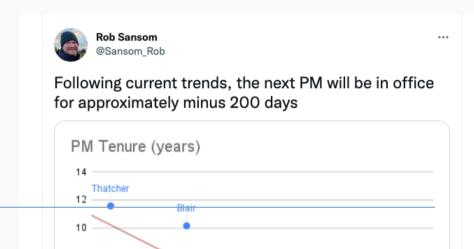
# **Methods of Applied Statistics I**

STA2101H F LEC9101

Week 7

October 26 2022



Cameron

Brown Cameron May Johnson Truss

Brown

1:59 PM · Oct 20, 2022 · Twitter Web App

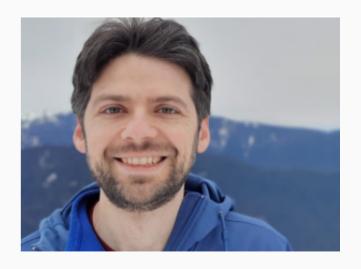
**Start Recording** 

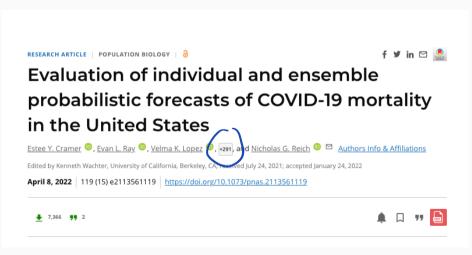
# **Today**

- 1. Upcoming events
- 2. Recap
- 3. Likelihood theory and logistic regresson
- 4. Observational studies and causality
- 5. In the News
- 6. Hour 3: Comments on HW 1-6 estimates of effect size, missing data
- 7. Office Hour Wednesday October 26 4-5 pm on Zoom

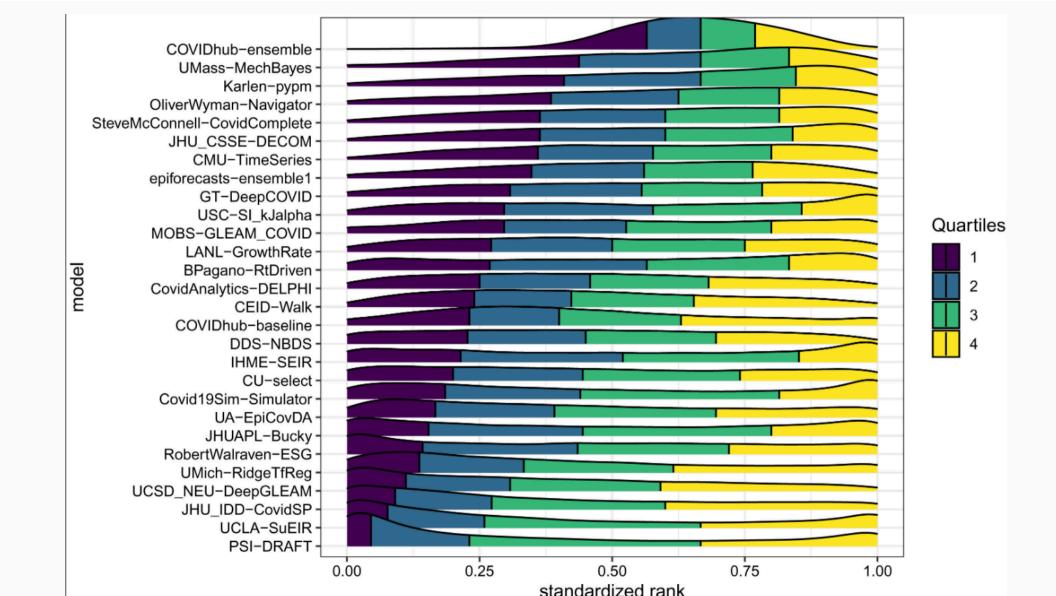
#### **Past**

- Monday October 24 3.30-4.30: DoSS Seminar Room 9014 (Hydro Building)
- Data Science Seminar Series
- Daniel McDonald, U Chicago
- Markov-Switching State Space Models for Uncovering Musical Interpretation





link



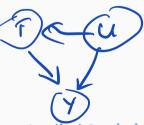
## **Upcoming**

- October 27 3.30-4.30 Statistical Sciences Seminar; Room 9014, Hydro Building and online
- Mireille Schnitzer, U Montreal "Outcome-Adaptive LASSO for Confounder Selection With Time-Varying Treatments"

$$(y-x\beta)(y-x\beta)+\lambda \frac{2}{2}|\beta_i|$$

$$\Rightarrow \hat{\beta}_{i,s}=0$$





## Recap

- regression models for binomial and binary data
- examples: O-ring failure; heart disease; nodal involvment
- inference, residuals, diagnostics, analysis of deviance, nested models oct19.pdf: 20-24

