class10_Halloween_Mini_Project

Importing Candy Data

```
candy_file <- "candy-data.csv"

candy = read.csv(candy_file, row.names=1)
head(candy)
```

```
             chocolate fruity caramel peanutyalmondy nougat crispedricewafer
100 Grand            1      0       1              0      0                1
3 Musketeers         1      0       0              0      1                0
One dime             0      0       0              0      0                0
One quarter          0      0       0              0      0                0
Air Heads            0      1       0              0      0                0
Almond Joy           1      0       0              1      0                0
             hard bar pluribus sugarpercent pricepercent winpercent
100 Grand       0   1        0        0.732        0.860   66.97173
3 Musketeers    0   1        0        0.604        0.511   67.60294
One dime        0   0        0        0.011        0.116   32.26109
One quarter     0   0        0        0.011        0.511   46.11650
Air Heads       0   0        0        0.906        0.511   52.34146
Almond Joy      0   1        0        0.465        0.767   50.34755
```

> Q1. How many different candy types are in this dataset?

To find this we can use `dim()`

```
dim(candy)
```

```
[1] 85 12
```

There are 85 candy types.

> Q2. How many fruity candy types are in the dataset?

To find the fruity candy types, we can use `sum(candy$fruity)` to add the number of fruity candy because true is equal to 1

```
sum(candy$fruity)
```

```
[1] 38
```

What is your favorite candy?

We can find the winpercent value for Twix by using its name to access the corresponding row of the dataset. This is because the dataset has each candy name as rownames (recall that we set this when we imported the original CSV file). For example the code for Twix is:

```
candy["Twix", ]$winpercent
```

```
[1] 81.64291
```

> Q3. What is your favorite candy in the dataset and what is it's winpercent value?

My favorite candy are Sour Patch Kids. Its win percent is…

```
candy["Sour Patch Kids", ]$winpercent
```

```
[1] 59.864
```

> Q4. What is the winpercent value for "Kit Kat"?

```
candy["Kit Kat", ]$winpercent
```

```
[1] 76.7686
```

> Q5. What is the winpercent value for "Tootsie Roll Snack Bars"?

```
candy["Tootsie Roll Snack Bars", ]$winpercent
```

```
[1] 49.6535
```

Installing Skimr

```
library("skimr")
x <- skim(candy)
x
```

Table 1: Data summary

Name	candy
Number of rows	85
Number of columns	12
Column type frequency:	
numeric	12
Group variables	None

Variable type: numeric

skim_variable	n_missing	complete_rate	mean	sd	p0	p25	p50	p75	p100	hist
chocolate	0	1	0.44	0.50	0.00	0.00	0.00	1.00	1.00	
fruity	0	1	0.45	0.50	0.00	0.00	0.00	1.00	1.00	
caramel	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
peanutyalmondy	0	1	0.16	0.37	0.00	0.00	0.00	0.00	1.00	
nougat	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	
crispedricewafer	0	1	0.08	0.28	0.00	0.00	0.00	0.00	1.00	
hard	0	1	0.18	0.38	0.00	0.00	0.00	0.00	1.00	
bar	0	1	0.25	0.43	0.00	0.00	0.00	0.00	1.00	
pluribus	0	1	0.52	0.50	0.00	0.00	1.00	1.00	1.00	
sugarpercent	0	1	0.48	0.28	0.01	0.22	0.47	0.73	0.99	
pricepercent	0	1	0.47	0.29	0.01	0.26	0.47	0.65	0.98	
winpercent	0	1	50.32	14.71	22.45	39.14	47.83	59.86	84.18	

> Q6. Is there any variable/column that looks to be on a different scale to the majority of the other columns in the dataset?

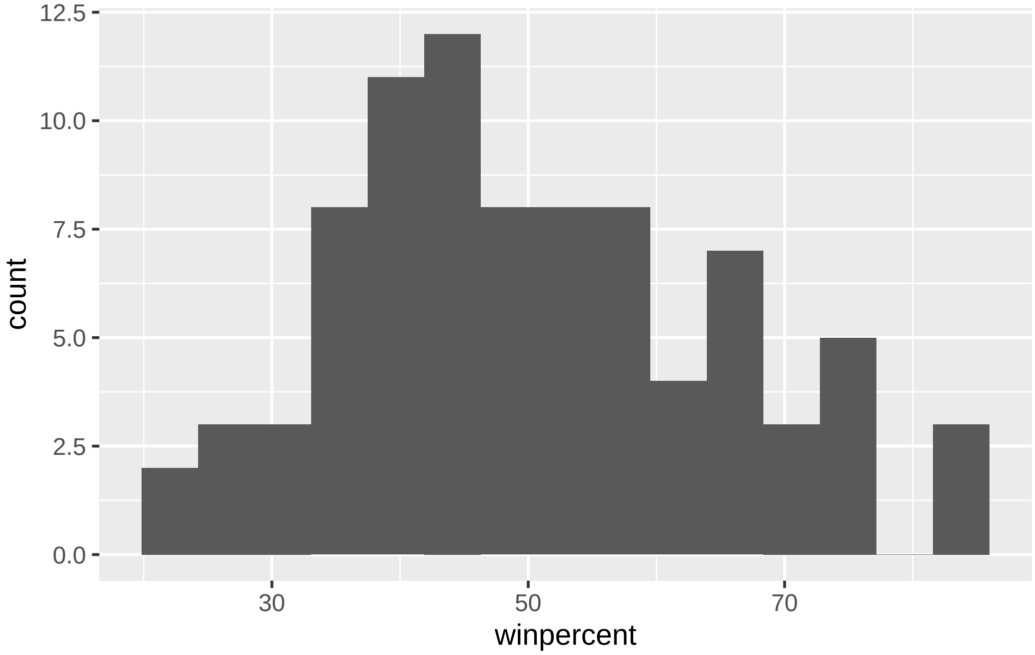
The winpercent variable is on a different scale to the majority of the other columns because it has a scale between 0 and 100 while the other variables are between 0 and 1.

