Estimating Parameters and Predictive Distributions: Some Simple Cases

CS772A: Probabilistic Machine Learning Piyush Rai

Plan today

- Parameter estimation (point est. and posterior) and predictive distribution for
 - Bernoulli observation model (binary-valued observations)
 - Multinoulli observation model (discrete-valued observations)
- Focus today on cases with conjugate prior on parameters (easy to compute posterior)
- Gaussian distribution and some of its important properties
- Parameter estimation and predictive distribution for Gaussian observation models



Bernoulli Observation Model



Estimating a Coin's Bias

I tossed a coin 5 times – gave 1 head and

4 tails. Does it means $\theta = 0.2?$? The

MLE approach says so. What is I see O

head and 5 tails. Does it mean $\theta = 0$?

- Consider a sequence of N coin toss outcomes (observations)
- Each observation y_n is a binary random variable. Head: $y_n = 1$, Tail: $y_n = 0$

• Each y_n is assumed generated by a Bernoulli distribution with param $\theta \in (0,1)$ Likelihood or observation model $p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$

- Here
$$\theta$$
 the unknown param (probability of head). Let's do MLE

Log-likelihood: $\sum_{n=1}^{N} \log p(y_n | \theta) = \sum_{n=1}^{N} [y_n \log \theta + (1 - y_n) \log (1 - \theta)]$

 $\theta_{MLE} = \frac{\sum_{n=1}^{N} y_n}{N}$

Maximizing log-lik, or minimizing neg. log-lik (NLL) w.r.t.



Indeed, with a small number of

training observations, MLE may

alternative is MAP estimation

which can incorporate a prior

distribution over θ

overfit and may not be reliable. An

Thus MLE

solution is simply

heads! 3 Makes

the fraction of

intuitive sense!

Probability

of a head

Estimating a Coin's Bias

- Let's do MAP estimation for the bias of the coin
- Each likelihood term is Bernoulli

$$p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$$

- Also need a prior since we want to do MAP estimation
- Since $\theta \in (0,1)$, a reasonable choice of prior for θ would be Beta distribution



Estimating a Coin's Bias

The log posterior for the coin-toss model is log-lik + log-prior

$$LP(\theta) = \sum_{n=1}^{N} \log p(y_n|\theta) + \log p(\theta|\alpha,\beta)$$

 $\hfill Plugging in the expressions for Bernoulli and Beta and ignoring any terms that don't depend on <math display="inline">\theta$, the log posterior simplifies to

$$LP(\theta) = \sum_{n=1}^{N} [y_n \log \theta + (1 - y_n) \log(1 - \theta)] + (\alpha - 1) \log \theta + (\beta - 1) \log(1 - \theta)$$

Maximizing the above log post. (or min. of its negative) w.r.t. θ gives

Using $\alpha = 1$ and $\beta = 1$ gives us the same solution as MLE

Recall that $\alpha = 1$ and $\beta = 1$ for Beta distribution is in fact equivalent to a uniform prior (hence making MAP equivalent to MLE)

$$\theta_{MAP} = \frac{\sum_{n=1}^{N} y_n + \alpha - 1}{N + \alpha + \beta - 2}$$

Such interpretations of prior's hyperparameters as being "pseudo-observations" exist for various other prior distributions as well (in particular, distributions belonging to "exponential family" of distributions Prior's hyperparameters have an interesting interpretation. Can think of $\alpha - 1$ and $\beta - 1$ as the number of heads and tails, respectively, before starting the coin-toss experiment (akin to "pseudo-observations")

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The Posterior Distribution

- Let's do fully Bayesian inference and compute the posterior distribution
- Bernoulli likelihood: $p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$

