# Introduction

#### **Statistics**

• Statistics is the mathematical science behind the problem "what can I know about a population if I'm unable to reach every member?"

#### **Statistics**

- If we could measure the height of every resident of Australia, then we could make a statement about the average height of Australians at the time we took our measurement.
- This is where random sampling comes in.

#### **Statistics**

- If we take a reasonably sized random sample of Australians and measure their heights, we can form a statistical inference about the population of Australia.
- Probability helps us know how sure we are of our conclusions!

# Data

#### What is Data?

- Data = the collected observations we have about something.
- Data can be continuous:
   "What is the stock price?"
- or categorical:
   "What car has the best repair history?"

# Why Data Matters

Helps us understand things as they are:

"What relationships if any exist between two events?"

"Do people who eat an apple a day enjoy fewer doctor's visits than those who don't?"

# Why Data Matters

 Helps us predict future behavior to guide business decisions:

"Based on a user's click history which ad is more likely to bring them to our site?"

# Visualizing Data

# Compare atable:

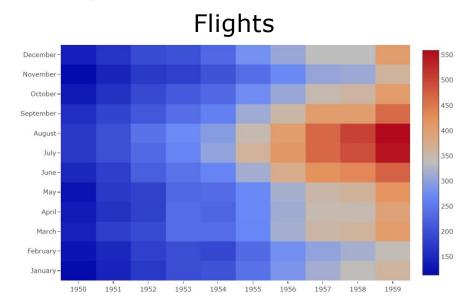
#### **Flights**

	3											
	Α	В	С	D E	F	G H	1 1	J	K	L N	N	0
1	year	month	passengers	year	month	passengers	year	month	passengers	yea	r month	passengers
2	1950	January	115	1952	July	230	1955	January	242	195	7 July	465
3	1950	February	126	1952	August	242	1955	February	233	195	7 August	467
4	1950	March	141	1952	September	209	1955	March	267	195	7 September	404
5	1950	April	135	1952	October	191	1955	April	269	195	7 October	347
6	1950	May	125	1952	November	172	1955	May	270	195	7 November	305
7	1950	June	149	1952	December	194	1955	June	315	195	7 December	336
8	1950	July	170	1953	January	196	1955	July	364	195	8 January	340
9	1950	August	170	1953	February	196	1955	August	347	195	8 February	318
10	1950	September	158	1953	March	236	1955	September	312	195	8 March	362
11	1950	October	133	1953	April	235	1955	October	274	195	8 April	348
12	1950	November	114	1953	May	229	1955	November	237	195	8 May	363
13	1950	December	140	1953	June	243	1955	December	278	195	8 June	435
14	1951	January	145	1953	July	264	1956	January	284	195	8 July	491
15	1951	February	150	1953	August	272	1956	February	277	195	8 August	505
16	1951	March	178	1953	September	237	1956	March	317	195	8 September	404
17	1951	April	163	1953	October	211	1956	April	313	195	8 October	359
18	1051	May	172	1052	November	190	1056	May	210	10	Q November	210

Not much can be gained by reading it.

# Visualizing Data

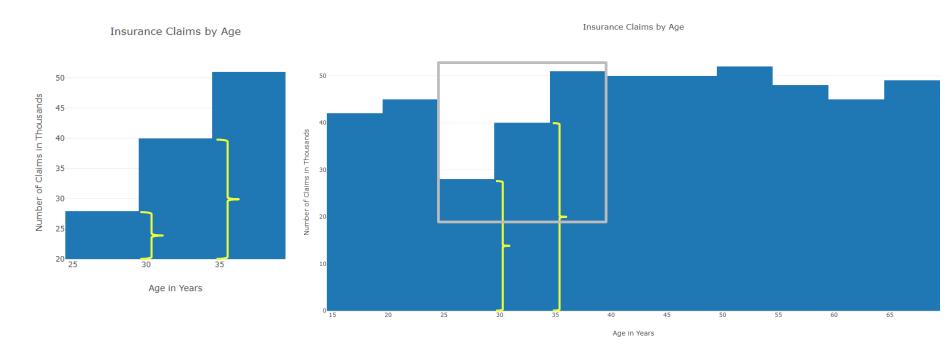
# to a graph:



The graph uncovers two distinct trends - an increase in passengers flying over the years and a greater number of passengers flying in the summer months.