- covariate classes; binary data
- model selection with

$$AIC = -2\ell(\hat{\beta}; y) + 2p$$

$$BIC = 2\ell(\hat{\beta}; y) + \log(n)p$$

independent

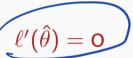
- model:  $y_i \sim f(y_i; \theta), i = 1, ..., n; \quad \theta \in \Theta \subset \mathbb{R}^p$  joint density:  $f(\underline{y}; \theta) = \prod_{i=1}^n f(y_i; \theta)$
- likelihood function  $L(\theta; \underline{y}) = f(\underline{y}; \theta) = \prod_{x \in \mathcal{X}} f(y_x; \theta)$

## **Likelihod theory**

• model:  $y_i \sim f(y_i; \theta), i = 1, \dots, n; \quad \theta \in \Theta \subset \mathbb{R}^p$ 

independent

- joint density:  $f(y; \theta) = \prod_{i=1}^{n} f(y_i; \theta)$
- likelihood function  $L(\theta; y) = f(y; \theta)$
- log-likelihood function ℓ(θ; y) = log L(θ; y) = ∑<sub>i=1</sub><sup>n</sup> log f(y<sub>i</sub>; θ)
   maximum likelihood estimate θ̂ = arg sup ℓ(θ; y);
- Fisher information  $j(\hat{\theta}) = -\ell''(\hat{\theta})$



## **Likelihod theory**

- model:  $y_i \sim f(y_i; \theta), i = 1, \ldots, n; \quad \theta \in \Theta \subset \mathbb{R}^p$
- joint density:  $f(y; \theta) = \prod_{i=1}^{n} f(y_i; \theta)$
- likelihood function  $L(\theta; \underline{y}) = f(\underline{y}; \theta)$

• log-likelihood function 
$$\ell(\theta; \underline{y}) = \log L(\theta; \underline{y}) = \sum_{i=1}^{n} \log f(y_i; \theta)$$

- maximum likelihood estimate  $\hat{\theta} = \arg\sup_{y \in \mathcal{Y}} \ell(\theta; y)$ ;
- Fisher information  $j(\hat{\theta}) = -\ell''(\hat{\theta})$
- two theorems:

$$j^{1/2}(\hat{\theta})(\hat{\theta}-\theta) \stackrel{d}{\rightarrow} N_{\underline{p}}(0, I)$$

likelihood ratio statistic

$$\mathsf{w}(\theta) = 2\{\underline{\ell(\hat{\theta})} - \underline{\ell(\theta)}\} \stackrel{d}{\to} \chi_p^2$$

independent

$$\ell'(\hat{ heta}) = 0$$
  $\theta$  MLE

asymptotically normal

p is dimension of  $\theta$   $\stackrel{d}{\rightarrow}$  is convergence in distribution

### **Likelihood Inference**

two theorems:

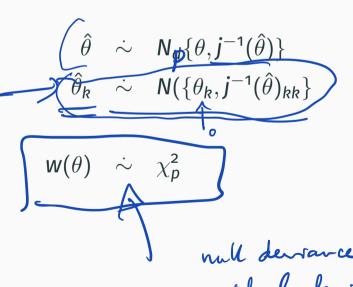
$$j^{1/2}(\hat{\theta})(\hat{\theta} - \theta) \stackrel{d}{\rightarrow} N_{p}(0, I)$$
 $w(\theta) = 2\{\ell(\hat{\theta}) - \ell(\theta)\} \stackrel{d}{\rightarrow} \chi_{p}^{2}$ 

#### **Likelihood Inference**

two theorems:

$$j^{1/2}(\hat{\theta})(\hat{\theta} - \theta) \stackrel{d}{\rightarrow} N(0, I)$$
 $W(\theta) = 2\{\ell(\hat{\theta}) - \ell(\theta)\} \stackrel{d}{\rightarrow} \chi_p^2$ 

two approximations



#### **Likelihood Inference**

two theorems:

$$j^{1/2}(\hat{\theta})(\hat{\theta} - \theta) \stackrel{d}{\rightarrow} N(O, I)$$

