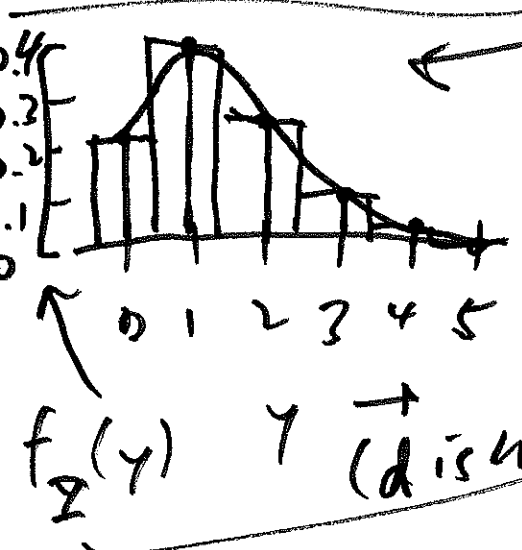


this PDFs &  
time: CDFs &  
next include  
time: CDFs

(see syllabus for  
reading)

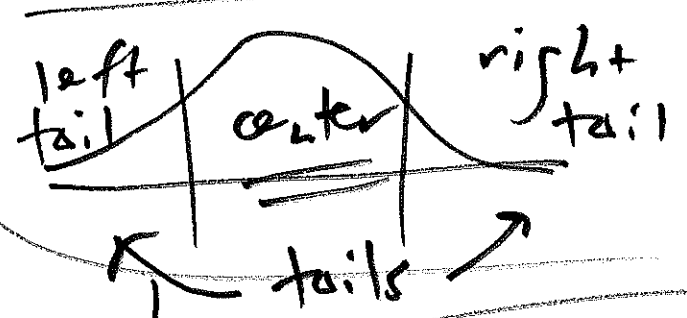
ex. Binomial  $(S, p)$  5 layers  
distribution  
(Toy-Suchers)  $Q:$



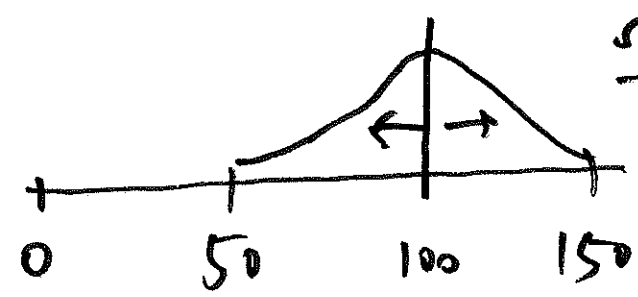
$\uparrow P(Z=y)$   
this is  
a PMF

How characterize  
PMFs & PDFs?

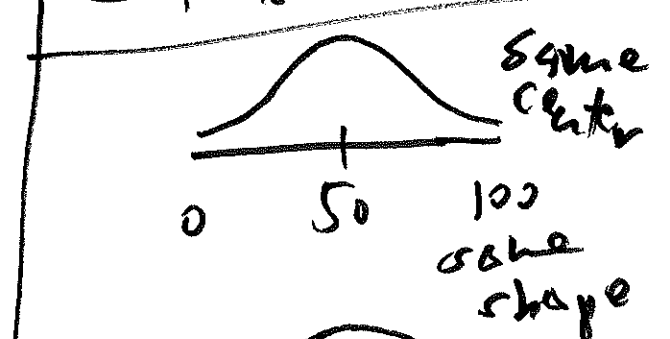
$f_Z(y)$   $y \rightarrow$  (discrete)



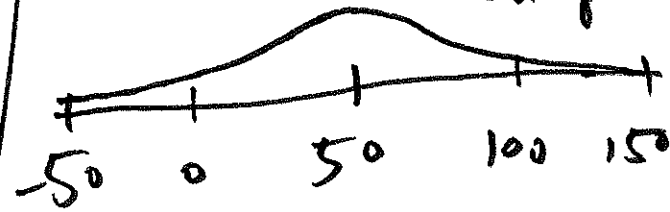
same  
spread  
same  
shape



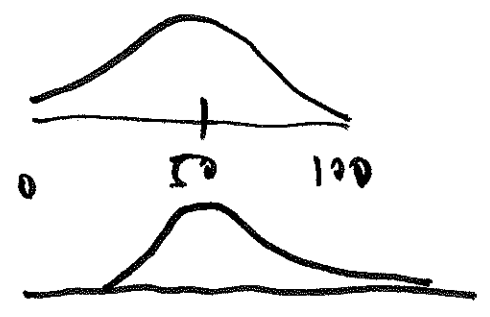
different center



same  
center  
same  
shape



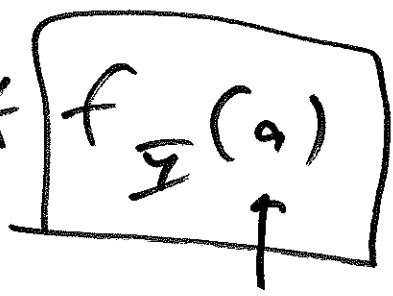
different spread



same center  
same spread  
different shape

$$P(a - \frac{\epsilon}{2} \leq I \leq a + \frac{\epsilon}{2}) =$$

prob.

