

→ least squares Estimate

$$\hat{\beta} = \begin{pmatrix} \hat{\beta}_0 \\ \hat{\beta}_1 \\ \hat{\beta}_2 \\ \vdots \\ \hat{\beta}_n \end{pmatrix} = (X^T \cdot X)^{-1} X^T \cdot y$$

Product 1 Sales	Product 2 Sales	Weekly Sales
1	4	1
2	5	6
3	8	8
4	2	12

→ Bias : An arbitrary weight.

→ Mul-Reg : Always select ones.

$$X = \begin{pmatrix} 1 & 1 & 4 \\ 1 & 2 & 5 \\ 1 & 3 & 8 \\ 1 & 4 & 2 \end{pmatrix}$$

$$X^T \cdot X = \begin{pmatrix} 1 & 1 & 1 & 1 \\ 1 & 2 & 3 & 4 \\ 4 & 5 & 8 & 2 \end{pmatrix} \begin{pmatrix} 1 & 1 & 4 \\ 1 & 2 & 5 \\ 1 & 3 & 8 \\ 1 & 4 & 2 \end{pmatrix}$$

3x4 4x3

$$= \begin{pmatrix} 4 & 10 & 19 \\ 10 & 30 & 46 \\ 19 & 46 & 109 \end{pmatrix} \quad 3 \times 3$$

$$(X^T X)^{-1} = \begin{pmatrix} 3.15 & -0.59 & -0.30 \\ -0.59 & 0.20 & 0.016 \\ -0.30 & 0.016 & 0.054 \end{pmatrix}$$

$$(X^T X)^{-1} \cdot X^T = \begin{pmatrix} 3.15 & -0.59 & -0.30 \\ -0.59 & 0.20 & 0.016 \\ -0.30 & 0.016 & 0.054 \end{pmatrix} \times \begin{pmatrix} 1 & 1 & 1 \\ 1 & 2 & 3 & 4 \\ 4 & 5 & 8 & 2 \end{pmatrix}$$

3x3 3x4

$$= \begin{pmatrix} 1.36 & 0.47 & -1.02 & 0.19 \\ -0.31 & -0.098 & 0.855 & 0.262 \\ -0.065 & 0.005 & 0.185 & -0.12 \end{pmatrix}$$

$$\left((X^T \cdot X)^T \cdot X^T \right) y = \begin{pmatrix} 1.36 & 0.47 & -1.02 & 0.19 \\ -0.31 & -0.098 & 0.855 & 0.262 \\ -0.065 & 0.005 & 0.185 & -0.12 \end{pmatrix} \times \begin{pmatrix} 1 \\ 6 \\ 8 \\ 12 \end{pmatrix}$$

3×4 4×1

$$= \underline{\underline{\begin{pmatrix} -1.7 \\ 3.486 \\ 0.005 \end{pmatrix}}}$$

$$\begin{aligned} \hat{y} &= -1.7 + 3.486x_1 + 0.005x_2 \\ &= a + b_1x_1 + b_2x_2 \end{aligned}$$

$$P1 = 5 ; P2 = 3$$

$$\begin{aligned} \hat{y} &= -1.7 + (3.486 \times 5) + (0.005 \times 3) \\ &= \underline{\underline{15.74}} \end{aligned}$$

$$\begin{pmatrix} 1 & 5 & 3 \end{pmatrix}$$

(1x3)

$$\begin{pmatrix} - \\ - \\ - \end{pmatrix}$$

(3x1)

$$\underline{\underline{[]}}$$