

San José State University

Math 253: Mathematical Methods for Data Visualization

Lecture 4: Rayleigh Quotients

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Outline

- Quadratic forms
- Positive (semi)definite matrices
- Rayleigh quotients

Recall

... that we have reviewed linear algebra up to **symmetric matrices**, which are square matrices \mathbf{A} satisfying $\mathbf{A}^T = \mathbf{A}$.

A symmetric matrix $\mathbf{A} \in \mathbb{R}^{n \times n}$ has many nice properties:

- All its eigenvalues are real numbers (no complex eigenvalues);

- It is **orthogonally diagonalizable**, i.e., there exist an orthogonal matrix \mathbf{Q} and a diagonal matrix $\mathbf{\Lambda}$, both of the same size as \mathbf{A} , such that

$$\mathbf{A} = \mathbf{Q}\mathbf{\Lambda}\mathbf{Q}^T \quad \longleftarrow \text{spectral decomposition of } \mathbf{A}$$

We also know that $\mathbf{\Lambda}$ consists of the eigenvalues of \mathbf{A} along the diagonal, and \mathbf{Q} has the corresponding orthonormal eigenvectors along its columns.

Another use of symmetric matrices is to define the so-called quadratic forms.

Def 0.1. Let $\mathbf{A} \in \mathbb{R}^{n \times n}$ be a symmetric matrix. A **quadratic form** based on \mathbf{A} is a function $Q : \mathbb{R}^n \mapsto \mathbb{R}$ with

$$Q(\mathbf{x}) = \mathbf{x}^T \mathbf{A} \mathbf{x}, \quad \text{for all } \mathbf{x} \in \mathbb{R}^n.$$

Remark. A quadratic form is a polynomial with terms all of second order:

$$\mathbf{x}^T \mathbf{A} \mathbf{x} = \sum_{i=1}^n \sum_{j=1}^n a_{ij} x_i x_j$$

For example, if $\mathbf{A} = \begin{pmatrix} 1 & 3 \\ 3 & 2 \end{pmatrix}$ and $\mathbf{x} = \begin{pmatrix} x_1 \\ x_2 \end{pmatrix}$, then

$$Q(\mathbf{x}) = \mathbf{x}^T \mathbf{A} \mathbf{x} = x_1^2 + 2x_2^2 + 6x_1x_2$$

Question: Which matrix corresponds to the following quadratic form?

$$Q(\mathbf{x}) = x_1^2 + 2x_2^2 + 3x_3^2 + 6x_1x_2 - 4x_1x_3 + 10x_2x_3$$

Positive (semi)definite matrices

Def 0.2. A **symmetric** matrix $\mathbf{A} \in \mathbb{R}^{n \times n}$ is said to be **positive semidefinite (PSD)** if the corresponding quadratic form $Q(\mathbf{x}) = \mathbf{x}^T \mathbf{A} \mathbf{x} \geq 0$ for all $\mathbf{x} \in \mathbb{R}^n$.

If the equality holds true only for $\mathbf{x} = \mathbf{0}$ (i.e., $\mathbf{x}^T \mathbf{A} \mathbf{x} > 0$ for all $\mathbf{x} \neq \mathbf{0}$), then \mathbf{A} is said to be **positive definite (PD)**.

Theorem 0.1. A symmetric matrix is positive definite (semidefinite) if and only if all of its eigenvalues are strictly positive (nonnegative).

Example 0.1. Let

$$\mathbf{A} = \begin{pmatrix} 1 & 2 \\ 2 & 5 \end{pmatrix}, \mathbf{B} = \begin{pmatrix} 1 & 2 \\ 2 & 4 \end{pmatrix}, \mathbf{C} = \begin{pmatrix} 1 & 3 \\ 3 & 2 \end{pmatrix}.$$

According to the theorem,

- \mathbf{A} is positive definite,
- \mathbf{B} is positive semidefinite (but not positive definite),
- \mathbf{C} is neither.

The following result will be needed later.

Theorem 0.2. For any rectangular matrix $\mathbf{A} \in \mathbb{R}^{m \times n}$, both $\mathbf{A}\mathbf{A}^T \in \mathbb{R}^{m \times m}$ and $\mathbf{A}^T\mathbf{A} \in \mathbb{R}^{n \times n}$ are square, symmetric, and positive semidefinite.

