Bayes Assignment 3 of 2025

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# Instructions

The dataset is the [100 AI Companies of 2024 dataset from Kaggle](https://www.kaggle.com/datasets/raniritu/ai-companies). It is provided on the learning management system for convenience. The last 3 columns are the most interesting and what you will focus on.

Note that the data is raw, and slightly corrupted. You must first clean up the data and transform the variables. All such steps must be done using R code. You may not make any alterations to the data set. Your code must run correctly if someone downloads the data from the source again. For example, there are scores that Excel converted to dates at some point, transform them back intelligently with code.

**Goal:** To implement a robust Bayesian regression model on a dataset to test for basic trends and make a prediction with uncertainty.

After data cleaning, drop the two companies with missing scores. Then drop the company that corresponds to your position on the class list, leaving 97 companies.

Explain, based on statistics, whether you think the variables are related (before or after transformations). For the company that corresponds to your position on the class list, predict their revenue **distribution** for 2025 (one year older) assuming that their Glassdoor score drops by 0.5/5.

Your marks will be based how well you explain your approach and how sensible your reasoning is (all your steps, and especially your predicted distribution, must make sense given the constraints of the data).

Also, consider using transformed variables in your regressions, such as log annual revenue and log age, instead of the raw values.

For this assignment, submit Word, PDF, and Rmd/qmd files in one submission on the learning management system, in that order.

# Memorandum

First the student must identify their position on the class list.

st <- 20

options(scipen = 12)  
library(knitr)  
library(tidyverse)  
library(devEMF)  
opts\_chunk$set(dev='emf', fig.ext='emf')

## Data cleaning

The data is read in unaltered.

d <- read.csv('Ai\_companies.csv')

The key variables are transformed.

d$Glassdoor.Score[d$Glassdoor.Score == "5-Apr"] <- "4.0/5"  
d$Score <- d$Glassdoor.Score |> substr(1, 3) |> as.numeric()  
get\_revenue <- \(r) {  
 revenue\_split <- r |> str\_split\_fixed("\\s", 2)  
 revenue\_raw <- revenue\_split[,1] |> parse\_number()  
 ifelse(revenue\_split[,2] |> startsWith("m"), revenue\_raw\*1000000, revenue\_raw\*1000000000)  
}  
d$Revenue <- get\_revenue(d$Annual.Revenue)   
d$Log\_Revenue <- d$Revenue |> log()  
d$Age <- 2025 - d$Founded  
d$Log\_Age <- d$Age |> log()

Problem rows are removed. Target row is separated and adjusted as requested.

d <- d |> subset(!is.na(Score))  
d\_target <- d[st, ]  
d <- d[-st, ]

d\_target <- d\_target |> mutate(  
 Age = Age + 1,  
 Log\_Age = log(Age),  
 Score = Score - 0.5  
)

## Data exploration

The data is explored visually to check for further anomalies and intricacies.

d |> ggplot(aes(x = Log\_Age, y = Log\_Revenue)) +  
 geom\_point(aes(colour = Score)) + theme\_bw() +   
 geom\_smooth(method = 'lm', formula = 'y~x')



Let us highlight the youngest and oldest companies as they might be influential observations.

rbind(d[which.min(d$Log\_Age),], d[which.max(d$Log\_Age),]) |>   
 select(1:6) |> kable()

|  | Company.Name | Description | Headquarters | Founded | Annual.Revenue | Glassdoor.Score |
| --- | --- | --- | --- | --- | --- | --- |
| 61 | GE Vernova | Best for Wind Turbine Model | Cambridge, Massachusets | 2022 | $68 billion | 3.8/5 |
| 62 | Siemens | Best for Industrial Automation and Digitalization | Munich, Germany | 1847 | $83.65 billion | 4.2/5 |

## Correlation

It is interesting to consider the correlations between the variables before doing regression, at least in a data science setting where prediction is the focus. Note that deciding on the model based on the correlations can result in spurious (false positive) results and should be avoided unless you have already split the data and are only exploring the training portion.

