**How to be successful in a Big Data driven world?**

In the book *“Everybody lies. Big Data, New Data and What the Internet Reveals About Who We Really Are”*, the Author discusses many examples of how one can be effective in a world that seems to be obsessed with one word “data, data and data”. Although many of them are worth mentioning, I would like to discuss two here. How google, one of the world’s famous search engine captured the search engine market with their innovative ways of collecting new kinds of data and Jeff Seder, who bettered many agents in predicting the winning horses with his unconventional methods of collecting data.

Google entered the search Engine market in late 1990s when there were already a bunch of search engines that are unreliable in fetching the data that users wanted. If we searched for a word, all they did was gathering the websites that referred that word most no. of times. Google did it differently by collecting new kind of data that is more relevant and appropriate to the word searched.

It was largely believed earlier that pedigree of a horse plays a very important role in predicting whether it’ll be successful in a race or not. But Sedar never believed in these conventional ways of predicting. He believed in data and collected different attributes of horses, including the sizes of horse’s internal organs. He finally found that the size of heart, especially left ventricle was a huge contributor in predicting a horse’s success on a rack track.

From the above two examples we can understand that collecting the right data is more important than the amount of data. Although I disagree with the Author’s opinion that in prediction world, we just need to know if something works, a scientific explanation in strong co-relation would help us in trusting the data.

**References:**

 Stephens-Davidowitz, Seth (2017). *Everybody lies. Big Data, New Data and What the Internet Reveals About Who We Really Are.* New York, NY: Harper Collins.