# Analyze Visualizations Critically!

# Graphs can be misleading:



# Measuring Data

#### Nominal

- Predetermined categories
- Can't be sorted

Animal classification (mammal fish reptile)
Political party (republican democrat independent)

#### **Ordinal**

- Can be sorted
- Lacks scale

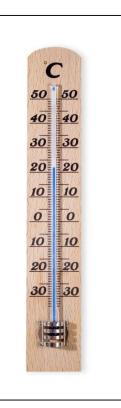
Survey responses



#### Interval

- Provides scale
- Lacks a "zero" point

Temperature



#### Ratio

Values have a true zero point

Age, weight, salary

# Population vs. Sample

- Population = every member of a group
- Sample =a subset of members that time and resources allow you to measure



# Mathematical Symbols & Syntax

Symbol/Expression	Spoken as	Description
$x^2$	x squared	x raised to the second power $x^2 = x \times x$
$x_i$	x-sub-i	a subscripted variable (the subscript acts as a label)
x!	x factorial	$4! = 4 \times 3 \times 2 \times 1$
$ar{\mathcal{X}}$	x bar	symbol for the sample mean
μ	"mew"	symbol for the population mean (Greek lowercase letter mu)
${\it \Sigma}$	sigma	syntax for writing sums (Greek capital letter sigma)

# Exponents

```
x^5 = x \times x \times x \times x \times x

1 2 3 4 5

EXAMPLE: 3^4 = 3 \times 3 \times 3 \times 3 = 81
```

# Exponents - special cases

$$x^{-3} = \frac{1}{x \times x \times x}$$
  
EXAMPLE:  $2^{-3} = \frac{1}{2 \times 2 \times 2} = \frac{1}{8} = 0.125$ 

$$\chi^{\left(\frac{1}{n}\right)} = \sqrt[n]{x}$$
EXAMPLE:  $8^{\left(\frac{1}{3}\right)} = \sqrt[3]{8} = 2$ 

### **Factorials**

$$x! = x \times (x - 1) \times (x - 2) \times \cdots \times 1$$

EXAMPLE: 
$$6! = 6 \times 5 \times 4 \times 3 \times 2 \times 1 = 720$$

EXAMPLE: 
$$\frac{5!}{3!} = \frac{5 \times 4 \times 3 \times 2 \times 1}{3 \times 2 \times 1} = 5 \times 4 = 20$$

# Simple Sums

$$\sum_{r=1}^{n} x = 1 + 2 + 3 + \dots + n$$

**EXAMPLE:** 
$$\sum_{x=1}^{4} x = 1 + 2 + 3 + 4 = 10$$

**EXAMPLE:** 
$$\sum_{x=1}^{4} x^2 = 1 + 4 + 9 + 16 = 30$$

## **Series Sums**

$$\sum_{i=1}^{n} x_{i} = x_{1} + x_{2} + x_{3} + \dots + x_{n}$$
**EXAMPLE:**  $x = \{5,3,2,8\}$ 

$$n = \# \ elements \ in \ x = 4$$

$$\sum_{i=1}^{4} x_{i} = 5 + 3 + 2 + 8 = 18$$

# **Equation Example**

Formula for calculating a sample mean:

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n}$$

Read out loud:

"x bar (the symbol for the sample mean) is equal to the sum (indicated by the Greek letter sigma) of all the x-sub-i values in the series as igoes from 1to the number n items in the series divided by n."

# **Equation Example**

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n}$$

1. Start with a series of values:

2. Assign placeholders to each item

3. These become  $x_1 x_2$  etc.

$$x_1 = 7$$
  $x_2 = 8$   $x_3 = 9$   $x_4 = 10$ 

# **Equation Example**

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n}$$

4. Plug these into the equation:

$$\bar{x} = \frac{\sum_{i=1}^{n} x_i}{n} = \frac{x_1 + x_2 + x_3 + x_4 \dots + x_n}{n}$$

$$= \frac{7+8+9+10}{4} = \frac{34}{4} = 8.5$$

# Measurement Types Central Tendency

### Measurements of Data

• "What was the average return?"