Beta prior:
$$p(\theta) = \text{Beta}(\theta | \alpha, \beta) = \frac{\Gamma(\alpha + \beta)}{\Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha - 1} (1 - \theta)^{\beta - 1}$$
 Number of tails (N_0)
The posterior can be computed as
$$\theta^{\sum_{n=1}^{N} y_n} (1 - \theta)^{N - \sum_{n=1}^{N} y_n} (1 - \theta)^{N - \sum_{n=1}^{N} y_n} = p(\theta) \prod_{n=1}^{N} p(y_n | \theta)$$

$$p(\theta | \mathbf{y}) = \frac{p(\theta) p(\mathbf{y} | \theta)}{p(\mathbf{y})} = \frac{p(\theta) \prod_{n=1}^{N} p(y_n | \theta)}{p(\mathbf{y})} = \frac{\Gamma(\alpha + \beta)}{p(\mathbf{y})} \theta^{\alpha - 1} (1 - \theta)^{\beta - 1} \prod_{n=1}^{N} \theta^{y_n} (1 - \theta)^{1 - y_n}}{\int_{\Gamma(\alpha)\Gamma(\beta)} \Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha - 1} (1 - \theta)^{\beta - 1} \prod_{n=1}^{N} \theta^{y_n} (1 - \theta)^{1 - y_n} d\theta}$$

Here, even without computing the denominator (marg lik), we can identify the posterior

Hint: Use the fact that the

posterior must integrate to 1

 $\int p(\theta | \mathbf{y}) d\theta = 1$

Exercise: Show that the

normalization constant equals

 $\Gamma(\alpha + \beta + N)$

 $\overline{\Gamma(\alpha + \sum_{n=1}^{N} y_n)} \Gamma(\beta + N - \sum_{n=1}^{N} y_n)$

• It is Beta distribution since $p(\theta|\mathbf{y}) \propto \theta^{\alpha+N_1-1}(1-\theta)^{\beta+N_0-1}$

• Thus
$$p(\theta|\mathbf{y}) = \text{Beta}(\theta|\alpha + N_1, \beta + N_0)$$

- Here, finding the posterior boiled down to simply "multiply, add stuff, and identify"
- Here, posterior has the same form as prior (both Beta): property of conjugate priors. PML

Conjugacy and Conjugate Priors

- Many pairs of distributions are conjugate to each other
 - Bernoulli (likelihood) + Beta (prior) ⇒ Beta posterior
 - Binomial (likelihood) + Beta (prior) \Rightarrow Beta posterior
 - Multinomial (likelihood) + Dirichlet (prior) \Rightarrow Dirichlet posterior
 - Poisson (likelihood) + Gamma (prior) \Rightarrow Gamma posterior
 - Gaussian (likelihood) + Gaussian (prior) \Rightarrow Gaussian posterior
 - and many other such pairs ..
- Tip: If two distr are conjugate to each other, their functional forms are similar
 - Example: Bernoulli and Beta have the forms

Bernoulli
$$(y|\theta) = \theta^y (1-\theta)^{1-y}$$

Beta
$$(\theta | \alpha, \beta) = \frac{\Gamma(\alpha + \beta)}{\Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha - 1} (1 - \theta)^{\beta - 1}$$

This is why, when we multiply them while computing the posterior, the exponents get added and we get the same form for the posterior as the prior but with just updated hyperparameter. Also, we can identify the posterior and its hyperparameters simply by inspection

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More on conjugate priors when we look at exponential family distributions

Not true in general, but in some cases (e.g., the variance of the Gaussian likelihood is fixed)

Predictive Distribution

- Suppose we want to compute the prob that the next outcome y_{N+1} will be head (=1)
- The posterior predictive distribution (averaging over all θ 's weighted by their respective posterior probabilities)

Multinoulli Observation Model



The Posterior Distribution An exercise

• Assume N discrete obs $y = \{y_1, y_2, \dots, y_N\}$ with each $y_n \in \{1, 2, \dots, K\}$, e.g.,

- y_n represents the outcome of a dice roll with K faces
- y_n represents the class label of the n^{th} example in a classification problem (total K classes)

These sum to 1

Called the

concentration

parameter of the

known for now)

Dirichlet (assumed

Large values of α will give a Dirichlet peaked

around its mean (next

Each $\alpha_k \ge 0$

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slides illustrates this)

