

Observations



Cherry blossom

Welcome to our Spring edition, bursting with news!

Check out our upcoming courses, Quick Notes and the winner of our Xmas quiz!

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

First outing of new Bayesian Statistics course!

In March Gemma and Mary ran a 1-day [Introduction to Bayesian Methods for Sensory & Consumer Data](#) course in the UK.

This new course ran well with a great amount of enthusiasm and ideas from the group. The course ended with a great discussion on how Bayesian analysis could be used in the sensory and consumer world and what the next steps could be.

Anne will also be presenting some of the material as a half-day tutorial at [Sensometrics in Uruguay](#) next week and potentially this could also be run at [Eurosense](#) in September. Watch this space for more info!

Quicknotes

...handy hints and explanations from Qi Statisticians!

Wandering Percentiles...

Percentiles calculated on a sample of data are a useful way of defining cut-points in a statistical distribution that can then be used to make decisions about new data.

For example the 10th percentile, is the value below which the smallest 10% of values can be found.

Calculation starts by first sorting the data into order, and then the desired percentile will either correspond exactly to one of the observed values, or it will fall in between two observed values. If the latter, then there are many different ways of estimation, and no single one is universally accepted as best.

A consequence of this is that different software may well produce different answers, (e.g. larger packages like XLSTAT offer 6 different estimation methods as part of its quantile function.)

As a user you are much more likely to see a noticeable difference when the following are true:

- The sample size is small.
- The desired percentile is in the tails of the distribution.
- The two values either side of the percentile are very different.

XMAS QUIZ WINNER

SPREADING THE JOY

The winner of our Qi Christmas Quiz competition was **Michael Meyners** from Procter & Gamble, Germany. In our eyes Michael actually won twice! As well as getting only 1 wrong, he was extremely gracious and forwent his hamper, asking us to donate to charity instead! Our team decided that we should look to a food inspired donation and decided to purchase **School Dinners** for children in need. The donation will enable 10 children to receive a lunch for a year. The donation was made through [World Vision](#). We kindly thank Michael for his generosity.



'No child should ever go hungry: a nutritious meal will help improve children's health, and concentration. The gift of school dinners will feed 10 children for a year, for many children this may be the only meal they get in a day.'

DON'T MISS OUT! UPCOMING EVENTS

Have a look at our new [Calendar](#) on the web for all upcoming events ... here are some highlights involving Qi Staff in the very near future...

[Tutorials & Workshops @ Sensometrics \(Montevideo, Uruguay\) 9th](#)

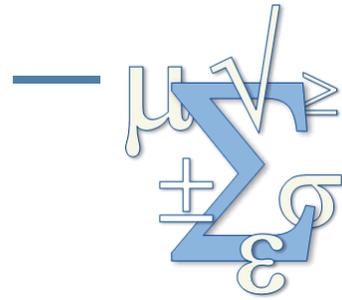
[April](#)

- Tutorial: Introduction to Bayesian Methods for Sensory & Consumer data (*Anne Hasted*)
- Tutorials: Ideal Profile Method, Insights on Product Optimization (*Thierry Worch*)
- Workshop: Multiple Comparison Madness (Multivariate Comparison Tests) by *Anne Hasted & Tom Carr*

[Symposia @ The Institute for Perception \(Virginia, USA\) 8-10th May](#)

Covering current topics in sensory and consumer science – follow the brochure link for topics covered and other speakers.

(*Thierry Worch* will be participating in one of the workshops)



Hal MacFie-Qi courses

DID YOU KNOW?

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

UPCOMING COURSES

16-18th May, Malaysia – Hands on Consumer Test Analysis, Preference and Emotion mapping, given by *Thierry Worch*. – **book online now!**

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

STOP PRESS! GDPR & Security

Like most, we have been preparing for the new GDPR ruling at the end of May, so you may soon be receiving emails from us confirming you still wish to receive our newsletter and course updates – to ensure you don't miss out, please make sure you give us your permission!

Following new security upgrades to Google, we are constantly ensuring Qi also maintains the latest security levels. Note our secure web address is <https://www.qistatistics.co.uk/>

Official partners of Logic 8



Save the date – Qi's first ever training & networking conference

["ColloQuium"](#) booked for 16th May 2019 in Windsor, UK