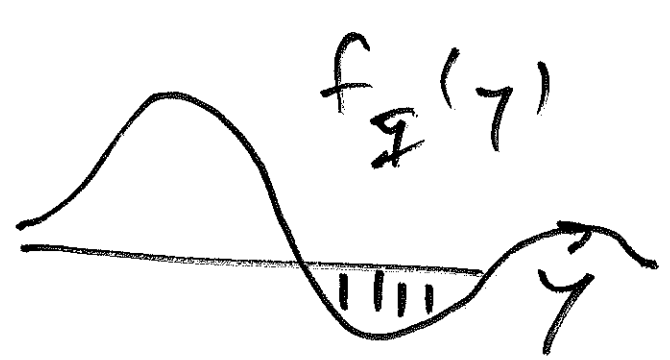


(2)

$\epsilon$

per units  
along  $\mathbb{R}$

density = concentration of probability



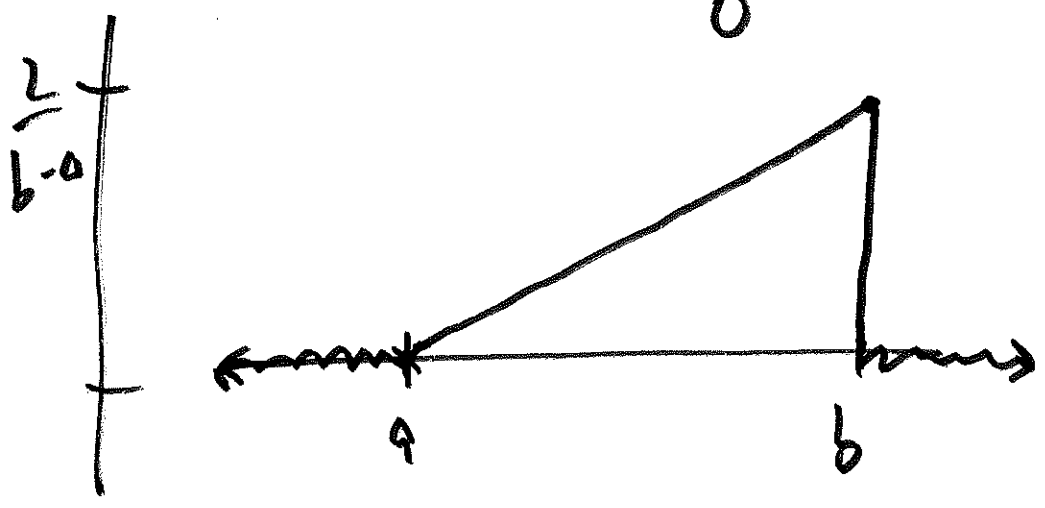