Proof. It is obvious that $\mathbf{A}^T\mathbf{A}$ is square ($n \times n$) and symmetric:

$$(\mathbf{A}^T\mathbf{A})^T = \mathbf{A}^T(\mathbf{A}^T)^T = \mathbf{A}^T\mathbf{A}$$

To show that it is positive semidefinite, consider the associated quadratic form for any $\mathbf{x} \in \mathbb{R}^n$:

$$\mathbf{x}^T(\mathbf{A}^T\mathbf{A})\mathbf{x} = (\mathbf{x}^T\mathbf{A}^T)(\mathbf{A}\mathbf{x}) = (\mathbf{A}\mathbf{x})^T(\mathbf{A}\mathbf{x}) = \|\mathbf{A}\mathbf{x}\|^2 \geq 0.$$

The proof for the other product $\mathbf{A}\mathbf{A}^T$ is similar. □

Remark. A notable result about the two product matrices, $\mathbf{A}\mathbf{A}^T \in \mathbb{R}^{m \times m}$ and $\mathbf{A}^T\mathbf{A} \in \mathbb{R}^{n \times n}$, is that **they must have the same nonzero eigenvalues (with the same algebraic multiplicities)**, due to the following result:

$$\lambda^n \det(\lambda\mathbf{I} - \mathbf{A}\mathbf{A}^T) = \lambda^m \det(\lambda\mathbf{I} - \mathbf{A}^T\mathbf{A}).$$

Matrix square roots

Problem: Let $\mathbf{A} \in \mathbb{R}^{n \times n}$ be a PSD matrix. Find another matrix \mathbf{B} of the same size such that $\mathbf{A} = \mathbf{B}^2$.

We call \mathbf{B} the square root of \mathbf{A} and denote it by $\mathbf{B} = \mathbf{A}^{1/2}$.

Solution. Since \mathbf{A} is symmetric and PSD, there exist an orthogonal matrix $\mathbf{Q} \in \mathbb{R}^{n \times n}$ and a diagonal matrix $\mathbf{\Lambda} = \text{diag}(\lambda_1, \dots, \lambda_n)$ with all $\lambda_i \geq 0$ such that $\mathbf{A} = \mathbf{Q}\mathbf{\Lambda}\mathbf{Q}^T$.

Define

$$\mathbf{\Lambda}^{1/2} = \text{diag}(\lambda_1^{1/2}, \dots, \lambda_n^{1/2}).$$

Clearly, $\Lambda^{1/2}\Lambda^{1/2} = \Lambda$.

Let $\mathbf{B} = \mathbf{Q}\Lambda^{1/2}\mathbf{Q}^T$. Then

$$\mathbf{B}^2 = (\mathbf{Q}\Lambda^{1/2}\mathbf{Q}^T)(\mathbf{Q}\Lambda^{1/2}\mathbf{Q}^T) = \mathbf{Q}\underbrace{\Lambda^{1/2}\Lambda^{1/2}}_{\Lambda}\mathbf{Q}^T = \mathbf{A}.$$

Final answer.

$$\mathbf{B} = \mathbf{A}^{1/2} = \mathbf{Q}\Lambda^{1/2}\mathbf{Q}^T \quad \leftarrow \text{still a PSD matrix!}$$

Example 0.2. Let $\mathbf{A} = \begin{pmatrix} 1 & 2 \\ 2 & 4 \end{pmatrix}$, which is PSD because it has two nonnegative eigenvalues $\lambda_1 = 5, \lambda_2 = 0$. To find the matrix square root of \mathbf{A} , we need to first find its orthogonal diagonalization:

$$\begin{pmatrix} 1 & 2 \\ 2 & 4 \end{pmatrix} = \begin{pmatrix} \frac{1}{\sqrt{5}} & -\frac{2}{\sqrt{5}} \\ \frac{2}{\sqrt{5}} & \frac{1}{\sqrt{5}} \end{pmatrix} \begin{pmatrix} 5 & \\ & 0 \end{pmatrix} \begin{pmatrix} \frac{1}{\sqrt{5}} & -\frac{2}{\sqrt{5}} \\ \frac{2}{\sqrt{5}} & \frac{1}{\sqrt{5}} \end{pmatrix}^T$$