> Q7. What do you think a zero and one represent for the candy$chocolate column?

For the candy$chocolate column, a zero represents that there is no chocolate in that particular candy and a one represents that there is chocolate in that particular candy.

Plot a histogram of candy.

```r
library(ggplot2)

ggplot(candy) +
  aes(winpercent) +
  geom_histogram(bins = 15)
```



Q9. Is the distribution of winpercent values symmetrical?

No, the distribution of winpercent values are not symmetrical as they look to be skewed to the left.

Q10. Is the center of the distribution above or below 50%?

The center of the distribution seems to be below 50%.

Q11. On average is chocolate candy higher or lower ranked than fruit candy?

We can find the means of the winpercent of the different candies.

```r
winPercentChoco <- mean(candy$winpercent[as.logical(candy$chocolate)])

winPercentFruit <- mean(candy$winpercent[as.logical(candy$fruity)])
```

```
winPercentChoco > winPercentFruit
```

```
[1] TRUE
```

Q12. Is this difference statistically significant?

```
t.test(candy$winpercent[as.logical(candy$chocolate)], candy$winpercent[as.logical(candy$fr
```

```

	Welch Two Sample t-test

data:  candy$winpercent[as.logical(candy$chocolate)] and candy$winpercent[as.logical(candy$f
t = 6.2582, df = 68.882, p-value = 2.871e-08
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 11.44563 22.15795
sample estimates:
mean of x mean of y 
 60.92153  44.11974 
```

We can assume that the null hypothesis is false and that people prefer chocolate over fruity candies.

Overall candy Rankings

Q13. What are the five least liked candy types in this set?

```
head(candy[order(candy$winpercent),], n=5)
```

```
                   chocolate fruity caramel peanutyalmondy nougat
Nik L Nip                  0      1       0              0      0
Boston Baked Beans         0      0       0              1      0
Chiclets                   0      1       0              0      0
Super Bubble               0      1       0              0      0
Jawbusters                 0      1       0              0      0
                   crispedricewafer hard bar pluribus sugarpercent pricepercent
Nik L Nip                         0    0   0        1        0.197        0.976
Boston Baked Beans                0    0   0        1        0.313        0.511
Chiclets                          0    0   0        1        0.046        0.325
```

```
Super Bubble                      0    0   0        0        0.162        0.116
Jawbusters                        0    1   0        1        0.093        0.511
                   winpercent
Nik L Nip            22.44534
Boston Baked Beans   23.41782
Chiclets             24.52499
Super Bubble         27.30386
Jawbusters           28.12744
```

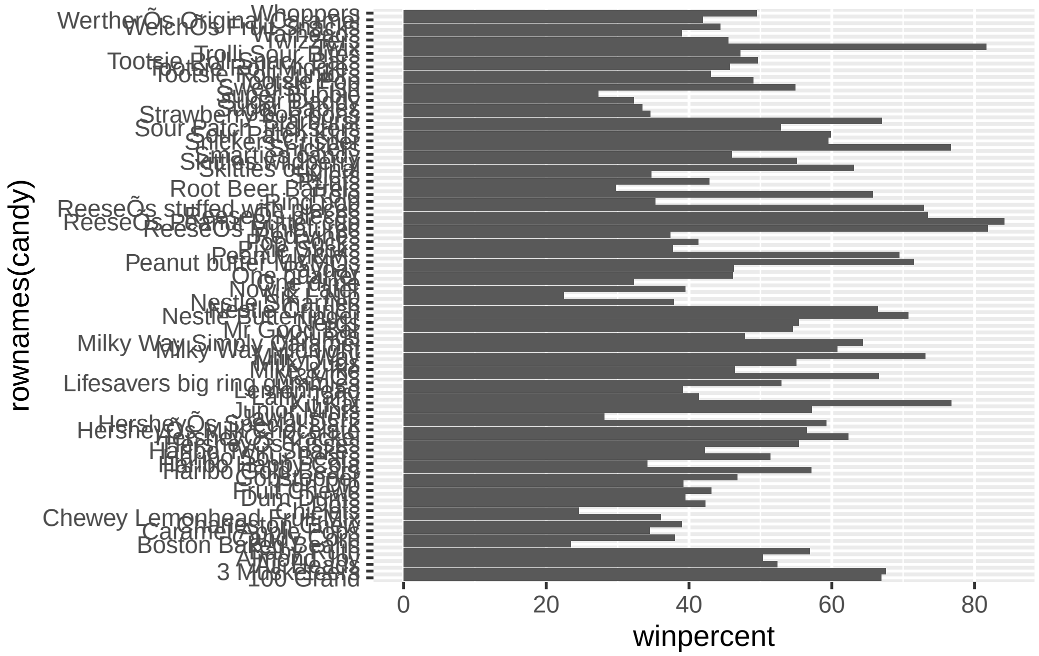
Q14. What are the top 5 all time favorite candy types out of this set?

```r
tail(candy[order(candy$winpercent),], n=5)
```

```
                          chocolate fruity caramel peanutyalmondy nougat
Snickers                          1      0       1              1      1
Kit Kat                           1      0       0              0      0
Twix                              1      0       1              0      0
ReeseÕs Miniatures                1      0       0              1      0
ReeseÕs Peanut Butter cup         1      0       0              1      0
                          crispedricewafer hard bar pluribus sugarpercent
Snickers                                 0    0   1        0        0.546
Kit Kat                                  1    0   1        0        0.313
Twix                                     1    0   1        0        0.546
ReeseÕs Miniatures                       0    0   0        0        0.034
ReeseÕs Peanut Butter cup                0    0   0        0        0.720
                          pricepercent winpercent
Snickers                         0.651   76.67378
Kit Kat                          0.511   76.76860
Twix                             0.906   81.64291
ReeseÕs Miniatures               0.279   81.86626
ReeseÕs Peanut Butter cup        0.651   84.18029
```