①  $f_I(\gamma) \geq 0$

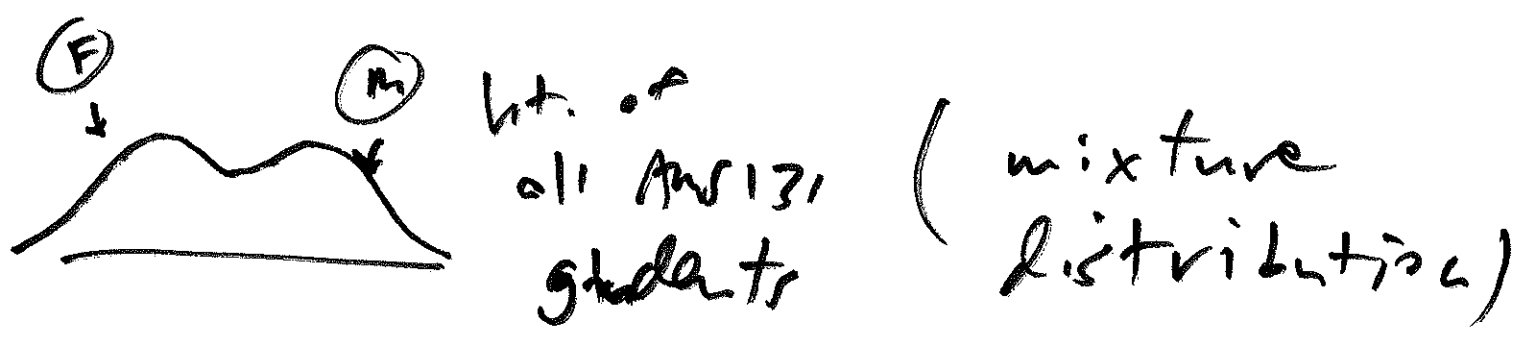
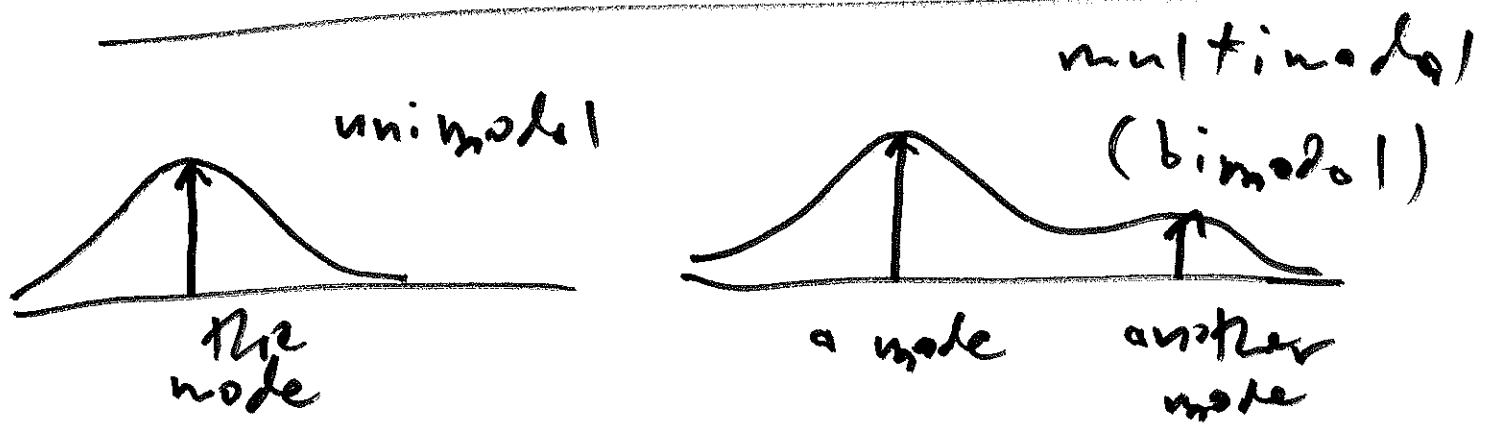
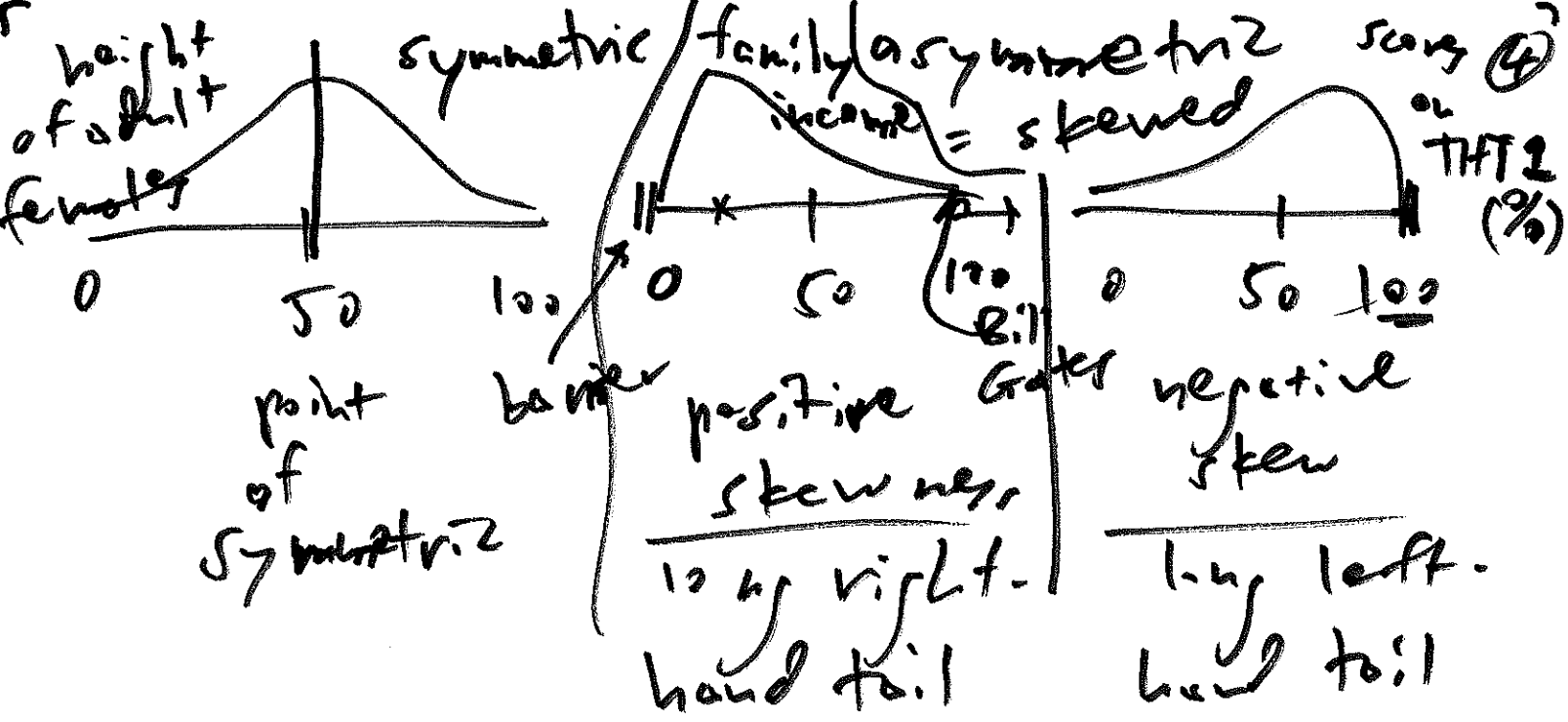
②  $\int_{-\infty}^{\infty} f_I(\gamma) = 1$

