

Observations



PANGBORN 2017

Welcome to our Autumn newsletter!

We welcome all feedback and invite you all to check out our tweets as we have become converts to Twitter! Follow us and join the conversation.



For any further information on what Qi Statistics can offer to your business, be it statistical design, analysis, consultancy, training or software, please contact us on info@qistatistics.co.uk or +44(0)1889 345 722

AWESOME AUGUST

Pangborn '17 Conference, Rhode Island, USA

What a fantastic event and great to catch up with both new and familiar faces. As well as the usual learning opportunities, it was nice to see so many of you at our stand to try and play the statistical odds on the bingo game! Hope the winners enjoyed the champagne.



In addition, along with Tom Carr and Ingunn Berget, Qi took part in the session entitled "Escaping p-value land: The future of lean decision-making in sensory evaluation". There was lively debate about the use and "misuse" of p-values, alternative innovative methods such as Bayesian and Adaptive designs proposed and some good ideas raised to continue the advances of good statistical practice in the sensory and consumer world. If you would like to talk more please get in touch.

MOVING INTO AUTUMN



Improving Influence and Increasing Impact: Essential Skills for Industry Statisticians

September saw the launch of our new 1-day workshop 'Improving Influence and Increasing Impact: Essential Skills for Industry Statisticians' and was hosted for around 20 statisticians from all experience levels, at UCB Pharma in Slough, UK. The course was aimed at statisticians and programmers who want to improve their consultancy style interactions within their internal project teams and/or with external customers and understand the impact of their own behaviours and interaction preferences.

It covered self-awareness during our interactions, working effectively in teams, influencing, being customer focused and understanding our own consulting and leadership styles, recognising that now more than ever statisticians need to be

creative and influential thinkers with business acumen who can work with colleagues from other disciplines, not just be technical experts.

The workshop included interactive workshops to practice the skills and behaviours discussed and was a huge success with good feedback from participants.

Watch this space for the next re-run!



NEW FOR NEXT YEAR

This Autumn we are also redesigning our course programme for next year, which will feature **new offerings with Hal MacFie in May**, plus the launch of our **Bayesian Statistics 1-day course on 8th March**.

IN OTHER NEWS

NEW FOR OCTOBER!

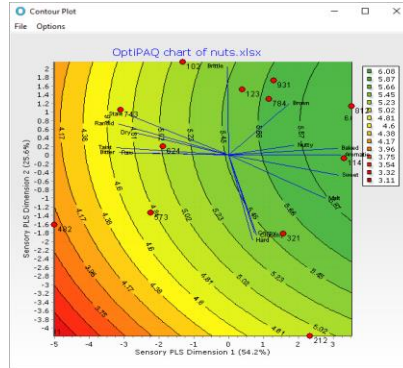


This month brings the launch of **OptiPAQ**, a Qi software tool for optimising the sensory profile of your product. This was written in house by Ian Wakeling, the developer of our popular SenPAQ software. Start from an existing product on the sensory map, and then interactively explore attribute changes that will enhance consumer liking

The tool is simple to use, but has powerful PLS or PCA regression modelling running in the background. Simply select your data, and the tool will do the rest and provide some great graphical outputs. The tool can be downloaded as a demo or purchased from our [website](#) along with a tutorial and demo dataset!

Let us know what you think!

<http://www.qistatistics.co.uk/software/optipaq>



EYEOPENR DEMO AS WEBINAR

We will soon have a FREE introduction video to our analysis software EyeOpenR we are currently developing with Logic8 (EyeQuestion Software). The webinar provides an overview of the sensory methodology and statistical analysis available. It shows the flow of the software when used stand-alone (not through EyeQuestion, but by importing your own dataset!) and gives some tips regarding functionality. We are particularly excited about the emphasis on the panel(ist) performance. The webinar ends with some NEW features that are currently in development and that will extend the capacities of EyeOpenR once these improvements are distributed to the clients. If you are interested in this FREE Webinar [let us know](#).

Quicknotes

... handy hints and explanations from Qi Statisticians!

How many blocks are needed for a Balanced Incomplete Block Design (BIBD)?

In sensory and consumer research there are often more products to test than an assessor can evaluate in a single session. In this situation an assessors' samples constitute an incomplete block, and the experiment as a whole should be based around an incomplete block design.

| Samples | Blocksize | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|----|-----|-----|----|----|--|
| | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | |
| 3 | 3 | | | | | | | | | | | | | | | | |
| 4 | 6 | 4 | | | | | | | | | | | | | | | |
| 5 | 10 | 10 | 5 | | | | | | | | | | | | | | |
| 6 | 15 | 10 | 15 | 6 | | | | | | | | | | | | | |
| 7 | 21 | 7 | 7 | 21 | 7 | | | | | | | | | | | | |
| 8 | 28 | 56 | 14 | 14 | 56 | 8 | | | | | | | | | | | |
| 9 | 36 | 12 | 18 | 18 | 12 | 36 | 9 | | | | | | | | | | |
| 10 | 45 | 30 | 15 | 18 | 15 | 30 | 45 | 10 | | | | | | | | | |
| 11 | 55 | 55 | 11 | 11 | 55 | 55 | 11 | | | | | | | | | | |
| 12 | 66 | 44 | 33 | 132 | 22 | 132 | 33 | 44 | 66 | 12 | | | | | | | |
| 13 | 78 | 26 | 13 | 39 | 26 | 26 | 39 | 13 | 26 | 78 | 13 | | | | | | |
| 14 | 91 | 182 | 91 | 182 | 91 | 26 | 91 | 182 | 91 | 14 | | | | | | | |
| 15 | 105 | 35 | 105 | 42 | 35 | 15 | 35 | 42 | 105 | 35 | 105 | 15 | | | | | |
| 16 | 120 | 80 | 20 | 48 | 16 | 80 | 30 | 80 | 16 | 48 | 20 | 80 | 120 | 16 | | | |
| 17 | 136 | 136 | 68 | 68 | 136 | 136 | 34 | 34 | 136 | 136 | 68 | 68 | 136 | 136 | 17 | | |

When planning these experiments it is very useful to know how many blocks are necessary for a balanced design, where all possible pairs of samples occur together in the same number of blocks. Given the number of samples and the block size, the table shows the smallest number of blocks that are necessary for a BIBD. Red font indicates that a design is resolvable.



UPCOMING COURSES

18-20th October, London, UK – [Hands on Consumer Test Analysis, Preference & Emotion Mapping](#).

This course aims to give you the statistical skills to analyse and interpret data from consumer trials, whether conducted in hall tests, in home use tests, within your company or on the internet.

14th November, Reading, UK – [Statistics Fundamentals for Clinical Trials for Non-Statisticians](#)

This basic but wide-ranging course covers techniques for investigating, visualising and performing basic statistical techniques on data sets typical to industry settings. This is a 1-day course, aimed to introduce statistics to people who work on Clinical Trials, but who are not Statisticians.

WEBINARS

[Discrimination Webinar \(access to recording only\)](#)

Difference Testing vs Similarity Testing – No evidence of a difference does not mean two things are the same

[Sensory Methodologies Webinar \(access to recording only\)](#)

Describing and comparing the 12 methodologies used in sensory science.

Also look out on our website for more courses coming later this year - Find more courses [here](#).