



DESCRIBE THE  
**SHAPE** OF OUR  
DATA, NOT ITS  
**NAME**

A black and white photograph of a woman lying down with her eyes closed, smiling, and holding a baby in a car seat. The woman is wearing a patterned top. The baby is in a car seat with a patterned cover. The word "REASONING" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**REASONING**