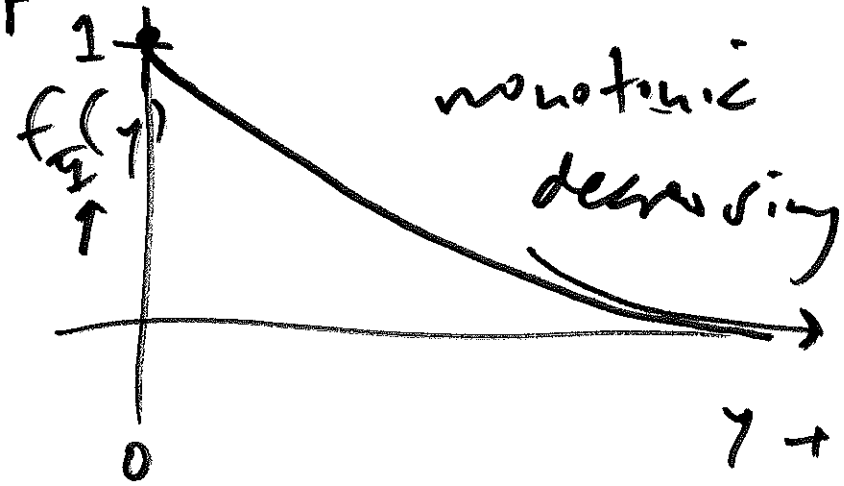
$$\int_a^b c \frac{x-a}{b-a} = \cancel{c} + \cancel{bx}$$

$$\frac{c}{b-a} = \frac{c(\cancel{b-a})}{\cancel{b-a}}$$

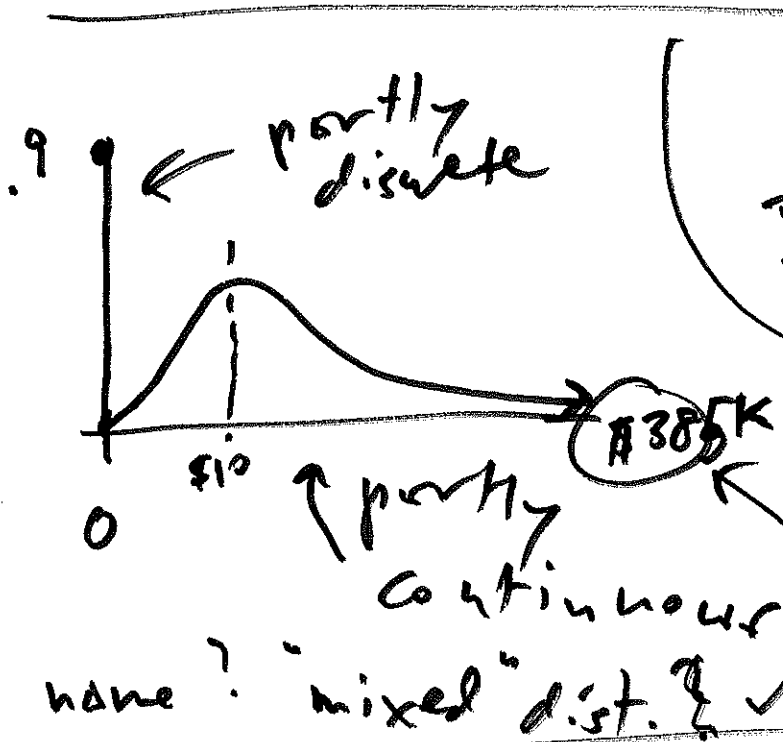
$$f_{\mathbb{I}}(y) = \begin{cases} \frac{2(y-a)}{(b-a)^2} & \text{for } a \leq y \leq b \\ 0 & \text{else} \end{cases}$$



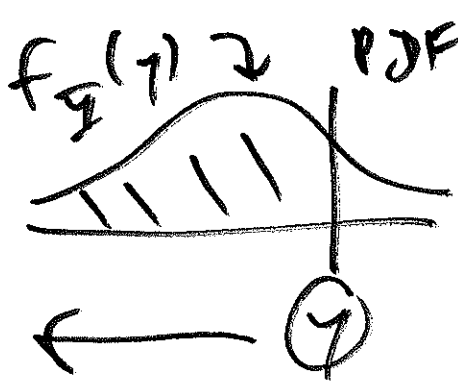




$$f_Y(y) = \begin{cases} \frac{1}{(1+y)^2} & \text{for } y > 0 \\ 0 & \text{else} \end{cases}$$



$Y = \text{GMB}$  (gross merchandise bought) in  $(0, T)$  e.g. 2 weeks

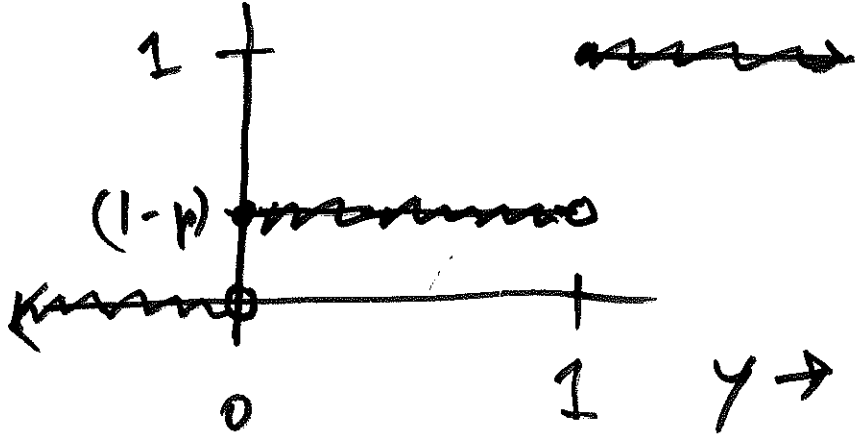


cont.

