

**Applied Regression Modeling:
A Business Approach
Chapter 1: Foundations
Sections 1.5–1.7**

by Iain Pardoe

- Goal: estimate the population mean $E(Y)$.
- Best point estimate: the sample mean m_Y .
- How far off might we be? Can we quantify our uncertainty?
- Confidence interval: point estimate \pm uncertainty.
- Example: 80% confidence interval for $E(Y)$ in home prices application is $278.603 \pm 12.893 = (265.710, 291.496)$.
- In other words, based on this dataset, we are 80% confident that the population mean home price is between \$266,000 and \$291,000.
- This leaves quite a bit of room for error (20%), so 90% and 95% intervals are more common.
- Question: will a 90% interval be narrower or wider than the 80% interval?

Confidence interval for $E(Y)$

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- Example: 80% confidence interval.
- $\Pr(-90^{\text{th}} \text{ percentile} < t_{n-1} < 90^{\text{th}} \text{ percentile}) = 0.80$
where the 90th percentile comes from t_{n-1}
(t-distribution with $n-1$ df).
- Question: why does an 80% interval require 90th percentiles? (draw a picture)

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(t-distribution with $n-1$ df).
- Question: why does an 80% interval require 90th percentiles? (draw a picture)
- Next step: plug in $t_{n-1} = \frac{m_Y - E(Y)}{s_Y / \sqrt{n}}$.
- Algebra ...

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where the 90th percentile comes from t_{n-1} (t-distribution with $n-1$ df).
- Question: why does an 80% interval require 90th percentiles? (draw a picture)
- Next step: plug in $t_{n-1} = \frac{m_Y - E(Y)}{s_Y / \sqrt{n}}$.
- Algebra ...
- $\Pr(m_Y - 90^{\text{th}} \text{ percentile}(s_Y / \sqrt{n}) < E(Y) < m_Y + 90^{\text{th}} \text{ percentile}(s_Y / \sqrt{n})) = 0.80.$
- In other words, the 80% confidence interval can be written $m_Y \pm 90^{\text{th}} \text{ percentile}(s_Y / \sqrt{n})$.
- Question: what is the formula for a 90% interval?

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- Example: home prices Y_1, \dots, Y_{30} .
- Sample mean, m_Y , is 278.603.
- Sample standard deviation, s_Y , is 53.8656.
- Calculate an 80% confidence interval for $E(Y)$.

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- Example: home prices Y_1, \dots, Y_{30} .
- Sample mean, m_Y , is 278.603.
- Sample standard deviation, s_Y , is 53.8656.
- Calculate an 80% confidence interval for $E(Y)$.
- 90th percentile of t_{29} is 1.311.

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- Example: home prices Y_1, \dots, Y_{30} .
- Sample mean, m_Y , is 278.603.
- Sample standard deviation, s_Y , is 53.8656.
- Calculate an 80% confidence interval for $E(Y)$.
- 90th percentile of t_{29} is 1.311.
- $m_Y \pm 90^{\text{th}} \text{ percentile } (s_Y / \sqrt{n}) =$
 $278.603 \pm 1.311 (53.8656 / \sqrt{30}) =$
 $278.603 \pm 12.893 = (265.710, 291.496)$.

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- Sample mean, m_Y , is 278.603.
- Sample standard deviation, s_Y , is 53.8656.
- Calculate an 80% confidence interval for $E(Y)$.
- 90th percentile of t_{29} is 1.311.
- $m_Y \pm 90^{\text{th}} \text{ percentile } (s_Y / \sqrt{n}) =$
 $278.603 \pm 1.311 (53.8656 / \sqrt{30}) =$
 $278.603 \pm 12.893 = (265.710, 291.496)$.
- Calculate a 90% confidence interval for $E(Y)$.

Confidence interval interpretation

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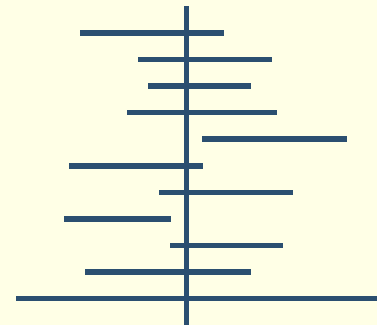
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- Loosely speaking: based on this dataset, we are 80% confident that the population mean home price is between \$266,000 and \$291,000.
- More precisely: If we were to take a large number of random samples of size 30 from a population of sale prices and calculate an 80% confidence interval for each, then 80% of those confidence intervals would contain the (unknown) population mean.
- E.g., 10 confidence intervals for samples from a population with $E(Y)$ marked by the vertical line:



- 8 of the intervals contain $E(Y)$, while 2 don't.

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1.7 Random errors and prediction

- Confidence intervals tell us a range of plausible values for $E(Y)$ with a specified confidence level.
- By contrast, hypothesis tests ask whether a particular value is plausible or not.
- Example: does a population mean of \$255,000 seem plausible given our sample of 30 home prices?

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 - Upper-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) > 255$?

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 - Upper-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) > 255$?
 - Lower-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) < 255$?

