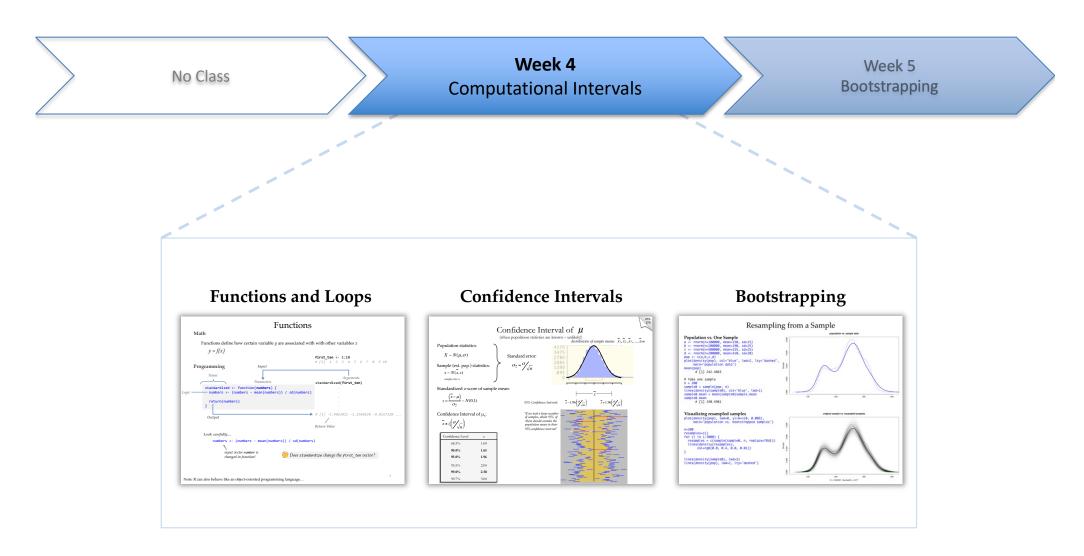
# Business Analytics Using Computational Statistics



# R Packages

Collections of functions for you to install, load, and use freely

### **Install from CRAN** (Comprehensive R Archive Network)

Mature and well tested packages are usually available on a central repository – CRAN

```
install.packages("ggplot2")
library("ggplot2")
# Ready to use all ggplot2 functions
```

### **Install from Github**

New or experiental packages are usually available on on Github – where developers self-publish their own code

```
install.packages("remotes")
remotes::install_github("soumyaray/compstatslib")

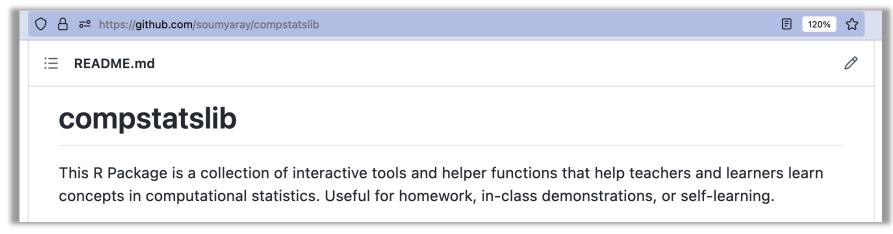
library("compstatslib")
# Ready to use all compstatslib functions

machine_precision() machine_precision() reports the smallest possible number on your machine such that 1 + x != 1
```