Measures of Central Tendency

 "How far from the average did individual values stray?"
 Measures of Dispersion

# Measures of Central Tendency (mean, median, mode)

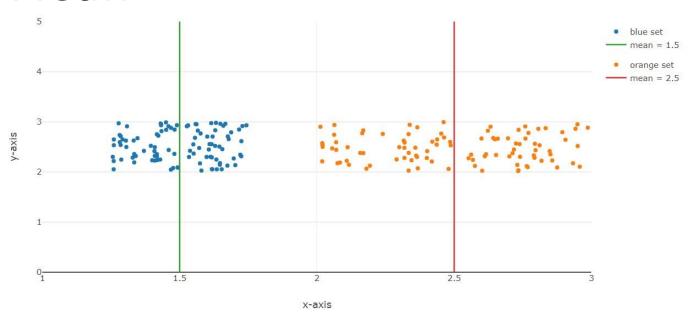
- Describe the "location" of the data
- Fail to describe the "shape" of the data

```
mean ="calculated average"
```

```
median ="middle value"
```

mode ="most occurring value"

#### Mean



Shows "location" but not "how spread out"

#### Median – odd number of values

9 10 10 1113 15 16 19 19 21 23 28 30 33 34 36 44

= 19

## Median - even number of values

10 10 1113 15 16 19 19 21 23 28 30 33 34 36 44 

### Mean vs. Median

- The mean can be influenced by outliers.
- The mean of {2,3,2,3,2,12} is 4
- The median is 2.5
- The median is much closer to most of the values in the series!

## Mode

10 10 1113 15 16 16 16 21 23 28 30 33 34 36 44

= 16

# Measurement Types Dispersion

# Measures of Dispersion (range, variance, standard deviation)

9 10 1113 15 16 19 19 21 23 28 30 33 34 36 39

- In this sample the mean is 22.25
- How do we describe how "spread out" the sample is?

## Range

9 10 1113 15 16 19 19 21 23 28 30 33 34 36 39

$$Range = max - min$$
$$= 39 - 9$$
$$= 30$$

#### Variance

- Calculated as the sum of square distances from each point to the mean
- There's a difference between the SAMPLE variance and the POPULATION variance
- subject to Bessel's correction (n-1)

#### Variance

#### **SAMPLE VARIANCE:**

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

S

POPULATION VARIANCE:  $\sigma^2 = \frac{\Sigma(X-\mu)^2}{N}$ 

# Sample Variance

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

4 7 9 8 11 
$$\bar{x} = \frac{4+7+9+8+11}{5} = \frac{39}{5} = 7.8$$
 sample mean

$$s^{2} = \frac{(4-7.8)^{2} + (7-7.8)^{2} + (9-7.8)^{2} + (8-7.8)^{2} + (11-7.8)^{2}}{5-1}$$

= 6.7 sample variance

#### Standard Deviation

- square root of the variance
- benefit: same units as the sample
- meaningful to talk about "values that lie within one standard deviation of the mean"

# Sample Standard Deviation $s = \sqrt{\frac{\Sigma(x - \bar{x})^2}{n - 1}}$

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

Sample: 
$$\bar{x} = \frac{4+7+9+8+11}{5} = \frac{39}{5} = 7.8$$
 sample mean

$$s = \sqrt{\frac{(4-7.8)^2 + (7-7.8)^2 + (9-7.8)^2 + (8-7.8)^2 + (11-7.8)^2}{5-1}}$$

$$=\sqrt{6.7}=2.59$$
 sample standard deviation

## Population Standard Deviation

$$\sigma = \sqrt{\frac{\Sigma (X - \mu)^2}{N}}$$

Population:

$$\mu = \frac{4+7+9+8+11}{5} = \frac{39}{5} = \frac{7.8}{5} \text{ population mean}$$

$$\sigma = \sqrt{\frac{(4 - 7.8)^2 + (7 - 7.8)^2 + (9 - 7.8)^2 + (8 - 7.8)^2 + (11 - 7.8)^2}{5}}$$

$$=\sqrt{5.36} =$$

population standard deviation

2.32

# Measurement Types Quartiles

## Quartiles and IQR

- Another way to describe data is through quartiles and the interquartile range (IQR)
- Has the advantage that every data point is considered, not aggregated!