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- Example: does a population mean of \$255,000 seem plausible given our sample of 30 home prices?
 - Upper-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) > 255$?
 - Lower-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) < 255$?
 - Two-tail test: can we reject the possibility that $E(Y) = 255$ in favor of $E(Y) \neq 255$?

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- If NH is true, then the sampling distribution of the t-statistic $= \frac{m_Y - E(Y)}{s_Y / \sqrt{n}}$ is t_{n-1} .
- Recall t_{n-1} has a bell-shape centered at zero with most of its area ($\approx 95\%$) between -2 and $+2$.
- So, if the value of the t-statistic is “not too far” from zero, we cannot reject NH .
- Conversely, a t-statistic much larger than zero favors AH (*larger* since this is an *upper-tail* test).
- How large does the t-statistic have to be before we reject NH in favor of AH ?

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- So, if the value of the t-statistic is “not too far” from zero, we cannot reject NH .
- Conversely, a t-statistic much larger than zero favors AH (*larger* since this is an *upper-tail* test).
- How large does the t-statistic have to be before we reject NH in favor of AH ?
- *Significance level* (e.g., 5%) determines a *rejection region* beyond a *critical value* (e.g., 95^{th} percentile of t_{n-1}).

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- Upper-tail test: *null hypothesis* $NH: E(Y) = 255$ versus *alternative hypothesis* $AH: E(Y) > 255$.

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- t-statistic = $\frac{m_Y - E(Y)}{s_Y / \sqrt{n}} = \frac{278.603 - 255}{53.8656 / \sqrt{30}} = 2.40$.

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- Significance level = 5%.

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- Significance level = 5%.
- Critical value is the 95th percentile of t_{29} which is 1.699.

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- Significance level = 5%.
- Critical value is the 95th percentile of t_{29} which is 1.699.
- Since t-statistic (2.40) > critical value (1.699), we reject NH in favor of AH .

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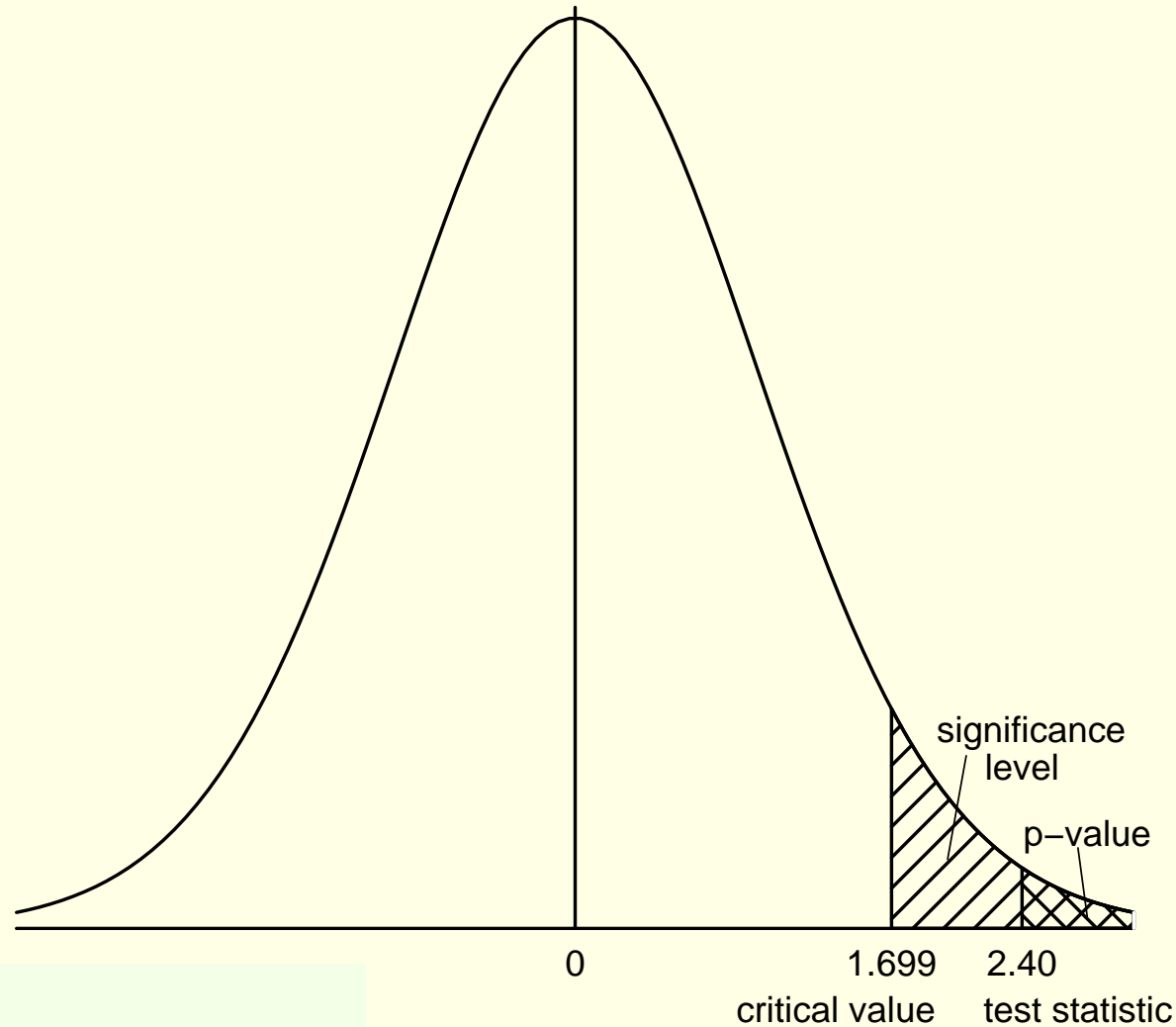
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- Significance level = 5%.
- Critical value is the 95th percentile of t_{29} which is 1.699.
- Since t-statistic (2.40) > critical value (1.699), we reject NH in favor of AH .
- In other words, the sample data suggest that the population mean is greater than \$255,000 (at a 5% significance level).