- y_n represents the identity of the n^{th} word in a sequence of words
- Assume likelihood to be multinoulli with unknown params $\boldsymbol{\pi} = [\pi_1, \pi_2, \dots, \pi_K]$ $p(y_n | \pi) = \text{multinoulli}(y_n | \pi) = \prod_{k=1}^K \pi_k^{\mathbb{I}[y_n = k]}$ Generalization of Bernoulli to K > 2 discrete outcomes

• π is a vector of probabilities ("probability vector"), e.g.,

- Biases of the K sides of the dice
- Prior class probabilities in multi-class classification $(p(y_n = k) = \pi_k)$
- Probabilities of observing each word of the K words in a vocabulary
- Assume a conjugate prior (Dirichlet) on π with hyperparams $\alpha = [\alpha_1, \alpha_2, ..., \alpha_K]$

$$p(\boldsymbol{\pi}|\boldsymbol{\alpha}) = \mathsf{Dirichlet}(\boldsymbol{\pi}|\alpha_1, \dots, \alpha_K) = \frac{\Gamma(\sum_{k=1}^{K} \alpha_k)}{\prod_{k=1}^{K} \Gamma(\alpha_k)} \prod_{k=1}^{K} \pi_k^{\alpha_k - 1} = \frac{1}{B(\boldsymbol{\alpha})} \prod_{k=1}^{K} \pi_k^{\alpha_k - 1}$$
Generalization of Beta to K-dimensional probability vectors

Brief Detour: Dirichlet Distribution

- An important distribution. Models non-neg. vectors π that also sum to one
- A random draw from K-dim Dirich. will be a point under (K-1)-dim probability simplex



Basically, probability vectors

Brief Detour: Dirichlet Distribution

• A visualization of Dirichlet distribution for different values of concentration param



• Interesting fact: Can generate a K-dim Dirichlet random variable by independently generating K gamma random variables and normalizing them to sum to 1 CS772A: PML

The Posterior Distribution

• Posterior $p(\boldsymbol{\pi}|\boldsymbol{y})$ is easy to compute due to conjugacy b/w multinoulli and Dir.

 $p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) = \frac{p(\boldsymbol{\pi},\boldsymbol{y}|\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi},\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi})}{p(\boldsymbol{y}|\boldsymbol{\alpha})}$ Don't need to compute for this case because of conjugacy $p(\boldsymbol{y}|\boldsymbol{\alpha}) = \frac{p(\boldsymbol{y}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})}$ Don't need to compute for this case because of conjugacy $p(\boldsymbol{y}|\boldsymbol{\alpha}) = \frac{p(\boldsymbol{y}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})}$

Prior

estimation problem

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Likelihood

• Assuming y_n 's are i.i.d. given $\boldsymbol{\pi}$, $p(\boldsymbol{y}|\boldsymbol{\pi}) = \prod_{n=1}^N p(y_n|\boldsymbol{\pi})$, and therefore $p(\boldsymbol{\pi}|\boldsymbol{y}, \boldsymbol{\alpha}) \propto \prod_{k=1}^K \pi_k^{\alpha_k - 1} \times \prod_{n=1}^N \prod_{k=1}^K \pi_k^{\mathbb{I}[y_n = k]} = \prod_{k=1}^K \pi_k^{\alpha_k + \sum_{n=1}^N \mathbb{I}[y_n = k] - 1}$

- Even without computing marg-lik, $p(y|\alpha)$, we can see that the posterior is Dirichlet
- Denoting $N_k = \sum_{n=1}^N \mathbb{I}[y_n = k]$, number of observations with with value k $p(\pi|y,\alpha) = \text{Dirichlet}(\pi|\alpha_1 + N_1, \alpha_2 + N_2, \dots, \alpha_K + N_K)$ Similar to number of heads and tails for the coin bias

• Note: N_1 , N_2 , N_k are the sufficient statistics for this estimation problem

 We only need the suff-stats to estimate the parameters and values of individual observations aren't needed (another property from exponential family of distributions – more on this later)

