

Business Analytics



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Confidence Intervals

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Chapter 7

Confidence Intervals

Confidence Intervals

- 7.1 z-Based Confidence Intervals for a Population Mean: σ Known
- 7.2 t-Based Confidence Intervals for a Population Mean: σ Unknown
- 7.3 Sample Size Determination
- 7.4 Confidence Intervals for a Population Proportion
- 7.5 A Comparison of Confidence Intervals and Tolerance Intervals (Optional)

z-Based Confidence Intervals

for a Mean: σ Known

- ❖ The starting point is the sampling distribution of the sample mean
 - ❖ Recall from Chapter 6 that if a population is normally distributed with mean μ and standard deviation σ , then the sampling distribution of \bar{x} is normal with mean $\mu_{\bar{x}} = \mu$ and standard deviation $\sigma_{\bar{x}} = \sigma/\sqrt{n}$
 - ❖ Use a normal curve as a model of the sampling distribution of the sample mean
 - ❖ Exactly, because the population is normal
 - ❖ Approximately, by the Central Limit Theorem for large samples

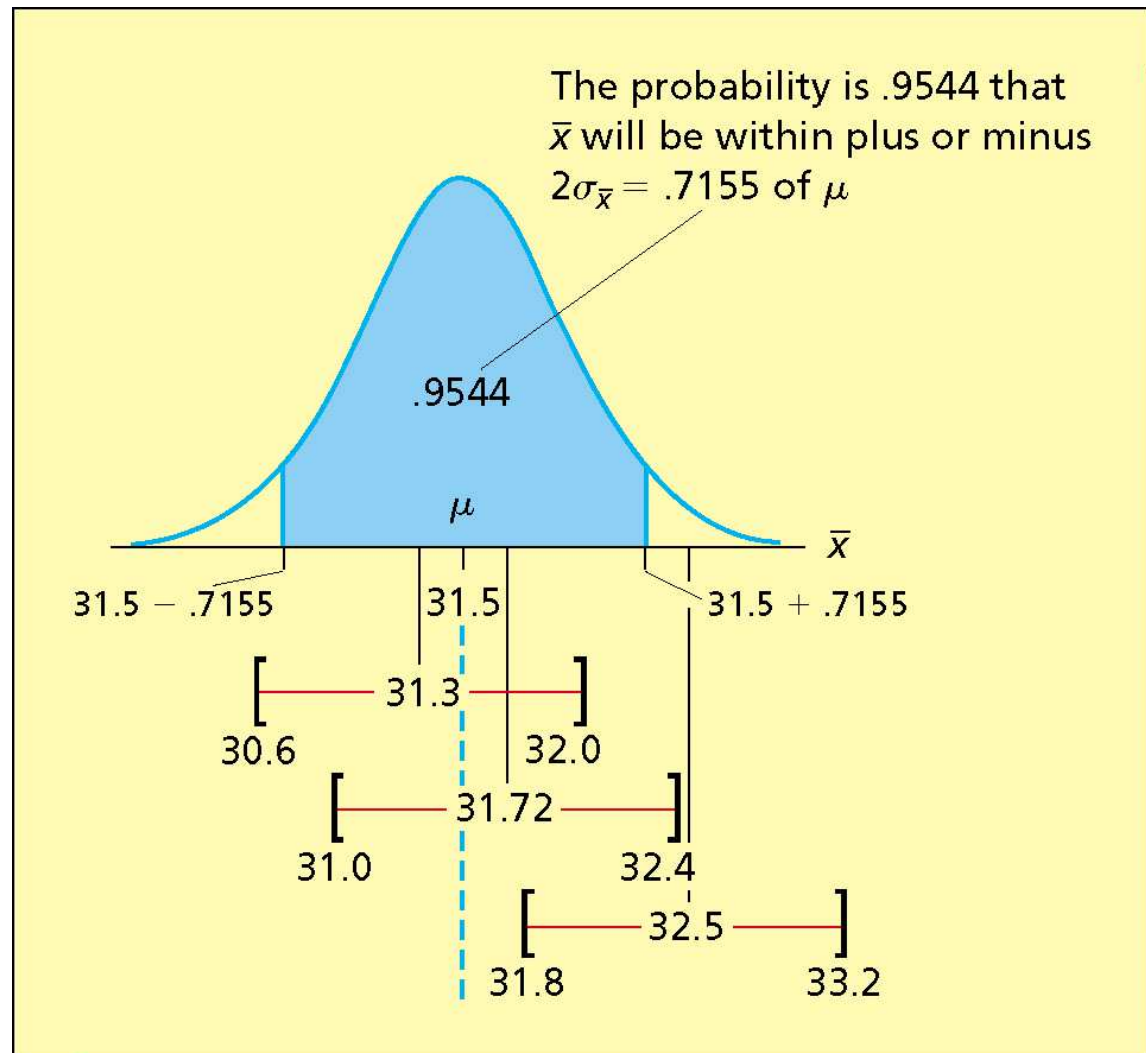
The Empirical Rule

- ❖ Recall the empirical rule, so...
 - ❖ 68.26% of all possible sample means are within one standard deviation of the population mean
 - ❖ 95.44% of all possible observed values of x are within two standard deviations of the population mean
