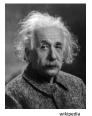


What is Principal Component Analysis? What does it do?

So, first let's build some intuition.

"You do not really understand something unless you can explain it to your grandmother", Albert Einstein



With thanks for many of these explanations to http://stats.stackexchange.com/questions/2691/makingsense-of-principal-component-analysis-eigenvectors-eigenvalues What is Principal Component Analysis? What does it do?

A general (and imprecise) political example:

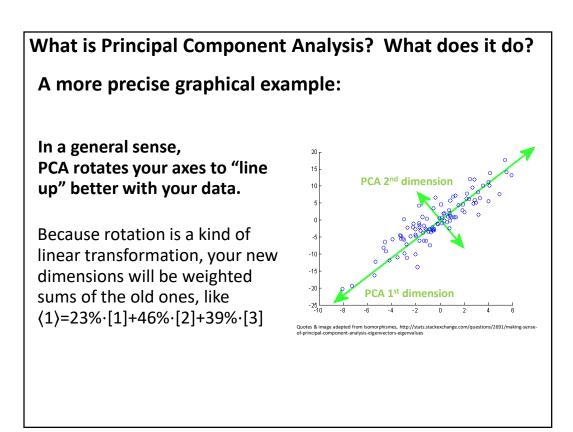
Suppose you conduct a political poll with 30 questions, each answered by 1 (*strongly disagree*) through 5 (*strongly agree*). Your data is the answers to these questions from many people, so it's 30-dimensional, and you want to understand what the major trends are.

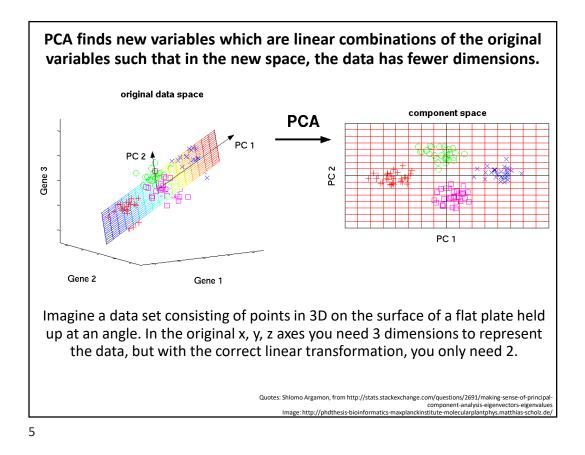
You run PCA and discover 90% of your variance comes from one direction, corresponding not to a single question, but to a specific weighted combination of questions. This new hybrid axis corresponds to the political left-right spectrum, *i.e.* democrat/republican spectrum.

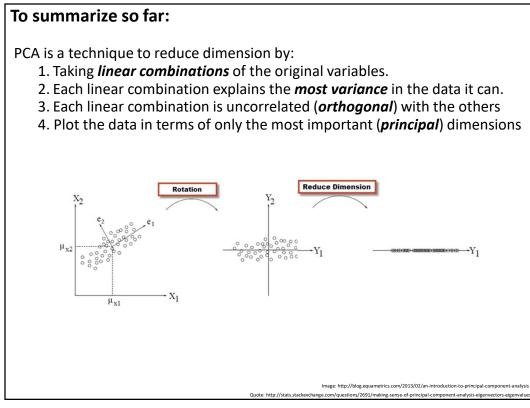
Now, you can study that, or factor it out & look at the remaining more subtle aspects of the data.

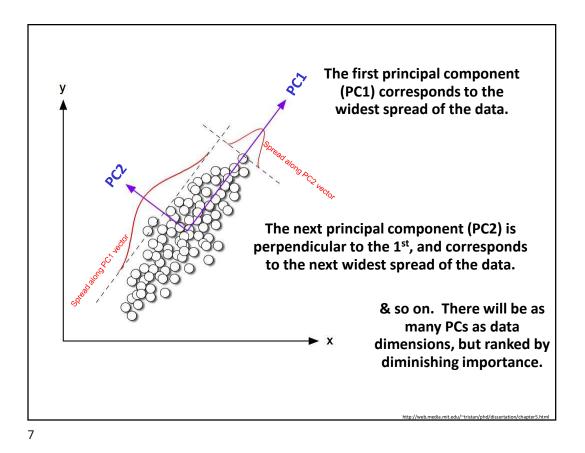
So, PCA is a method for discovering the major trends in data, simplifying the data to focus only on those trends, or removing those trends to focus on the remaining information.