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Test stat. is in rejection region, $p\text{-value} < \text{signif. level}$:



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- Recall t_{n-1} has a bell-shape centered at zero with most of its area ($\approx 95\%$) between -2 and $+2$.
- So, if the upper-tail area beyond the t-statistic is “not too small,” we cannot reject NH .
- Conversely, a very small upper tail-area favors AH .
- How small does the upper-tail area, called the *p-value*, have to be before we reject NH in favor of AH ?

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- So, if the upper-tail area beyond the t-statistic is “not too small,” we cannot reject NH .
- Conversely, a very small upper tail-area favors AH .
- How small does the upper-tail area, called the *p-value*, have to be before we reject NH in favor of AH ?
- Smaller than the significance level (e.g., 5%).

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- Upper-tail test: *null hypothesis* $NH: E(Y) = 255$ versus *alternative hypothesis* $AH: E(Y) > 255$.

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- Significance level = 5%.

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- Significance level = 5%.
- Since the t-statistic (2.40) is between 2.045 and 2.462, the p-value must be between 0.01 and 0.025.

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- Significance level = 5%.
- Since the t-statistic (2.40) is between 2.045 and 2.462, the p-value must be between 0.01 and 0.025.
- Since p-value < significance level, we reject NH in favor of AH .

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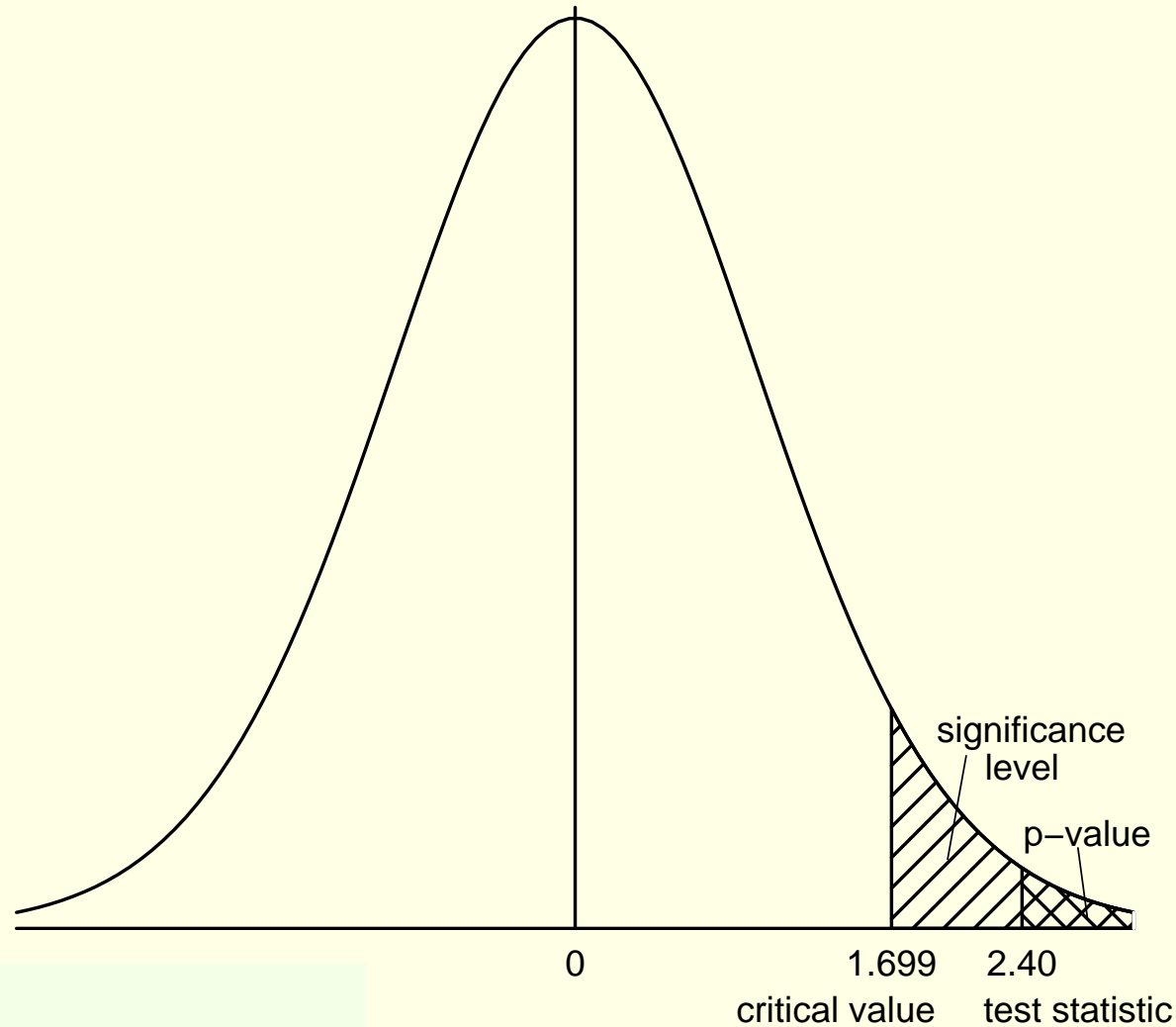
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- Significance level = 5%.
- Since the t-statistic (2.40) is between 2.045 and 2.462, the p-value must be between 0.01 and 0.025.
- Since p-value < significance level, we reject NH in favor of AH .
- In other words, the sample data suggest that the population mean is greater than \$255,000 (at a 5% significance level).

