Concept Question 9-2: Why do most data windows look alike?

One way of looking at a data window is that it gradually tapers the ends of the data segment to zero, so that the periodic extension of the windowed data segment has no abrupt changes when the ends of the segment are concatenated (adjoined), avoiding sidelobes.

So all data windows decay to zero at their ends, so that the product of the window and data segment is tapered to zero at the ends.