

Predicting

Let's imagine a scenario where we would like to predict the value of one variable using another (or a set of other) variables.

Example

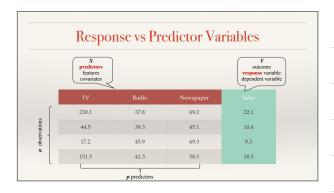
- Predicting the effect of a medication based on symptoms experienced by the patient (temperature, pain, some blood results,...)
- Predicting which movies a Netflix user will rate highly based on their previous movie ratings, demographic data, etc.

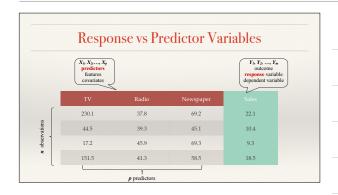
Example

The Advertising data set consists of the sales of a particular product in 200 different markets, and advertising budgets for the product in each of those markets for three different media: TV, radio, and newspaper. Everything is given in units of \$1000.

| 230.1 | 37.8 | 69.2 | 22.1 |
|-------|------|------|------|
| 44.5 | 39.3 | 45.1 | 10.4 |
| 17.2 | 45.9 | 69.3 | 9.3 |
| 151.5 | 41.3 | 58.5 | 18.5 |

Response vs Predictor Variables There is an asymmetry in many of these problems: The variable we would like to predict may be more difficult to measure, may be more important than the other(s), or are probably directly or indirectly influenced by the other variable(s). Thus, we'd like to define two categories of variables: • variables whose values we want to predict • variables whose values we use to make our prediction





Statistical Model

We assume that the response variable, Y, relates to the predictors, X, through some unknown function expressed generally as:

 $Y = f(X) + \varepsilon$

Here, f is the unknown function expressing an underlying rule for relating Y to X, ϵ is the amount (unrelated to X) that Y differs from the rule f(X).

A **statistical model** is any algorithm that estimates f. We denote the estimated function as \hat{f} .

Prediction vs Estimation

For some problems, what's important is obtaining \hat{f} , the estimate of f. These are called *inference* problems.

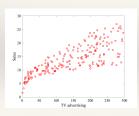
When we use a set of measurements, $(x_{i,1}, ..., x_{i,p})$ to predict a value for the response variable, we denote the **predicted** value by:

$$\hat{y}_i = \hat{f}(x_{i,1}, ..., x_{i,p}).$$

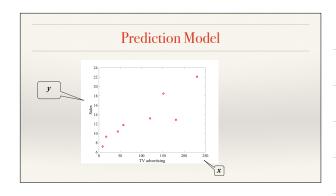
For some problems, we do not care about the specific expression of \hat{f} , we just want to make our predictions \hat{y} 's as close to the observed values y's as possible. These are called *prediction problems*.

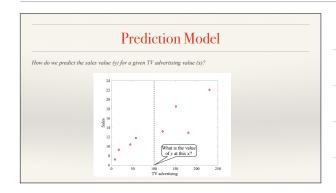
Prediction Model

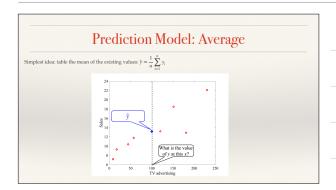
Build a model to **predict** sales based on TV budget

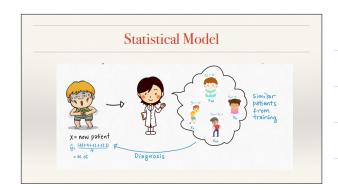


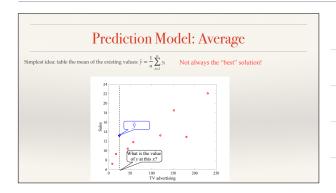
The response, **y**, is the sales The predictor, **x**, is TV budget

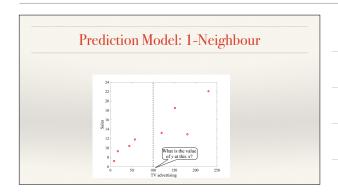


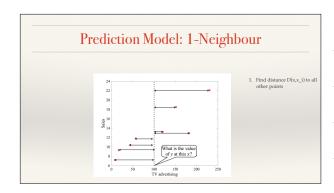


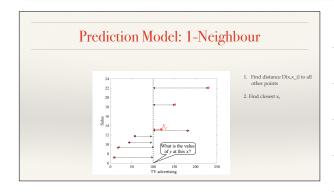


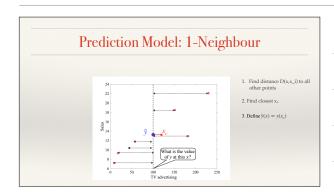


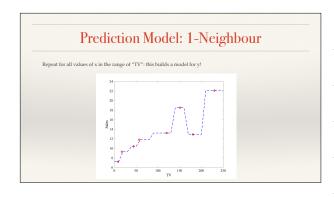


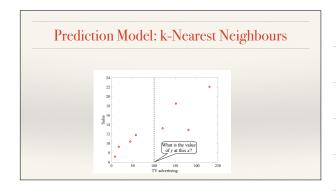


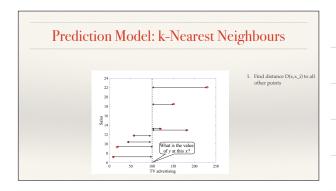


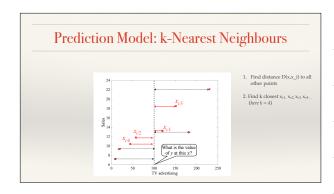


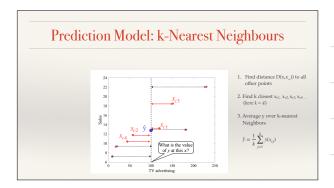


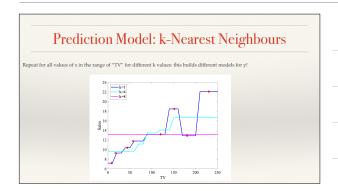












Prediction Model: k-Nearest Neighbours

The k-Nearest Neighbor (kNN) model is an intuitive way to predict a quantitative response variable:

to predict a response for a set of observed predictor values, we use the responses of other observations most similar to it

 $kNN \ is \ a \ non-parametric \ learning \ algorithm. When we say a technique \ is \ non \ parametric \ , it means that it does not make any assumptions on the underlying data distribution.$

Note: this strategy can also be applied to classification problems to predict a categorical variable. We will encounter kNN in the lab.