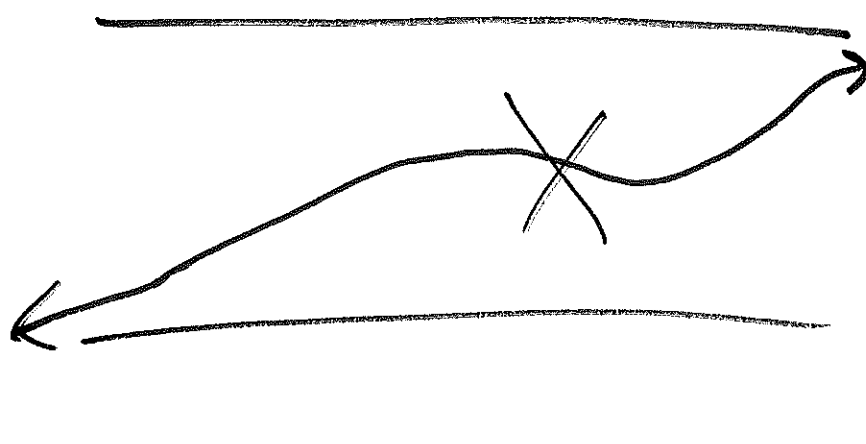
$$F_Y(y) = P(Y \leq y) = \int_{-\infty}^y f_Y(t) dt$$



dummy variable of integration

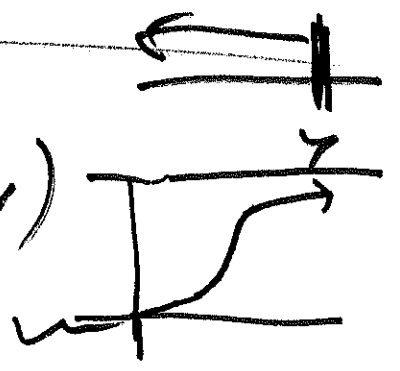


$$F_Z(y) = P(Z \leq y)$$

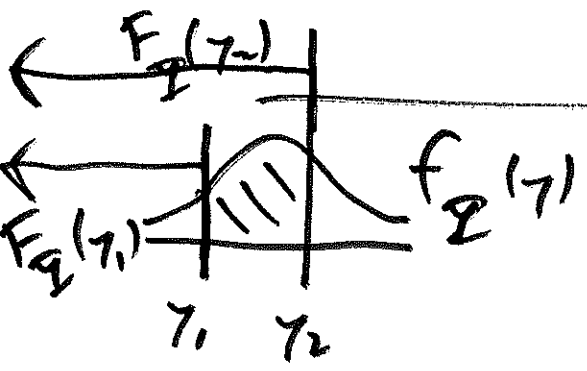


$F_Z(y)$  has to be non-decreasing

$$F_Z(y) = P(Z \leq y)$$

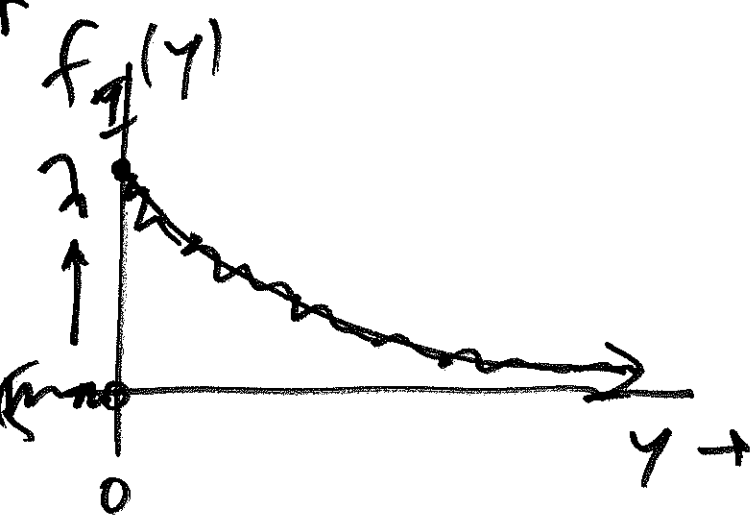


$$P(Z > y) = 1 - F_Z(y)$$



cont.

$$P(y_1 < Z \leq y_2) = \int_{y_1}^{y_2} f_Z(y) dy = F_Z(y_2) - F_Z(y_1)$$



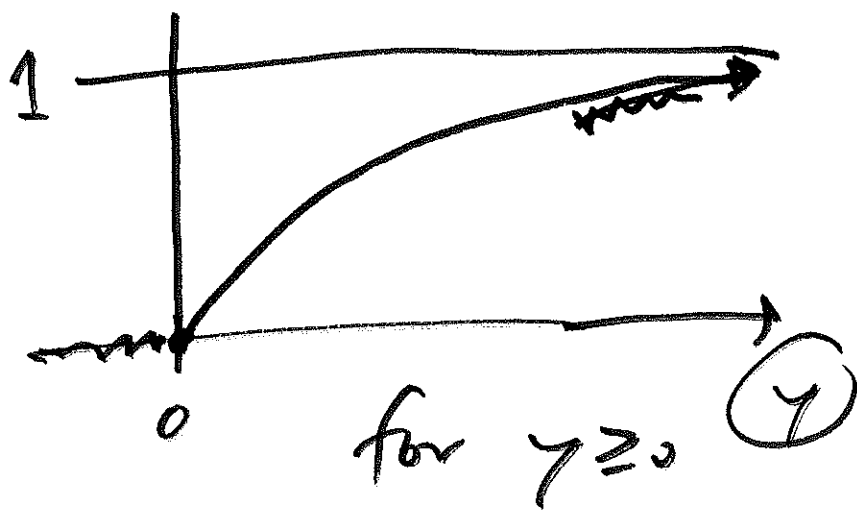
$(\lambda > 0)$

$$f_{\mathcal{I}}(y) = \begin{cases} \lambda e^{-\lambda y} & \text{for } y \geq 0 \\ 0 & \text{else} \end{cases}$$

