

Numbersense How Data Your Advantage

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Numbersense: How to Use Big Data to Your Advantage 1st Edition

Numbersense: How to Use Big Data to Your Advantage. 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.

Numbersense: How to Use Big Data to Your Advantage by ...

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 ...

Numbersense: How to Use Big Data to Your Advantage 1 ...

Fung coins the term "numbersense," which is the one quality he desires most in a data analyst. Numbersense adds a critical third dimension to the two other essential traits--technical ability and business thinking. It is an intangible ability that Fung defines as the noise that sounds in your head when you observe bad data or bad analysis.

Numbersense: How to Use Big Data to Your Advantage (a review)

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Numbersense: How to Use Big Data to Your Advantage [Book]

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Numbersense: How to Use Big Data to Your Advantage

Chapter 4 of Kaiser Fung's 2013 book Numbersense: How to Use Big Data to Your Advantage discusses some of the modeling challenges faced by Groupon, the daily deals company. Fung explores what constitutes success in targeting customers and explains the law of diminishing returns in email marketing.

Complimentary Chapter - Numbersense: How to Use Big Data ...

Get this from a library! Numbersense : how to use big data to your advantage. [Kaiser Fung] -- Authored by an expert statistician; this guide provides insight into how Big Data interpretation works - and how it too often doesn't work - so you will be able to trust the mental alarm that goes ...

Numbersense : how to use big data to your advantage (eBook ...

Fung coins the term "numbersense," which is the one quality he desires most in a data analyst. Numbersense adds a critical third dimension to the two other essential traits -- technical ability and business thinking. It is an intangible ability that Fung defines as the noise that sounds in your head when you observe bad data or bad analysis.

Book Review: Numbersense: How to Use Big Data to Your ...

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Numbersense: How to Use Big Data to Your Advantage ...

Numbersense How To Use Big Data To Your Advantage by Kaiser Fung available in Hardcover on Powells.com, also read synopsis and reviews. How to make simple sense of complex statistics--from the author of Numbers Rule Your World We live...

Numbersense How To Use Big Data To Your Advantage: Kaiser ...

The book's title is "Numbersense: How to Use Big Data to Your Advantage". After reading the book, I think the author covered the "Numbersense" part in great detail with lots of examples that aim to give the reader a sense of numbers, how numbers maybe skewed, misinterpreted, biased, and so on.

Numbersense: How to Use Big Data to Your Advantage ...

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NUMBERSENSE: How to use Big Data to Your Advantage. Numbersense is the noise in your head when you see bad data or bad analysis. In the Big Data age, when everyone is peddling stories supported by data, we all must hone our numbersense to figure out who we can trust and what is junk.

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