 - ❖ 99.73% of all possible observed values of x are within three standard deviations of the population mean

Three 95.44% Confidence Intervals for μ

❖ Car mileage case

❖ Probability is also 0.9544 that μ will be inside plus or minus $2\sigma_{\bar{x}}$ of \bar{x} .



Intervals of Confidence and the Empirical Rule

- ❖ Based on sampling distribution, we found the probability for \bar{X} to be in the interval $[\mu \pm 2\sigma_{\bar{X}}]$
- ❖ The claim
 - ❖ \bar{X} is in the interval $[\mu \pm 2\sigma_{\bar{X}}]$is same as (equivalent) as the claim
 - ❖ μ will be in the interval $[\bar{X} \pm 2\sigma_{\bar{X}}]$

Generalizing

- ❖ In the example, we found the probability that μ is contained in an interval of integer multiples of $\sigma_{\bar{x}}$
- ❖ More usual to specify the (integer) probability and find the corresponding number of $\sigma_{\bar{x}}$
- ❖ The probability that the confidence interval will **not** contain the population mean μ is denoted by α
 - ❖ In the example, $\alpha = 0.0456$

Generalizing Continued

- ❖ The probability that the confidence interval will contain the population mean μ is denoted by $1 - \alpha$
 - ❖ $1 - \alpha$ is referred to as the confidence coefficient
 - ❖ $(1 - \alpha)$ 100% is called the confidence level
- ❖ Usual to use two decimal point probabilities for $1 - \alpha$
 - ❖ Here, focus on $1 - \alpha = 0.95$ or 0.99