The Predictive Distribution

Thus PPD

- Finally, let's also look at the posterior predictive distribution for this model
- PPD is the prob distr of a new $y_* \in \{1, 2, ..., K\}$, given training data $y = \{y_1, y_2, ..., y_N\}$ Will be a multinoulli. Just need to estimate the probabilities of each of the *K* outcomes $p(y_*|y, \alpha) = \int p(y_*|\pi)p(\pi|y, \alpha)d\pi$
- $p(y_*|\boldsymbol{\pi}) = \text{multinoulli}(y_*|\boldsymbol{\pi}), \ p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) = \text{Dirichlet}(\boldsymbol{\pi}|\alpha_1 + N_1, \alpha_2 + N_2, \dots, \alpha_K + N_K)$
- Can compute the posterior predictive probability for each of the K possible outcomes

$$p(y_{*} = k | \mathbf{y}, \boldsymbol{\alpha}) = \int p(y_{*} = k | \boldsymbol{\pi}) p(\boldsymbol{\pi} | \mathbf{y}, \boldsymbol{\alpha}) d\boldsymbol{\pi}$$

$$= \int \pi_{k} \times \text{Dirichlet}(\boldsymbol{\pi} | \boldsymbol{\alpha}_{1} + N_{1}, \boldsymbol{\alpha}_{2} + N_{2}, \dots, \boldsymbol{\alpha}_{K} + N_{K}) d\boldsymbol{\pi}$$

$$= \frac{\alpha_{k} + N_{k}}{\sum_{k=1}^{K} \alpha_{k} + N} \quad \text{(Expectation of } \pi_{k} \text{ w.r.t the Dirichlet posterior)}$$
A similar effect was achieved in the Beta-
have been "smoothened" due to the use of the prior + the averaging over the posterior.

Plug-in predictive will also be multinoulli but with prob vector given by the point estimate of π

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Gaussian Observation Model



Gaussian Distribution (Univariate)

- Distribution over real-valued scalar random variables $Y \in \mathbb{R}$, e.g., height of students in a class
- Defined by a scalar mean μ and a scalar variance σ^2

$$\mathcal{N}(Y = y | \mu, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} \exp\left[-\frac{(y - \mu)^2}{2\sigma^2}\right]$$

- Mean: $\mathbb{E}[Y] = \mu$
- Variance: $var[Y] = \sigma^2$
- Inverse of variance is called precision: $\beta = \frac{1}{\sigma^2}$.





Gaussian Distribution (Multivariate)

- Distribution over real-valued vector random variables $Y \in \mathbb{R}^D$
- Defined by a mean vector $\mu \in \mathbb{R}^{D}$ and a covariance matrix Σ

$$\mathcal{N}(\boldsymbol{Y} = \boldsymbol{y} | \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{\sqrt{(2\pi)^{D} |\boldsymbol{\Sigma}|}} \exp[-(\boldsymbol{y} - \boldsymbol{\mu})^{\mathsf{T}} \boldsymbol{\Sigma}^{-1} (\boldsymbol{y} - \boldsymbol{\mu})]$$

- Note: The cov. matrix $\pmb{\Sigma}$ must be symmetric and PSD
 - All eigenvalues are positive
 - $z^{\mathsf{T}}\Sigma z \ge 0$ for any real vector z
- The covariance matrix also controls the shape of the Gaussian
- Sometimes we work with precision matrix (inverse of covariance matrix) $\Lambda = \Sigma^{-1}$





Covariance Matrix for Multivariate Gaussian



Spherical: Equal spreads (variances)

along all dimensions



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Diagonal: Unequal spreads (variances) along all directions but still axis-parallel

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Full: Unequal spreads (variances) along all directions and also spreads along oblique directions