It follows that

$$\mathbf{A}^{1/2} = \begin{pmatrix} \frac{1}{\sqrt{5}} & -\frac{2}{\sqrt{5}} \\ \frac{2}{\sqrt{5}} & \frac{1}{\sqrt{5}} \end{pmatrix} \begin{pmatrix} \sqrt{5} & \\ & 0 \end{pmatrix} \begin{pmatrix} \frac{1}{\sqrt{5}} & -\frac{2}{\sqrt{5}} \\ \frac{2}{\sqrt{5}} & \frac{1}{\sqrt{5}} \end{pmatrix}^T = \begin{pmatrix} \frac{1}{\sqrt{5}} & \frac{2}{\sqrt{5}} \\ \frac{2}{\sqrt{5}} & \frac{4}{\sqrt{5}} \end{pmatrix}$$

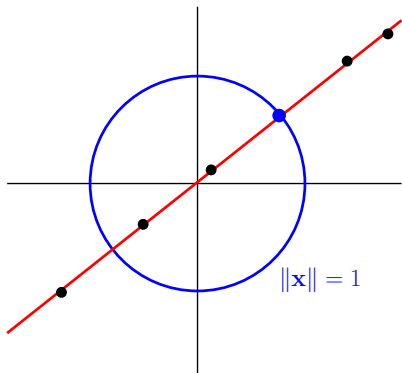
Rayleigh quotients

Problem (constrained). Given a symmetric matrix $\mathbf{A} \in \mathbb{R}^{n \times n}$, find the extreme values of the associated quadratic form over the unit sphere in \mathbb{R}^n : (Illustration when $n = 2$)

$$\max_{\mathbf{x} \in \mathbb{R}^n} \mathbf{x}^T \mathbf{A} \mathbf{x} \quad \text{subject to } \|\mathbf{x}\|^2 = 1$$

Same problem (unconstrained):

$$\max_{\mathbf{x} \neq \mathbf{0} \in \mathbb{R}^n} \frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}} \quad \leftarrow \text{scaling invariant}$$



Def 0.3. For a fixed symmetric matrix \mathbf{A} , the normalized quadratic form $\frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}}$ is called a **Rayleigh quotient**.

Given also a positive definite matrix \mathbf{B} of the same size, the quantity $\frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{B} \mathbf{x}}$ is called a **generalized Rayleigh quotient**.

For the two matrices $\mathbf{A} = \begin{pmatrix} 1 & 3 \\ 3 & 2 \end{pmatrix}$ and $\mathbf{B} = \begin{pmatrix} 1 & 2 \\ 2 & 5 \end{pmatrix}$ (positive definite), we have

$$\frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}} = \frac{x_1^2 + 2x_2^2 + 6x_1x_2}{x_1^2 + x_2^2}$$

$$\frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{B} \mathbf{x}} = \frac{x_1^2 + 2x_2^2 + 6x_1x_2}{x_1^2 + 5x_2^2 + 4x_1x_2}$$

Rayleigh quotients have many applications:

- **PCA:** $\max_{\mathbf{v} \neq \mathbf{0}} \frac{\mathbf{v}^T \boldsymbol{\Sigma} \mathbf{v}}{\mathbf{v}^T \mathbf{v}}$ ($\boldsymbol{\Sigma}$: covariance matrix)
- **LDA:** $\max_{\mathbf{v} \neq \mathbf{0}} \frac{\mathbf{v}^T \mathbf{S}_b \mathbf{v}}{\mathbf{v}^T \mathbf{S}_w \mathbf{v}}$ (\mathbf{S}_b : between-class scatter, \mathbf{S}_w : within-class scatter)
- **Spectral clustering:** $\max_{\mathbf{v} \neq \mathbf{0}} \frac{\mathbf{v}^T \mathbf{L} \mathbf{v}}{\mathbf{v}^T \mathbf{D} \mathbf{v}}$ (\mathbf{L} : graph Laplacian, \mathbf{D} : degree matrix)

Theorem 0.3. For any given symmetric matrix $\mathbf{A} \in \mathbb{R}^{n \times n}$,

$$\max_{\mathbf{x} \in \mathbb{R}^n: \mathbf{x} \neq \mathbf{0}} \frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}} = \lambda_{\max} \quad (\text{when } \mathbf{x} = \text{“largest” eigenvector of } \mathbf{A})$$

$$\min_{\mathbf{x} \in \mathbb{R}^n: \mathbf{x} \neq \mathbf{0}} \frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}} = \lambda_{\min} \quad (\text{when } \mathbf{x} = \text{“smallest” eigenvector of } \mathbf{A})$$