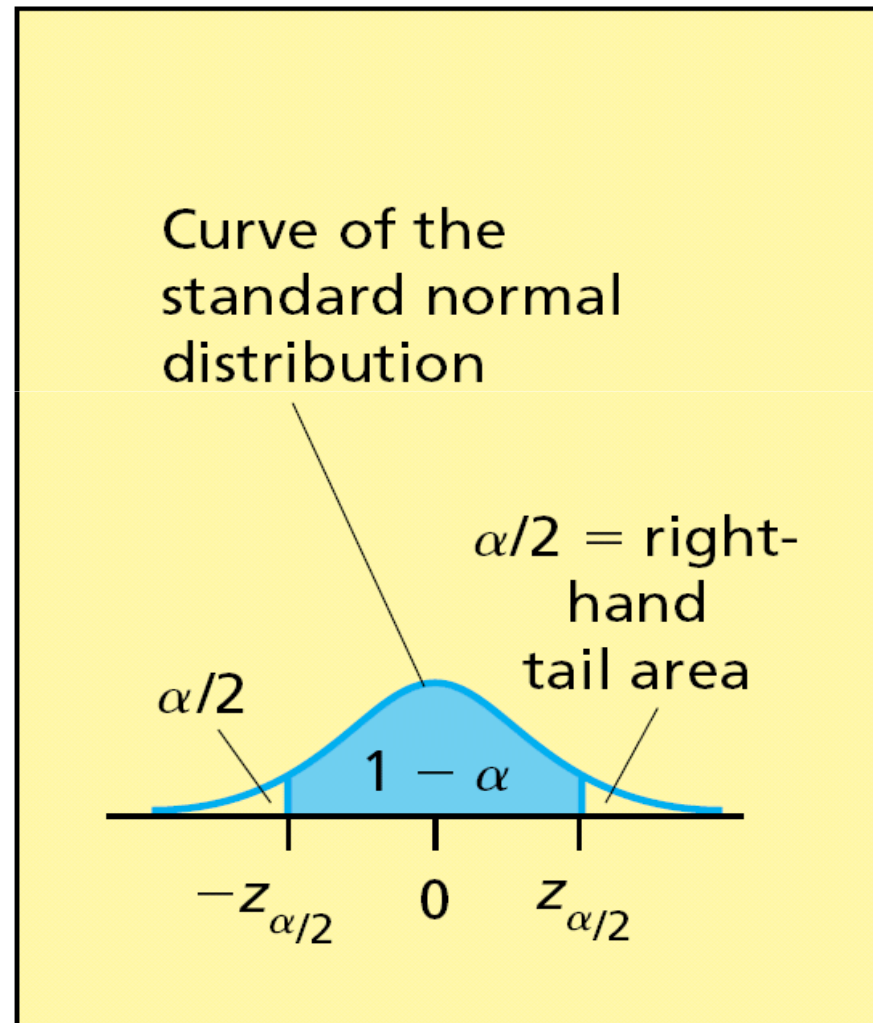
General Confidence Interval

- ❖ In general, the probability is $1 - \alpha$ that the population mean μ is contained in the interval

$$\left[\bar{x} \pm z_{\alpha/2} \sigma_{\bar{x}} \right] = \left[\bar{x} \pm z_{\alpha/2} \frac{\sigma}{\sqrt{n}} \right]$$

- ❖ The normal point $z_{\alpha/2}$ gives a right hand tail area under the standard normal curve equal to $\alpha/2$
- ❖ The normal point $-z_{\alpha/2}$ gives a left hand tail area under the standard normal curve equal to $\alpha/2$
- ❖ The area under the standard normal curve between $-z_{\alpha/2}$ and $z_{\alpha/2}$ is $1 - \alpha$

Sampling Distribution Of All Possible Sample Means



z-Based Confidence Intervals for a Mean with σ Known

- If a population has standard deviation σ (known),
- and if the population is normal or if sample size is large ($n \geq 30$), then ...
- ... a **$(1-\alpha)100\%$ confidence interval for μ** is

$$\bar{x} \pm z_{\alpha/2} \frac{\sigma}{\sqrt{n}} = \left[\bar{x} - z_{\alpha/2} \frac{\sigma}{\sqrt{n}}, \bar{x} + z_{\alpha/2} \frac{\sigma}{\sqrt{n}} \right]$$

The Car Mileage Case

❖ Example 7.1.

❖ $n = 49, \bar{x} = 31.5531, s = 0.7992$

❖ Find 95% confidence interval for the mean mileage μ of population of all cars.

❖ $1 - \alpha = 0.95$

$\alpha = 0.05$

❖ $z_{\alpha/2} = z_{0.025}$

95% Confidence Level

❖ For a 95% confidence level,

$$1 - \alpha = 0.95$$

$$\alpha = 0.05$$

$$\alpha/2 = 0.025$$

- For 95% confidence, need the normal point $z_{0.025}$
 - The area under the standard normal curve between $-z_{0.025}$ and $z_{0.025}$ is 0.95
 - Then the area under the standard normal curve between 0 and $z_{0.025}$ is 0.475
 - From the standard normal table, the area is 0.475 for $z = 1.96$
 - Then $z_{0.025} = 1.96$

95% Confidence Interval

❖ The 95% confidence interval is

$$\begin{aligned} \left[\bar{x} \pm z_{0.025} \sigma_{\bar{x}} \right] &= \left[\bar{x} \pm 1.96 \frac{\sigma}{\sqrt{n}} \right] \\ &= \left[\bar{x} - 1.96 \frac{\sigma}{\sqrt{n}}, \bar{x} + 1.96 \frac{\sigma}{\sqrt{n}} \right] \end{aligned}$$

99% Confidence Interval

- ❖ For 99% confidence, need the normal point $z_{0.005}$
 - Reading between table entries in the standard normal table, the area is 0.495 for $z_{0.005} = 2.575$