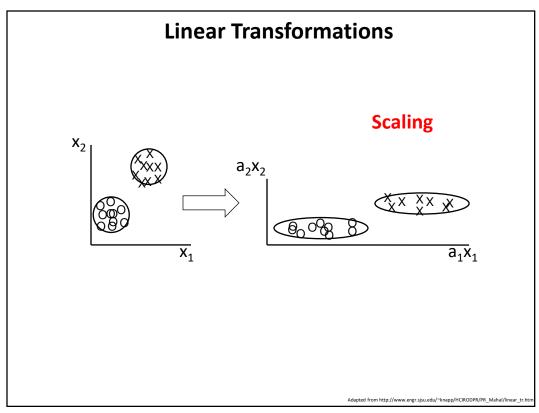


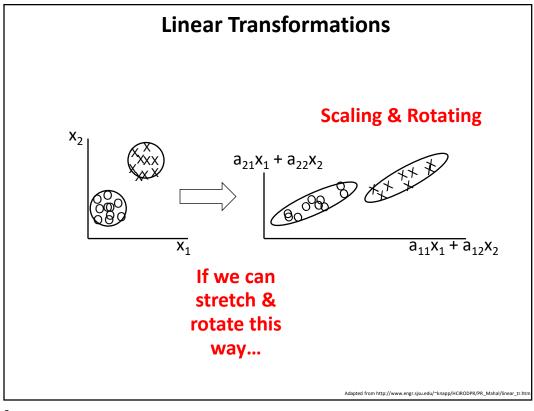


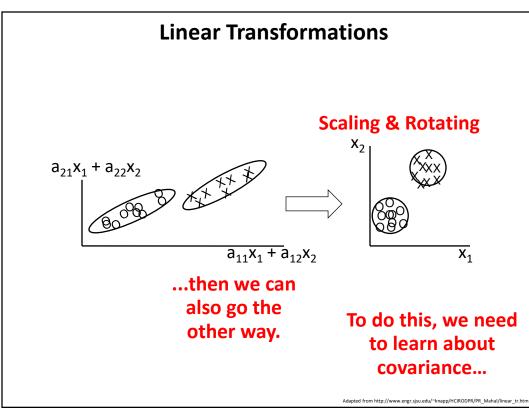


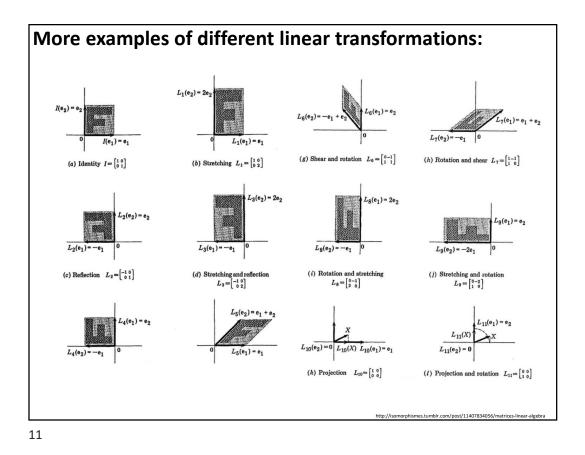


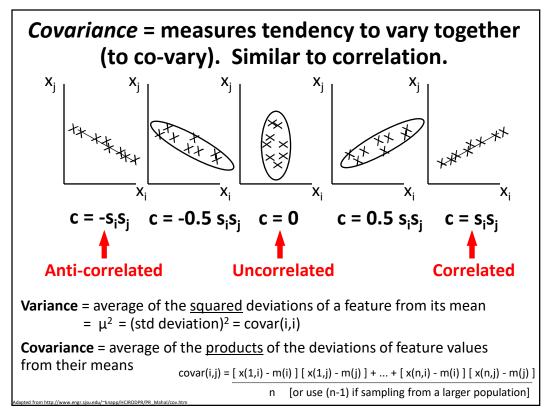












All of the **covariances** c(i,j) between features can be collected together into a **covariance matrix** C.

This summarizes all of the correlation structure among all pairs of features.