Soumya Ray Daniele Melotti
National Tsing Hua University



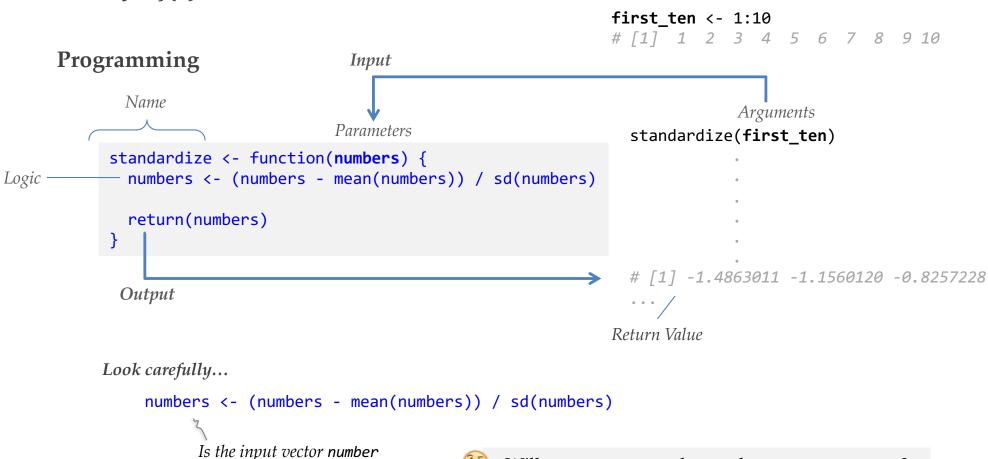
# **Functions**

### Math

Functions define how certain variable *y* are associated with with other variables *x* 

$$y = f(x)$$

is changed in function?



Will standardize() change the first\_ten vector?

# Changing the value of variables

```
standardize <- function(numbers) {
  numbers <- (numbers - mean(numbers)) / sd(numbers)

return(numbers)
}

Look carefully...

numbers <- (numbers - mean(numbers)) / sd(numbers)

Is the input vector number
  is changed in function?

Will standardize() change the first_ten vector?</pre>
```

### Can a function change an input?

```
first_ten <- 1:10
# [1] 1 2 3 4 5 6 7 8 9 10

standardized(first_ten)
# [1] -1.4863011 -1.1560120 -0.8257228 ...

first_ten
# [1] 1 2 3 4 5 6 7 8 9 10

It seems the first_ten vector was not changed</pre>
```

What happened when numbers was changed inside the function?

### Let's see what happens when the value of variables are changed in R:

```
X <- c(1, 2, 3, 4)

Name of variable

tracemem(x)
[1] "<0x10da9a988>"

tracemem() shows us the address where a variable's data is stored in computer memory

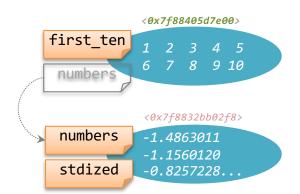
x[2] <- 9
tracemem[0x10da9a988 -> 0x10ddd8a48]:

X
[1] 1 9 3 4
```

### Let's see what happens to variables changed inside functions:

```
standardized_mem <- function(numbers) {
  cat(paste("BEFORE change: numbers is at: ", tracemem(numbers), "\n"))
  numbers <- (numbers - mean(numbers)) / sd(numbers)
  cat(paste("AFTER change: numbers is at: ", tracemem(numbers), "\n"))
  return(numbers)
}</pre>
```

```
R does
"copy on change"
(makes a new copy of data if it is changed)
```



# For Loops in R

### A procedural way to repeat operations in code

Telling the computer what to do, rather than what you want

```
Problem: Given a data vector,

norm_data <- rnorm(500000)

# [1] 0.01874617 -0.18425254 -1.37133055 -0.59916772 0.29454513 0.38979430...

Create a vector of boolean (true/false)

values to indicate if each data element is positive or not

# [1] TRUE FALSE FALSE TRUE TRUE...
```

One Solution: Create a loop that checks each element in the vector of data and makes a new vector of (-1) or (+1) values

### The Problem with For-loops

for-loop with *index* 

```
results <- c()
for (i in 1:length(norm_data)) {
   if (norm_data[i] < 0) {
     results[i] <- FALSE
   } else {
     results[i] <- TRUE
   }
}
# [1] TRUE FALSE FALSE FALSE TRUE TRUE...</pre>
```

**Shadow variables** *make code harder to understand* 

### Hard to know the intention of the loop

Made for computers to understand Hard for people to understand

### Easy to write slow, unoptimal code

Many optimization tricks must be learned Harder to perform in parallel

### for-loop without *index*

```
results <- c()
for (num in norm_data) {
  if (num < 0) {
    results <- c(results, FALSE)
  } else {
    results <- c(results, TRUE)
  }
}</pre>
```



Which version of the for-loop is easier to understand? (try reading each!)

Which version of the for loop will be faster? Why? (try running each!)

