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Video Review: The Future of Data Analysis

EPPS 6356 Data Visualization

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In his keynote speech, *The Future of Data Analysis*, at the Microsoft Machine Learning and Data Science Summit 2016, Dr. Edward Tufte discusses practical and surprising information about data. His examples about the ways to think about and use data are insightful and fascinating. The Phillips Curve, for example, the economic concept developed by William Phillips, is a very interesting way to think about how a logical concept can be flawed in its prediction. Tufte quotes Feynman and says that nature cannot be fooled but humans can be.

Tufte also speaks about the “Parable of Google Flu” which is about overfitting and how such errors can impact people’s confidence in data and its use. Technology trends today and the future of big data needs to be cognizant of how there can be false analysis of what the numbers are revealing. This can impact human lives in numerous ways.

Tufte recommends many articles and books to be aware of as we think about and use big data. He suggests that the pay-off in using data is to deliver learning and truth to understand the world around us.

Reference List

Tufte, Edward. 2016. *The Future of Data Analysis*. (<https://channel9.msdn.com/Events/Machine-Learning-and-Data-Sciences-Conference/Data-Science-Summit-2016/MSDSS11>).