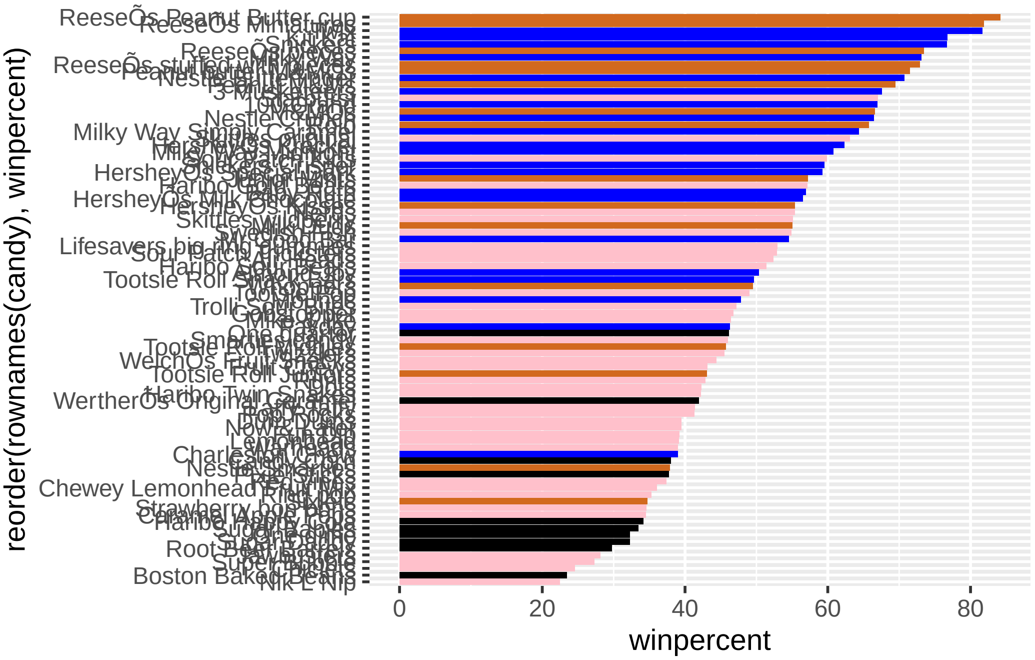
Q15. Make a first barplot of candy ranking based on winpercent values.

```r
ggplot(candy) +
  aes(winpercent, rownames(candy)) +
  geom_col()
```



Q16. This is quite ugly, use the reorder() function to get the bars sorted by winpercent?

```
my_cols=rep("black", nrow(candy))
my_cols[as.logical(candy$chocolate)] = "chocolate"
my_cols[as.logical(candy$bar)] = "blue"
my_cols[as.logical(candy$fruity)] = "pink"


ggplot(candy) +
  aes(winpercent, reorder(rownames(candy),winpercent)) +
  geom_col(fill = my_cols)
```



```
ggsave("candy_winpercent.png", height = 12, width = 12)
```

Q17. What is the worst ranked chocolate candy?

Nik L Lips

Q18. What is the best ranked fruity candy?

Reese’s Peanut Butter Cups

Taking a look at pricepercent

Comparing the pricepercent value which ranks the candy based on how expensive it is with the winpercent to try and find the best candy for the most value.

```
library(ggrepel)

# How about a plot of price vs win
ggplot(candy) +
  aes(winpercent, pricepercent, label=rownames(candy)) +
  geom_point(col=my_cols) +
  geom_text_repel(col=my_cols, size=3.3, max.overlaps = 40)
```