Hypothesis test for home prices example

Test stat. is in rejection region, $p\text{-value} < \text{signif. level}$:



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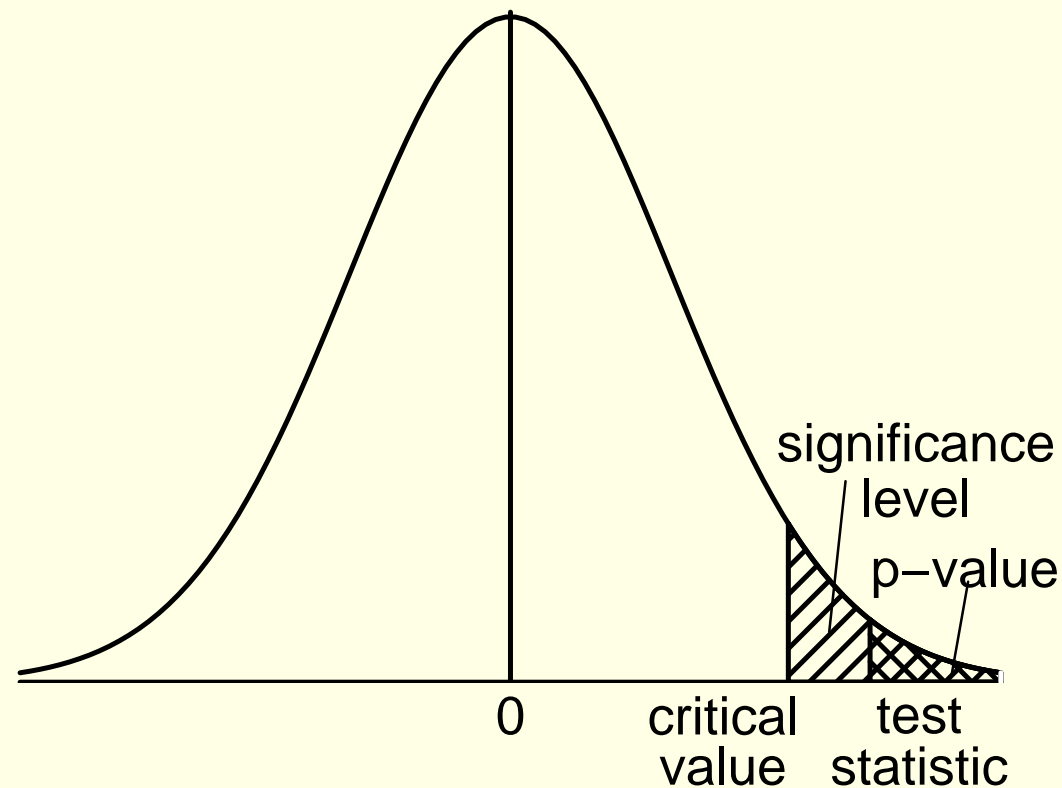
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One-tail hypothesis tests

E.g., $NH: E(Y) = 255$ vs. $AH: E(Y) > 255$ (@5%).