Example 0.3. For the Rayleigh quotient $Q(\mathbf{x}) = \frac{x_1^2 + 4x_2^2 + 4x_1x_2}{x_1^2 + x_2^2}$ corresponding to the PSD matrix $\mathbf{A} = \begin{pmatrix} 1 & 2 \\ 2 & 4 \end{pmatrix}$,

- The maximum value of $Q(\mathbf{x})$ is 5, achieved at $\mathbf{x} = \frac{1}{\sqrt{5}}(1, 2)^T$;
- The minimum is 0, achieved at $\mathbf{x} = \frac{1}{\sqrt{5}}(-2, 1)^T$

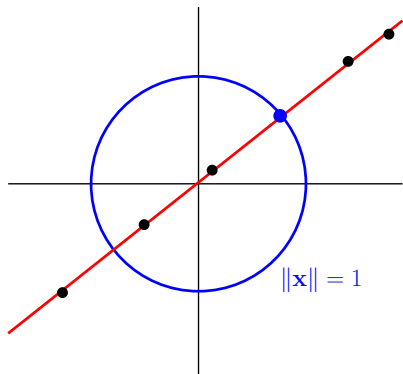
The overall range of the Rayleigh quotient is thus $[0, 5]$.

Proof: (1) **by linear algebra:**

$$\max_{\mathbf{x} \neq \mathbf{0} \in \mathbb{R}^n} \frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{x}}$$

Since the quotient is scaling invariant, we only need to focus on the unit sphere:

$$\max_{\mathbf{x} \in \mathbb{R}^n: \|\mathbf{x}\|=1} \mathbf{x}^T \mathbf{A} \mathbf{x}$$



(2) **by multivariable calculus:**

$$\max_{\mathbf{x} \in \mathbb{R}^n} \mathbf{x}^T \mathbf{A} \mathbf{x} \quad \text{subject to } \|\mathbf{x}\|^2 = 1$$

Linear algebra approach

Proof. Let $\mathbf{A} = \mathbf{Q}\mathbf{\Lambda}\mathbf{Q}^T$ be the spectral decomposition, where $\mathbf{Q} = [\mathbf{q}_1, \dots, \mathbf{q}_n]$ is orthogonal and $\mathbf{\Lambda} = \text{diag}(\lambda_1, \dots, \lambda_n)$ is diagonal with sorted diagonals from large to small. Then for any unit vector \mathbf{x} ,

$$\mathbf{x}^T \mathbf{A} \mathbf{x} = \mathbf{x}^T (\mathbf{Q} \mathbf{\Lambda} \mathbf{Q}^T) \mathbf{x} = (\mathbf{x}^T \mathbf{Q}) \mathbf{\Lambda} (\mathbf{Q}^T \mathbf{x}) = \mathbf{y}^T \mathbf{\Lambda} \mathbf{y}$$

where $\mathbf{y} = \mathbf{Q}^T \mathbf{x}$ is also a unit vector:

$$\|\mathbf{y}\|^2 = \mathbf{y}^T \mathbf{y} = (\mathbf{Q}^T \mathbf{x})^T (\mathbf{Q}^T \mathbf{x}) = \mathbf{x}^T \mathbf{Q} \mathbf{Q}^T \mathbf{x} = \mathbf{x}^T \mathbf{x} = 1.$$

So the original optimization problem becomes the following one:

$$\max_{\mathbf{y} \in \mathbb{R}^n: \|\mathbf{y}\|=1} \mathbf{y}^T \underbrace{\mathbf{\Lambda}}_{\text{diagonal}} \mathbf{y}$$

To solve this new problem, write $\mathbf{y} = (y_1, \dots, y_n)^T$. It follows that

$$\mathbf{y}^T \mathbf{\Lambda} \mathbf{y} = \sum_{i=1}^n \underbrace{\lambda_i}_{\text{fixed}} y_i^2 \quad (\text{subject to } y_1^2 + y_2^2 + \dots + y_n^2 = 1)$$

Because $\lambda_1 \geq \lambda_2 \geq \dots \geq \lambda_n$, when $y_1^2 = 1, y_2^2 = \dots = y_n^2 = 0$ (i.e., $\mathbf{y} = \pm \mathbf{e}_1$), the quadratic form attains its maximum value $\mathbf{y}^T \mathbf{\Lambda} \mathbf{y} = \lambda_1$.

In terms of the original variable \mathbf{x} , the maximizer is

$$\mathbf{x} = \mathbf{Q} \mathbf{y} = \mathbf{Q}(\pm \mathbf{e}_1) = \pm \mathbf{q}_1.$$

Multivariable calculus approach

Proof. Alternatively, we can use the method of Lagrange multipliers to prove the theorem.