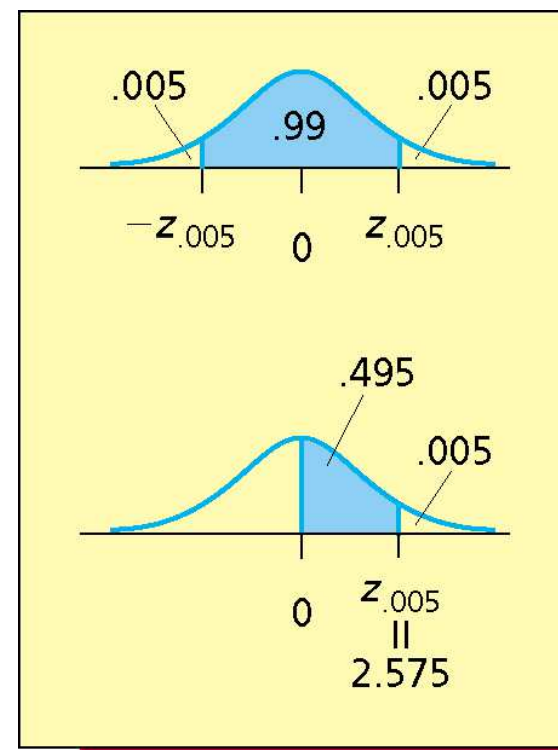
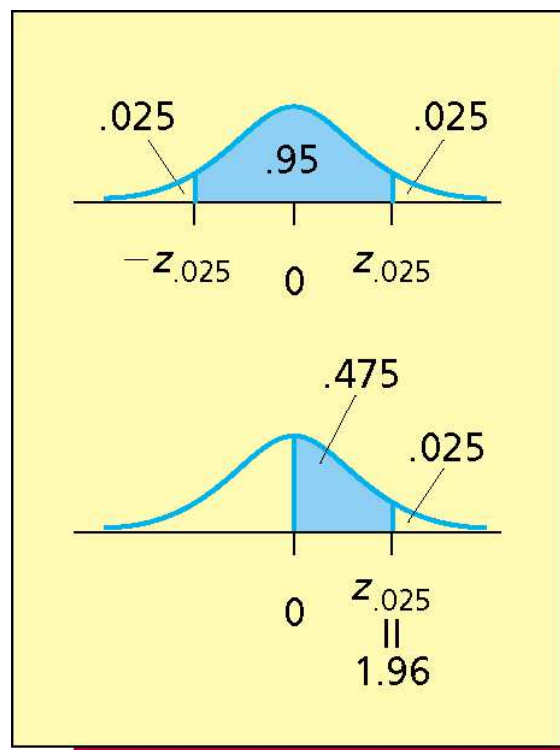
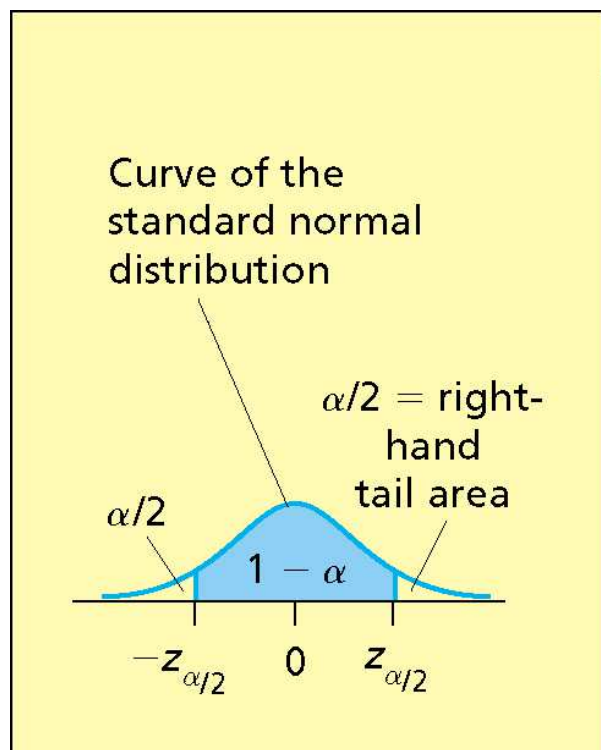
- ❖ The 99% confidence interval is

$$\begin{aligned} [\bar{x} \pm z_{0.025} \sigma_{\bar{x}}] &= \left[\bar{x} \pm 2.575 \frac{\sigma}{\sqrt{n}} \right] \\ &= \left[\bar{x} - 2.575 \frac{\sigma}{\sqrt{n}}, \bar{x} + 2.575 \frac{\sigma}{\sqrt{n}} \right] \end{aligned}$$

