The concept

"Data Baby" is a humorous and visually rich book which attempts to answer - using data - the "I wonder" questions that all parents have. "Data Baby" won't address the most recent medical protocol regarding infant vaccinations, vitamin supplementation during pregancy, or other serious and important topics to which a plethora of books are already devoted. Rather, it will take readers on an informative (but somewhat absurd) data-driven journey all the way from foreplay to pre-k, stopping along the way to ponder questions like:

- How many pregnancies are the result of infidelity?
- Does a child's birth month affect their performance in school and sports?
- How much sleep do parents get in the first year after birth?
- How many diapers does a baby go through (and what's the carbon footprint on all those diapers)?
- What impact did events like Ronald Reagan's election, the release of "Titanic" and 9/11 have on baby names?
- Are more babies born on full moons?

Along the way, we'll take a few unexpected detours (like why elite athletes are more likely to have female offspring, how getting a promotion affects your fertility, and where breastfeeding is most and least common). There won't be an overriding message or story, but a series of sub-stories, each accompanied by an assortment of anecdotes, charts and maps.

"Data Baby" will rely on raw census data, academic studies, and "soft" data sources (e.g., web-scraped information from twitter and google). It will be written in an informal voice, can be enjoyed non-sequentially (though the format will be sequential) and will appeal to parents (and those expecting), especially readers with a penchant for numbers.

The author

Joe Brew is a 29 year-old data scientist, statistician and epidemiologist. He works for Lendable (a bay area developing world finance start-up) and the Florida Department of Health, and has experience working for public health agencies and organizations in the US, Ethiopia, Togo, Spain and Denmark. He has a 3 month-old daughter.

Writing examples Miscellaneous:
Journalism
Book review
Opinion
Travel/narrative

Academic:
History
Sociology
Diplomacy (in French)

Scientific:
Long-form
Letter
Short-form

Analogies

Freakonomics *Stephen J. Dubner, Steven D. Levitt*
1994 customer reviews
Similarities: Humorous tone, target audience, focus on the surprising/odd
Differences: "Data Baby" will be more visual and domain-specific

A Short History of Nearly Everything *Bill Bryson*
1984 customer reviews
Similarities: Both are somewhat of a sequential ramble with an informal narrator
Differences: Each chapter in "Data Baby" will be more stand-alone, less narrative, and with shorte sub-sections

What to Expect When you're Expecting (4th Edition) *Heidi Murkoff, Sharon Mazel*
1852 customer reviews
Similarities: Target audience, information-rich
Differences: On the enterntainment-utility spectrum, "Data Baby" will foll closer to the former than the latter

Expecting Better *Emily Oster*
422 customer reviews
Similarities: Target audience, information-rich, data-driven, drawing on academic literature
Differences: "Data Baby" will be less of a "guide", more visually rich, and more entertaining

Dude, You're Gonna Be a Dad! *John Pfeiffer*
365 customer reviews

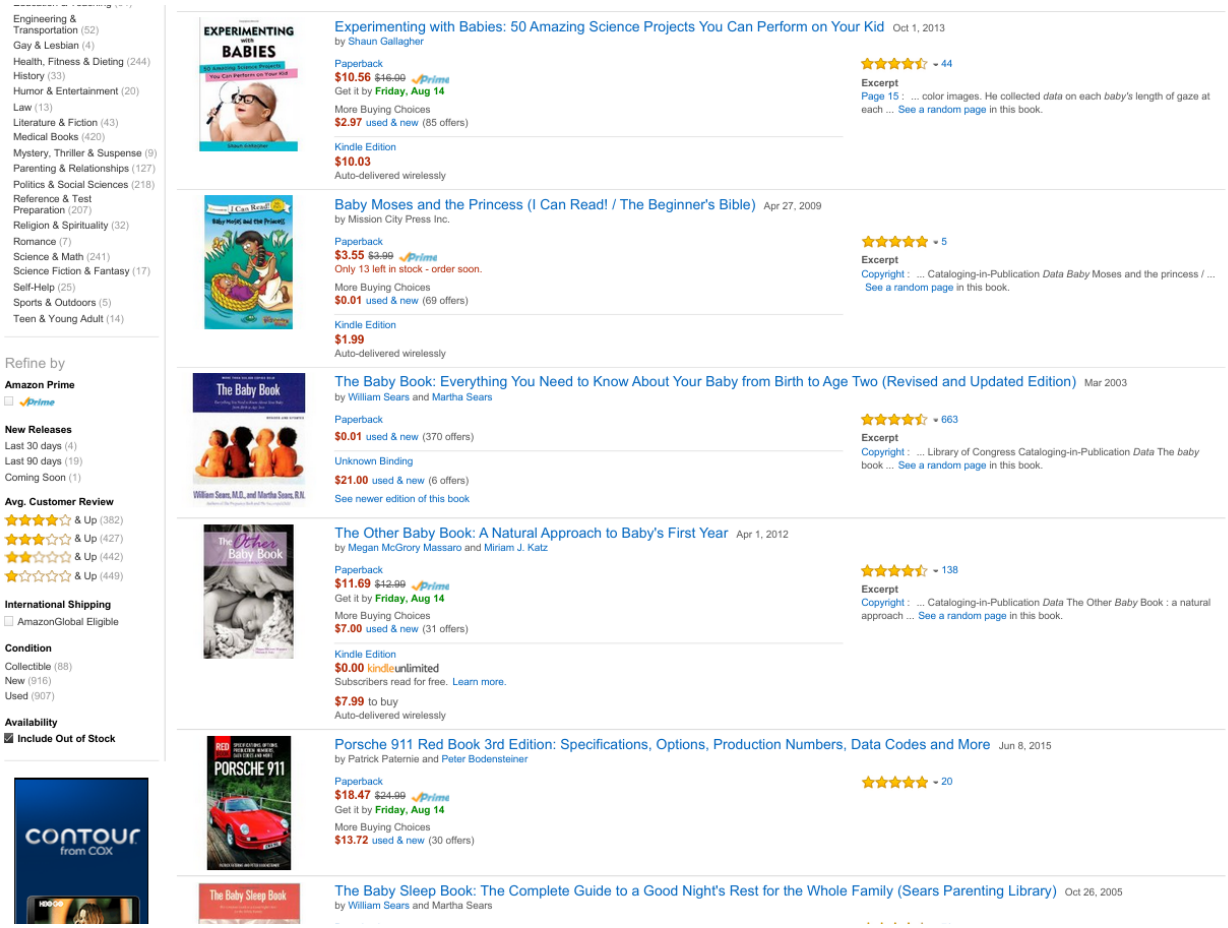
Let's Panic About Babies! *Alice Bradley, Eden M. Kennedy*
104 customer reviews

Do Chocolate Lovers Have Sweeter Babies?: The Surprising Science of Pregnancy *Jena Pincott*
41 customer reviews

The market

The market is saturated with pregnancy and parenting books (an indication of high demand), but very few are even remotely data-driven or data-related.

An Amazon search for “data baby” yields mostly electronic devices. Searching for “baby data” yields lots of hits related to “baby”, but very few related to “data”.



There is constant demand for baby books, and growing demand for and interest in data-related subjects. This is the right time for “Data Baby”.

Agents

Suzanna Gluck (Freakonomics)
Lisa Gallagher (later rounds)
Lynn Grady (later rounds)

Jed Mattes (A Short History of Nearly Everything - deceased)

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