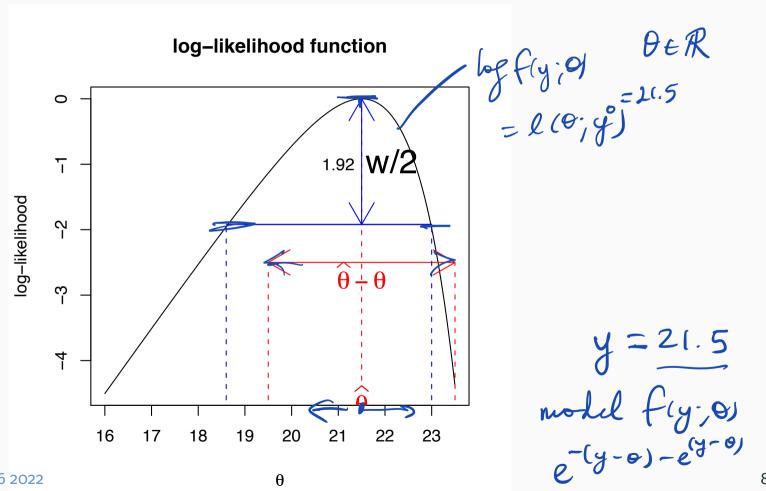
$$w(\theta) = 2\{\ell(\hat{\theta}) - \ell(\theta)\} \stackrel{d}{\rightarrow} \chi_p^2$$

two approximations

• compare two models using change in likelihood ratio statistic

nested models

#### ... Likelihood Inference



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- 2 (g. 0)2

RX (4-0)

#### Cheatsheet

#### link

#### STA2101: Likelihood Cheatsheet

 $Y = Y_1, \ldots, Y_n$  independently distributed with densities  $f(y_i \mid x_i; \theta), \theta \in \Theta \subset \mathbb{R}^d$ ;  $y_i \in \mathbb{R}$ . The observations are independent, but not identically distributed, due to the dependence on the  $p \times 1$  vector  $x_i$ . Independence is critical, but i.d. can usually be handled, so the dependence on  $x_i$  below is often suppressed.

Likelihood function is the joint probability of the observations, considered as a function of the parameter

$$L(\theta; y) \propto \prod_{i=1}^{n} f(y_i \mid x_i; \theta)$$

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9

#### **Nested models**

- Comparing two models:
- likelihood ratio test

$$2\{\ell_A(\hat{eta}_A)-\ell_B(\hat{eta}_B)\}$$

compares the maximized log-likelihood function under model A and model B

example

model A: 
$$logit(p_i) = \beta_0 + \beta_1 x_{1i} + \beta_2 x_{2i}, \quad \beta_A = (\beta_0, \beta_1, \beta_2)$$
  
model B:  $logit(p_i) = \beta_0 + \beta_1 x_{1i}, \quad \beta_B = (\beta_0, \beta_1)$ 

- when model B is nested in model A, LRT is approximately  $\chi^2_{\nu}$  distributed under model B
- $\nu = dim(A) dim(B)$

theory of profile likelihood

#### ... nested models

> logitmodcorrect2 <- glm(cbind(r,m-r) ~ temperature + pressure, family = binomial, data = shuttle2) > summary(logitmodcorrect2) 1 Ho. B=0

Coefficients:

Estimate Std. Error z value 
$$Pr(>|z|)$$

Null deviance: 24.230 on 22 degrees of freedom

Residual deviance: 16,546 on 20 degrees of freedom

· B, ~N(0, [j"(B)])

**Applied Statistics** 

#### ... nested models

#### ...nested models

- Model A:  $logit(p_i) = \beta_0 + \beta_1 temp_i + \beta_2 pressure_i$
- Model B:  $logit(p_i) = \beta_0 + \beta_1 temp_i$
- nested: Model B is obtained by setting  $\beta_2 = 0$
- Under Model B, the change in deviance is (approximately) an observation from a  $\chi_1^2$
- $Pr(\chi_1^2 \ge 1.5407) = 0.22$ ; this is a *p*-value for testing  $H_0: \beta_2 = 0$
- so is  $1 \Phi\{\frac{\hat{\beta}_2}{\widehat{s.e.}(\hat{\beta}_2)}\} = 1 \Phi(1.105) \neq 0.27$