The Effect of α on Confidence Interval Width

$$z_{\alpha/2} = z_{0.025} = 1.96$$

$$z_{\alpha/2} = z_{0.005} = 2.575$$



t -Based Confidence Intervals for a Mean: σ Unknown

- If σ is unknown (which is usually the case), we can construct a confidence interval for μ based on the sampling distribution of

$$t = \frac{\bar{x} - \mu}{s/\sqrt{n}}$$

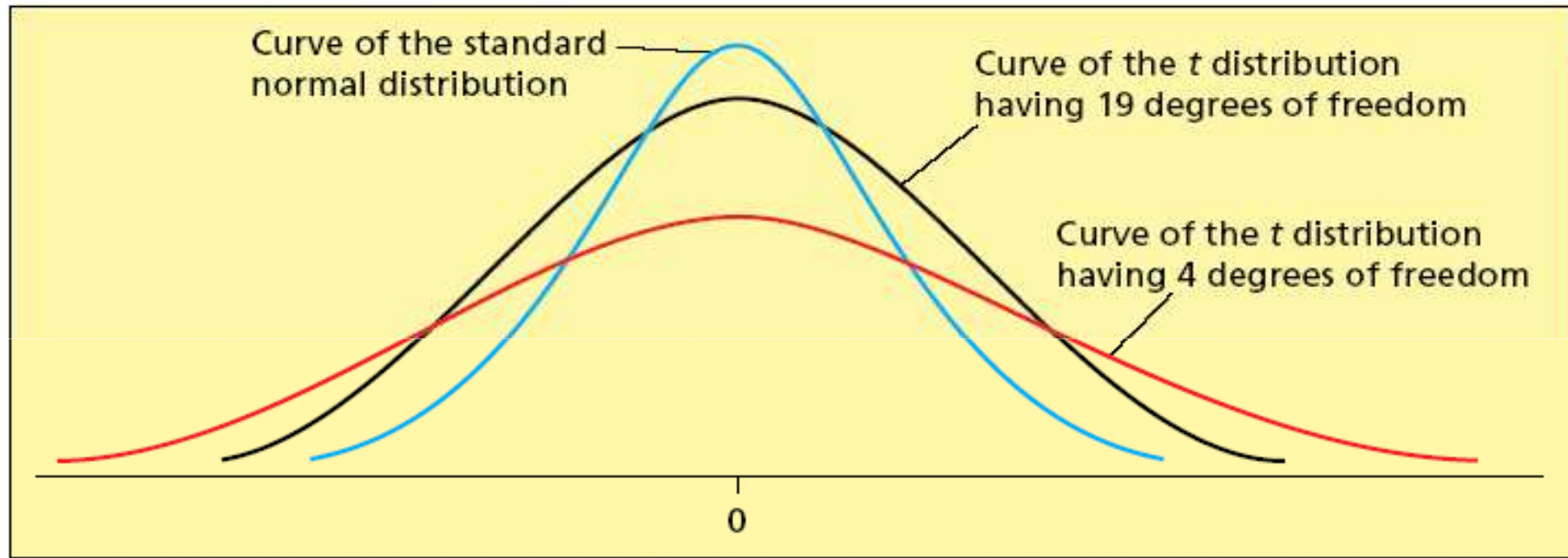
- If the population is normal, then for any sample size n , this sampling distribution is called the **t distribution**

The t Distribution

- ❖ The curve of the t distribution is similar to that of the standard normal curve
 - ❖ Symmetrical and bell-shaped
 - ❖ The t distribution is more spread out than the standard normal distribution
 - ❖ The spread of the t is given by the *number of degrees of freedom*
 - ❖ Denoted by df
 - ❖ For a sample of size n , there are one fewer degrees of freedom, that is,

$$df = n - 1$$

Degrees of Freedom and the t -Distribution



As the number of degrees of freedom increases, the spread of the t distribution decreases and the t curve approaches the standard normal curve