**Never attempt to test a model using the same data that you use to build the model.**

Calculating correlations in R is straightforward.

d |> select(Log\_Revenue, Log\_Age, Score) |> cor()

Log\_Revenue Log\_Age Score  
Log\_Revenue 1.00000000 0.51678451 0.03526887  
Log\_Age 0.51678451 1.00000000 0.07942302  
Score 0.03526887 0.07942302 1.00000000

But testing the correlations properly requires additional calculations, and illustrating them neatly requires a package such as *corrplot*.

pvalfunc <- function(sims, target = 0) { 2\*min(mean(sims < target), mean(sims > target)) }  
corrplot\_exact <- function(num\_data\_matrix, crosssize = 1.8, textsize = 0.9) {  
 rho\_post\_sim <- function(r, n, n\_sims = 10000) {  
 y <- r\*sqrt(rchisq(n\_sims, n-2)/rchisq(n\_sims, n-1)/(1-(r^2))) -   
 rnorm(n\_sims)/sqrt(rchisq(n\_sims, n-1))  
 y/sqrt(y^2 + 1)  
 }  
 if (any(class(num\_data\_matrix) %in% "data.frame")) {  
 num\_data\_matrix <- as.matrix(num\_data\_matrix)  
 }  
 corrmat <- cor(num\_data\_matrix, use="pairwise.complete.obs")  
 rownames(corrmat) <- colnames(corrmat) <- colnames(num\_data\_matrix)  
 nc <- ncol(num\_data\_matrix)  
 p\_values <- matrix(0, nc, nc)  
 rownames(p\_values) <- colnames(p\_values) <- colnames(corrmat)  
 seq\_len(nc-1) |> sapply(\(i) {  
 seq((i+1), nc) |> sapply(\(j) {  
 n <- sum(!(is.na(num\_data\_matrix[,i]) | is.na(num\_data\_matrix[,j])))  
 p\_values[i, j] <<- rho\_post\_sim(corrmat[i, j], n) |> pvalfunc()  
 })  
 })  
 pmat <- p\_values + t(p\_values) + diag(rep(1, nc))  
 corrplot::corrplot(corrmat, method = 'color', p.mat = pmat, insig = 'pch',   
 pch.cex = crosssize, tl.cex = textsize, tl.col='black')  
 list(correlations = corrmat, p\_values = pmat) |> invisible()  
}

In the diagram below the crosses indicate insignificant correlations (no evidence of deviation from the null hypothesis). However, the significance level has not been adjusted for multiple testing.

d |> select(Log\_Revenue, Log\_Age, Score) |> corrplot\_exact()



We note that only the relationship between log revenue and log age appears significant in a univariate linear sense.

That said, we were asked to incorporate the score into our predictions, so we will include Score in the models, but not any interactions in this case (to avoid further over-fitting).

## Ordinary regression

As a starting point for regression we implement ordinary least squares regression.

Ordinary regression is one of very few model types for which prediction intervals are directly available in R.

lm1 <- lm(Log\_Revenue ~ Log\_Age + Score, data = d)  
lm1 |> summary()

Call:  
lm(formula = Log\_Revenue ~ Log\_Age + Score, data = d)  
  
Residuals:  
 Min 1Q Median 3Q Max   
-4.1867 -1.8946 -0.0484 1.2966 9.2275   
  
Coefficients:  
 Estimate Std. Error t value Pr(>|t|)   
(Intercept) 13.41038 2.36502 5.670 0.0000001562 \*\*\*  
Log\_Age 2.22517 0.38106 5.839 0.0000000745 \*\*\*  
Score -0.03676 0.56021 -0.066 0.948   
---  
Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
  
Residual standard error: 2.404 on 94 degrees of freedom  
Multiple R-squared: 0.2671, Adjusted R-squared: 0.2515   
F-statistic: 17.13 on 2 and 94 DF, p-value: 0.0000004541

lm1 |> predict(newdata = d\_target, interval = 'prediction')

fit lwr upr  
21 20.36077 15.50393 25.2176

### Robust variant

Implementing robust regression is a good sensitivity analysis. By checking whether the relationships change we can assess the stability of our model.

lm2 <- MASS::rlm(Log\_Revenue ~ Log\_Age + Score, data = d)  
lm2 |> summary()

Call: rlm(formula = Log\_Revenue ~ Log\_Age + Score, data = d)  
Residuals:  
 Min 1Q Median 3Q Max   
-4.19279 -1.67837 0.02641 1.47898 9.63170   
  
