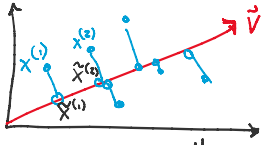


Objectives for PCA

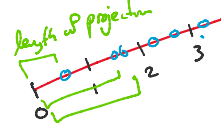
Written in terms of the first principal component, called \vec{v}_1 here

① Minimize the Reconstruction Error



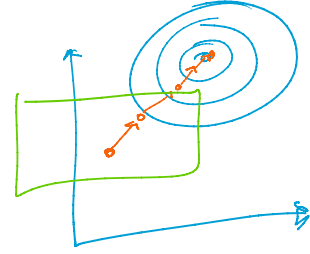
$$\begin{aligned} \vec{v}_1 &= \underset{\vec{v}}{\operatorname{argmin}} \frac{1}{N} \sum_{i=1}^N \text{distance}(\vec{x}^{(i)}, \hat{x}^{(i)})^2 \\ &= \underset{\vec{v}}{\operatorname{argmin}} \frac{1}{N} \sum_{i=1}^N \left\| \vec{x}^{(i)} - \left(\frac{\text{vector projection of } \vec{x}^{(i)} \text{ onto } \vec{v}}{\|\vec{v}\|_2} \right) \right\|_2^2 \\ &= \underset{\substack{\vec{v} \text{ s.t.} \\ \|\vec{v}\|_2=1}}{\operatorname{argmin}} \frac{1}{N} \sum_{i=1}^N \left\| \vec{x}^{(i)} - \frac{(\vec{v}^T \vec{x}^{(i)}) \vec{v}}{\|\vec{v}\|_2} \right\|_2^2 \end{aligned}$$

② Maximize the Variance



Variance of a sample $x^{(1)}, \dots, x^{(N)} \in \mathbb{R}$ is $\sigma^2 = \frac{1}{N-1} \sum_{i=1}^N (x^{(i)} - \mu)^2$
 $\mu = \frac{1}{N} \sum_{i=1}^N x^{(i)}$

$$\begin{aligned} \vec{v}_1 &= \underset{\vec{v}}{\operatorname{argmax}} \frac{1}{N} \sum_{i=1}^N (\text{length of vector proj. of } x^{(i)} \text{ onto } \vec{v})^2 \\ &= \underset{\substack{\vec{v} \text{ s.t.} \\ \|\vec{v}\|_2=1}}{\operatorname{argmax}} \frac{1}{N} \sum_{i=1}^N (\vec{v}^T \vec{x}^{(i)})^2 \\ &= \underset{\substack{\vec{v} \text{ s.t.} \\ \|\vec{v}\|_2=1}}{\operatorname{argmax}} \frac{1}{N} (\vec{v}^T X^T) (X \vec{v}) \\ &= \underset{\substack{\vec{v} \text{ s.t.} \\ \|\vec{v}\|_2=1}}{\operatorname{argmax}} \vec{v}^T \Sigma \vec{v} \end{aligned}$$



← why not use Gradient Descent?