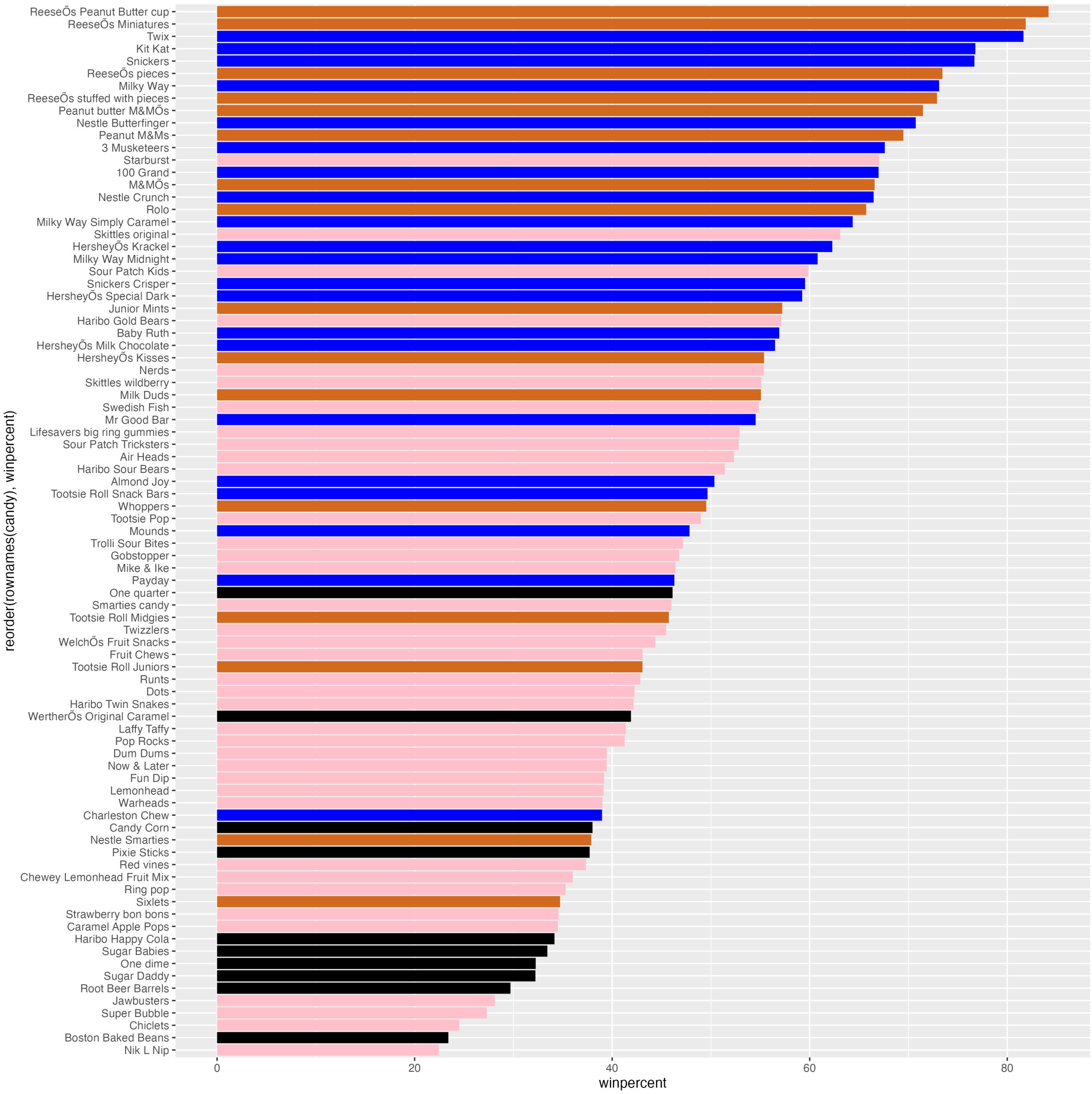
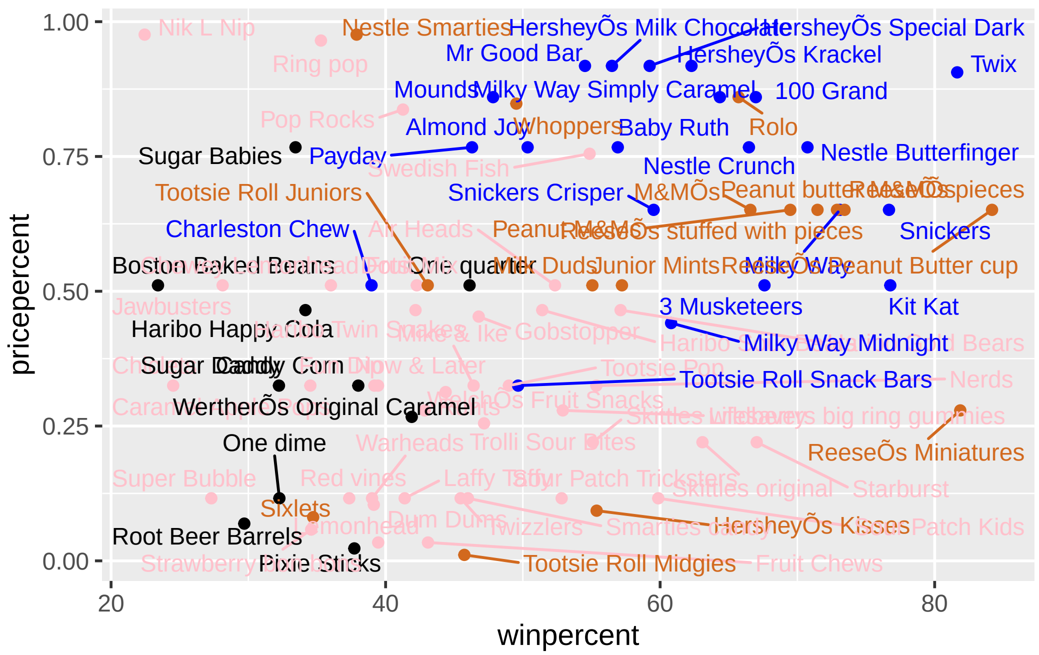


Figure 1: colored of candy winpercents



```
ggsave("price_vs_win.png", height = 15, width = 15)
```

> Q19. Which candy type is the highest ranked in terms of winpercent for the least money - i.e. offers the most bang for your buck?