Prediction Model: k-Nearest Neighbours

The k-Nearest Neighbor Algorithm:

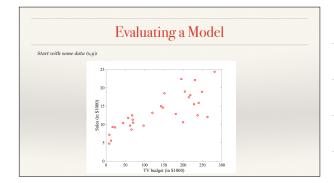
Given a dataset $D = \{(x^{(1)}, y^{(1)}), ..., (x^{(N)}, y^{(N)})\}$. For every new X:

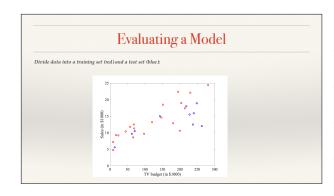
1. Find the k-number of observations in D most similar to X: $\{(x^{(n_1)},\ y^{(n_1)}),...,\ (x^{(n_k)},\ y^{(n_k)})\}$

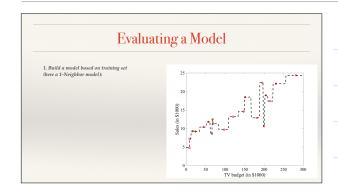
These are called the k-nearest neighbors of x

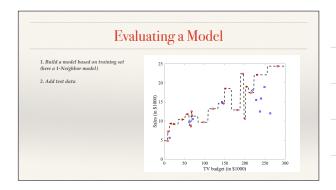
2. Average the output of the k-nearest neighbors of x

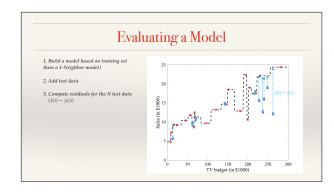
$$\hat{y} = \frac{1}{k} \sum_{i}^{k} y^{n_i}$$

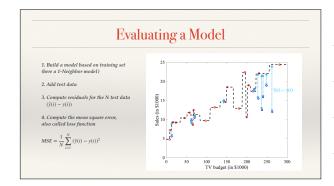




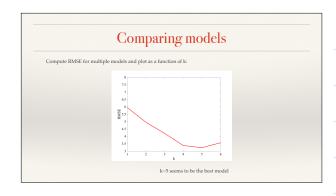


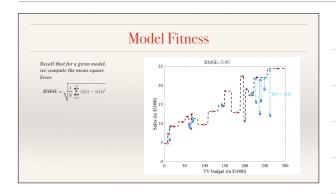


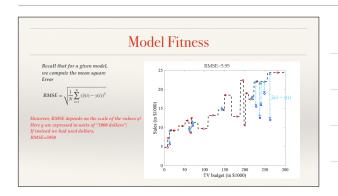




Note: the mean square error is not the only possible loss function! Other possibilities: * Mean square error $MSE = \frac{1}{N} \sum_{i=1}^{N} (|\vec{y}(i) - y(i)|)^2$ * Root mean square error $RMSE = \sqrt{\frac{1}{N} \sum_{i=1}^{N} (|\vec{y}(i) - y(i)|)^2}$ * Maximum absolute error $MAE = \max_{i \in I(J,N)} |\vec{y}(i) - y(i)|$ * Average absolute error $AAE = \frac{1}{N} \sum_{i=1}^{N} |\vec{y}(i) - y(i)|$







Model Fitness

To normalize the "fitness" score:

Consider the test set with values (x_i^t, y_i^t) for $i \in [1,N]$

We consider three models

• The simplest model where each value are predicted as the average of the test set values:

$$\hat{y}^{t}(i) = \frac{1}{N} \sum_{i}^{N} y^{t}(i)$$

° The "best" model where each value is exact

$$\hat{y^b}(i) = y^t(i)$$

• The current model M that we want to evaluate

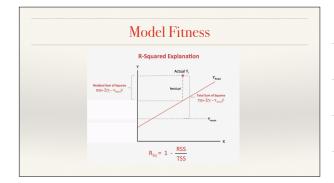
 $y^M(i)$

Model Fitness

To normalize the "fitness" score:

$$R^{2} = 1 - \frac{\sum_{i=1}^{N} (\hat{y}^{\hat{M}}(i) - \hat{y}^{\hat{B}}(i))^{2}}{\sum_{i=1}^{N} (\hat{y}^{\hat{S}}(i) - \hat{y}^{\hat{B}}(i))^{2}}$$

- \circ If our model is as good as the simple model, based on the average, then $\mathbb{R}^2 = 0$
- \circ If our model is perfect then $R^2 = 1$
- * R^2 can be negative if the model is worst than the simple model (average). This can happen!



RMSE or R²?

- $\boldsymbol{\cdot}$ Both RMSE and R^2 quantify how well a model fits a dataset.
- $\label{eq:continuous} \mbox{\bf .} \mbox{ The RMSE tells us how well a regression model can predict the value of the response variable in absolute terms while <math display="inline">R^2$ tells us how well a model can predict the value of the response variable in percentage terms.
- \bullet It is useful to calculate both the RMSE and R^2 for a given model because each metric gives us useful information.