Qi statistics

Observations

Welcome to our first newsletter of 2019!

This quarter we are putting a focus on this year's upcoming training and our first ever conference – the Qi Colloquium, plus of course our regular 'quicknotes' handy hints!

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

HAPPY NEW YEAR!

Although it's slightly late we would still like to wish all our customers a Happy New Year! And we hope that we may see you at one of our events this year.

At the end of last year we announced the change in our training partnership with Hal MacFie: "*For many years, Qi has worked in partnership with Hal MacFie writing and delivering sensory and consumer training courses across the globe.*

We are sad to say Hal has finally decided to step back now, however…Qi will be carrying on in his famous footsteps. Hal has kindly given us permission to continue delivering the courses and now to manage them also. So the popular training that Hal worked so hard to ensure reached sensory and consumer researchers all over the world, will not be lost!"

This has meant a busy start to the year, getting the full program of courses, webinars and events planned and booked in. But we are pleased to say **all the courses are now advertised on our website and available to book online**.

As well as some updates to the popular 2/3 day courses **including our first course to be run in Italy**, we are also adding some new one-day courses in a 'Jamboree series' covering more targeted topics (see page 2).

colloQuium

The big event for us this year, as well as managing the Hal training courses, is our first ever Qi Conference!

Think of this as a conference, meeting, training, networking event all squeezed into 1 day to maximise efficiency, so we can all minimise time out of the office. As this is our first ever such event, we are keeping costs to a minimum to entice you along! This is a chance not to be missed.

Key features…

- Key note speakers Hal MacFie (maybe your last chance to hear Hal present!) and Hannelize van Zyl (Heineken)
- Training talks and individual bookable clinic slots from Qi staff
- See demos of all our Qi software or ask the developers for help.
- Talk to our EyeOpenR software partners – Logic8
- Meet the whole Qi team and chat about how we may be able to help you with statistical design, analysis, reporting work or bespoke software solutions.
- Network on a small and friendly scale over lunch and breaks with other sensory and consumer employees

Thursday 16th May 2019

Windsor, UK

Need a 'reason to attend' for your manager? Try some of these…

#1 The conference is highly relevant to professionals and students in the sensory and consumer industry. All the topics were selected with the target audience in mind, so 1-day packed with specialised content – an efficient way to learn fast

#2 Some of the sessions will help you to work more effectively in your job with higher quality outcomes. You may learn how other people face the same issues that you have.

#3 Do you want a chance to find out a bit more about your world from a stats perspective – that you just don't get a chance to do at bigger conferences due to competition from other talks. This will help you be more impactful in critical conversations with your business partners and you could get examples of how others in the industry are solving statistical problems.

#4 Combine your conference day with one of our pre- or post- conference training courses, to maximise the efficiency of your trip to Windsor? (see what's on)

#5 The colloquium is cheap compared to other bigger more famous conferences, so make the most of this opportunity to take part

BOOKING NOW OPEN!

colloQuium

Thursday 16th May, Windsor, UK
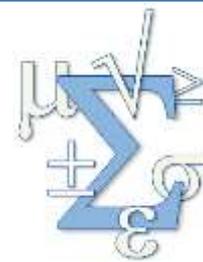
Click on the Colloquium logo to go to the booking page for more information or to book a space.
Price is just £95 exc VAT including lunch and our conference gifts!
(Academic rates and discounts available for 2 or more places)

BOOK NOW

Training Updates

Qi-Hal MacFie courses 2019

We have released the global course schedule for 2019 and the courses are now bookable online

NEXT COURSE: **Hands on Sensory statistics, Paris, 27-29 March 2019**:

- *Day 1 - Univariate Analysis of Sensory profile data*
- *Day 2 - Multivariate Analysis of Sensory Profile data*
- *Day 3 - Relating Sensory to Instrumental, Liking and Emotions Data*

JAMBOREE 1-DAY COURSES!
- Analysis of Variance Masterclass
- Intro to Bayesian Statistics for Sensory/Consumer Data
- Questionnaire Design for Consumer Research and Product Testing
- Product Optimisation Using Ingredients/Processes and Sensory/Consumer Data

See a list of global courses we are offering on the website in UK, France, Italy, US and New Zealand. Follow the links to download flyers, find out more or simply get in touch.

We also offer these courses and others **in house** for a more customised experience.

If you wish to be added to our advertising list to hear about the upcoming courses then please let us know by email or by signing up on our website.

Quicknotes *…handy hints and explanations from Qi Statisticians!*

Trimming Consumer Liking Clusters

When you use the standard clustering methods (KMEANS, AHC) all the consumers are allocated to clusters (excluding we hope the "flat liners" that you have identified and removed in your data cleaning).
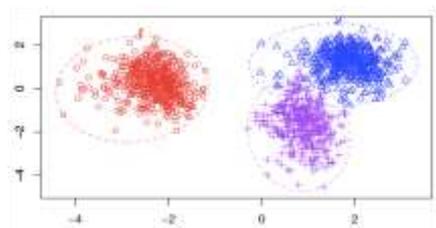
We assume then that each cluster mean gives a representative view of the preferences of each consumer within the cluster. Calculating the correlation between each consumer's individual scores and the cluster mean gives a simple measure of how well each consumer's liking pattern is reflected in the cluster average. Outlying consumers, i.e. those with low or negative correlations, can then be identified and removed to improve the cluster consistency.

Anne will give a talk on cluster trimming at the Colloquium in May.

…If you need more help with clustering you don't understand fully, get in touch or *look out for further Quicknotes…*

New Webinars

We have recently added to our list of pre-recorded webinars for sale on the website, with Panel Performance and Bayesian Networks

Bayesian Networks Webinar (Access to recording only)	£145.00 exc VAT	View
Discrimination Webinar (access to recording only)	£125.00 exc VAT	View
Panel Performance Webinar (Access to recording only)	£85.00 exc VAT	View
Sensory Methodologies Webinar (access to recording only)	£125.00 exc VAT	View

Logic8 Update

Logic8 will be present at our Colloquium in May 2019 if you want to talk to them, see a demo or have questions on any of the EyeQuestion suite of products. To keep up to date with what they are up to, **view their blog**