CDF of  $\mathcal{I}$  :

$$F_{\mathcal{I}}(y) = \begin{cases} 0 & \text{for } y < 0 \\ 1 - e^{-\lambda y} & y \geq 0 \end{cases}$$

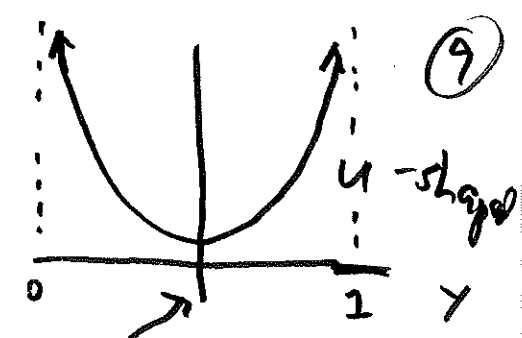
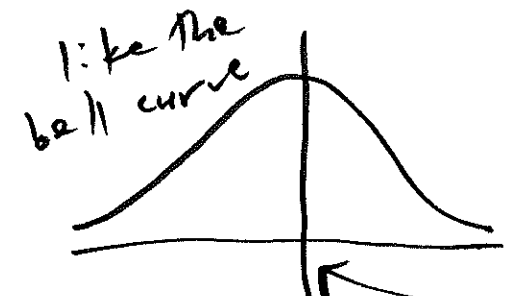
(1 as  $y \uparrow \infty$ )



$$F_{\mathcal{I}}(y) = \int_0^y \lambda e^{-\lambda t} dt$$

$$= 1 - e^{-\lambda y}$$

Some common distributional shapes

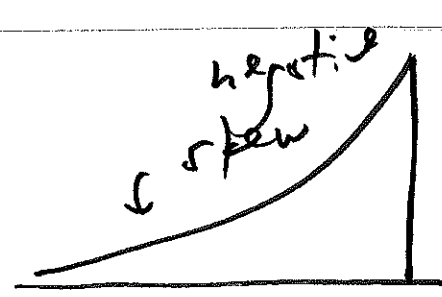


both of these are symmetric

about a point of symmetry

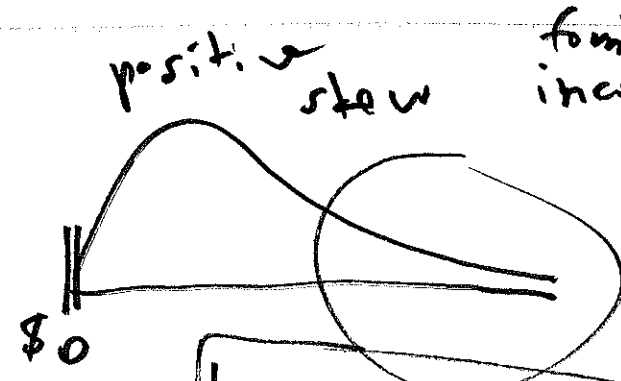
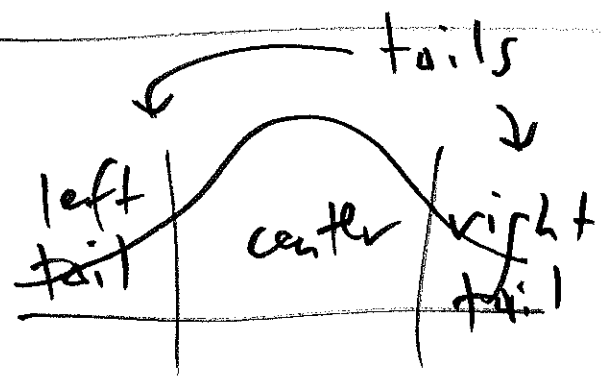


reverse-J shaped



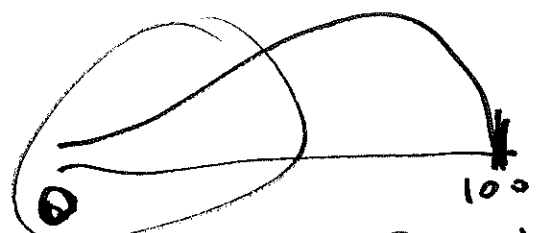
J-shaped

these are asymmetric or skewed



family income in U.S. in 2015

long right-hand tail



long left-hand tail

% correct on take home final

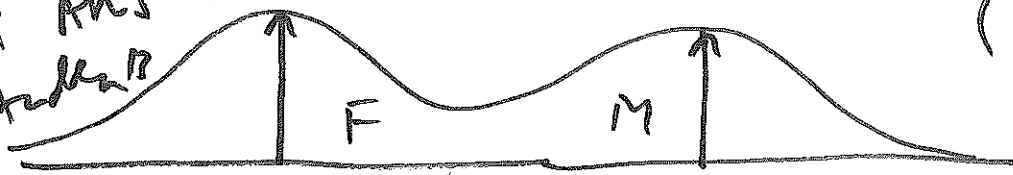


height of  
all Ans 131  
students?