### Advantages of for-loops?

- More <u>familiar</u> to programmers from older languages
- *Helpful if index of operations is important*

# **Functional** Iteration

Stating your purpose (function) rather than procedure

### Apply family (apply/sapply/lapply)

1. Define a iteration logic in a **function** 

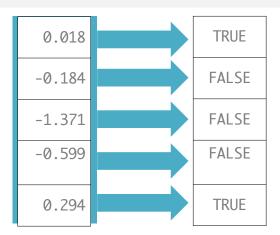
```
is_positive <- function(num) {
  if (num > 0) {
    return(TRUE)
  } else {
    return(FALSE)
  }
}
is_positive(5)
[1] TRUE
```

### 2. **Apply** the function over the data

results <- sapply(norm\_data, is\_positive)
# [1] TRUE FALSE FALSE TRUE TRUE</pre>

### Intention is clearer than for-loops

We wish to apply the logic of positive() function to every element of norm\_data



### Doesn't have to be optimized like a for-loop

R can optimize your functional iterations
Can be parallelized (see parallel package)
But still not always the fastest or clearest way...

### R treats functions as first-class objects:

functions can be stored like data functions can be passed as arguments functions can even return functions

E.g., our function is passed to sapply() as an <u>argument</u>

sapply(norm\_data, is\_positive)

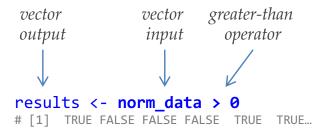
# Vectorized Iteration

R often already loops through data that is in vector form!

### Most readable

Most **operators** are already vectorized

Some **functions** are vectorized as well



ifelse(norm\_data > 0, "positive", "negative")
# [1] "positive" "negative" "negative" "negative"

### Matches mathematical representation

Vectorized code is most most likely to resemble your math/statistics

$$\chi - \bar{\chi}$$
 x - mean(x)

$$\frac{\sum (x - \bar{x})^2}{n - 1}$$
 sum((x - mean(x))^2) / (length(x) - 1)

# Benchmarking Performance

system.time(...)

If performance is critical, you can **benchmark** the time performance of your code

For loops can be very fast, or very slow, depending on your experience and the code

```
results <- c();
system.time(
  for (i in 1:length(norm_data)) {
    if (norm_data[i] < 0) { results[i] <- FALSE}
    else { results[i] <- TRUE }
  }
}

user system elapsed
# 0.159    0.020    0.186</pre>
```

### **Functional** iteration

performs somewhere between fast and slow for-loops

```
system.time( sapply(norm_data, positive) )
# user system elapsed
# 0.329  0.010  0.340
```

**Vectorized iteration** is always fastest, if it is available

```
system.time( norm_data > 0 )
user system elapsed
0.001 0.000 0.001
```

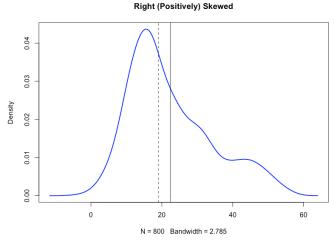
# Making your own function can help make repetitive tasks quicker and easy to change

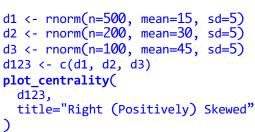
```
# Create a visualization function
plot_centrality <- function(distr, title) {
    # Plot the full distribution of abc
    plot(density(distr), col="blue", lwd=2, main = title)

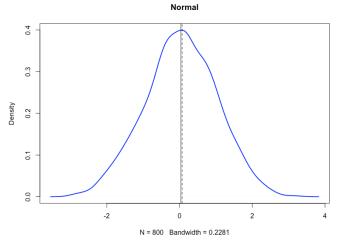
# Add vertical lines showing mean and median
    abline(v=mean(distr))
    abline(v=median(distr), lty="dashed")
}</pre>
```

# Mean vs. Median

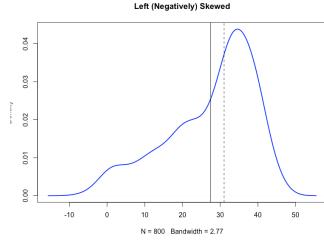
# The *mean appears to be more sensitive* to outliers The median (and other quartiles) appears to be more resilient to outliers







```
d123 <- rnorm(n=800)
plot_centrality(d123, title="Normal")</pre>
```



```
d1 <- rnorm(n=100, mean=5, sd=5)
d2 <- rnorm(n=200, mean=20, sd=5)
d3 <- rnorm(n=500, mean=35, sd=5)
d123 <- c(d1, d2, d3)
plot_centrality(
    d123,
    title="Left (Negatively) Skewed"
)</pre>
```



Why do we always use the mean in statistics?

