Right Brained Analytics (Inclusive Analytics)

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Ive been thinking about how the human brain thinks, between the left and right brain, and the way we approach analytics. As I see it, the left brain approach, which is called audio-sequential, is to undertake a cognitive process by gather the different pieces of information, and one by one putting it together to build up the scenario / decision. While the right brained approach, which is called visual spatial, is to already have the scenario, and then dissect it apart to its various components that makes the decisions, etc.

As I see it, the left brained approach is the current way that analytics works, which is to reduce the noise, stream line the process, and have as little data as possible to achieve an economy in computing time. However, I wonder that we are missing in, what we are throwing out, ignoring, etc, as part of the discovery process.

So the type of analytics I am talking about is where, you have as much data as possible, and you use which ever tools you have available to search for as many different hierarchies, relationships, connections, patterns, and correlations that you can find, to help explore and explain the dataset, and the problem at hand.

So by this right brained processes, I content that you undertake as many transformations as possible, build up the dataset to be as big as it can be, and that you explore the hell out of it. I believe that transformations, such as reshape, compression, stratification, conversions, recode, to base scales, etc are just as important to the modeling process as the building of the model itself.

for example, if you have a money variable that has a value of $4.80. Its representation in the dataset should be.

1 - $4.80
2 - 480 (as numeric)
3 - 480 (as text)
4 - 450 (as stratification numeric)
5 - 450-550 (as stratification text)
6 - 48 (percentile as numeric)
7 - 48 (Percentile as numeric)

By treating a numerical value as a numeric, text, and stratification, you can increase the number of different statistical tests and model types you can apply. By undertaking other

you are left with one of two, etc.

I have started up a right brained analytics group for people who are int
this idea with me.

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Mark A. Norrie • 1st
Medical Data Scientist at icare NSW

You do realize that no competent neuroscientists believe that old left/brain canard any more?

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Tony Nolan OAM • You
Data Scientist

4y ···

Hi Mark. Yes I know its a disputed term, but people confuse sex and gender, and spread the fallacy that there are 24 hours in a day, every second of the day.

While we know that the brain is not specificially one side of the other, the mean of right brain vs left brain has come to mean inclusive vs exclusive processing. ...see more

Like Reply

Doug Sinclair • 1st
Volunteer Member at NSW State Emergency Services (SES)

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IS there a relationship between right brain processing people and EIQ?

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