ELM-1 p.30

is b lain

• model 
$$g_{i} \sim Bin(a_{i}, p_{i})$$
  $i = 1, ..., m$ 

$$log(\frac{p_{i}}{1-p_{i}}) = \alpha_{i}^{T}\beta$$

yis ind't not i.d.

lik f= 
$$H(\beta; y) = \prod_{i=1}^{m} {n_i \choose y_i} p_i(\beta)^{j_i} \{i - p_i(\beta)\}^{n_i - y_i}$$
  
log. lik =  $\sum_{i=1}^{m} [y_i \log p_i(\beta) + (n_i - y_i) \log \{i - p_i(\beta)\} + \log [y_i]$   
 $l(\beta; y)$ 

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14

model

likelihood

- model
- likelihood
- log-likelihood

X TB

Pi = R.B

$$l(b) = \sum_{i=1}^{n} g_i \operatorname{leppi}(B) + (u_i - g_i) \operatorname{lepi}(B)$$

$$= \sum_{i=1}^{n} g_i \operatorname{leppi}(B) + (u_i - g_i) \operatorname{lepi}(B)$$

$$= \sum_{i=1}^{n} g_i \operatorname{leppi}(B) + (u_i - g_i) \operatorname{lepi}(B)$$









x in for + ... + x : p ( )

$$= \frac{\sum_{i=1}^{n} j_i \log \left(\frac{p_i(\beta)}{1-p_i(\beta)}\right) + n_i \log \{1-p_i(\beta)\}}{1-p_i(\beta)}$$









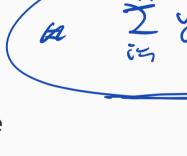
14

e' (B)=0

- model
- likelihood
- · log-likelihood
- score function
- maximum likelihood estimate

$$\frac{\partial l(\beta)}{\partial \beta j} = \sum_{i=1}^{m} y_i x_{ij} - n_i \left( \frac{\alpha_i \beta}{1 + e^{\alpha_i T \beta}} \right) = 0$$

=  $\sum n_i p_i(\hat{\beta}) \alpha_{ij}$ 



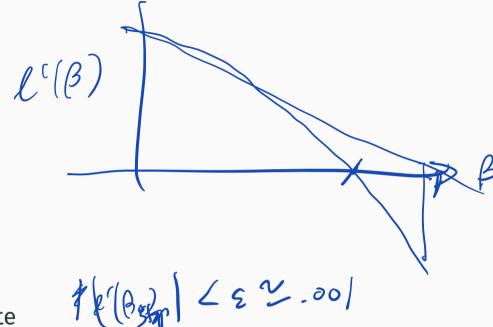
$$-\frac{\partial^{2}X}{\partial \beta_{i}} \partial \beta_{ii} = \sum_{i=1}^{n} \sum_{j=1}^{n} \frac{e^{\frac{i}{n}\beta_{ij}} (1+e^{\frac{i}{n}\beta_{ij}}) - e^{\frac{i}{n}\beta_{ij}} e^{\frac{i}{n}\beta_{ii}}}{(1+e^{\frac{i}{n}\beta_{ij}})^{2}}$$

$$= \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=$$

- model
- likelihood
- log-likelihood
- score function
- · maximum likelihood estimate
- Fisher information

$$\mathcal{L}'(\beta) = 0 \quad 0 = \mathcal{L}'(\beta) = \mathcal{L}'(\beta) + (\beta - \beta_0)\mathcal{L}''(\beta)$$

$$\beta_{(2)} = \beta_{(1)} + \frac{\mathcal{L}'(\beta_0)}{-\mathcal{L}''(\beta_0)}$$
14



• model 
$$y_i \sim Bin(n_i, p_i), i = 1, \dots, m$$

no regression

$$\prod_{i=1}^{m} f(y_i, p_i) = \prod_{i=1}^{m} \binom{n_i}{y_i} p_i^{y_i} (1-p_i)^{n_i \cdot y_i}$$

$$l(p; y) = \sum_{i=1}^{m} \{y_i \log p_i + (n_i - y_i) \log(i - p_i) + (y_i) \}$$

$$\frac{\partial \ell}{\partial P_{j}} = \frac{y_{j}}{P_{j}} + \frac{n_{j} - y_{j}}{1 - P_{j}}$$

• model  $y_i \sim Bin(n_i, p_i), i = 1, \ldots, m$ 

no regression

likelihood

• model  $y_i \sim Bin(n_i, p_i), i = 1, \dots, m$ 

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- likelihood
- log-likelihood

