For this week’s discussion board, I want to describe more what a data effect is in the world of data science. In our text, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*, it explains how no matter the day that you analyze and or interact with on any occasion, it will be able to tell a story be it small or large. The interesting aspect of this mentality is that you are not always going to find what you are specifically looking for in the data, but that you will learn about some relationship or information about all of it. By unintentionally uncovering this information, you now possess more knowledge about the particular data set and that is the general idea behind the data effect. For example, I want to understand the trends of younger people who are listening to hip-hop, but in the process of determining this; I was able to come across the relationship of how people who are in their forties are listening to more classical music. Even though I was unable to find my answer, I was able to unearth another answer that can prove to be useful in other situations.

Focusing on another aspect of the data effect, it is that you are not necessarily looking for the most obvious answer or relationship that may be present like if customers who purchase a baseball bat are more likely to purchase a baseball mitt or baseballs. Author Eric Siegel provides a great insight on this way of thinking,

“Poring over a potpourri of prospective predictors, PA’s aim isn’t only to assess human hunches by testing relationships that seem to make sense, but also to explore a boundless playing field of possible truths beyond the realms of intuition.”

By observing the data effect, you can examine relationships that you had no idea would play hand in hand with each other. My favorite one that I came across was, if you buy diapers, you are more likely to also buy beer. When I attempt to explain the mind set behind the data set, what comes to mind are the sayings of “expect the unexpected” or “once you eliminate the impossible, anything is possible.” Therefore, once you are able to grasp this idea, what do you do this information? Do you spend immense amounts of money to find these hidden answers and relationships that people are doing without many knowing? According to expanding companies such as Amazon, Netflix, and Tesla, the answer is yes. Within Netflix, they have more than 100 million members streaming over 125 million hours of content every day, resulting in over 60 petabytes. (Kittur, 2017) With that amount of data about how long they are watching shows or how often they pause, just imagine what kind of relationships or interesting aspects that they could uncover from this type of data. By seeing these big companies embrace the idea behind the data effect and spend much more money on research and development, we can see the importance and possibilities to explore so much more with all of the data that is being collected as a whole.

References:

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