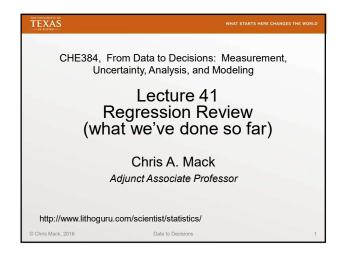
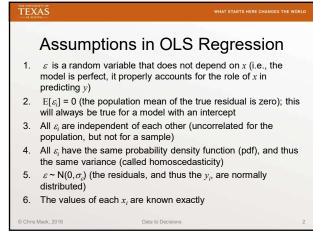
Data to Decisions 10/7/2016





Why OLS?

• Ordinary least squares (OLS) provides the best linear unbiased estimates (BLUE) of the parameters if the assumptions of OLS are true (by the Gauss-Markov theorem)

– "best" means lowest variance, and thus tightest confidence intervals around the parameters

• Other regression techniques (robust regression, generalized regression) are not as efficient (larger confidence intervals)

Overall Regression Process

1. Pick and run the regression method that best suits the problem

- OLS

- Weighted Regression

- Total Regression

• Geometric Mean, Effective Variance, Deming Regression, Total Regression (exact solution)

- Generalized Linear Regression

- Nonlinear Regression

2. Plot and study the residuals

2. Study the Residuals

A. Plot the residuals

- externally studentized residuals (esr) versus regressors,  $\hat{y}$ B. Look for outliers and influential data points

C. Check for normality, homoscedascticity

D. Check for model error

E. Check for residual independence

2B. Outliers and Influential Data

Calculate the leverage, internally studentized residual (isr), externally studentized residual (esr), Cook's distance, and DFFITS for each data point, and/or DFBETA for each model coefficient

Construct a Williams Graph of |esr|
Perform Grubbs' test on the esr of a potential outlier, if needed

Decide what to do with influential outliers

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