Test stat. is in rejection region, p-value < signif. level:

Upper-tail test: reject null



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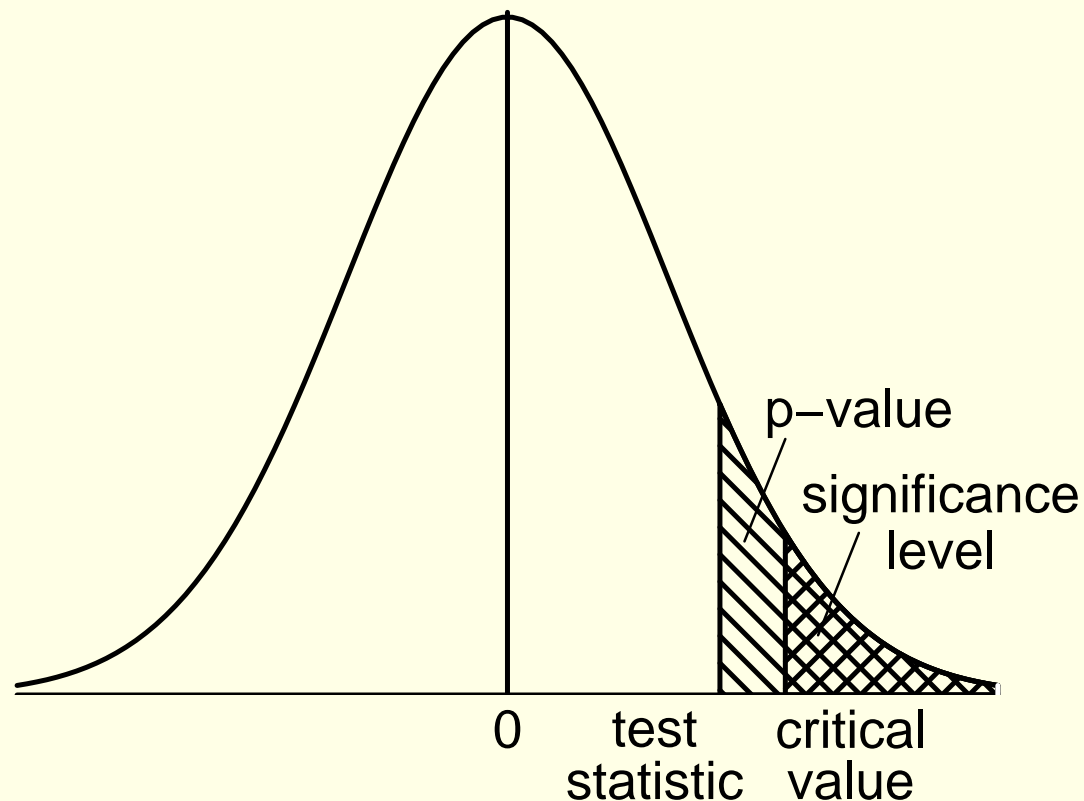
1.7 Random errors and prediction

One-tail hypothesis tests

E.g., $NH: E(Y) = 265$ vs. $AH: E(Y) > 265$ (@5%).

Test stat. not in rejection region, p-value > signif. level:

Upper-tail test: do not reject null



1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

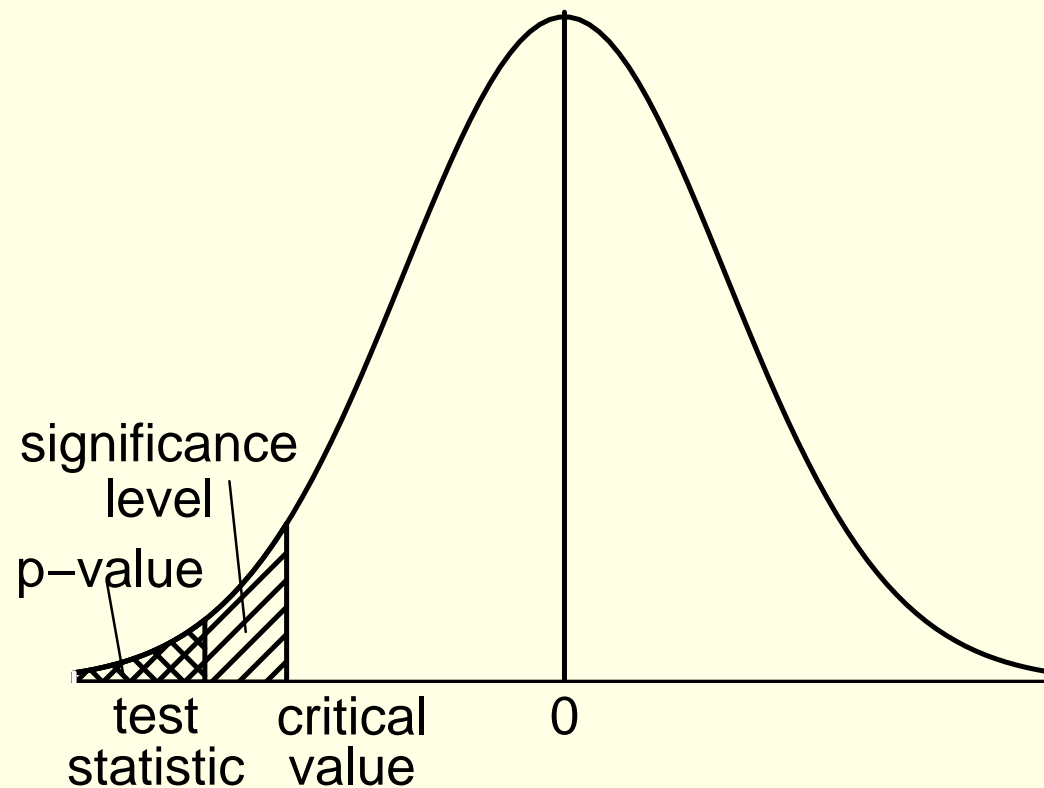
1.7 Random errors and prediction

One-tail hypothesis tests

E.g., $NH: E(Y) = 300$ vs. $AH: E(Y) < 300$ (@5%).