# Quartiles and IQR

Consider the following series of 20 values:

9 10 10 1113 15 16 19 19 21 23 28 30 33 34 36 44 45 47 60

1st quartile

2<sup>nd</sup> quartile

3<sup>rd</sup> quartile

or median

- 1. Divide the series
- 2. Divide each subseries
- 3. These become quartiles

# Quartiles and IQR

Consider the following series of 20 values:

```
9 10 10 1113 15 16 19 19 21 23 28 30 3334 36 44 45 47 60

1st quartile 2nd quartile or median

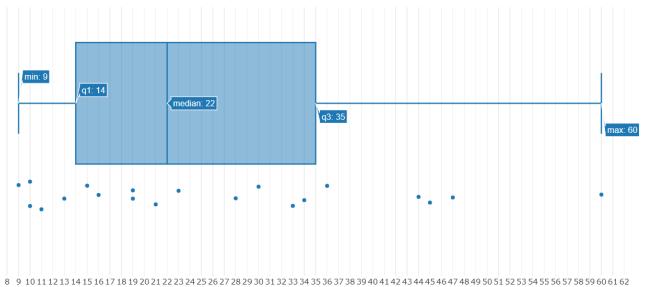
1st quartile = 14

2nd quartile = 22

3rd quartile = 35
```

## Plot the Quartiles

9 10 10 1113 15 16 19 19 21 23 28 30 33 34 36 44 45 47 60

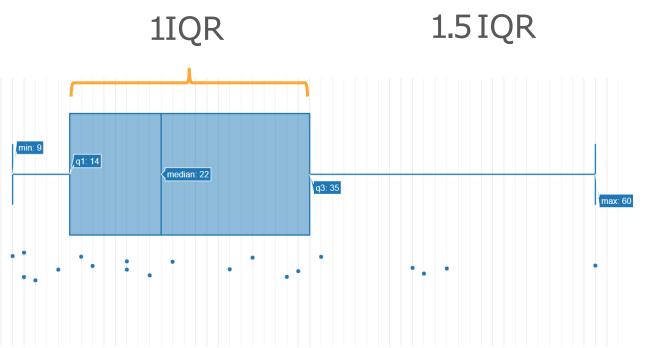


Quartile ranges are seldom the same size!

#### Fences & Outliers

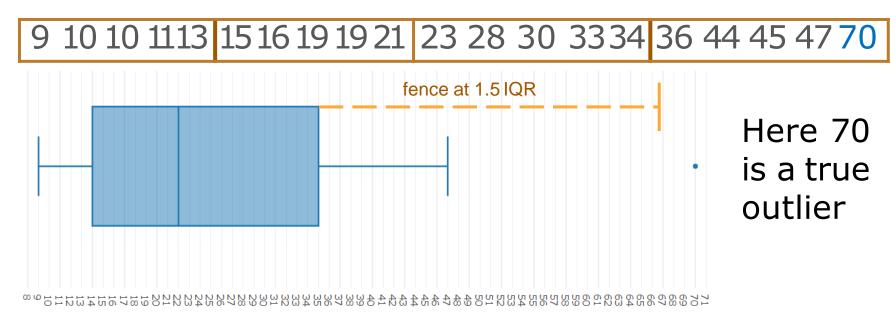
- What is considered an "outlier"?
- A common practice is to set a "fence" that is 1.5 times the width of the IQR
- Anything outside the fence is an outlier
- This is determined by the data, not an arbitrary percentage!

#### Fences & Outliers



In this set, 60 is *not* an outlier, but 70 would be

#### Fences & Outliers



 When drawing box plots, the whiskers are brought inward to the outermost values inside the fence.

- Compares two variables
- By convention, the x-axis is set to the independent variable
- The y-axis is set to the dependent variable, or that which is being measured relative to x.

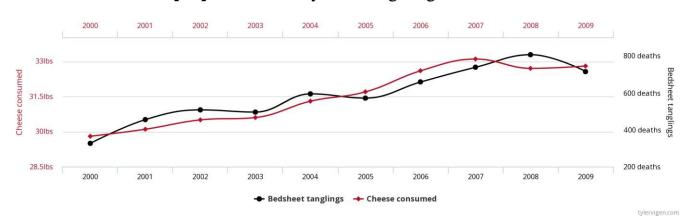
- Scatter plots may uncover a correlation between two variables
- They can't show causality!

- Correlation between two variables
- Doesn't prove causality!