Multivariate Gaussian: Marginals and Conditionals²⁰

• Given **x** having multivariate Gaussian distribution $\mathcal{N}(\mathbf{x}|\boldsymbol{\mu}, \boldsymbol{\Sigma})$ with $\Lambda = \boldsymbol{\Sigma}^{-1}$. Suppose

$$\mathbf{x} = \begin{pmatrix} \mathbf{x}_a \\ \mathbf{x}_b \end{pmatrix}, \quad \boldsymbol{\mu} = \begin{pmatrix} \boldsymbol{\mu}_a \\ \boldsymbol{\mu}_b \end{pmatrix}$$
 $\boldsymbol{\Sigma} = \begin{pmatrix} \boldsymbol{\Sigma}_{aa} & \boldsymbol{\Sigma}_{ab} \\ \boldsymbol{\Sigma}_{ba} & \boldsymbol{\Sigma}_{bb} \end{pmatrix}, \quad \boldsymbol{\Lambda} = \begin{pmatrix} \boldsymbol{\Lambda}_{aa} & \boldsymbol{\Lambda}_{ab} \\ \boldsymbol{\Lambda}_{ba} & \boldsymbol{\Lambda}_{bb} \end{pmatrix}$

The marginal distribution is simply

$$p(\boldsymbol{x}_a) = \mathcal{N}(\boldsymbol{x}_a | \boldsymbol{\mu}_a, \boldsymbol{\Sigma}_{aa})$$

The conditional distribution is given by

$$p(\mathbf{x}_{a}|\mathbf{x}_{b}) = \mathcal{N}(\mathbf{x}|\boldsymbol{\mu}_{a|b}, \boldsymbol{\Lambda}_{aa}^{-1})$$
$$\boldsymbol{\mu}_{a|b} = \boldsymbol{\mu}_{a} - \boldsymbol{\Lambda}_{aa}^{-1} \boldsymbol{\Lambda}_{ab}(\mathbf{x}_{b} - \boldsymbol{\mu}_{b})$$

Thus marginals and conditionals of Gaussians are Gaussians



Transformation of Random Variables

- Suppose Y = f(X) = AX + b be a linear function of a vector-valued r.v. X (A is a matrix and b is a vector, both constants)
- Suppose $\mathbb{E}[X] = \mu$ and $\operatorname{cov}[X] = \Sigma$, then for the vector-valued r.v. Y

$$\mathbb{E}[Y] = \mathbb{E}[AX + b] = A\mu + b$$
$$\operatorname{cov}[Y] = \operatorname{cov}[AX + b] = A\Sigma A^{\top}$$

- Likewise, if $Y = f(X) = a^T X + b$ be a linear function of a vector-valued r.v. X (a is a vector and b is a scalar, both constants)
- Suppose $\mathbb{E}[X] = \mu$ and $\operatorname{cov}[X] = \Sigma$, then for the scalar-valued r.v. Y

$$\mathbb{E}[Y] = \mathbb{E}[a^{\mathsf{T}}X + b] = a^{\mathsf{T}}\mu + b$$
$$\operatorname{var}[Y] = \operatorname{var}[a^{\mathsf{T}}X + b] = a^{\mathsf{T}}\Sigma a$$



Linear Gaussian Model (LGM)



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These results are very widely used (PRML Chap. 2 contains a proof)

Posterior Distribution for Gaussian's Mean Its MLE/MAP estimation left as an exercise

• Given: N i.i.d. scalar observations $y = \{y_1, y_2, \dots, y_N\}$ assumed drawn from $\mathcal{N}(y|\mu, \sigma^2)$



• Note: Easy to see that each y_n drawn from $\mathcal{N}(y|\mu, \sigma^2)$ is equivalent to the following

Thus
$$y_n$$
 is like a noisy version of μ with zero mean Gaussian noise added to it where $\epsilon_n \sim \mathcal{N}(0, \sigma^2)$

Let's estimate mean μ given y using fully Bayesian inference (not point estimation)

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A prior distribution for the mean

- \blacksquare To computer posterior, need a prior over μ
- Let's choose a Gaussian prior

 $p(\mu|\mu_0, \sigma_0^2) = \mathcal{N}(\mu|\mu_0, \sigma_0^2)$ $\propto \exp\left[-\frac{(\mu - \mu_0)^2}{2\sigma_0^2}\right]$



- The prior basically says that $\underline{a \ priori}$ we believe μ is close to μ_0
- The prior's variance σ_0^2 denotes how certain we are about our belief
- We will assume that the prior's hyperparameters (μ_0, σ_0^2) are known
- Since σ^2 in the likelihood $\mathcal{N}(y|\mu, \sigma^2)$ is known, Gaussian prior $\mathcal{N}(\mu|\mu_0, \sigma_0^2)$ on μ is also conjugate to the likelihood (thus posterior of μ will also be Gaussian). PML