First, we form the Lagrangian function

$$L(\mathbf{x}, \lambda) = \mathbf{x}^T \mathbf{A} \mathbf{x} - \lambda(\|\mathbf{x}\|^2 - 1).$$

Next, we need to compute the partial derivatives $\frac{\partial L}{\partial \mathbf{x}} = \left(\frac{\partial L}{\partial x_1}, \dots, \frac{\partial L}{\partial x_n}\right)^T$, $\frac{\partial L}{\partial \lambda}$ and set them equal to zero (in order to find its critical points).

For this goal, we need to know how to differentiate functions like $\mathbf{x}^T \mathbf{A} \mathbf{x}$, $\|\mathbf{x}\|^2$ with respect to the vector-valued variable \mathbf{x} .

We present a few formulas of such kind on next slide.

Proposition 0.4. For any fixed symmetric matrix $\mathbf{A} \in \mathbb{R}^{n \times n}$, fixed rectangular matrix $\mathbf{B} \in \mathbb{R}^{m \times n}$ and fixed vector $\mathbf{a} \in \mathbb{R}^n$, we have

$$\begin{aligned} \frac{\partial}{\partial \mathbf{x}} (\mathbf{a}^T \mathbf{x}) &= \mathbf{a}, & \frac{\partial}{\partial \mathbf{x}} (\|\mathbf{x}\|^2) &= 2\mathbf{x} \\ \frac{\partial}{\partial \mathbf{x}} (\mathbf{x}^T \mathbf{A} \mathbf{x}) &= 2\mathbf{A} \mathbf{x}, & \frac{\partial}{\partial \mathbf{x}} (\|\mathbf{B} \mathbf{x}\|^2) &= 2\mathbf{B}^T \mathbf{B} \mathbf{x} \end{aligned}$$

Proof. Each of the top two identities can be verified by direct calculation of the k th partial derivative, for each $1 \leq k \leq n$:

$$\begin{aligned}\frac{\partial}{\partial x_k} (\mathbf{a}^T \mathbf{x}) &= \frac{\partial}{\partial x_k} \left(\sum a_i x_i \right) = a_k \\ \frac{\partial}{\partial x_k} (\|\mathbf{x}\|^2) &= \frac{\partial}{\partial x_k} \left(\sum x_i^2 \right) = 2x_k.\end{aligned}$$

For the third identity involving $\mathbf{x}^T \mathbf{A} \mathbf{x}$,

$$\begin{aligned}\frac{\partial}{\partial x_k}(\mathbf{x}^T \mathbf{A} \mathbf{x}) &= \frac{\partial}{\partial x_k} \left(\sum_i \sum_j a_{ij} x_i x_j \right) \\ &= \frac{\partial}{\partial x_k} \left(\sum_{\substack{j \neq k \\ i=k}} a_{kj} x_k x_j + \sum_{\substack{i \neq k \\ j=k}} a_{ik} x_i x_k + a_{kk} x_k^2 \right) \\ &= \sum_{j \neq k} a_{kj} x_j + \sum_{i \neq k} a_{ik} x_i + 2a_{kk} x_k \\ &= \sum_j a_{kj} x_j + \sum_i x_i a_{ik} \\ &= \mathbf{A}(k, :)\mathbf{x} + \mathbf{x}^T \mathbf{A}(:, k) \\ &= 2\mathbf{A}(k, :)\mathbf{x} \quad (\text{since } \mathbf{A} \text{ is symmetric})\end{aligned}$$

Collectively, we have

$$\frac{\partial}{\partial \mathbf{x}} (\mathbf{x}^T \mathbf{A} \mathbf{x}) = \begin{bmatrix} \frac{\partial}{\partial x_1} (\mathbf{x}^T \mathbf{A} \mathbf{x}) \\ \vdots \\ \frac{\partial}{\partial x_n} (\mathbf{x}^T \mathbf{A} \mathbf{x}) \end{bmatrix} = \begin{bmatrix} 2\mathbf{A}(1, :)\mathbf{x} \\ \vdots \\ 2\mathbf{A}(n, :)\mathbf{x} \end{bmatrix} = 2\mathbf{A}\mathbf{x}$$