Could we do statistics with the **median**?

# Standard Deviations of a Normal Distribution

```
quartiles_vs_sd <- function(distr) {
    # plot data distribution, mean + standard deviations lines
    plot(density(distr))
    abline(v=mean(distr))
    sd_points <- mean(distr) + (-3:3)*sd(distr)
    abline(v=sd_points, lty='dashed')

# return the distance of each quartile from the mean
    q = quantile(distr, c(0.25, 0.50, 0.75))
    return((q - mean(distr))/sd(distr))
}</pre>
```

## 

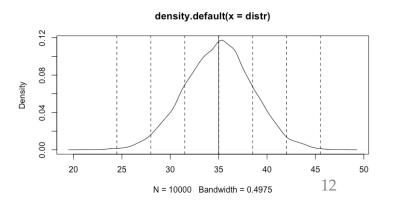
### **Standard Normal Distribution** (*mean*=0, *sd*=1)?

Our quartile deviations from the mean are similar if expressed in terms of **standard deviations**  Our quartile deviations from the mean are quite different in terms of their raw units

### Non-standard Normal Distribution? $(sd \neq 1)$

### Quartiles and Standard deviation:

- Describes dispersion in normal data, regardless of its center
- Can give us a standard sense of range for normal distributions

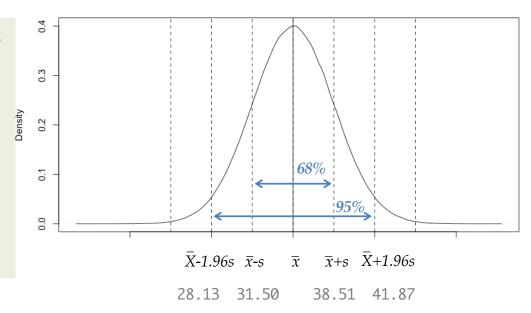


# The Empirical Rule

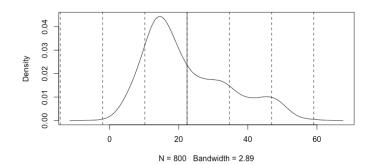
### For any symmetrical, bell-shaped distribution

68% of cases are within 1 sd of the mean

95% of cases are within 1.96 sd of the mean



### Does not apply for other distributions





Standard deviation does not describe familiar points in non-normal data

Are *quartiles* a better description of dispersion in non-normal data?

# Interquartile Range Revisited



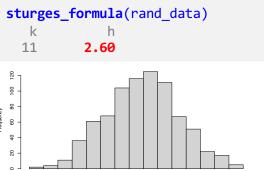
Should we prefer these metrics to make plots, or should we rely on our own expertise?

### Sturges' Rule: Log length for number of bins

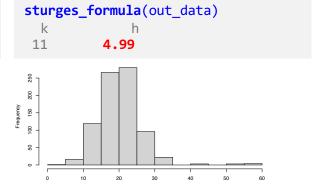
```
sturges_formula <- function(distr, title) {
  k = ceiling(log2(length(distr))) + 1
  h = (max(distr) - min(distr))/k
  hist(distr, breaks = k)
  return(data.frame(k, h))
}</pre>
```

Log length keeps number of bins (k) stable, which is not good when outliers are present, but might be good for other things?

### normal data



### normal + outliers

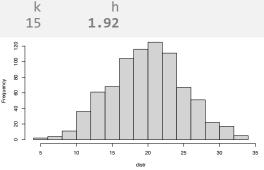


### Scott's Rule: Standard deviation for bin size

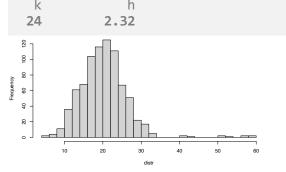
```
scotts_rule <- function(distr) {
  h <- 3.5*sd(distr) / (length(distr)^(1/3))
  k = ceiling((max(distr) - min(distr))/h)
  hist(distr, breaks = k)
  return(data.frame(k, h))
}</pre>
```

