







Ridge Regression

• To preform ridge regression, just add p-1 rows to the standardized data, with 0 for the y-values and $\sqrt{k}I_p$ for the x-values (predictor values), then do a standard OLS regression

• How to pick k, the ridge coefficient?

– Plot the fit coefficients versus k (called a ridge trace), pick the smallest k at which the coefficients start to level off (don't change much)

– Using a validation data set, find k that minimizes validation SSE