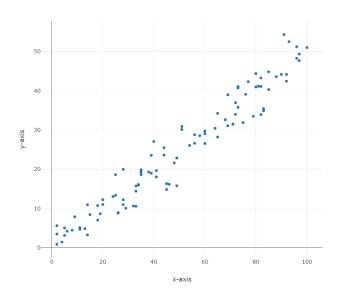
#### Per capita cheese consumption

correlates with

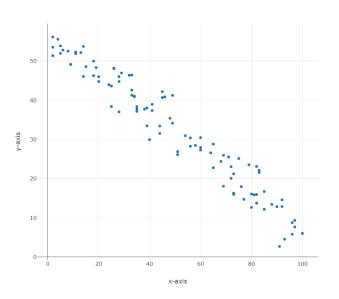
Number of people who died by becoming tangled in their bedsheets



- More statistical analysis is needed to determine causality!
- For example: "Does increasing number of police officers decrease crime?"
- We would look at correlation, and do further analysis to understand causality.



Positive correlation



Negative or Inverse correlation

#### Covariance

- A common way to compare two variables is to compare their variances – how far from each item's mean do typical values fall?
- The first challenge is to match scale.
   Comparing height in inches to weight in pounds isn't meaningful unless we develop a standard score to normalize the data.

#### Covariance

• For simplicity, we'll consider the population covariance:

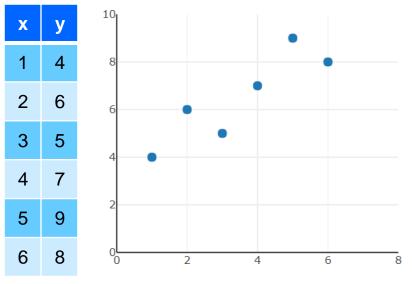
$$cov(X,Y) = \frac{1}{N} \sum_{i=1}^{N} (x_i - \bar{x})(y_i - \bar{y})$$

Consider the following two tables:

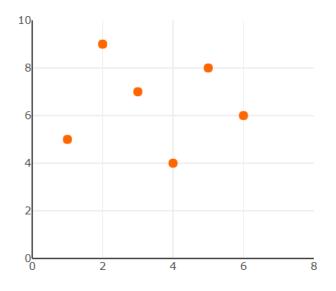
X	у
1	4
2	6
3	5
4	7
5	9
6	8

X	У
1	5
2	9
3	7
4	4
5	8
6	6

#### • Plot them:



X	У
1	5
2	9
3	7
4	4
5	8
6	6



$$|\bar{x} = 35, \bar{y} = 65$$

#### Calculate mean values:

X	У
1	4
2	6
3	5
4	7
5	9
6	8

$$\bar{x} = \frac{1+2+3+4+5+6}{6} = 3.5$$

$$\bar{y} = \frac{4+6+5+7+9+8}{6} = 6.5$$

5 8

$$\bar{y} = \frac{5+9+7+4+8+6}{6} = 6.5$$

 $\bar{x} = 35, \bar{y} = 6.5$ 

• Calculate  $(x - \overline{x})$  and  $(y - \overline{y})$ :

Х	у	(x - x)	(y - <del>y</del> )
1	4	-2.5	-2.5
2	6	-1.5	-0.5
3	5	-0.5	-1.5
4	7	0.5	0.5
5	9	1.5	2.5
6	8	2.5	1.5

X	у	(x - <del>x</del> )	(y - <del>y</del> )
1	5	-2.5	-1.5
2	9	-1.5	2.5
3	7	-0.5	0.5
4	4	0.5	-2.5
5	8	1.5	1.5
6	6	2.5	-0.5

 $\bar{x} = 35, \bar{y} = 65$ 

### • Calculate $(x-\overline{x})(y-\overline{y})$ :

X	у	(x - x̄)	(y - <del>y</del> )	$(x - \overline{x})(y - \overline{y})$
1	4	-2.5	-2.5	6.25
2	6	-1.5	-0.5	0.75
3	5	-0.5	-1.5	0.75
4	7	0.5	0.5	0.25
5	9	1.5	2.5	3.75
6	8	2.5	1.5	3.75

X	у	(x - <del>x</del> )	(y - ȳ)	$(x - \overline{x})(y - \overline{y})$
1	5	-2.5	-1.5	3.75
2	9	-1.5	2.5	-3.75
3	7	-0.5	0.5	-0.25
4	4	0.5	-2.5	-1.25
5	8	1.5	1.5	2.25
6	6	2.5	-0.5	-1.25