Test stat. is in rejection region, p-value < signif. level:

Lower-tail test: reject null



1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

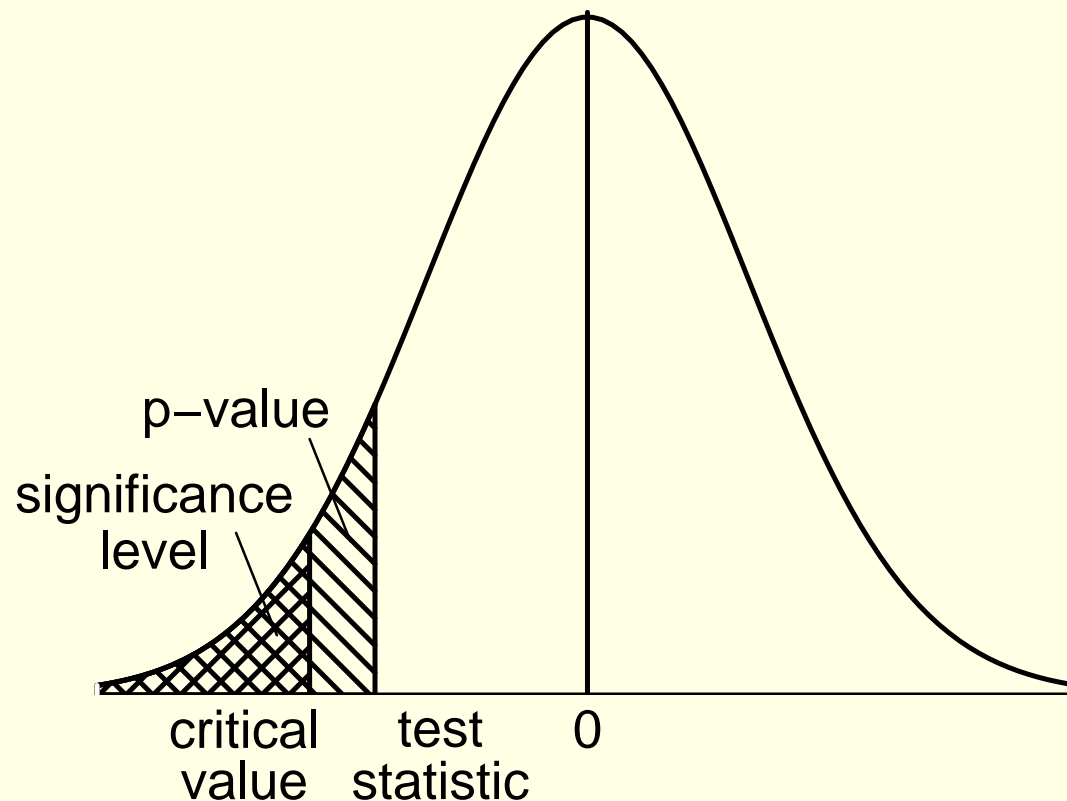
1.7 Random errors and prediction

One-tail hypothesis tests

E.g., $NH: E(Y) = 290$ vs. $AH: E(Y) < 290$ (@5%).

Test stat. not in rejection region, p-value $>$ signif. level:

