

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 pregnancy, 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](#)

Analogs

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 shorter 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 entertainment-utility spectrum, “Data Baby” will fall 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”.

Engineering & Transportation (52)

Gay & Lesbian (4)

Health, Fitness & Dieting (244)

History (33)

Humor & Entertainment (20)

Law (13)

Literature & Fiction (43)

Medical Books (420)

Mystery, Thriller & Suspense (9)

Parenting & Relationships (127)

Politics & Social Sciences (218)

Reference & Test Preparation (207)

Religion & Spirituality (32)

Romance (7)

Science & Math (241)

Science Fiction & Fantasy (17)

Self-Help (25)

Sports & Outdoors (5)

Teen & Young Adult (14)

Refine by

Amazon Prime

☐ Prime

New Releases

Last 30 days (4)

Last 90 days (19)

Coming Soon (1)

Avg. Customer Review

★★★★★ & Up (382)

★★★★☆ & Up (427)

★★★☆☆ & Up (442)

★★☆☆☆ & Up (449)

International Shipping

☐ AmazonGlobal Eligible

Condition


Collectible (88)


New (916)

Used (907)


Availability

☒ Include Out of Stock



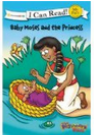


Experimenting with Babies: 50 Amazing Science Projects You Can Perform on Your Kid Oct 1, 2013
by Shaun Gallagher


Paperback
\$10.56 ~~\$16.99~~ 
Get it by **Friday, Aug 14**

More Buying Choices
\$2.97 used & new (85 offers)

Kindle Edition
\$10.03
Auto-delivered wirelessly

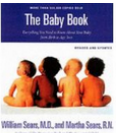


Baby Moses and the Princess (I Can Read! / The Beginner's Bible) Apr 27, 2009
by Mission City Press Inc.

Paperback
\$3.55 ~~\$3.99~~ 
Only 13 left in stock - order soon.

More Buying Choices
\$0.01 used & new (69 offers)

Kindle Edition
\$1.99
Auto-delivered wirelessly




The Baby Book: Everything You Need to Know About Your Baby from Birth to Age Two (Revised and Updated Edition) Mar 2003
by William Sears and Martha Sears


Paperback
\$0.01 used & new (370 offers)

Unknown Binding
\$21.00 used & new (6 offers)

See newer edition of this book




The Other Baby Book: A Natural Approach to Baby's First Year Apr 1, 2012
by Megan McGrory Massaro and Miriam J. Katz

Paperback
\$11.69 ~~\$12.99~~ 
Get it by **Friday, Aug 14**


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\$7.99 to buy
Auto-delivered wirelessly



Porsche 911 Red Book 3rd Edition: Specifications, Options, Production Numbers, Data Codes and More Jun 8, 2015
by Patrick Paternie and Peter Bodensteiner

Paperback
\$18.47 ~~\$24.99~~ 
Get it by **Friday, Aug 14**

More Buying Choices
\$13.72 used & new (30 offers)



The Baby Sleep Book: The Complete Guide to a Good Night's Rest for the Whole Family (Sears Parenting Library) Oct 26, 2005
by William Sears and Martha Sears

★★★★★ ~ 44

Excerpt

Page 15 : ... color images. He collected data on each baby's length of gaze at each ... [See a random page](#) in this book.

★★★★★ ~ 5

Excerpt

Copyright : ... Cataloging-in-Publication Data Baby Moses and the princess / ... [See a random page](#) in this book.

★★★★★ ~ 663

Excerpt

Copyright : ... Library of Congress Cataloging-in-Publication Data The baby book ... [See a random page](#) in this book.

★★★★★ ~ 138

Excerpt

Copyright : ... Cataloging-in-Publication Data The Other Baby Book : a natural approach ... [See a random page](#) in this book.

★★★★★ ~ 20

Excerpt

Copyright : ... Cataloging-in-Publication Data The Baby Sleep Book : the complete guide to a good night's rest for the whole family (Sears parenting library) ... [See a random page](#) in this book.

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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