The posterior distribution for the mean

skip and the

• The posterior distribution for the unknown mean parameter μ

On conditioning side,
skipping all fixed params
and hyperparams from
the notation
$$p(\mu|\mathbf{y}) = \frac{p(\mathbf{y}|\mu)p(\mu)}{p(\mathbf{y})} \propto \prod_{n=1}^{N} \exp\left[-\frac{(y_n - \mu)^2}{2\sigma^2}\right] \exp\left[-\frac{(\mu - \mu_0)^2}{2\sigma_0^2}\right]$$

• Easy to see that the above will be prop. to exp of a quadratic function of μ . Simplifying:



- Posterior's variance σ_N^2 will approximately be σ^2/N (and goes to 0 as $N \to \infty$)
- The posterior's mean μ_N approaches \overline{y} (which is also the MLE solution)

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The Predictive Distribution

• If given a point estimate $\hat{\mu}$, the plug-in predictive distribution for a test y_* would be

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This is an approximation of the true PPD
$$_{p(y_*|y)}$$
 $p(y_*|\hat{\mu}, \sigma^2) = \mathcal{N}(y_*|\hat{\mu}, \sigma^2)$

- On the other hand, the posterior predictive distribution of x_* would be

The best point estimate

$$p(y_*|y) = \int p(y_*|\mu, \sigma^2) p(\mu|y) d\mu$$

$$= \int \mathcal{N}(y_*|\mu, \sigma^2) \mathcal{N}(\mu|\mu_N, \sigma_N^2) d\mu$$
This "extra" variance σ_N^2 in PPD is due to the
averaging over the posterior's uncertainty $= \mathcal{N}(y_*|\mu_N, \sigma^2 + \sigma_N^2)$ If conditional is Gaussian
then marginal is also
Gaussian $= \mathcal{N}(\mu_N, \sigma_N^2) = \mathcal{N}(\mu_N, \sigma_N^2)$
For an alternative way to get the above result, note that, for test data
 $y_* = \mu + \epsilon \qquad \mu \sim \mathcal{N}(\mu_N, \sigma_N^2) \qquad \epsilon \sim \mathcal{N}(0, \sigma^2)$
Using the posterior of μ since we
 $\Rightarrow \qquad p(y_*|y) = \mathcal{N}(y_*|\mu_N, \sigma^2 + \sigma_N^2)$ Since both μ and ϵ are Gaussian r.v., and are independent,
 y_* also has a Gaussian posterior predictive, and the
respective means and variances of μ and ϵ get added up
 TAE :

Gaussian Observation Model: Some Other Facts

- MLE/MAP for μ, σ^2 (or both) is straightforward in Gaussian observation models.
- Posterior also straightforward in most situations for such models
 - (As we saw) computing posterior of μ is easy (using Gaussian prior) if variance σ^2 is known
 - Likewise, computing posterior of σ^2 is easy (using gamma prior on σ^2) if mean μ is known
- If μ, σ^2 both are unknown, posterior computation requires computing $p(\mu, \sigma^2 | y)$
 - Computing joint posterior $p(\mu, \sigma^2 | \mathbf{y})$ exactly requires a jointly conjuage prior $p(\mu, \sigma^2)$
 - "Gaussian-gamma" ("Normal-gamma") is such a conjugate prior a product of normal and gamma
 - Note: Computing joint posteriors exactly is possible only in rare cases such this one
- If each observation $y_n \in \mathbb{R}^D$, can assume a likelihood/observation model $\mathcal{N}(y|\mu, \Sigma)$
 - Need to estimate a vector-valued mean $\mu \in \mathbb{R}^{D}$. Can use a multivariate Gaussian prior
 - Need to estimate a $D \times D$ positive definite covariance matrix Σ . Can use a Wishart prior
 - If μ, Σ both are unknown, can use Normal-Wishart as a conjugate prior

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