

Hands on Consumer Preference Mapping using XLSTAT

Presented by Anne Hasted, Qi Statistics Ltd
27th August 2019

Venue:
Massey University
Palmerston North
New Zealand

Course Summary

This one day training course is designed to give you confidence in the more in depth analysis of consumer preference using XLSTAT software. We will cover aspects of preference mapping , a technique suitable for studies involving at least six products selected to uncover different preferences among consumers. The course is directed at a level suitable for people who have attended day one of this programme or are reasonably confident with the basics of statistical analysis. Each session will include a practical workshop using XLSTAT, where participants can consolidate what they have learnt 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

Course Schedule

9.00-11.00	Cluster Analysis to uncover consumer segmentation in liking of products. Data requirements -problems of order effects. Comparison of techniques, Agglomerative Hierarchical Classification, Kmeans, Latent class. Cluster evaluation Cluster trimming to set aside outliers.
11.00-11.30	<i>Morning Tea</i>
11.30-12.45	Preference Mapping of Mean Liking (Overall or by Cluster) Preference models – linear and quadratic, Sample requirements, visualising results using EXCEL and Qi Statistics Preference Plotter.
12.45-13.30	<i>Lunch</i>
13.30-14.45	Preference Mapping Using XLSTAT approach Preference mapping of individuals, consolidation of results using thresholding. Discussion of comparison with preference mapping of means.
14.45-15.15	<i>Afternoon Tea</i>
15.15-16.15	Preference Modelling/Mapping using Partial Least Squares Regression. Different focus of this approach on individual sensory attributes rather than a holistic view. How to build a PLS model using one or many responses. Interpretation of the diagnostics
16.15-17.00	Discussion of differences in approaches to preference mapping : Other approaches available -landscape segmentation, classical experimental design

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 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