Standard deviation is stabler, but could cause problems if extreme outliers are introduced

### scotts\_rule(rand\_data)



### scotts\_rule(out\_data)

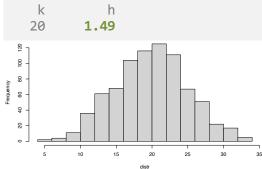


### **Freedman-Diaconis Choice:** IQR for bin size

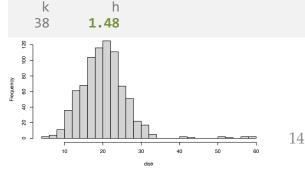
```
fd_choice <- function(distr, title) {
  h <- 2*IQR(distr) / (length(distr)^(1/3))
  k <- ceiling((max(distr) - min(distr))/h)
  hist(distr, breaks = k, main=title)
  return(data.frame(k, h))
}</pre>
```

Using quartiles (IQR) makes bin size (h) insensitive to the presence of outliers

### fd\_choice(norm\_data)



### fd\_choice(rand\_data)



# HW Peer Review Metric

		Completeness		Solution		Extra
_	5	Everything attempted	and	Everything correct	and	Novel solution or Beautiful report
100% =	4	<b>Everything attempted</b>	and	<b>Everything correct</b>	and	Reasonable appearance
	3	Everything attempted	and	Minor mistakes	or	Difficult to interpret
	2 1	<b>Missing</b> major parts or <b>late submission</b>	or	Major mistakes		
	0	Not submitted				

# **HW Suggestions**

### **CREATE** well formatted reports

Briefly summarize the question

### Format it to distinguish:

*question | description | code | output | answers* 

### Show code and relevant text output

use text, not screenshots

### Show relevant visualizations

export graphics from Rstudio; not screenshots

### CREDIT peers who helped

Mention their ID at the top of your assignment Peers who help will get extra-credit at end-of-semester

### **REVIEW** your peers fairly

Give specific comments for your response (0-5) *Why the homework was deducted any points* 

Why the homework was awarded 5 points

You will get a 'reviewer' grade at end-of-semester:

accuracy, helpfulness

### If you aren't happy with your peer evaluation

Politely reply to your peer evaluations with a comment we will check comments!

Contact the TAs or professor if no response

# Resampling from a Population

The Central Limit Theorem

library(compstatslib)
d3 <- rnorm(n=500000, mean=5, sd=5)
d2 <- rnorm(n=200000, mean=20, sd=5)
d1 <- rnorm(n=100000, mean=35, sd=5)

### distribution of population:

(distribution unknown)

Population Mean:  $\mu_x$ 

Standard Deviation:  $\sigma_{\chi}$ 

### distribution of a sample:

Sample Mean:

(weakly approx. to pop. mean)

$$\bar{x} = \frac{\sum x_i}{n} \sim \mu_x$$

Standard Deviation:

$$s = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n - 1}}$$

### distribution of all sample means:

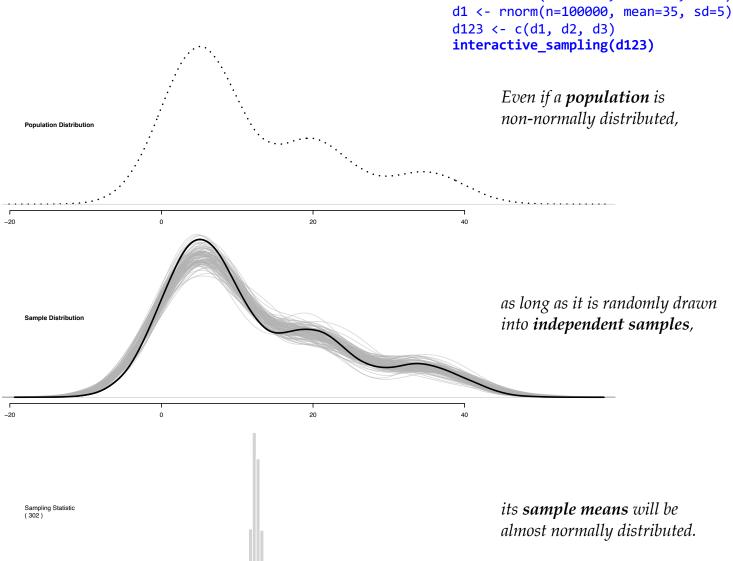
$$\bar{x}_1, \bar{x}_2, \bar{x}_3, \dots, \bar{x}_{100}$$

