

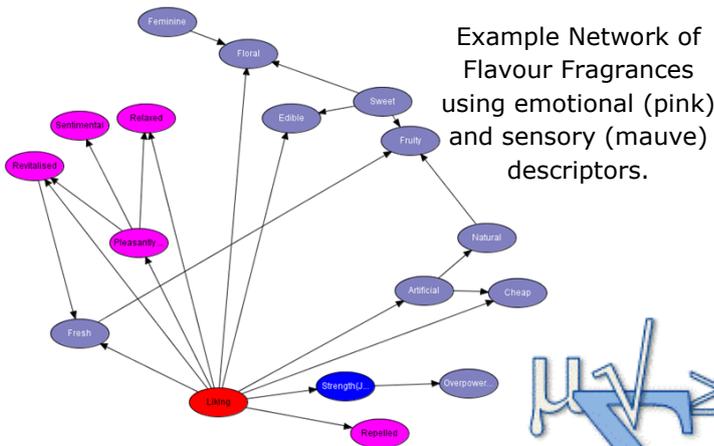


Qi Statistics is delighted to announce the appointment of Gemma Hodgson as Statistical Consultant. Gemma has worked as a statistician, project manager, trainer and business consultant for over 15 years across a wide variety of projects within large and small multidisciplinary teams. Gemma has an MSc in Medical Statistics, was a statistician and then a global project manager at Pfizer before joining Takeda Global R&D as a principal statistician in 2006. Gemma's business background and excellent statistical skills will prove invaluable to our clients wanting to maximise information for competitive advantage from their data.

The World of Bayesian Networks

A Bayesian network is a probabilistic model that represents graphically the conditional dependencies between variables. Researchers often use consumer and expert panels to collect various quantitative measures of a product's appeal. These measures may include contextual, sensory, emotional, usage and analytical product scores as well as measures of consumer acceptability. A Bayesian network of this data gives a graphical representation of both the key drivers of acceptability and also the inter-relationships and hierarchies between the descriptor variables, identifying both linear and non-linear relationships. We can use the resulting network for dynamic product optimisation or as a framework for further structured model building.

Contact us and we can advise you on whether your study area is suitable for these techniques and any potential benefits you may gain from their application.



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Improving the reporting process

Generating regular reports can be tedious and inefficient. Automating the process makes it quicker, easier and more accurate. We can produce reports from large and diverse data sources delivering clear statistical information supported by easy to understand graphics using standard tools such as Excel and PowerPoint.