• model  $y_i \sim Bin(n_i, p_i), i = 1, \dots, m$ 

no regression

- likelihood
- log-likelihood
- score function

• model 
$$y_i \sim Bin(n), p_i), i = 1, \ldots, m$$

- likelihood
- · log-likelihood
- score function
- maximum likelihood estimate

$$y: \sim N(\mu_i, \sigma^2)$$
 no regression
$$-\frac{1}{2\sigma^2} \sum (y_i - \mu_i)^2$$

- model  $y_i \sim Bin(n_i, p_i), i = 1, \dots, m$
- likelihood
- log-likelihood
- score function

- maximized log-likelihood function

• maximum likelihood estimate

$$(\hat{\beta})$$

no regression

# **Special to the Binomial**

regression model is nested in saturated model

•

$$W = 2[\ell(\hat{p}) - \ell\{\hat{q}(\hat{\beta})\}] \sim \chi_{m-p}^{2}$$
 this gives a test of regression model (Model B) in saturated model (Model A) in R this is residual deviance

Per dev. = 
$$2\sum_{i=1}^{\infty} (y_i \log \frac{y_i}{n_i p_i(\beta)} + (n_i - y_i) \log \frac{u_i - y_i}{n_i (1 - p_i(\beta))})$$

1

• logistic regression model  $p_i = p_i(\beta) = \text{expit}(x_i^{\text{\tiny T}}\beta), \quad \hat{p}_i = p_i(\hat{\beta})$  is nested in the saturated model  $\tilde{p}_i = y_i/n_i$ 

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- residual deviance compares fitted model to saturated model

## Special to the binomial

- logistic regression model  $p_i = p_i(\beta) = \exp it(x_i^T \beta)$ ,  $\hat{p}_i = p_i(\hat{\beta})$  is nested in the saturated model  $\tilde{p}_i = y_i/n_i$  =  $\sum \{y_i | b_i(\frac{y_i}{n_i}) + (n_i y_i) \}$
- residual deviance compares fitted model to saturated model
- under the fitted model, approximately distributed as  $\chi_{p-p}^2$

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- · residual deviance compares fitted model to saturated model
- under the fitted model, approximately distributed as  $\chi^2_{n-p}$  if each  $n_i$  "large"
- > summary(Ex1018.glm)

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 40.710 on 22 degrees of freedom Residual deviance: 18.069 on 17 degrees of freedom

AIC: 41.69



$$p_1(\chi_{14}^2 \ge 18.069)$$
  
= ? 0.4,5,6

Deviance and binary data Residual Dev. does not measure IN-12.6

$$f(y_i) = p_i \frac{y_i}{(i-p_i)^{1-y_i}}$$

• if 
$$n_i \equiv$$
 1, then

$$\prod_{i=1}^{m} f(g_i) = \prod_{m} \dots$$

$$\frac{1}{100} = \frac{1}{100} + \frac{1}{100} = \frac{1}$$

$$\ell(\hat{I}) = \sum_{y_{i=1}} 1 \cdot \log 1 + \sum_{y_{i=0}} 141 = 0$$

$$\ell(\hat{\beta}) - \ell(\hat{\beta}) = -\ell(\hat{\beta})$$

Deviance:  $2\sum_{i=1}^{n} [y_i \log\{y_i/n_i p_i(\hat{\beta})\} + (n_i - y_i) \log\{(n_i - y_i)/(n_i - n_i p_i(\hat{\beta}))\}]$ 

$$2(\ell(\hat{p}) - \ell(\hat{p}))$$

> summary(Ex1018binom.glm)

Call:

glm(formula = cbind(r, m - r) ~~, family = binomial, data = nodal2)

Deviance Residuals:

approximately  $\chi^2_{n-4}$ 

$$r_{Di} = \pm \sqrt{(2[y_i \log\{y_i/n_i\hat{p}_i\} + (n_i - y_i) \log\{(n_i - y_i)/(n_i - n_i\hat{p}_i)\}])}$$

i N(0,1) under model

- $Y_i \sim Bin(n_i, p_i) \Rightarrow E(Y_i) = n_i p_i$ ,  $Var(Y_i) = n_i p_i (1 p_i)$
- variance is determined by the mean

# **Overdispersion**

- $Y_i \sim Bin(n_i, p_i) \Rightarrow E(Y_i) = n_i p_i$ ,  $Var(Y_i) = n_i p_i (1 p_i)$
- variance is determined by the mean
- bmod <- glm(cbind(survive, total-survive) ~ location + period, family = binomial, data = troutegg)

```
summary(bmod)
Null deviance: 1021.469 on 19 degrees of freedom
## Residual deviance: 64.495 on 12 degrees of freedom
## AIC: 157.03
```