15.5

$$\bar{x} = 3.5, \bar{y} = 6.5$$

#### Calculate

climci

Х	у	(x - x̄)	(y - <del>y</del> )	$(x - \overline{x})(y - \overline{y})$
1	4	-2.5	-2.5	6.25
2	6	-1.5	-0.5	0.75
3	5	-0.5	-1.5	0.75
4	7	0.5	0.5	0.25
5	9	1.5	2.5	3.75
6	8	2.5	1.5	3.75

X	у	(x - <del>x</del> )	(y - <del>y</del> )	$(x - \overline{x})(y - \overline{y})$
1	5	-2.5	-1.5	3.75
2	9	-1.5	2.5	-3.75
3	7	-0.5	0.5	-0.25
4	4	0.5	-2.5	-1.25
5	8	1.5	1.5	2.25
6	6	2.5	-0.5	-1.25

$$|\bar{x} = 35, \bar{y} = 65$$

#### Calculate covariance:

X	У
1	4
2	6

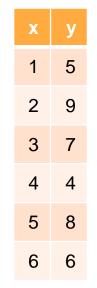
$$cov(X,Y) = \frac{1}{N} \sum_{i=1}^{N} (x_i - \bar{x})(y_i - \bar{y})$$
$$= \frac{15.5}{6} = 2.583$$

$$cov(X,Y) = \frac{1}{N} \sum_{i=1}^{N} (x_i - \bar{x})(y_i - \bar{y})$$
$$= \frac{-0.5}{6} = -0.083$$

#### Compare

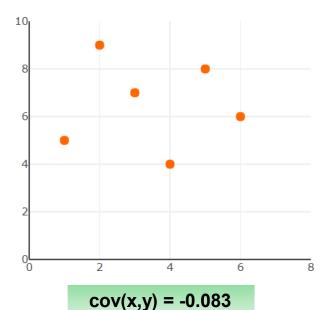
8

1 4 8 2 6 6 3 5 4 4 7 2



6

cov(x,y) = 2.583



# Pearson Correlation Coefficient

#### Pearson Correlation Coefficient

 In order to normalize values coming from two different distributions, we use:

$$\rho_{X,Y} = \frac{cov(X,Y)}{\sigma_X \sigma_Y} = \frac{\frac{1}{n} \sum (x - \bar{x})(y - \bar{y})}{\sqrt{\frac{\sum (x - \bar{x})^2}{n}} \sqrt{\frac{\sum (y - \bar{y})^2}{n}}} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

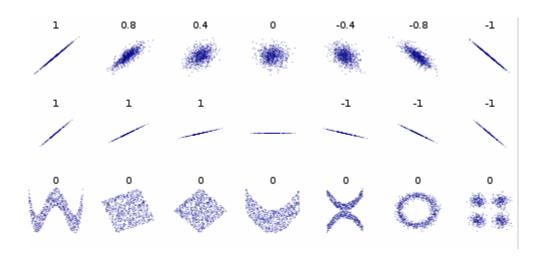
$$ho =$$
 Greek letter "rho"  $\sigma =$  standard deviation  $cov =$  covariance  $\bar{x} =$  mean of X

# Pearson Correlation Coefficient

- Values fall between +1and -1,where
   1=total positive linear correlation
  - 0 = no linear correlation
  - -1=total negative linear correlation

# Pearson Correlation Coefficient

 Several sets of (x, y) points, with the correlation coefficient for each set:

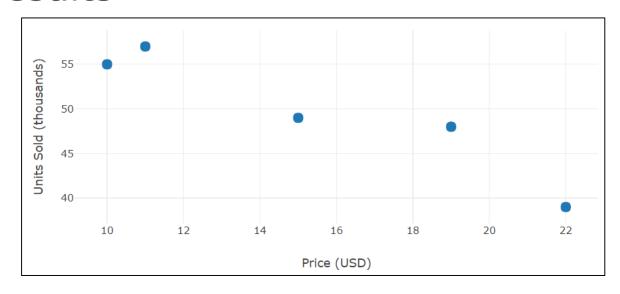


- A company decides to test sales of a new product in five separate markets, to determine the best price point.
- They set a different price in each market and record sales volume over the same 30 day period.