It looks like Reese’s Minatures would have the most bang for your buck.

> Q20. What are the top 5 most expensive candy types in the dataset and of these which is the least popular?

```
ord <- order(candy$pricepercent, decreasing = TRUE)
head( candy[ord,c(11,12)], n=5 )
```

```
                          pricepercent winpercent
Nik L Nip                        0.976   22.44534
Nestle Smarties                  0.976   37.88719
Ring pop                         0.965   35.29076
HersheyÕs Krackel                0.918   62.28448
HersheyÕs Milk Chocolate         0.918   56.49050
```

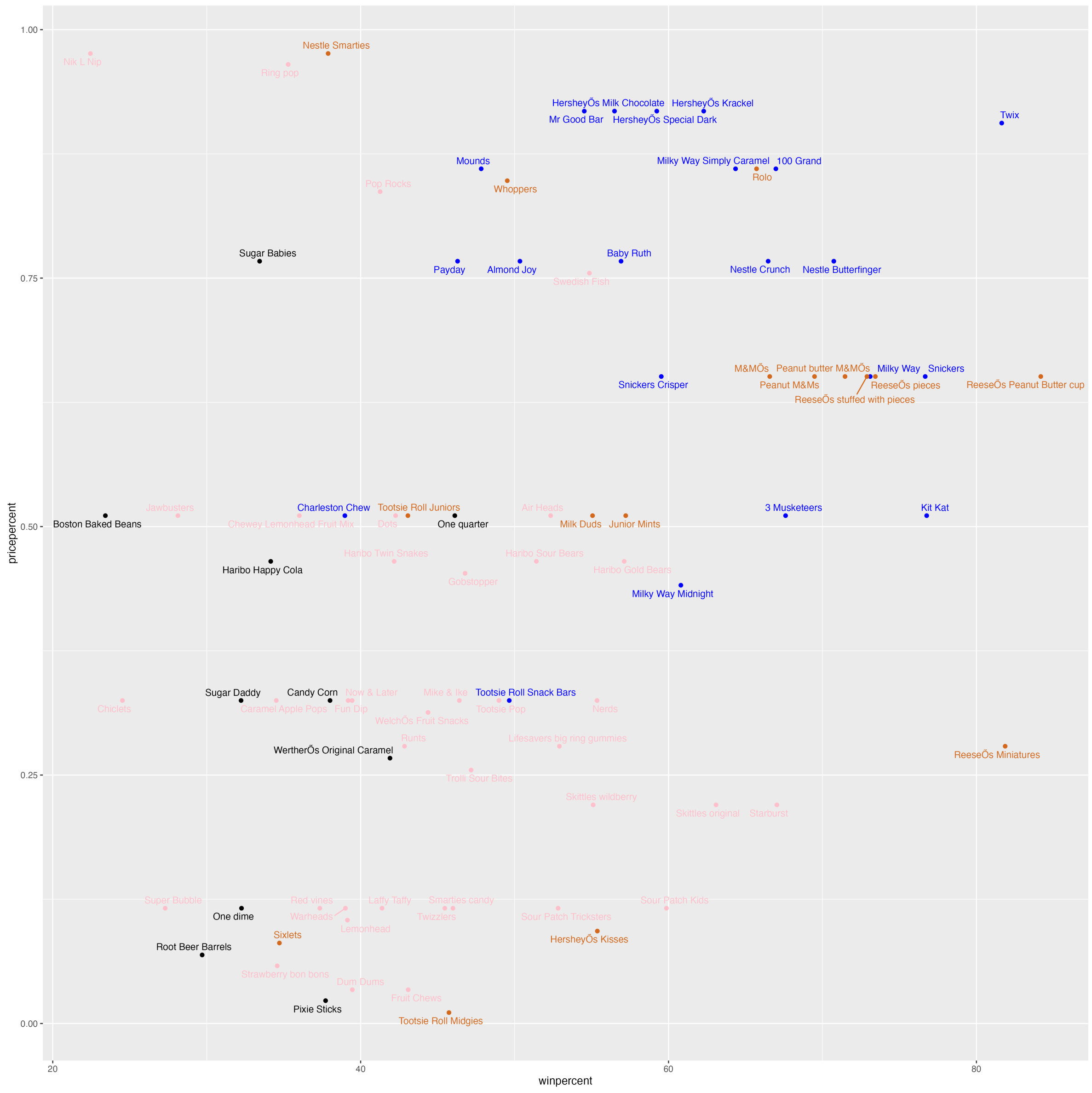


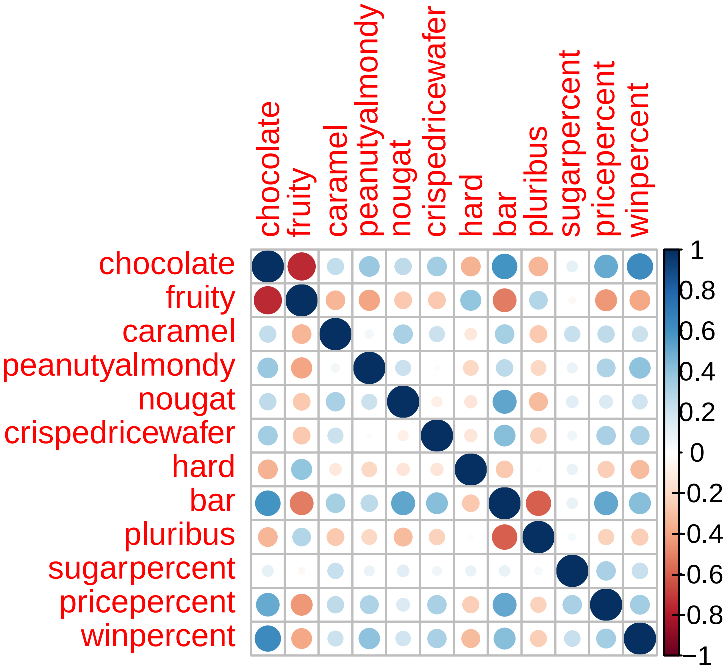
Figure 2: price vs win plot

Exploring the Correlation Structure

```
library(corrplot)
```

```
corrplot 0.92 loaded
```

```
cij <- cor(candy)
corrplot(cij)
```



> Q22. Examining this plot what two variables are anti-correlated (i.e. have minus values)?

Two variables are anti-correlated are chocolate and fruity as if a candy is chocolate it is not fruity.

> Q23. Similarly, what two variables are most positively correlated?