Follows a nearly normal distribution

We can approximate its mean and standard deviation with a single sample:

$$\bar{\bar{x}} \sim \bar{x}$$

$$s_x = \frac{s_x}{\sqrt{n}}$$



# Confidence Interval of $\mu$

https://gist.github.com/soumyaray/285296600b8712b04b52201010bbbd9f

Population statistics:

Distribution characteristics unknown

distribution of sample means  $x_1, x_2, x_3, ..., x_{100}$ 

### Sample statistics:

Sample Mean: (weakly approx. to pop. mean)

$$\bar{x} = \frac{\sum x_i}{n} \sim \mu_x$$

Standard Deviation:

$$s = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n - 1}}$$

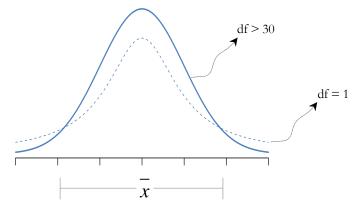
sample size: n degrees of freedom (df) = n-1

### Standard error:

(based on one sample)

$$S_{\bar{x}} = \sqrt[S]{\sqrt{n}}$$

The population mean should somewhere in the distribution of sampling means



95% Confidence Interval of the mean:  $\bar{x} - 1.96 \left(\frac{s}{\sqrt{n}}\right)$  to  $\bar{x} + 1.96 \left(\frac{s}{\sqrt{n}}\right)$ 

99% Confidence Interval of the mean:  $\bar{x} - 2.58 \left(\frac{s}{\sqrt{n}}\right)$  to  $\bar{x} + 2.58 \left(\frac{s}{\sqrt{n}}\right)$ 

### **Confidence Interval** of Population Mean $(\mu_x)$ :

$$\bar{x} \pm t \left( {}^{S} / \sqrt{n} \right)$$

Confidence Level	t (df > 30)
90.0%	1.65
95.0%	1.96
99.0%	2.58

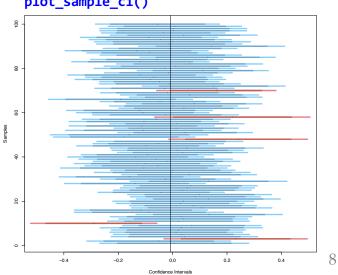
If we take a large number of samples,

~95% of samples should contain the population mean in their 95% confidence interval,

~99% of samples should contain the population mean in their 99% confidence interval

### library(compstatslib)

### plot\_sample\_ci()



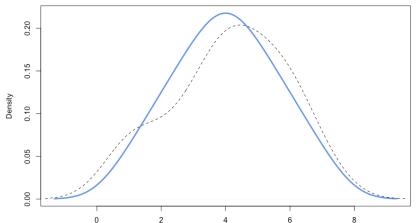
# Resampling with Replacement

### Resampling from a Uniform Distribution:

```
Recall: we learned how to "sample with replacement"
seq sample <- 1:22</pre>
                                                         Is this data simulation helpful?
resample <- sample(seg sample, replace=TRUE)</pre>
seq sample
[1] 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22
sort(resample)
[1] 1 1 3 4 6 8 9 9 13 13 13 14 14 15 15 16 17 20 20 20 20 22
```

### Resampling from a Bell-shaped Distribution

```
rep_sample \leftarrow c(1, rep(2,2), rep(3,3), rep(4,4), rep(5,3), rep(6,2), 7)
resample <- sample(rep_sample, replace=TRUE)</pre>
rep sample
[1] 1 2 2 3 3 3 4 4 4 4 5 5 5 6 6 7
sort(resample)
[1] 1 1 2 3 3 4 4 4 4 5 5 5 6 6 6 7
                                                    0.05
plot(density(rep sample), lwd=3)
lines(density(resample), lty="dashed")
```





*If we randomly pick elements from a sample with replacement,* our new sample will have a similar distribution to our original sample

