

Observations



Welcome to our Winter edition!

We have been busy since our last edition and 2018 looks like it's going to be another packed year with new courses, new clients and maybe some new software too! We hope to see some of you at forthcoming events, both national and international.

Season's Greetings and thanks to all for your continued support, from the Qi team!

As a thank you we have created a Xmas quiz for you to try to **win a hamper** (see last page)!

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

WINTER WARMERS

Hot off the press! [Our calendar for 1Q 2018!](#)



7-9th FEB, Brisbane - [“Visualisation and Analysis of Sensory and Consumer Data using XLSTAT”](#)

This course is scheduled to follow on from the Annual Australia and New Zealand Sensory and Consumer Science Symposium - so we hope you will choose to stay on and spend a couple of days brushing up your statistics and learning some new skills as well as enjoying an extra two evenings with colleagues in Brisbane. If you are not attending the symposium you are of course still very welcome to join the class!

22nd FEB, Melbourne - One day Hal MacFie workshop given by Anne Hasted entitled [“What's in your Statistical toolkit?”](#)

This one day workshop challenges some typical approaches to data analysis and reporting. We start by discussing statistical significance: what it means and what it may not mean and encourage greater attention to the size of effects rather than just their statistical significance. This leads us to look at multiple comparison tests - a topic of common concern. We then consider three of the most widely used mapping techniques and compare and contrast the features they reveal in the data. The day ends with a comparative analysis of classical and partial least squares regression and challenges the concept that 'complicated is always best'.

8th MAR, Reading, UK - [“Introduction to Bayesian Statistics”](#) – 1 day course given by Gemma Hodgson (flyer and booking available on website)

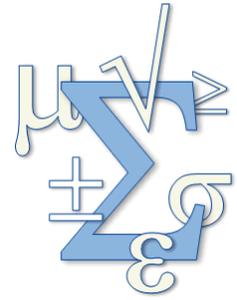
21-23 MAR, New York - [“Hands on Consumer Driven Product Optimization”](#) (see website for flyer and to book)

9-12th APR, Uruguay - [Sensometrics](#) – Pre-conference half-day tutorials by Anne Hasted & Thierry Worch

- (1) [“Ideal Profile Method”](#)
- (2) [“Insights on Product Optimization”](#)
- (3) [“Introduction to Bayesian methods for Sensory & Consumer data”](#)

WHAT'S HOT THIS WINTER?

Webinar Alert!



We are currently recording a webinar on the topic of **Bayesian Networks**, that will be available in the New Year for download. It will cover what they are, how they are built and how they could be used in context of sensory/consumer studies. For instance, possible applications might be:

- Define “Drivers of liking” and evaluate their impact on liking by estimating the strength of the connections
- Explaining liking scores using consumers’ demographic information
- Linking sensory and external data.

Get in touch for more info on release date and prices!

OptiPAQ



Our Qi tool for optimizing the sensory profile of your products has been successfully launched and the first few purchases made! Thank you for your enthusiasm! This software was developed by our very own Ian Wakeling, who also wrote our hugely successful SenPAQ software.

OptiPAQ is a powerful, yet simple to use tool, which you can use to interactively explore attribute changes that will enhance consumer liking. But don't just take our word for it, why not try it yourself by downloading a demo from this [link!](#)

Quicknotes ...handy hints and explanations from Qi Statisticians!

What is a meta-analysis??

A meta-analysis uses statistical methods to combine and quantify the outcomes of a series of similar studies into a single pooled analysis. The studies used are often pulled from the literature as well as gathered from in house. The use of the correct statistical method is important, in order to be able to correctly make adjustments for the fact the study estimates (e.g. differences between products) come from different populations and potentially different time periods and will be subject to differing sources of bias.

What are they used for?

- They can be extremely useful in providing new hypotheses
- They are often used for planning and correctly sizing new studies as they provide information on variability both within and between studies
- To judge consistency across different experimental settings
- To increase precision in smaller subgroups/populations

However, as ever, we must also be careful to avoid extra bias that these types of analyses can add in!

Hal MacFie-Qi courses

DID YOU KNOW?

Most of these courses are now offered 'virtually', enabling you to receive training from any location!

UPCOMING COURSES

March 21-23rd – Hands on Consumer Driven Product Optimization. (New York)

May 16-18th – “Hands on Consumer Test Analysis, Preference and Emotion Mapping (Kuala Lumpur)

Full details of all Hal MacFie courses can be found at this link with booking details

<http://www.halmacfie.com/>

CHRISTMAS QUIZ

CHRISTMAS HAMPER PRIZE FOR THE FIRST CORRECT ANSWER IN!

Circle the correct answers and scan and send back to gemma@qistatistics.co.uk

- 1. What is the total number of combined years that Anne and Gemma have worked at Qi?**
 - a. 25
 - b. 32
 - c. 44

- 2. Which is a better summary statistic to quantify the variability of the data points in your sample?**
 - a. Range (max-min)
 - b. Standard deviation

- 3. What programming language is used to drive our EyeOpenR statistical analysis software (co-developed with Logic8)?**
 - a. SAS
 - b. R
 - c. Python

- 4. What is the topic of our latest blog?**
 - a. Discrimination Testing
 - b. Tutorial day at Sensometrics
 - c. Bayesian Networks
 - d. ASA Statement on p-values

- 5. If you add more consumers to a consumer linking trial, will this in general**
 - a. increase the precision of an estimate of liking score
 - b. decrease the precision?

- 6. In what year did the American Statistical Association post the major announcement about the use of p-values?**
 - a. 2015
 - b. 2016
 - c. 2017

- 7. What is the last topic listed in our Manufacturing course entitled 'Experimental Design for Process Development and Improvement'?**
 - a. Optimisation
 - b. Screening Designs
 - c. Mixture Designs

- 8. What is the name of Qis most popular and long term software for analysing multivariate sensory data?**
 - a. DesignExpress
 - b. TURFPAQ
 - c. SenPAQ
 - d. OptiPAQ

9. How many Flyers containing course descriptions do we have posted on our web site for the R & D sector?

- a. 5
- b. 6
- c. 4

10. On our Sensory Training page ‘Statistics Training for Sensory Analysis’, on the image displayed of Product Quality options, which quality is NOT listed?

- a. Neutral
- b. Excellent
- c. Rubbish

11. Which has been our latest Software released, as advertised in our Autumn Newsletter?

- a. OptiPAQ
- b. SenPAQ
- c. TURFPAQ

12. How much does the latest software package from Qi cost (perpetual license)?

- a. £499
- b. £599
- c. £699

13. Who is Qi’ most prolific software developer?

- a. Anne
- b. Ian
- c. Gemma

14. Who is Qi’s most recently hired statistician?

- a. Mary
- b. Thierry
- c. Gemma

15. In which year and month are Qi planning to hold their first ever conference?

- a. May 2018
- b. May 2019
- c. May 2020

THANK YOU!

The first response back with more than 85% correct will win the hamper! So speed and quality are important...

Email it to gemma@qistatistics.co.uk