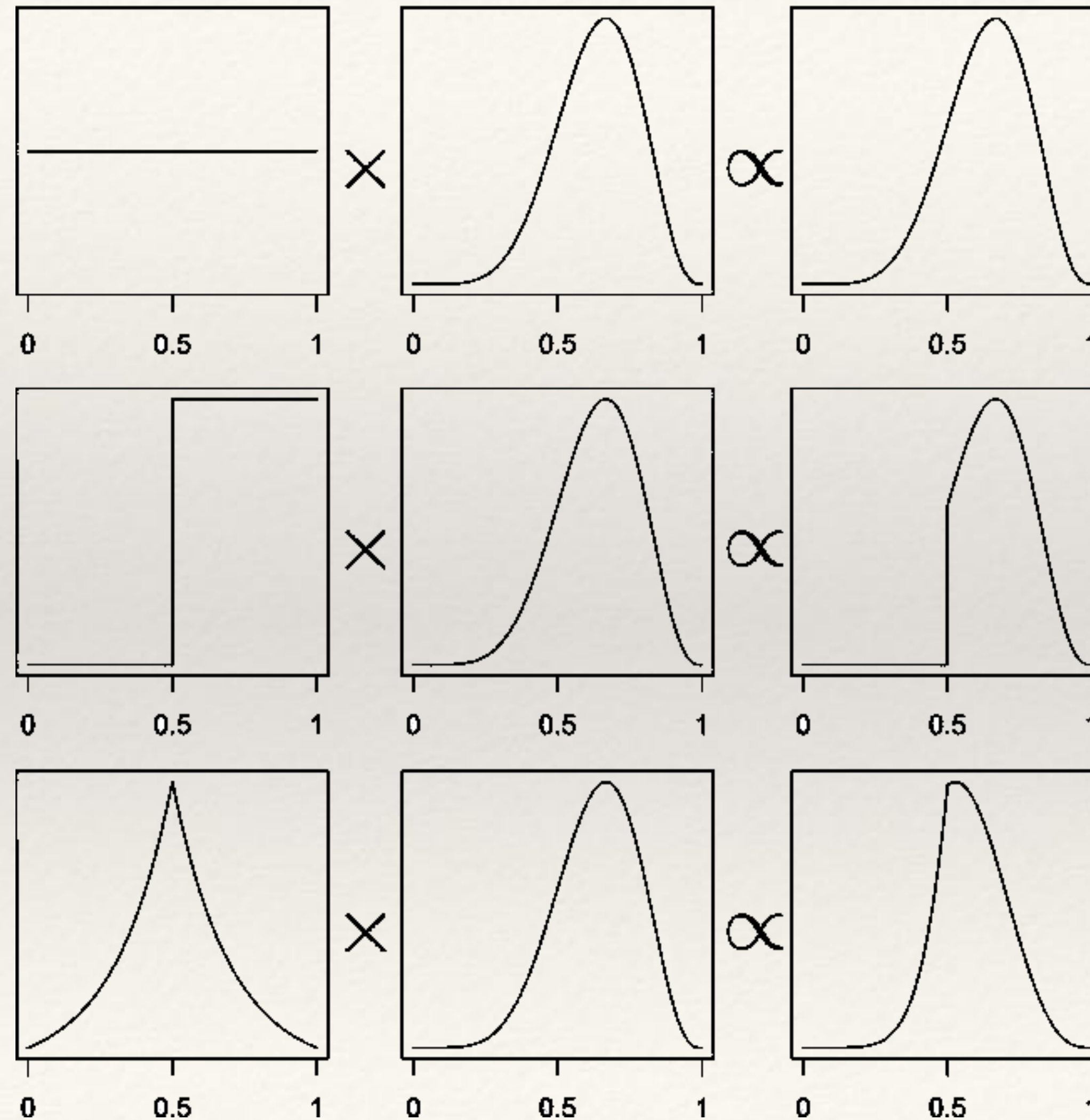


# PRIOR $\times$ LIKELIHOOD $\propto$ POSTERIOR

$$P(A | B) = \frac{P(B | A)P(A)}{P(B)}$$



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# ESTIMATING THE PROPORTION OF RED BALLS

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$p = P(\text{red ball}) = \text{proportion of red balls}$