# Population vs. Sample

### The Unseen Population

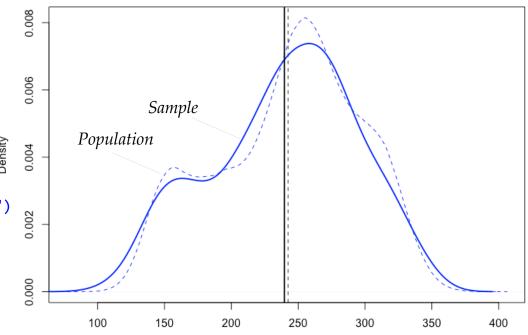
Imagine a population that we cannot measure

```
a <- rnorm(n=100000, mean=150, sd=15)
b <- rnorm(n=200000, mean=190, sd=25)
c <- rnorm(n=500000, mean=255, sd=25)
d <- rnorm(n=200000, mean=310, sd=20)

population <- c(a,b,c,d)
pop_mean <- mean(population)

plot(density(population), col="blue", lty="dashed")
abline(v=pop_mean, lty="dashed")

pop_mean
# [1] 242.5034
```



### **Taking One Sample**

*Let's take a sample (sample0) from the population: it's the only thing we can measure* 

```
sample_size = 300
sample0 = sample(pop, sample_size)
sample0_mean = mean(sample0)
```

The sample will not have exactly the same distribution or descriptives as the population

```
lines(density(sample0), col="blue", lwd=2)
abline(v=sample0_mean, lwd=2)
sample0_mean
# [1] 239.6902
```



But resampling loses much of the information about the population

Can we say anything about the population?

# The **Bootstrap**: Computational Resampling for Inference

We can **resample** from our **original sample** to see where most of the sampling means are.

To start a process with no input or help "bootup the computer" "pick yourself up by your bootstraps!"

### **Bootstrapped resamples**

```
resamples <- replicate(3000, sample(sample0, length(sample0), replace=TRUE))

dim(resamples)
[1] 300 3000 replicate returns 300 rows (data in each sample) and 3000 columns (samples)
```

### Visualizing our resampled samples

```
# Create an empty plotting space with axes
plot(density(population), lwd=0, ylim=c(0, 0.009))

# A function to plot a single sample's distribution
plot_resample_density <- function(sample_i) {
    lines(density(sample_i), col=rgb(0.0, 0.4, 0.0, 0.01))
    return(mean(sample_i))
}

# Iteratively plot and get means of all bootstrapped samples
sample_means <- apply(resamples, 2, FUN=plot_resample_density)

# Plot hidden population and original sample distributions
lines(density(sample0), lwd=3)
lines(density(population), lwd=2, lty="dashed")</pre>
```

```
rgb(0.0, 0.4, 0.0, 0.01)

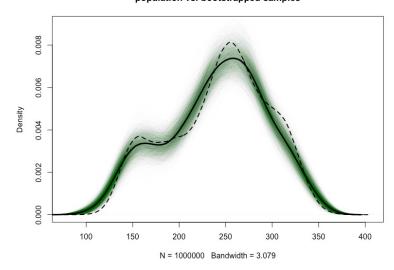
red green blue alpha
transparency
```

plot\_resample\_density() will plot and compute mean for a single resample

population vs. bootstrapped samples

replicate(n, expr):

repeat an operation n times



### Visualizing Resampled Means

```
# Plot population and original sample densities
plot(density(pop), col="blue", lty="dashed")
lines(density(sample0), col="blue", lwd=2)

# Draw light vertical lines for each sampling mean
abline(v=sample_means, col=rgb(0.7, 0.7, 0.7, 0.01))

# Draw dark lines of population and original sample mean
abline(v=mean(sample_means), lwd=2)
abline(v=pop_mean, lty="dashed")
```

# 0.002 0.004 0.006 0.008

0.000

0

100

Confidence Interval of Mean

### **Distribution of Resampled Means**

```
## Distribution of sampling
plot(density(sample_means), lwd=2, xlim=c(0, 400))

## Confidence intervals of the sampling means
quantile(sample_means, probs=c(0.025, 0.975))
# 2.5% 97.5%
# 233.7158 245.9080

quantile(sample_means, probs=c(0.005, 0.995))
# 0.5% 99.5%
# 231.8270 247.8224
```

### density.default(x = sample\_means)

200

N = 1000000 Bandwidth = 3.079

300

400

