 2a\alpha + 2c\beta \\ 2b\beta + 2\alpha c \end{bmatrix}$$

And we can make a conclusion that,
yes $\frac{df}{dx}$ is exactly the same as $2Ax$

$$\frac{df}{dx} = 2Ax$$

We showed that derivative of function $f(x) = x^T Ax$
with respect to the vector x is indeed $\frac{df}{dx} = 2Ax$