The last identity can then be verified by writing

$$\|\mathbf{B}\mathbf{x}\|^2 = (\mathbf{B}\mathbf{x})^T (\mathbf{B}\mathbf{x}) = \mathbf{x}^T (\mathbf{B}^T \mathbf{B}) \mathbf{x}$$

and applying the third identity. □

Now, applying the formulas obtained previously, we have

$$\begin{aligned}\frac{\partial L}{\partial \mathbf{x}} &= 2\mathbf{A}\mathbf{x} - \lambda(2\mathbf{x}) = 0 &\longrightarrow & \mathbf{A}\mathbf{x} = \lambda\mathbf{x} \\ \frac{\partial L}{\partial \lambda} &= \|\mathbf{x}\|^2 - 1 = 0 &\longrightarrow & \|\mathbf{x}\|^2 = 1\end{aligned}$$

This implies that \mathbf{x}, λ must be a (normalized) eigenpair of \mathbf{A} . For any solution $\lambda = \lambda_i, \mathbf{x} = \mathbf{v}_i$, the objective function $\mathbf{x}^T \mathbf{A} \mathbf{x}$ takes the value

$$\mathbf{v}_i^T \mathbf{A} \mathbf{v}_i = \mathbf{v}_i^T (\lambda_i \mathbf{v}_i) = \lambda_i \|\mathbf{v}_i\|^2 = \lambda_i.$$

Therefore, the eigenvector \mathbf{v}_1 (corresponding to largest eigenvalue λ_1 of \mathbf{A}) is the global maximizer, and it yields the absolute maximum value λ_1 . Similarly, the eigenvector \mathbf{v}_n corresponding to the smallest eigenvalue λ_n is the global minimizer with absolute minimum λ_n .

The generalized Rayleigh quotient problem

Corollary 0.5. For a fixed symmetric matrix \mathbf{A} , and a fixed positive definite matrix \mathbf{B} of the same size, the extreme values λ of the generalized Rayleigh quotient $\frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{B} \mathbf{x}}$ (and the corresponding vectors \mathbf{v}) satisfy

$$\mathbf{A} \mathbf{v} = \lambda \mathbf{B} \mathbf{v} \quad \iff \quad \mathbf{B}^{-1} \mathbf{A} \mathbf{v} = \lambda \mathbf{v}$$

Remark. The left equation is called a **generalized eigenvalue problem**, which can be easily solved in MATLAB:

- $E = \text{eig}(A, B)$ produces a column vector E containing the generalized eigenvalues of square matrices A and B .
- $[V, D] = \text{eig}(A, B)$ produces a diagonal matrix D of generalized eigenvalues and a full matrix V whose columns are the corresponding eigenvectors.

Proof. There are two ways to prove this result:

- **Substitution method:** Since \mathbf{B} is PD, it has a square root, denoted as $\mathbf{B}^{1/2}$ (which is also PD and thus invertible). Let $\mathbf{y} = \mathbf{B}^{1/2}\mathbf{x}$. Then the denominator can be written as

$$\mathbf{x}^T \mathbf{B} \mathbf{x} = \mathbf{x}^T \mathbf{B}^{1/2} \mathbf{B}^{1/2} \mathbf{x} = \mathbf{y}^T \mathbf{y}$$

Substitute $\mathbf{x} = (\mathbf{B}^{1/2})^{-1} \mathbf{y} \stackrel{\text{denote}}{=} \mathbf{B}^{-1/2} \mathbf{y}$ into the numerator to rewrite it in terms of the new variable \mathbf{y} . This will convert the generalized Rayleigh quotient problem back to a regular Rayleigh quotient problem, which has already been solved. The rest of the proof is left as homework.

- **Method of Lagrange multipliers:** The optimization of the generalized Rayleigh quotient

$$\max_{\mathbf{x} \neq \mathbf{0}} \frac{\mathbf{x}^T \mathbf{A} \mathbf{x}}{\mathbf{x}^T \mathbf{B} \mathbf{x}}$$

is equivalent to the following constrained optimization problem:

$$\max_{\mathbf{x} \in \mathbb{R}^n} \mathbf{x}^T \mathbf{A} \mathbf{x} \quad \text{subject to} \quad \mathbf{x}^T \mathbf{B} \mathbf{x} = 1$$

Now, we can apply the method of Lagrange multipliers with the Lagrangian function

$$L(\mathbf{x}, \lambda) = \mathbf{x}^T \mathbf{A} \mathbf{x} - \lambda(\mathbf{x}^T \mathbf{B} \mathbf{x} - 1).$$

The remaining steps are also left as homework.