It looks like winpercent and chocolate are most positively correlated as people are more likely to choose chocolate candies.

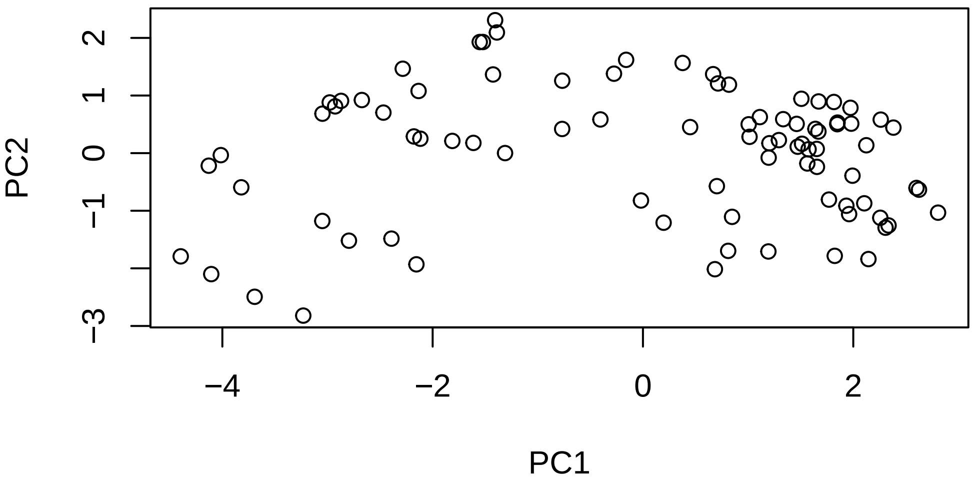
Principal Component Analysis

Let's do PCA on this dataset. We will use `prcomp()` function and set `scale = T` because the winpercent and pricepercent values are on a different scale.

```r
pca <- prcomp(candy, scale = T)
summary(pca)
```

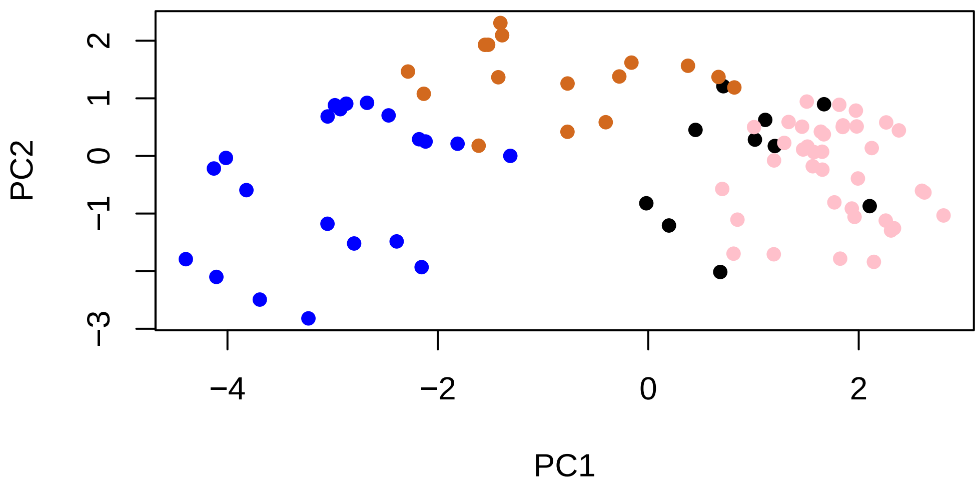
```
Importance of components:
                          PC1    PC2    PC3     PC4    PC5     PC6     PC7
Standard deviation     2.0788 1.1378 1.1092 1.07533 0.9518 0.81923 0.81530
Proportion of Variance 0.3601 0.1079 0.1025 0.09636 0.0755 0.05593 0.05539
Cumulative Proportion  0.3601 0.4680 0.5705 0.66688 0.7424 0.79830 0.85369
                           PC8     PC9    PC10    PC11    PC12
Standard deviation     0.74530 0.67824 0.62349 0.43974 0.39760
Proportion of Variance 0.04629 0.03833 0.03239 0.01611 0.01317
Cumulative Proportion  0.89998 0.93832 0.97071 0.98683 1.00000
```

```r
plot(pca$x[,])
```