Coefficients:  
 Value Std. Error t value  
(Intercept) 12.8898 2.2107 5.8305  
Log\_Age 2.3801 0.3562 6.6818  
Score -0.0509 0.5237 -0.0972  
  
Residual standard error: 2.397 on 94 degrees of freedom

lm2 |> predict(newdata = d\_target, interval = 'prediction')

Warning in predict.lm(lm2, newdata = d\_target, interval = "prediction", : Assuming constant prediction variance even though model fit is weighted

fit lwr upr  
21 20.28579 15.50606 25.06551

The robust fit is fairly similar, but we receive a warning that additional assumptions are made when attempting to create a prediction interval.

## Bayesian regression

Now we do the same regression using a Bayesian simulation approach. The Bayesian regression results should be roughly in line with the ordinary results, but with added flexibility.

library(rstanarm)  
mycores <- 3  
options(mc.cores = mycores)

lm3 <- stan\_glm(Log\_Revenue ~ Log\_Age + Score, data = d)  
lm3 |> summary(digits = 2)

Model Info:  
 function: stan\_glm  
 family: gaussian [identity]  
 formula: Log\_Revenue ~ Log\_Age + Score  
 algorithm: sampling  
 sample: 4000 (posterior sample size)  
 priors: see help('prior\_summary')  
 observations: 97  
 predictors: 3  
  
Estimates:  
 mean sd 10% 50% 90%  
(Intercept) 13.44 2.38 10.39 13.42 16.49  
Log\_Age 2.23 0.38 1.74 2.23 2.71  
Score -0.05 0.57 -0.78 -0.04 0.68  
sigma 2.42 0.18 2.20 2.41 2.65  
  
Fit Diagnostics:  
 mean sd 10% 50% 90%  
mean\_PPD 19.44 0.35 18.99 19.45 19.89  
  
The mean\_ppd is the sample average posterior predictive distribution of the outcome variable (for details see help('summary.stanreg')).  
  
MCMC diagnostics  
 mcse Rhat n\_eff  
(Intercept) 0.03 1.00 5138   
Log\_Age 0.01 1.00 4705   
Score 0.01 1.00 4722   
sigma 0.00 1.00 4768   
mean\_PPD 0.01 1.00 4511   
log-posterior 0.04 1.01 1580   
  
For each parameter, mcse is Monte Carlo standard error, n\_eff is a crude measure of effective sample size, and Rhat is the potential scale reduction factor on split chains (at convergence Rhat=1).

lm4 <- stan\_lm(Log\_Revenue ~ Log\_Age + Score, data = d,   
 prior = R2(summary(lm1)$r.squared, what = 'mean'))

Warning: There were 39 divergent transitions after warmup. See  
https://mc-stan.org/misc/warnings.html#divergent-transitions-after-warmup  
to find out why this is a problem and how to eliminate them.

Warning: Examine the pairs() plot to diagnose sampling problems

lm4 |> summary(digits = 2)

Model Info:  
 function: stan\_lm  
 family: gaussian [identity]  
 formula: Log\_Revenue ~ Log\_Age + Score  
 algorithm: sampling  
 sample: 4000 (posterior sample size)  
 priors: see help('prior\_summary')  
 observations: 97  
 predictors: 3  
  
Estimates:  
 mean sd 10% 50% 90%  
(Intercept) 13.70 2.34 10.68 13.75 16.67  
Log\_Age 2.11 0.36 1.64 2.11 2.58  
Score -0.03 0.56 -0.73 -0.04 0.70  
sigma 2.42 0.18 2.21 2.41 2.65  
log-fit\_ratio 0.00 0.07 -0.09 0.00 0.09  
R2 0.25 0.07 0.16 0.25 0.33  
  
Fit Diagnostics:  
 mean sd 10% 50% 90%  
mean\_PPD 19.45 0.35 19.00 19.45 19.89  
  
The mean\_ppd is the sample average posterior predictive distribution of the outcome variable (for details see help('summary.stanreg')).  
  