# **Overdispersion**

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summary(bmod)
```

Null deviance: 1021.469 on 19 degrees of freedom ## Residual deviance: 64.495 on 12 degrees of freedom ## AIC: 157.03

- quasi-binomial:  $E(Y_i) = n_i p_i$ ,  $Var(Y_i) = \phi n_i p_i (1 p_i)$
- estimate  $\phi$ ?
- usually use  $X^2/(n-p)$ , where

over-dispersion parameter

$$X^2 = \sum \frac{(y_i - n_i \hat{p}_i)^2}{n \hat{p}_i (1 - \hat{p}_i)}$$

# **Quasibinomial**

overdisp.Rmd; overdisp.html

> step(EX1018binom.glm)

$$y^TX = \hat{y}^TX$$
 when  $(var)^T = (x^TWX)$  inv

Degrees of Freedom: 22 Total (i.e. Null); 19 Residual

Null Deviance: 40.7

Residual Deviance 19.6 AIC: 39.3

- we can drop age and grade without affecting quality of the fit

- in other words the model can be simplified by setting two regression coefficients to zero
- several mistakes in text on pp. 491,2;
- deviances in Table 10.9 are incorrect as well <a href="http://statwww.epfl.ch/davison/SM/">http://statwww.epfl.ch/davison/SM/</a> has corrected version

- step implements stepwise regression
- evaluates each fit using AIC =  $-2\ell(\hat{\beta}; y) + 2p$
- penalizes models with larger number of parameters
- we can also compare fits by comparing deviances  $\longrightarrow$  binaryELM2.html

#### ... variable selection

• step implements stepwise regression

> update(Ex1018binom.glm, .~. - aged - grade)

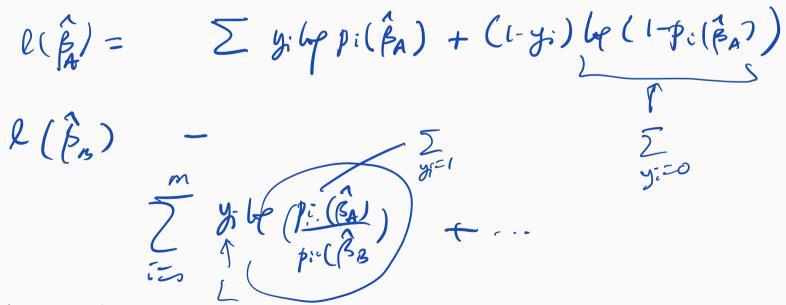
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 $\longrightarrow$  binaryELM2.html