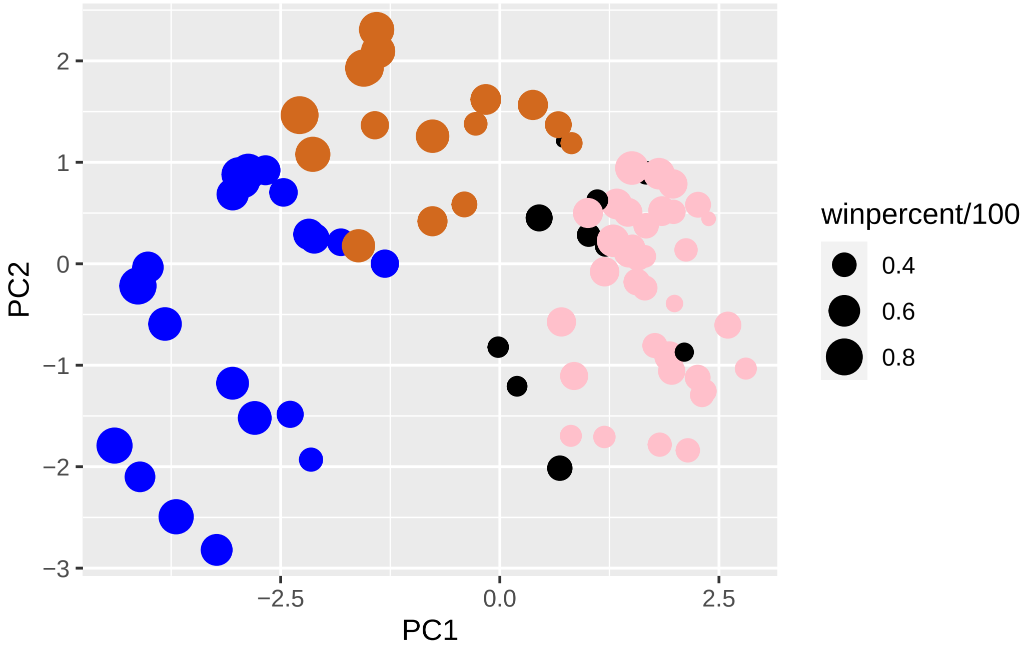
Change plotting character and add some color.

```
plot(pca$x[,1:2], col=my_cols, pch=16)
```



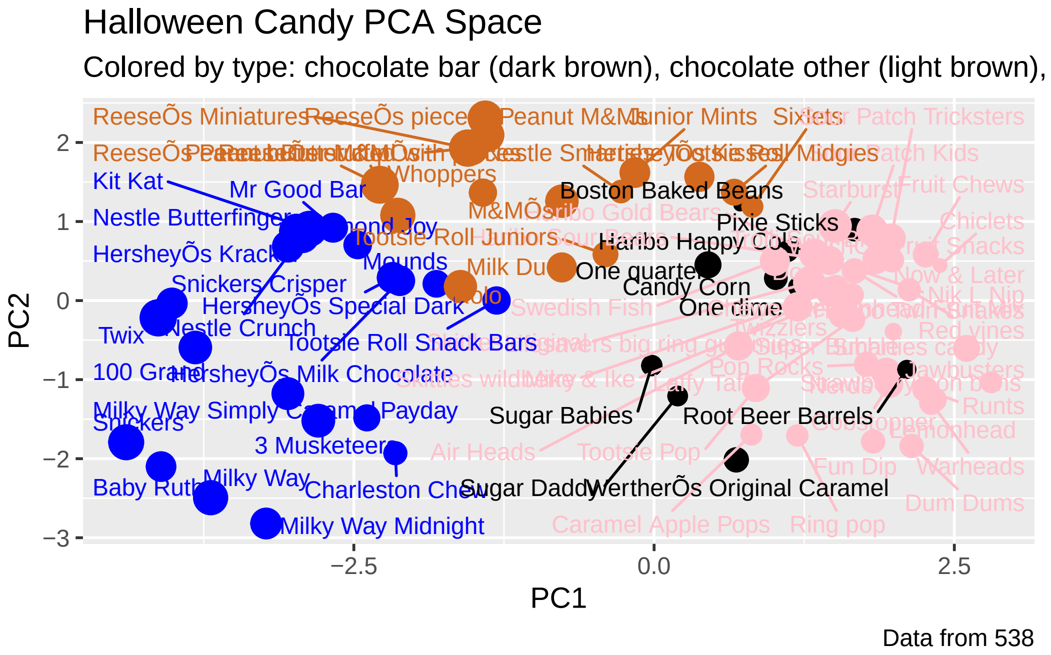
Use ggplot to make a nicer plot.

```
# Make a new data-frame with our PCA results and candy data
my_data <- cbind(candy, pca$x[,1:3])

p <- ggplot(my_data) +
        aes(x=PC1, y=PC2,
            size=winpercent/100,
            text=rownames(my_data),
            label=rownames(my_data)) +
        geom_point(col=my_cols)

p
```