Symmetric bimodal

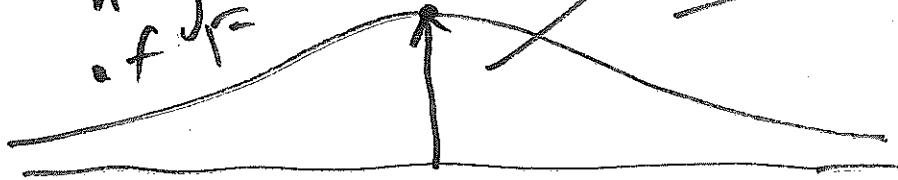
(19)

(multimodes)



height  
of  $f(x)$

mode = highest point  
on dist.



Symmetric unimodal

eBay) Randomized controlled trial

(RCT), T = { slightly larger pictures }

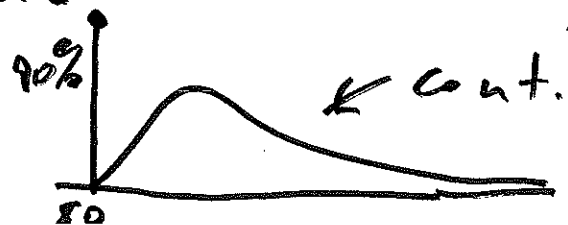
C = { standard size }

$\Sigma_i$  in T = (total amount in \$  
of stuff bought in  
4 weeks)

90%  $\Sigma_i = \$0$

10%  $0 \leq \Sigma_i \leq \$160,000$

disc.



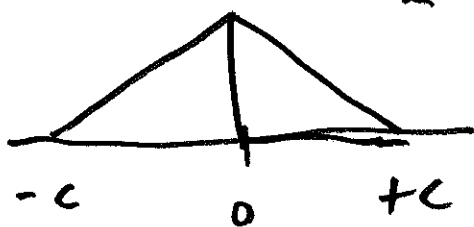
$$P(a - \frac{\epsilon}{2} \leq Y \leq a + \frac{\epsilon}{2}) = \epsilon \cdot f_Y(a)$$

①

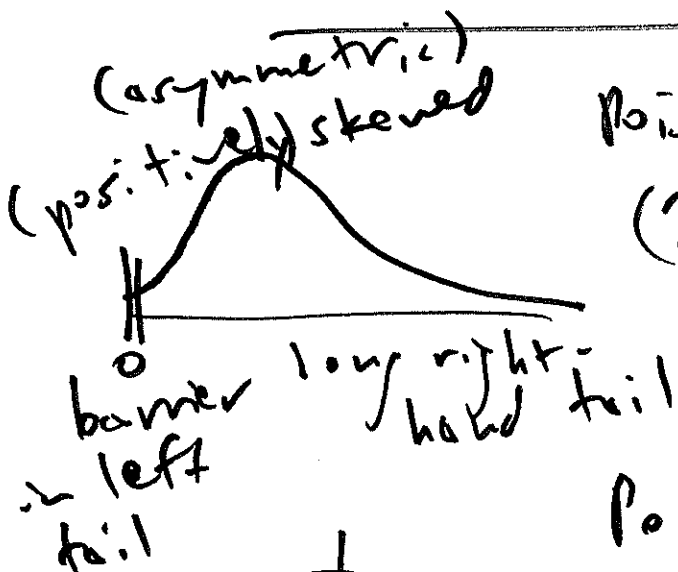
$$f_Y(a) =$$

$$\frac{P(a - \frac{\epsilon}{2} \leq Y \leq a + \frac{\epsilon}{2})}{\epsilon}$$

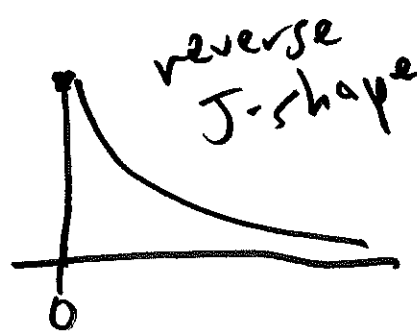
$$= \lim_{\epsilon \rightarrow 0}$$



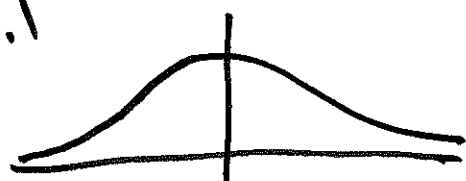
pdf for astronomy (telescope) measurement errors



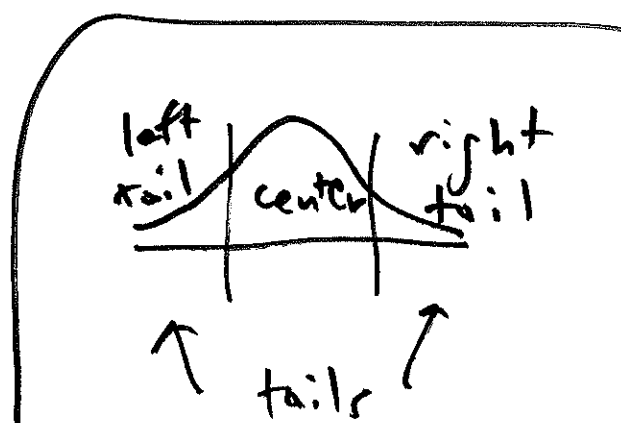
Poisson ( $\lambda = 31$ )



