

FROM THE BESTSELLING AUTHOR OF  
*NUMBERS RULE YOUR WORLD*

HOW TO USE **BIG DATA**  
TO YOUR ADVANTAGE

# NUMBER SENSE

**KAISER FUNG**

# Numbersense How Data Your Advantage

**Randy Deutsch**



## **Numbersense How Data Your Advantage:**

*Numbersense: How to Use Big Data to Your Advantage* Kaiser Fung, 2013-07-12 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*.

**Endemic** Kari Nixon, Lorenzo Servitje, 2016-09-01 This book develops a new multimodal theoretical model of contagion for interdisciplinary scholars, featuring contributions from influential scholars spanning the fields of medical humanities, philosophy, political science, media studies, technoculture, literature, and bioethics. Exploring the nexus of

contagion's metaphorical and material aspects this volume contends that contagiousness in its digital metaphorical and biological forms is a pervasively endemic condition in our contemporary moment The chapters explore both endemicity itself and how epidemic discourse has become endemic to processes of social construction Designed to simultaneously prime those new to the discourse of humanistic perspectives of contagion complicate issues of interest to seasoned scholars of science and technology studies and add new topics for debate and inquiry in the field of bioethics Endemic will be of wide interest for researchers and educators

**101 "e;Insanely Great"e; Resources -- Big Data** Benjamin Kerschberg, 2014-04-03 101 e Insanely Great Resources BIG DATA is an easy to use introduction to the world of Big Data particularly to 101 important resources for understanding the topic It is filled with embedded links that take you directly to the Big Data section of a particular resource or to more specific sites such as Data Science Central or journals

**The Number Sense : How the Mind Creates Mathematics** Stanislas Dehaene Research Affiliate Institut National de la Sante et de la Recherche Medicale, 1997-11-06 Our understanding of how the human brain performs mathematical calculations is far from complete But in recent years there have been many exciting scientific discoveries some aided by new imaging techniques which allow us for the first time to watch the living mind at work and others by ingenious experiments conducted by researchers all over the world There are still perplexing mysteries how for instance do idiot savants perform almost miraculous mathematical feats but the picture is growing steadily clearer In The Number Sense Stanislas Dehaene offers general readers a first look at these recent stunning discoveries in an enlightening exploration of the mathematical mind Dehaene a mathematician turned cognitive neuropsychologist begins with the eye opening discovery that animals including rats pigeons raccoons and chimpanzees can perform simple mathematical calculations and he describes ingenious experiments that show that human infants also have a rudimentary number sense American scientist Karen Wynn for instance using just a few Mickey Mouse toys and a small puppet theater proved that five month old infants already have the ability to add and subtract Further Dehaene suggests that this rudimentary number sense is as basic to the way the brain understands the world as our perception of color or of objects in space and like these other abilities our number sense is wired into the brain But how then did the brain leap from this basic number ability to trigonometry calculus and beyond Dehaene shows that it was the invention of symbolic systems of numerals that started us on the climb to higher mathematics and in a marvelous chapter he traces the history of numbers from early times when people indicated a number by pointing to a part of their body even today in many societies in New Guinea the word for six is wrist to early abstract numbers such as Roman numerals chosen for the ease with which they could be carved into wooden sticks to modern numbers On our way we also discover many fascinating facts for example because Chinese names for numbers are so short Chinese people can remember up to nine or ten digits at a time English speaking people can only remember seven Dehaene also explores the unique abilities of idiot savants and mathematical geniuses asking what might explain their special mathematical talent And we meet people whose minute brain

lesions render their mathematical ability useless one man in fact who is certain that two and two is three Using modern imaging techniques PET scans and MRI Dehaene reveals exactly where in the brain numerical calculation takes place But perhaps most important The Number Sense reaches many provocative conclusions that will intrigue anyone interested in mathematics or the mind Dehaene argues for instance that many of the difficulties that children face when learning math and which may turn into a full blown adult innumeracy stem from the architecture of our primate brain which has not evolved for the purpose of doing mathematics He also shows why the human brain does not work like a computer and that the physical world is not based on mathematics rather mathematics evolved to explain the physical world the way that the eye evolved to provide sight A truly fascinating look at the crossroads where numbers and neurons intersect The Number Sense offers an intriguing tour of how the structure of the brain shapes our mathematical abilities and how our mathematics opens up a window on the human mind

HBR Guide to Data Analytics Basics for Managers (HBR Guide Series) Harvard Business Review,2018-03-13 Don't let a fear of numbers hold you back Today's business environment brings with it an onslaught of data Now more than ever managers must know how to tease insight from data to understand where the numbers come from make sense of them and use them to inform tough decisions How do you get started Whether you're working with data experts or running your own tests you'll find answers in the HBR Guide to Data Analytics Basics for Managers This book describes three key steps in the data analysis process so you can get the information you need study the data and communicate your findings to others You'll learn how to Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes

*Data-Driven Design and Construction* Randy Deutsch,2015-08-27 In this comprehensive book Professor Randy Deutsch has unlocked and laid bare the twenty first century codice nascosto of architecture It is data Big data Data as driver This book offers us the chance to become informed and knowledgeable pursuers of data and the opportunities it offers to making architecture a wonderful useful and smart art form From the Foreword by James Timberlake FAIA Written for architects engineers contractors owners and educators and based on today's technology and practices Data Driven Design and Construction 25 Strategies for Capturing Applying and Analyzing Building Data addresses how innovative individuals and firms are using data to remain competitive while advancing their practices seeks to address and rectify a gap in our learning by explaining to architects engineers contractors and owners and students of these fields how to acquire and use data to make more informed decisions documents how data driven design is the new frontier of the convergence between BIM and architectural computational analyses and associated tools is a book of adaptable strategies you and your organization can apply today to make the most of the data you have at your fingertips Data Driven Design and Construction was written to help design practitioners and their project teams make better use of BIM and leverage data throughout the building lifecycle

Text Mining Gabe Ignatow,Rada Mihalcea,2016-04-20 Online

communities generate massive volumes of natural language data and the social sciences continue to learn how to best make use of this new information and the technology available for analyzing it Text Mining brings together a broad range of contemporary qualitative and quantitative methods to provide strategic and practical guidance on analyzing large text collections This accessible book written by a sociologist and a computer scientist surveys the fast changing landscape of data sources programming languages software packages and methods of analysis available today Suitable for novice and experienced researchers alike the book will help readers use text mining techniques more efficiently and productively

**Math Advantage** Grace M. Burton,1999 Indian National Bibliography B. S. Kesavan,2015-12 **Math Advantage, Grade 8** Grace M. Burton,Harcourt Brace,1998-05-22 Today's Mathematics, Concepts and Classroom Methods James W. Heddens,William R. Speer,2000-08-25 This classic allows readers to easily build a valuable set of ideas and reference materials for actual classroom use Designed to aid the teacher in understanding mathematical concepts and relationships the authors reflect recent recommendations from the National Council of Teachers of Mathematics Standards 2000

Mathematics Teaching in the Middle School ,2008-08 **Today's Mathematics, Concepts and Classroom Methods, and Instructional Activities** James W. Heddens,William R. Speer,2005-04-11 From principles to practice all the tools you need to be an effective mathematics teacher Now combining theory methods and instructional activities in one convenient volume Heddens and Speer s Eleventh Edition of Today s Mathematics provides a valuable set of ideas and reference materials for actual classroom use The text will help you thoroughly understand what you need to teach to meet today s NCTM standards and how to present it in the most effective way possible This edition features a fully integrated CD of teacher resources With Today s Mathematics 11e you can Learn about contemporary philosophies and psychologies of learning teaching and assessing mathematics Explore the nature and scope of a beginning mathematics program for the primary grades Master the content strands commonly found in pre K Grade 8 mathematics curricula Examine the roles of problem solving decision making and communication in mathematics Discover effective ways to use tools such as calculators computers and technology in the classroom New virtual manipulatives CD The enclosed CD features a library of interactive web based manipulatives for mathematics instruction The CD also includes an overview of eight content strands a checklist of mathematical concepts organized by concept clusters several thematic mathematics activities and a vignette from the NCTM Also available from Wiley Jossey Bass **The Math Teacher s Book of Lists** 2nd Edition Judith A Muschla Gary Robert Muschla ISBN 0 7879 7398 X **THE Journal** ,1995 **Elementary and Middle School Mathematics** John A. Van de Walle,2004 World Windows introduces young learners to essential themes and concepts in Science and Social Studies through National Geographic photography and content Using non fiction readings World Windows helps to develop young learnerse tm fluency in English and ignites their curiosity about the world around them Financial Executive ,1968

**Mathematics Methods for Elementary and Middle School Teachers** Mary M. Hatfield,Nancy Tanner Edwards,Gary

G. Bitter, 2007-11-02 Always on the cutting edge of mathematics teaching the new Sixth Edition continues to integrate technology with hands on experience and the latest research and standards The CD packaged with this book features videos with guiding questions to analyze real teacher student interaction in the hard to teach math concepts It also includes colored patterns to download that will help readers practice hands on manipulations as they prepare for interactive test items

**Course 1 Applications and Connections** Glencoe/McGraw-Hill, 1998-02      The Software Encyclopedia , 1988

**Math in My World** , 1998

## Whispering the Strategies of Language: An Psychological Quest through **Numbersense How Data Your Advantage**

In a digitally-driven earth where screens reign great and instant interaction drowns out the subtleties of language, the profound techniques and emotional subtleties hidden within words frequently get unheard. Yet, set within the pages of **Numbersense How Data Your Advantage** a charming literary value sporting with raw feelings, lies a fantastic quest waiting to be undertaken. Composed by a talented wordsmith, that charming opus attracts readers on an introspective trip, lightly unraveling the veiled truths and profound impact resonating within ab muscles material of each and every word. Within the emotional depths of the touching evaluation, we can embark upon a honest exploration of the book is primary themes, dissect its charming writing model, and yield to the powerful resonance it evokes heavy within the recesses of readers hearts.

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