Use the ggrepel package with labels on the points aswell.

```
p + geom_text_repel(size=3.3, col=my_cols, max.overlaps = 50)  +
  theme(legend.position = "none") +
  labs(title="Halloween Candy PCA Space",
       subtitle="Colored by type: chocolate bar (dark brown), chocolate other (light brown
       caption="Data from 538")
```



```
ggsave("Halloween_Candy_PCA_Space.png", height = 20, width = 20)
```

Q24. What original variables are picked up strongly by PC1 in the positive direction? Do these make sense to you?

The variables fruity, hard, and pluribus are picked up strongly by PC1 in the positive direction because usually if a candy is fruity, it is also hard and comes in a lot, which is the opposite of chocolate candy.

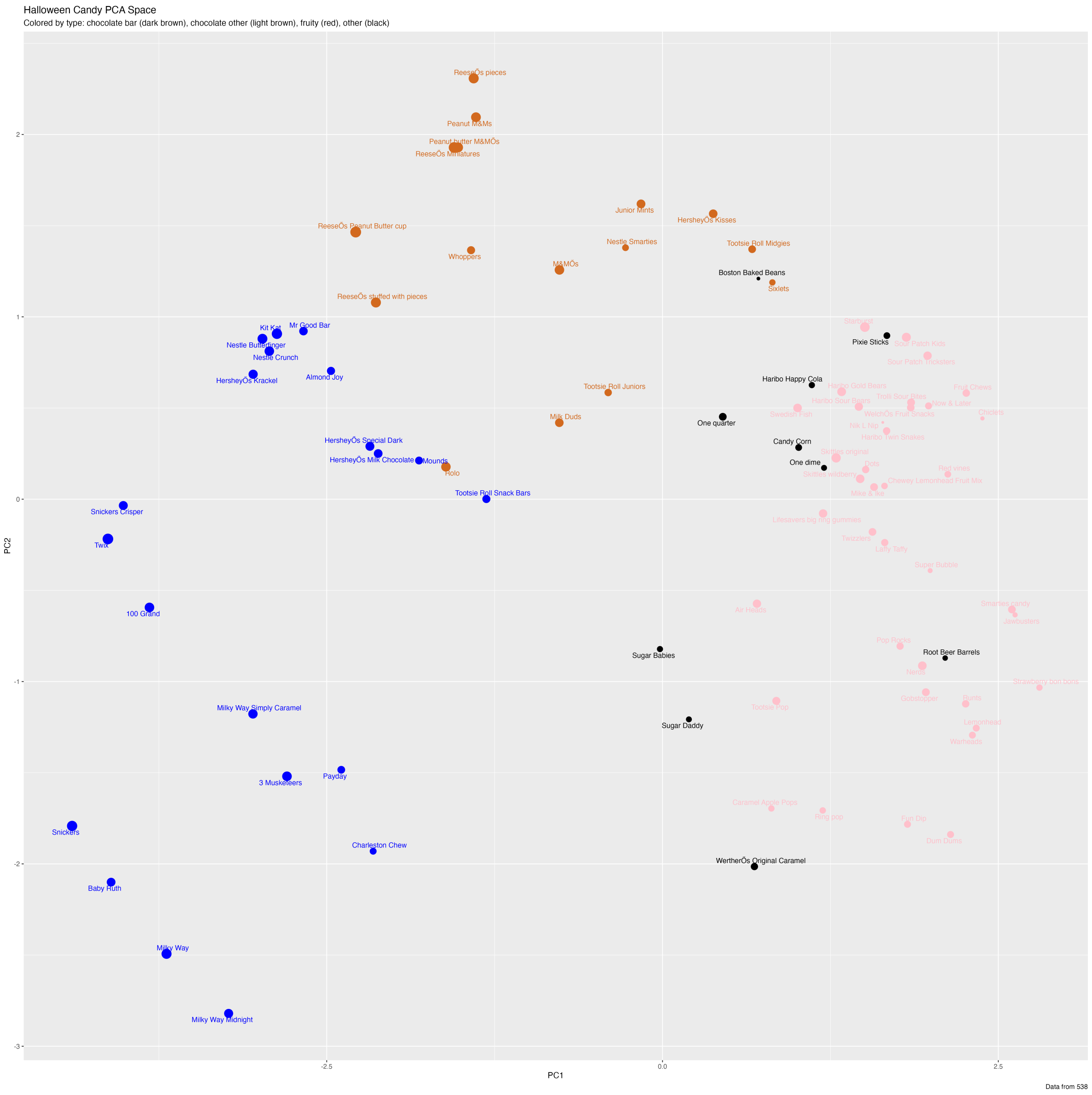


Figure 3: Halloween Candy PCA Space