```
Call: glm(formula = cbind(rtot, total - rtot) ~ stage + xray + acid,
   family = binomial, data = nodal2)
Coefficients:
(Intercept)
                  stage1
                                             acid1
                                xray1
      -3.05
                   1.65
                                1.91
                                              1.64
Degrees of Freedom: 22 Total (i.e. Null); 19 Residual
Null Deviance: ^^T
Residual Deviance: 19.6 ^^TATC: 39.3
> deviance(ex1018binom)
「1] 18.06869
> pchisq(19.6-18.07, df = 2, lower = F)
Γ1] 0.4653
```

#### **AIC**

- as terms are added to the model, deviance always decreases
- because log-likelihood function always increases
- similar to residual sum of squares



## **AIC**

- as terms are added to the model, deviance always decreases
- because log-likelihood function always increases
- similar to residual sum of squares
- Akaike Information Criterion penalizes models with more parameters

•

$$AIC = 2\{-\ell(\hat{\beta}; y) + p\}$$

SM (4.57)

comparison of two model fits by difference in AIC

end hed how

- see posted handout on case-control studies
- consider for simplicity binomial responses with a single binary covariate:

$$logit(p_i) \sim \beta_0 + \beta_1 z_i, \quad i = 1, \ldots, n$$

- see posted handout on case-control studies
- consider for simplicity binomial responses with a single binary covariate:

$$logit(p_i) \sim \beta_0 + \beta_1 z_i, \quad i = 1, \ldots, n$$

• no difference between groups  $\iff$  odds-ratio  $\equiv$  1

- we might be interested in risk ratio  $\frac{p_1}{p_0}$  instead of odds ratio  $\frac{p_1(1-p_0)}{p_0(1-p_1)}$
- also called relative risk

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- also called relative risk
- if  $p_1$  and  $p_0$  are both small, (y = 1 is rare), then

$$\frac{p_1}{p_0} \approx \frac{p_1(1-p_0)}{p_0(1-p_1)}$$

• sometimes  $p_1/p_0$  can be large but if  $p_1$  and  $p_0$  are both small the difference  $p_1-p_0$  might also be very small

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- in order to estimate the risk difference we need to know the baseline risk  $p_0$

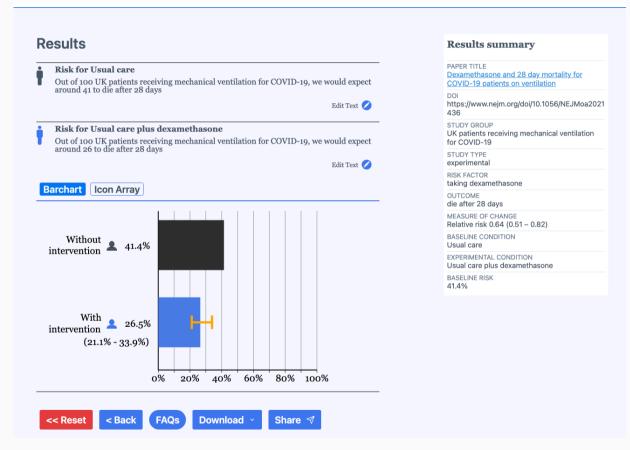
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- in order to estimate the risk difference we need to know the baseline risk  $p_0$
- bacon sandwiches www.youtube.com/watch?v=4szyEbU94ig
- risk calculator https://realrisk.wintoncentre.uk/p1

## !RealRisk make sense of your stats

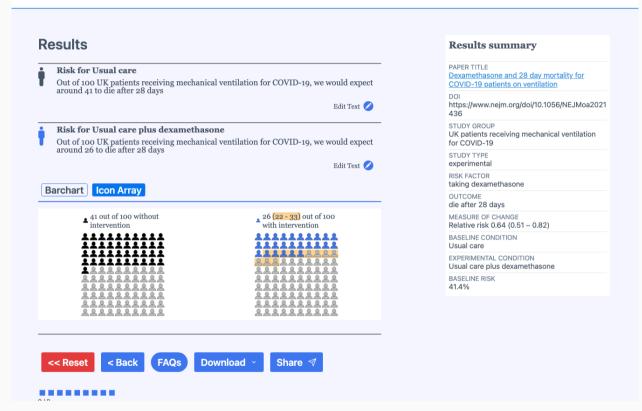




Odds ratio 0.64; baseline risk 41.4%







Odds ratio 0.64; baseline risk 41.4%

1/1000 3 / 1000 (2 extra cases)

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Odds ratio 2.91; baseline risk 1/1000

Whether we sample prospectively or retrospectively, the odds ratio is the same

	Lung cancer	
	1	0
	cases	controls
smoke = 1 (yes)	688	650
smoke = o (no)	21	59
	709	709

retro: 
$$OR = \frac{(688/709)/(21/709)}{(650/709)/(59/709)} = \frac{688 \times 59}{650 \times 21} = 2.97$$

prosp: 
$$OR = \frac{\{688/(688+650)\}/\{650/(688+650)\}}{21/(21+59)/\{59/(21+59)\}} = \frac{688\times59}{650\times21} = 2.97$$

# Types of observational studies

- secondary analysis of data collected for another purpose
- estimation of some feature of a defined population

could in principle be found exactly

- tracking across time of such features
- study of a relationship between features, where individuals may be examined
  - at a single time point
  - at several time points for different individuals
  - at different time points for the same individual
- census
- meta-analysis: statistical assessment of a collection of studies on the same topic

#### In the News



The question investors can no longer ignore: How do you recession-proof a portfolio? """

Chemical engineer Peter Guthrie to be Alberta's next

Don't worry young adults, CPP and EI will be there when you need them || 111

Equity strategist buys health care stocks moves away from banks # 812

#### **Back to basics**

Almost a year into his tenure at Rogers Communications, CEO Tony Staffieri shares what dominates his focus; service and performance, Andrew Willis reports 1106

How Europe is trying to build a future free of fossil fuels during an energy crisis

Intering a winter in which its member states will struggle to keep lights on and homes heated, the European Union is aiming to wrap up years-long negotiations for what might be the world's most arribitious climate-policy