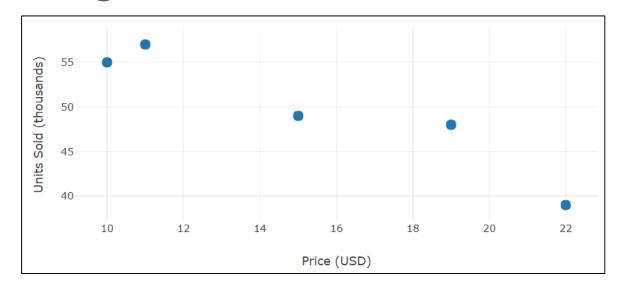
- These are the results
- Plot the results

Price (USD)	Units Sold (thousands)
10	55
11	57
15	49
19	48
22	39



 There appears to be a strong correlation, but how strong?

Price (USD)	Units Sold (thousands)
10	55
11	57
15	49
19	48
22	39



# 1. Recall the simplified correlation formula:

$$\rho_{X,Y} = \frac{cov(X,Y)}{\sigma_X \sigma_Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

Price (USD)	Units Sold (thousands)
10	55
11	57
15	49
19	48
22	39

#### 2. Find the mean of x and y:

$$\bar{x} = \frac{10 + 11 + 15 + 19 + 22}{5} = 15.4$$

$$\bar{y} = \frac{55 + 57 + 49 + 48 + 39}{5} = 49.6$$

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

#### 3. Calculate $(x - \bar{x})$ and $(y - \bar{y})$ :

Price (USD)	Units Sold (thousands)	$(x-\bar{x})$	$(y-\bar{y})$
10	55	-5.4	5.4
11	57	-4.4	7.4
15	49	-0.4	-0.6
19	48 🖟	3.6	-1.6
22	39	6.6	-10.6

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$
$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

## 4. Calculate $(x - \bar{x})(y - \bar{y})$ :

Price (USD)	Units Sold (thousands)	$(x-\overline{x})$	$(y-\overline{y})$	(x-x)(y-y)
10	55	-5.4	5.4	-29.16
11	57	-4.4	7.4	-32.56
15	49	-0.4	-0.6	0.24
19	48	3.6	-1.6	-5.76
22	39	6.6	-10.6	-69.96

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

## 5. Calculate $(x - \bar{x})^2$ and $(y - \bar{y})^2$ :

Price (USD)	Units Sold (thousands)	$(x-\overline{x})$	$(y-\overline{y})$	(x-x)(y-y)	$(x-x)^2$	$(y-y)^2$
10	55	-5.4	5.4	-29.16	29.16	29.16
11	57	-4.4	7.4	-32.56	19.36	54.76
15	49	-0.4	-0.6	0.24	0.16	0.36
19	48	3.6	-1.6	-5.76	12.96	2.56
22	39	6.6	-10.6	-69.96	43.56	112.36

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$
$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

#### 6. Compute the sums:

Price (USD)	Units Sold (thousands)	$(x-\overline{x})$	$(y-\overline{y})$	(x-x)(y-y)	$(x-x)^2$	$(y-y)^2$
10	55	-5.4	5.4	-29.16	29.16	29.16
11	57	-4.4	7.4	-32.56	19.36	54.76
15	49	-0.4	-0.6	0.24	0.16	0.36
19	48	3.6	-1.6	-5.76	12.96	2.56
22	39	6.6	-10.6	-69.96	43.56	112.36
			Σ	-137.2	105.2	199.2

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$

$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

#### 7. Plug these into the original formula:

Price (USD)	Units Sold (thousands)	$(x-\overline{x})$	$(y-\overline{y})$	(x-x)(y-y)	$(x-x)^2$	$(y-y)^2$
10	55	-5.4	5.4	-29.16	29.16	29.16
11	57	-4.4	7.4	-32.56	19.36	54.76
15	49	-0.4	-0.6	0.24	0.16	0.36
19	48	3.6	-1.6	-5.76	12.96	2.56
22	39	6.6	-10.6	-69.96	43.56	112.36
			Σ	-137.2	105.2	199.2

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}}$$
$$\bar{x} = 15.4 \quad \bar{y} = 49.6$$

#### 7. Plug these into the original formula:

$$\rho_{X,Y} = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2} \sqrt{\sum (y - \bar{y})^2}} = \frac{-137.2}{\sqrt{105.2} \sqrt{199.2}}$$
$$= \frac{-137.2}{10.26 \times 14.11} = \frac{-137.2}{144.8} = -0.948$$

•  $\rho_{X,Y} = -0.948$  shows a *very* strong negative correlation!