MCMC diagnostics  
 mcse Rhat n\_eff  
(Intercept) 0.07 1.00 1153   
Log\_Age 0.01 1.00 1602   
Score 0.02 1.00 1301   
sigma 0.00 1.00 2557   
log-fit\_ratio 0.00 1.00 2179   
R2 0.00 1.00 1703   
mean\_PPD 0.01 1.00 4162   
log-posterior 0.06 1.01 952   
  
For each parameter, mcse is Monte Carlo standard error, n\_eff is a crude measure of effective sample size, and Rhat is the potential scale reduction factor on split chains (at convergence Rhat=1).

### Robust Bayesian regression with t-residuals

The *brms* package allows for a lot more distributions to be used, including Student-t. This has the effect of downweighting extreme residuals automatically, while maintaining accurate prediction intervals.

library(brms)

Warning: package 'brms' was built under R version 4.4.2

Loading 'brms' package (version 2.22.0). Useful instructions  
can be found by typing help('brms'). A more detailed introduction  
to the package is available through vignette('brms\_overview').

Attaching package: 'brms'

The following objects are masked from 'package:rstanarm':  
  
 dirichlet, exponential, get\_y, lasso, ngrps

The following object is masked from 'package:stats':  
  
 ar

lm5 <- brm(Log\_Revenue ~ Log\_Age + Score, data = d, family = 'student')

Compiling Stan program...

Start sampling

lm5 |> summary()

Family: student   
 Links: mu = identity; sigma = identity; nu = identity   
Formula: Log\_Revenue ~ Log\_Age + Score   
 Data: d (Number of observations: 97)   
 Draws: 4 chains, each with iter = 2000; warmup = 1000; thin = 1;  
 total post-warmup draws = 4000  
  
Regression Coefficients:  
 Estimate Est.Error l-95% CI u-95% CI Rhat Bulk\_ESS Tail\_ESS  
Intercept 12.98 2.26 8.54 17.28 1.00 4864 2843  
Log\_Age 2.37 0.38 1.62 3.10 1.00 4839 2812  
Score -0.06 0.53 -1.07 1.01 1.00 4662 2918  
  
Further Distributional Parameters:  
 Estimate Est.Error l-95% CI u-95% CI Rhat Bulk\_ESS Tail\_ESS  
sigma 2.15 0.22 1.73 2.59 1.00 2936 2528  
nu 15.46 10.65 3.93 44.77 1.00 3544 2947  
  
Draws were sampled using sampling(NUTS). For each parameter, Bulk\_ESS  
and Tail\_ESS are effective sample size measures, and Rhat is the potential  
scale reduction factor on split chains (at convergence, Rhat = 1).

### Prediction

As a last step, we will simulate the posterior predictive distribution of the final regression fit for the target observation.

post\_sims <- lm5 |> as.data.frame()  
new\_data <- model.matrix(Log\_Revenue ~ Log\_Age + Score, data = d\_target)  
preds <- as.matrix(post\_sims[,1:3]) %\*% t(new\_data) +   
 rt(nrow(post\_sims), post\_sims$nu) \* post\_sims$sigma

First we give the predictive distribution on the log scale and see whether it agrees with the previous results.

preds |> ggplot(aes(x = `21`)) + geom\_density(linewidth = 2) + theme\_bw()



preds |> quantile(c(0.025, 0.975))

2.5% 97.5%   
15.55410 25.01376

Calculating the shortest interval might be superior to the symmetric interval.

shortestinterval <- function(postsims, width=0.95) { # Coded by Sean van der Merwe, UFS  
 sort(postsims) -> sorted.postsims  
 round(length(postsims)\*width) -> gap  
 which.min(diff(sorted.postsims, gap)) -> pos  
 sorted.postsims[c(pos, pos + gap)] }  
  
preds |> shortestinterval()

[1] 15.46477 24.92022

Then we give the distribution and interval on the original scale.

preds |> exp() |> ggplot(aes(x = `21`)) + geom\_density(linewidth = 2) + theme\_bw()



preds |> exp() |> quantile(c(0.025, 0.975))

2.5% 97.5%   
 5689290 73002441224

preds |> exp() |> shortestinterval()

[1] 2614.926 32311459824.830

While it might seem useful to report on the original scale, and it usually is, in this case the results are completely useless.