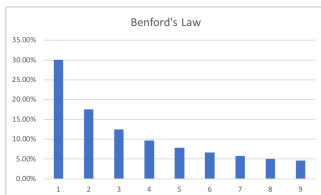
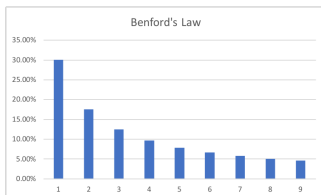


Benford's Law: logarithmic trend in first digits



Frank Benford picture source: <http://www.nigrini.com/benfordslaw.htm>

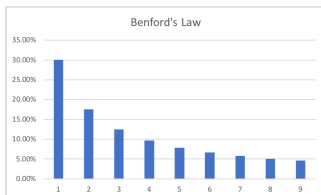
Benford's Law: logarithmic trend in first digits



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- Fraud detection of human or computer generated numbers—not definitive proof
- The larger the better, example > 500
- Not on data sets like the height of NBA basketball players

Benford's Law: logarithmic trend in first digits

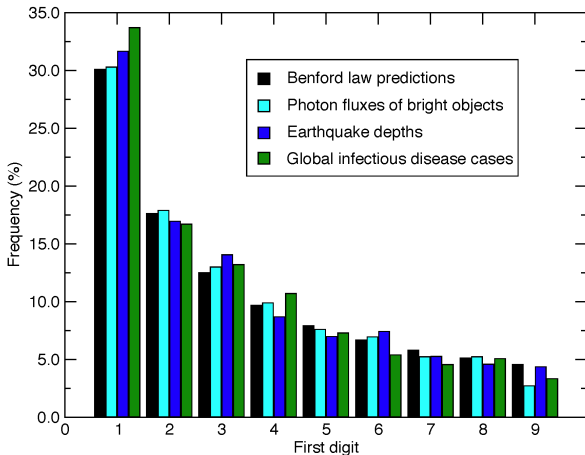


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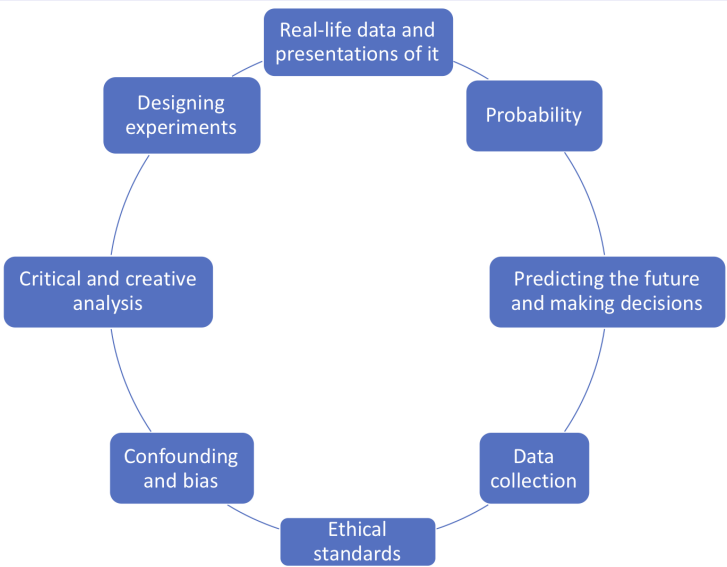
Portions adapted from “Using Excel and Benford’s Law to detect fraud” by J. Carlton Collins, CPA. *Journal of Accountancy*

Looking out for Number One



source: <http://rses.anu.edu.au/highlights/view.php?article=109>

1452 bright objects identified by the Fermi space telescope, depths of 248915 global earthquakes, and 987 reports of infectious disease numbers to World Health Organization



**Problem solving at the heart of mathematics:
visualization, generalization, making decisions**