



# Course description and details

CONSUMER

Book your place via the Qi website but for details regarding the venue contact: [sensory@massey.ac.nz](mailto:sensory@massey.ac.nz)

Hosted by



**MASSEY  
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TE KUNENGA KI PŪREHUROA

FOOD EXPERIENCE & SENSORY TESTING LAB



## Hands on Consumer Test Analysis using XLSTAT

Presented by Anne Hasted, Qi Statistics Ltd  
**26<sup>th</sup> August 2019**

Venue:  
**Massey University  
Palmerston North  
New Zealand**

### Course Summary

This one day training course is designed to give you confidence in analysing and reporting data collected from consumers using XLSTAT software. Emphasis will be on the application of the techniques and the interpretation of the results through graphical displays rather than heavy mathematical detail. The day will end with a session on the key aspects of consumer test design.

The course provides either an introduction to new entrants into the area or a refresher for those wanting to brush up their statistical techniques.

Each session will include a practical workshop where participants can consolidate what they have learnt using XLSTAT, with suggested solutions to take away with them for future reference.

### The Trainer

Anne Hasted began her career as an academic statistician at Reading University. She is the founder and senior consultant at Qi Statistics Ltd, a UK based consultancy, offering statistical training and support to research and industry. She has many years training and consultancy experience in the food industry, particularly in the areas of consumer and sensory research and is well recognised for providing user friendly training courses.

### Pricing

Registration Fee – Commercial	£400*
Registration Fee – Academic/Research Organisation	£300*

Fees include folder of course material and lunch each day

\* Note fees are to be paid in GBP but the course is delivered in NZ

### Course Schedule

9.00-10.30	<b>Analysing Consumer Liking scores for concepts, products</b> Testing for product differences in liking or other scaled responses. Analysis of variance, multiple comparisons (LSD, Tukey etc). Interpretation of statistical significance.
10.30-11.00	<i>Morning Tea</i>
11.00-12.00	<b>Displaying Multivariate Data</b> Correlation and covariance. The how and why of principal component analysis
12.00-12.45	<b>Collecting and analysing Sensory, emotional and usage information from consumers:</b> Just about Right scales and penalty analysis
12.45-13.30	<u>Lunch</u>
13.30-14.45	<b>Collecting and analysing sensory, emotional and usage information from consumers:</b> Check all that apply (CATA) – Design aspects, significance testing, product mapping, Ideal product scoring.
14.45-15.15	<i>Afternoon Tea</i>
15.15-16.15	<b>Collecting and Analysing sensory, emotional and usage information from consumers:</b> The Ideal Profile Method,
16.15-17.00	<b>Aspects of Study Design.</b> Balanced Designs, Incomplete Designs, importance of avoiding confounding

To book your place please visit: <https://www.qistatistics.co.uk/upcoming-training>

#### IMPORTANT NOTES:

**Registration Policy:** Registration is not final until payment is received.

**Payment:** Payment may be made in GB pounds via the Qi Statistics website or by transfer into Qi Statistics' currency accounts. Contact the course administrator Karen Starke: [karen@qistatistics.co.uk](mailto:karen@qistatistics.co.uk) for routing and IBAN details of the currency account you require.

**Refund policy:** Cancellation of registration can be made up to 15 days ahead, and return of payments, minus reasonable administrative expenses, will be made for these cancellations. Registrants who fail to attend or cancel less than 15 days prior to the start date are responsible for the entire fee. Substitution of another person for the same course may be made at any time.

**Course Cancellation:** Qi Statistics Ltd retains the right to cancel the course 30 days before the start date if less than 4 delegates have registered by that date. Please do not book your travel before this

Any questions contact Anne on [anne@qistatistics.co.uk](mailto:anne@qistatistics.co.uk)