NUMBER SENSE

HOW TO USE BIG DATA TO YOUR ADVANTAGE

KAISER FUNG





Contents

Acknowledgments	vii
List of Figures	ix
Prologue	1
PART 1 SOCIAL DATA	17
Why Do Law School Deans Send Each Other Junk Mail?	19
2 Can a New Statistic Make Us Less Fat?	54
PART 2 MARKETING DATA	75
3 How Can Sellouts Ruin a Business?	77
4 Will Personalizing Deals Save Groupon?	95
5 Why Do Marketers Send You Mixed Messages?	112

vi CONTENTS

PART 3 ECONOMIC DATA	127
6 Are They New Jobs	
If No One Can Apply?	129
7 How Much Did You Pay	
for the Eggs?	153
PART 4 SPORTING DATA	173
8 Are You a Better Coach	
or Manager?	175
EPILOGUE	201
References	211
Index	219