akers in the de facto EU capital of Brussels pull it off, it will stand as a remarkable example of address immediate gas shortages caused by Russia's invasion of Ukzaine, they could take a big step to-ward never again getting caught in such a situation by dramatically accelerating a long-term shift away

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MARKETS		
△ S&P/T5X	18,860.95	+281.66
bow	31,082.56	+748.97
△ 5&P 500	3,752.75	+86.97
△ NASDAQ	10,859.72	+244.88
△ DOLLAR	72.92/1.3713	+0.08/-0.0016
COLD (ez.)	US\$1,656.30	+19.50
OIL (WTI)	US\$85.05	+0.54
GCAN (10-YR)	3.61%	-0.06

Shopify has a growing problem with customer retention, analysis reveals

tores on Shopify Inc. shut down or left the e-commerce platform at an increasing rate in each of the past three years, with just 34 per cent of stores surviving a full year on average, according to a Globe and Mail analysis, showing the company is facing a growing problem with custorr

retention.
Ottawa-based Shopify provides took to set up ness, and the company attracts a high volume of new store sign-ups.

That has helped to boost Shopify's business, but analysts have long noted it obscures the underlying long-term success rate of the company's customer base.

SPORTS HOCKEY Bryan Trottier's memoir shows a gentle macho positivity, Cathal Kelly says # 816 BASEBALL Toronto Blue Jays agree to three-year deal with manager John Schneider # 817

SOCCER Women's World Cup draw to set the stage for 32-team tournament next year = 0.20 Applied Statistics I

Octobor 26 2022

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#### Shopify: Company's customer survival rate is substantially lower than its rivals, data show

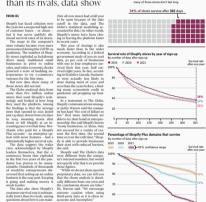
The data also show shoptly's Oak Warren said. "We encourage customer survival arte is substant gitally lower than its rivals, raising questions about how it can main—acurant and incomplete."

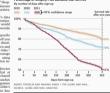
Tom Forte, managing director the crowded e-commerce industry.

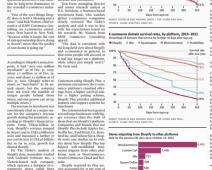
Do Dovidion, a Montana-based by Montana-

Shopify is the most popular platform for launching e-commerce businesses.

According to Store Leads, a database of e-commerce stores, more than one million Shopify stores were launched in each of 2029, 2020 and 2021. But many of those stores don't last fong.









survival analysis on the database 2021 according to Shopify - and stay with your platform any the Shopify App Store. that support e-commerce store

Shooply data, Journalistes worlded of Steen, such as Woodcommerce, such as Woodcommerce,

platform with no fixed fees.
Shopily may be the biggest e-commerce platform for small businesses, but it isn't the only one. In addition to its survival analysis of Shopily, The Globe al-so looked at hose some of the company's nearest competitors

DEPOST ON BURNIER | 87

merchants stack around on those platforms far longer than stores do on Shepify. Buta from Soce Leads also show hose merchants switch be-tween platforms. Those going to Shopify come from a variety of sources, but those going from Shopify are largely pointed in one direction: Woodcommerce.

direction: WooCommerce.
WooCommerce is an open-source platform that works in conjunction with WordPress, one of the most popular tools for building websites. Both pieces of software are free to use, though a small business will need to pay for and arrange its own hosting website development and other

ment processing directly. Mer-chants have to work with other services, such as Square or Stripe, to handle payments from custo handle payments from cus-tomers.

When it comes to setup, Shop-ify stores are expensive, but ea-ier to get up and running. Woo-Commerce, on the other hand, offers a wider array of options, but requires expertise to put a

tott requires expertise to put a store together.

Adii Pienair, a South African entrepreneur who co-founded WooCommerce, said stores on that platform and PrestaShop— which have the highest survival roads tend to be very seriou about their businesses. "You probably see an inverse

"You probably see an inverse or conclusion between the case of use and the survival rate", he Plenty of Sloghy customers are hugy with the service and Carata Brough who rum South Carolina based The Strength Co. Great Brough who rum South Carolina based The Strength Co. When the paradomer is the service and control based on the control laboratory of the c

Shopily fam is because I'm a bar-bell coach. Why do I need to be learning code?" he said. "It was so user-feiendly, so easy to get things going. And nose, here I am, just morths or so later, with more than US\$1-million in sales."

33

# **Shopify**

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