Lower-tail test: do not reject null



1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

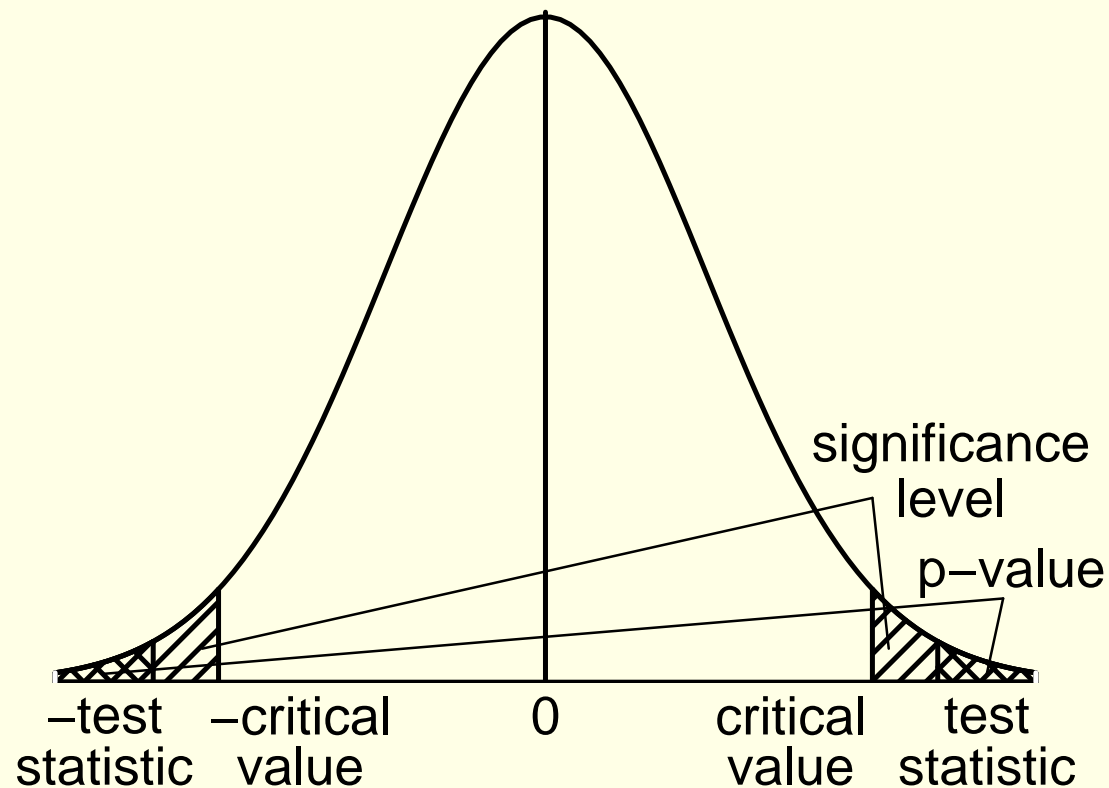
1.7 Random errors and prediction

Two-tail hypothesis tests

E.g., $NH: E(Y) = 255$ vs. $AH: E(Y) \neq 255$ (@5%).

Test stat. is in rejection region, p-value < signif. level:

Two-tail test: reject null



1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

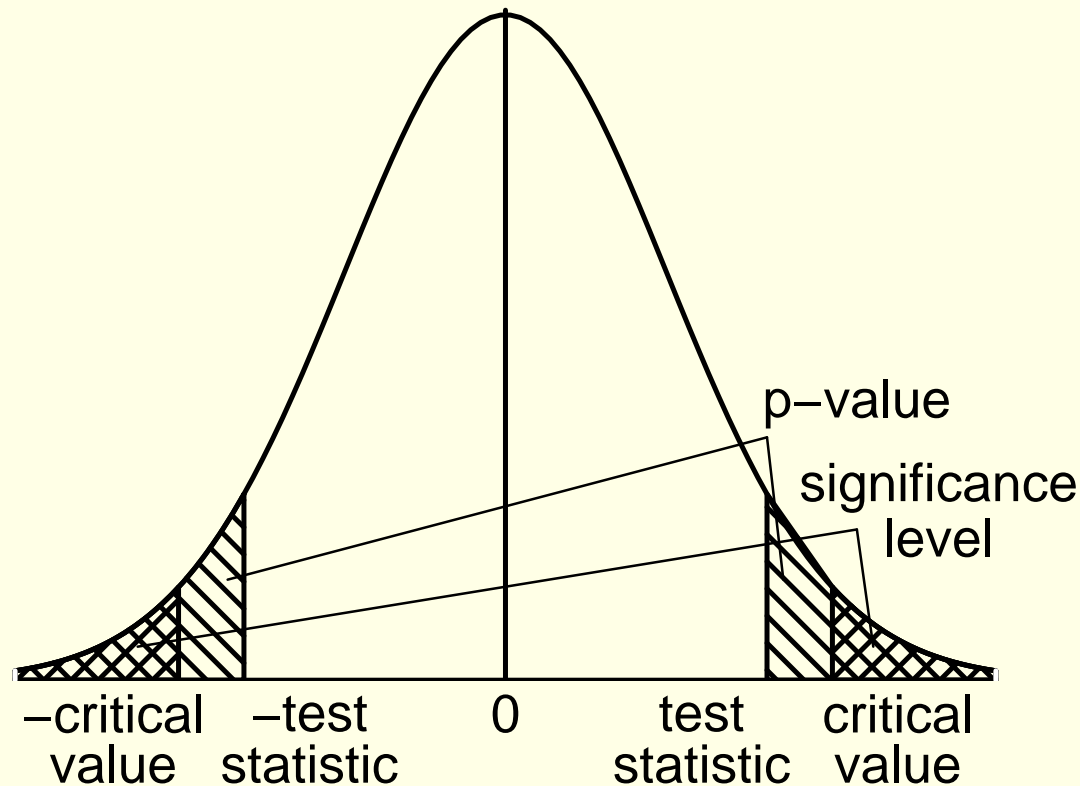
1.7 Random errors and prediction

Two-tail hypothesis tests

E.g., $NH: E(Y) = 265$ vs. $AH: E(Y) \neq 265$ (@5%).

Test stat. not in rejection region, p-value > signif. level:

Two-tail test: do not reject null



1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

1.7 Random errors and prediction

Hypothesis test errors

- Four possible hypothesis test outcomes:

		Decision	
		Do not reject NH in favor of AH	Reject NH in favor of AH
Reality	NH true	correct decision	type 1 error
	NH false	type 2 error	correct decision

- Pr(type 1 error) = signif. level; analyst selects this.
- But, setting it too low can increase the chance of a type 2 error occurring.
- Trade-off: set signif. level at 5% (sometimes 1% or 10%); reduce chance of type 2 error by having n as large as possible, using sound statistical methods.
- Also, use hypothesis tests judiciously and always keep in mind the possibility of making these errors.