Poisson ( $\lambda = 0.5$ )

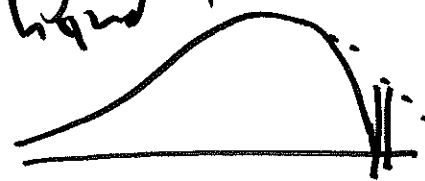


Poisson ( $\lambda = 50$ )



point symmetry symmetric

long left-tailed



% correct  
oh

T-H test 1

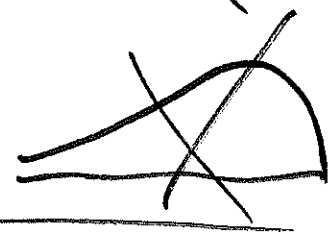
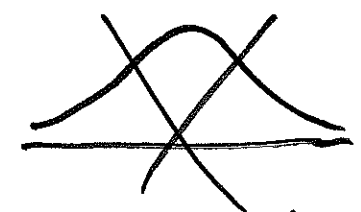
(negatively) skewed

100

barrier in right tail



4.5 family income in 2016



unimodal



point of highest density

bimodal

(n = 132)



height of AMS 131

(multimodal) ↓

students

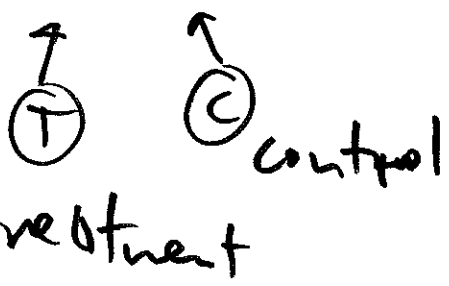
mixture of F & M



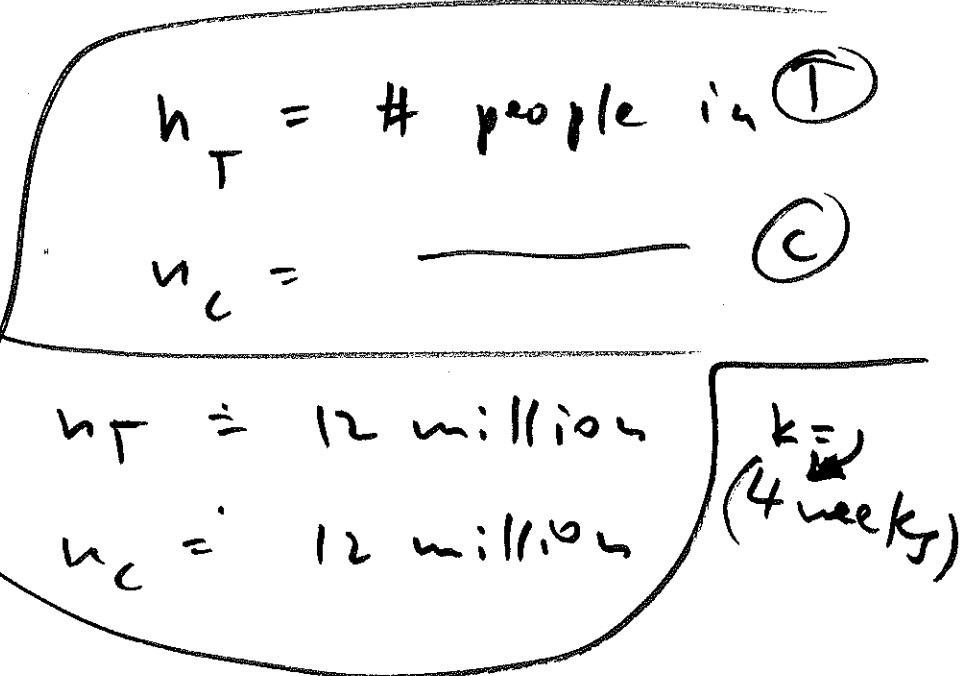
66 in 69 in

# randomized controlled trials in eCommerc

= A/B test



(bigger picture)



$\textcircled{Y_i}$  = (total bought by person  $i$  during  $k=4$  weeks)

with prob.  $p$ , ( $Y_i = 0$ )

0.9

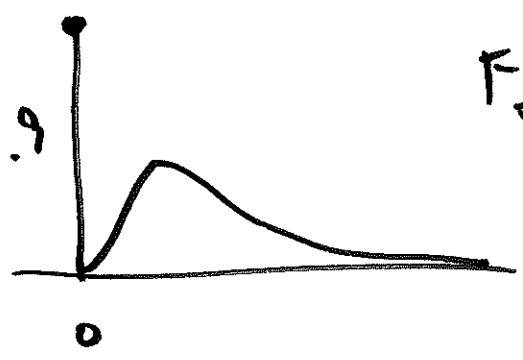
with prob.  $(1-p)$



$Y_i$  has a  
 mixed  
 discrete-  
 continuous dist.

pmf? no  
 pdf? no

eBuy



$F_Y(y)$