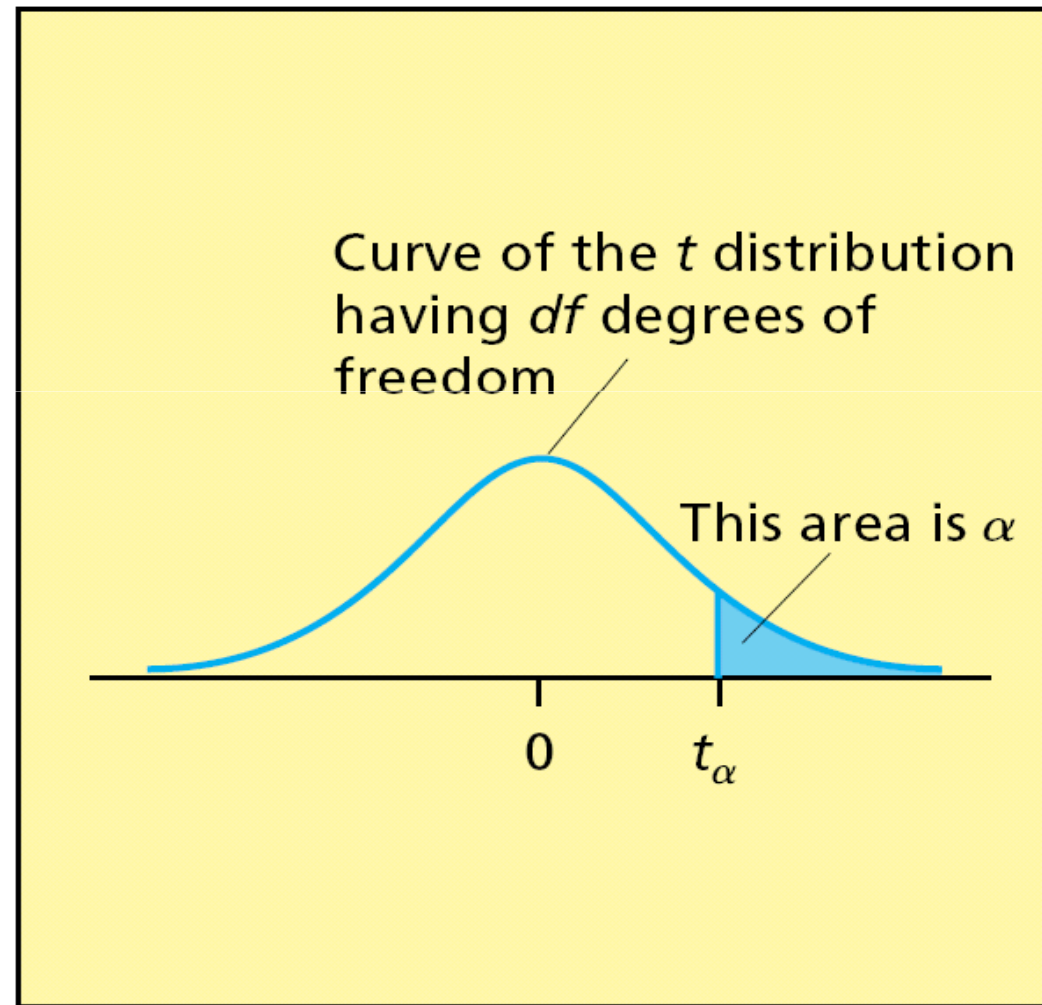
The t Distribution and Degrees of Freedom

- ❖ For a t distribution with $n - 1$ degrees of freedom,
 - ❖ As the sample size n increases, the degrees of freedom also increases
 - ❖ As the degrees of freedom increase, the spread of the t curve decreases
 - ❖ As the degrees of freedom increases indefinitely, the t curve approaches the standard normal curve
 - ❖ If $n \geq 30$, so $df = n - 1 \geq 29$, the t curve is very similar to the standard normal curve

t and Right Hand Tail Areas

- ❖ Use a t point denoted by t_{α}
 - ❖ t_{α} is the point on the horizontal axis under the t curve that gives a right hand tail equal to α
 - ❖ So the value of t_{α} in a particular situation depends on the right hand tail area α and the number of degrees of freedom
 - ❖ $df = n - 1$
 - $\alpha = 1 - \alpha$, where $1 - \alpha$ is the specified confidence coefficient