1.5 Interval estimation

1.6 Hypothesis testing

Hypothesis testing

The rejection region method

Rejection region example

Hypothesis test for home prices example

The p-value method

P-value example

Hypothesis test for home prices example

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

One-tail hypothesis tests

Two-tail hypothesis tests

Two-tail hypothesis tests

Hypothesis test errors

1.7 Random errors and prediction

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error
Calculating prediction intervals

- New problem: predict an individual Y -value picked at random from the population.
- Is this easier or more difficult than estimating the population mean?

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error
Calculating prediction intervals

- New problem: predict an individual Y -value picked at random from the population.
- Is this easier or more difficult than estimating the population mean?
- More difficult: imagine predicting the sale price of a new home on the market (versus estimating the average sale price of homes in this market)—which answer would you be less certain about?

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error
Calculating prediction intervals

- New problem: predict an individual Y -value picked at random from the population.
- Is this easier or more difficult than estimating the population mean?
- More difficult: imagine predicting the sale price of a new home on the market (versus estimating the average sale price of homes in this market)—which answer would you be less certain about?
- Approach: calculate a *prediction interval*—like a confidence interval but with a larger range of uncertainty.
- Confidence interval: point estimate \pm estimation uncertainty.
- Prediction interval: point estimate \pm prediction uncertainty.

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error

Calculating prediction intervals

- Model: $Y_i = E(Y) + e_i$ ($i = 1, \dots, n$).
- Y -value to be predicted: $Y^* = E(Y) + e^*$.
- Point estimate of Y^* ?

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

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- Model: $Y_i = E(Y) + e_i$ ($i = 1, \dots, n$).
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1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error

Calculating prediction intervals

- Model: $Y_i = E(Y) + e_i \quad (i = 1, \dots, n)$.
- Y -value to be predicted: $Y^* = E(Y) + e^*$.
- Point estimate of Y^* ? Sample mean, m_Y .
- Prediction error: $Y^* - m_Y = (E(Y) - m_Y) + e^*$.

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error

Calculating prediction intervals

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- Prediction error: $Y^* - m_Y = (E(Y) - m_Y) + e^*$.
- Variance of estimation error $(E(Y) - m_Y)$: s_Y^2/n .

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

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- Prediction error: $Y^* - m_Y = (E(Y) - m_Y) + e^*$.
- Variance of estimation error ($E(Y) - m_Y$): s_Y^2/n .
- Var. of random error (e^*): s_Y^2 .

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error

Calculating prediction intervals

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- Y -value to be predicted: $Y^* = E(Y) + e^*$.
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- Variance of estimation error $(E(Y) - m_Y)$: s_Y^2/n .
- Var. of random error (e^*): s_Y^2 .
- Var. of prediction error $(Y^* - m_Y)$: $s_Y^2(1 + 1/n)$.

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- Var. of random error (e^*): s_Y^2 .
- Var. of prediction error ($Y^* - m_Y$): $s_Y^2(1 + 1/n)$.
- Confidence interval for $E(Y)$:
 $m_Y \pm t\text{-percentile}(s_Y/\sqrt{n})$.

- Model: $Y_i = E(Y) + e_i \quad (i = 1, \dots, n)$.
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- Prediction interval for Y^* :
 $m_Y \pm t\text{-percentile}\left(s_Y\sqrt{1+1/n}\right)$.
- Which is wider?

Calculating prediction intervals

1.5 Interval estimation

1.6 Hypothesis testing

1.7 Random errors and prediction

Prediction intervals

Prediction error

Calculating prediction intervals

- Example: home prices Y_1, \dots, Y_{30} .
- Sample mean, m_Y , is 278.603.
- Sample standard deviation, s_Y , is 53.8656.
- Calculate an 80% prediction interval for Y .

Calculating prediction intervals

1.5 Interval estimation

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- Calculate an 80% prediction interval for Y .
- 90th percentile of t_{29} is 1.311.

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- Calculate an 80% prediction interval for Y .
- 90th percentile of t_{29} is 1.311.
- $m_Y \pm 90^{\text{th}} \text{ percentile} \left(s_Y \sqrt{1+1/n} \right) =$
 $278.603 \pm 1.311 \left(53.8656 \sqrt{1+1/30} \right) =$
 $278.603 \pm 71.785 = (206.818, 350.388)$.

Calculating prediction intervals

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 $278.603 \pm 71.785 = (206.818, 350.388)$.
- We're 80% confident the sale price of an individual, randomly selected home in this market will be between \$207,000 and \$350,000.

Calculating prediction intervals

1.5 Interval estimation

1.6 Hypothesis testing

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 $278.603 \pm 71.785 = (206.818, 350.388)$.
- We're 80% confident the sale price of an individual, randomly selected home in this market will be between \$207,000 and \$350,000.
- Calculate a 90% prediction interval for Y .