Numbersense: How to Use Big Data to Your Advantage

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How to make simple sense of complex statistics--from the author of *Numbers Rule Your World*

We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not.

Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data.

The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations.

In *Numbersense*, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data "experts"--and when you should say, "Wait . . . what?" He delves deeply into a wide range of topics, offering the answers to important questions, such as:

- How does the college ranking system really work?
- Can an obesity measure solve America's biggest healthcare crisis?
- Should you trust current unemployment data issued by the government?
- How do you improve your fantasy sports team?
- Should you worry about businesses that track your data?

Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there.

Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes off in your head when something just doesn't seem to add up.

Praise for *Numbersense*

"*Numbersense* correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned?in short, a great way to acquire your own sense of numbers!"
Thomas H. Davenport, coauthor of *Competing on Analytics* and President's Distinguished Professor of IT and Management, Babson College

"Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now."
Avinash Kaushik, Digital Marketing Evangelist, Google, and author, *Web Analytics 2.0*

"Each story in *Numbersense* goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning."

John Sall, Executive Vice President, SAS Institute

"Kaiser Fung breaks the bad news?a ton more data is no panacea?but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need *Numbersense*."
Eric Siegel, founder, Predictive Analytics World, and author, *Predictive Analytics*

"I laughed my way through this superb-useful-fun book and learned and relearned a lot. Highly recommended!"
Tom Peters, author of *In Search of Excellence*

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John Lee:

As people who live in typically the modest era should be up-date about what going on or information even knowledge to make these keep up with the era that is certainly always change and move forward. Some of you maybe can update themselves by reading books. It is a good choice for you personally but the problems coming to a person is you don't know what type you should start with. This Numbersense: How to Use Big Data to Your Advantage is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and wish in this era.

Robin Curtin:

In this time globalization it is important to someone to find information. The information will make anyone to understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, newspapers, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. Typically the book that recommended to you is Numbersense: How to Use Big Data to Your Advantage this reserve consist a lot of the information on the condition of this world now. This book was represented how do the world has grown up. The language styles that writer value to explain it is easy to understand. The particular writer made some research when he makes this book. This is why this book suited all of you.

Doris Whobrey:

What is your hobby? Have you heard this question when you got scholars? We believe that that query was given by teacher for their students. Many kinds of hobby, Every individual has different hobby. So you know that little person similar to reading or as studying become their hobby. You should know that reading is very important along with book as to be the issue. Book is important thing to add you knowledge, except your current teacher or lecturer. You find good news or update about something by book. Different categories of books that can you go onto be your object. One of them are these claims Numbersense: How to Use Big Data to Your Advantage.

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