t and Right Hand Tail Areas



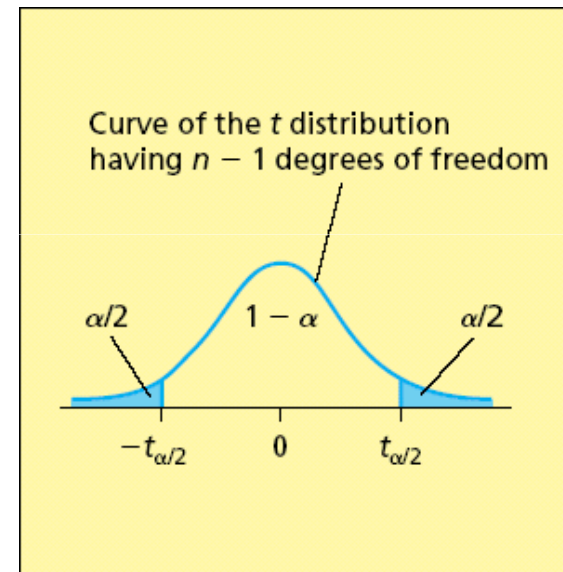
Using the t Distribution Table

- ❖ Rows correspond to the different values of df
- ❖ Columns correspond to different values of α
- ❖ See Table 7.3, Tables A.4 and A.20 in Appendix A and the table on the inside cover
 - ❖ Table 7.3 and A.4 gives t points for df 1 to 30, then for $df = 40, 60, 120$ and ∞
 - ❖ On the row for ∞ , the t points are the z points
 - ❖ Table A.20 gives t points for df from 1 to 100
 - ❖ For df greater than 100, t points can be approximated by the corresponding z points on the bottom row for $df = \infty$
- ❖ Always look at the accompanying figure for guidance on how to use the table

t -Based Confidence Intervals for a Mean: σ Unknown

If the sampled population is normally distributed with mean μ , then a $(1-\alpha)100\%$ confidence interval for μ is

$$\bar{x} \pm t_{\alpha/2} \frac{s}{\sqrt{n}}$$



$t_{\alpha/2}$ is the t point giving a right-hand tail area of $\alpha/2$ under the t curve having $n - 1$ degrees of freedom

Sample Size Determination (z)

If σ is known, then a sample of size

$$n = \left(\frac{z_{\alpha/2} \sigma}{E} \right)^2$$

so that \bar{x} is within E units of μ , with $100(1-\alpha)\%$ confidence

Sample Size Determination (t)

If σ is unknown and is estimated from s , then a sample of size

$$n = \left(\frac{t_{\alpha/2} s}{E} \right)^2$$

so that \bar{x} is within E units of μ , with $100(1-\alpha)\%$ confidence. The number of degrees of freedom for the $t_{\alpha/2}$ point is the size of the preliminary sample minus 1.

Confidence Intervals for a Population Proportion

If the sample size n is large*, then a $(1-\alpha)100\%$ **confidence interval for p** is

$$\hat{p} \pm z_{\alpha/2} \sqrt{\frac{\hat{p}(1 - \hat{p})}{n}}$$

* Here n should be considered large if both

$$n \cdot \hat{p} \geq 5 \quad \text{and} \quad n \cdot (1 - \hat{p}) \geq 5$$

Determining Sample Size for Confidence Interval for p

A sample size

$$n = p(1 - p) \left(\frac{z_{\alpha/2}}{E} \right)^2$$

will yield an estimate \hat{p} , precisely within E units of p , with $100(1-\alpha)\%$ confidence.

Note that the formula requires a preliminary estimate of p . The conservative value of $p = 0.5$ is generally used when there is no prior information on p .

A Comparison of Confidence Intervals and Tolerance Intervals

A **tolerance interval** contains a specified percentage of individual population measurements

- Often 68.26%, 95.44%, 99.73%

A **confidence interval** is an interval that contains the population mean μ , and the confidence level expresses how sure we are that this interval contains μ

- Often confidence level is set high (e.g., 95% or 99%)
 - Because such a level is considered high enough to provide convincing evidence about the value of μ

Summary: Selecting an Appropriate Confidence Interval for a Population Mean

