



In-House 'How To' Sensory Statistics Workshops

The Offer

A step by step sensory statistics workshop designed to develop practical and context-relevant skills in analysing sensory and consumer data.

The focus is to work through your own data and address the statistical issues necessary for your context. The workshop can be used to discuss and develop team working practices and procedures for statistical evaluations.

The facilitators (Carol Raithatha and Lauren Rogers) are **not statisticians**, but are experienced sensory/consumer scientists – ensuring maximum understandability!

Delivery Style

A one to three day on-site participative workshop in which the facilitators guide the team through pre-designed and tailored statistical exercises using your own data. Reporting and presentation can also be addressed. The practical work can be supplemented with moderated discussions/working sessions to scope out and define team policies and practices. Delegates will be provided with data files and 'How To' methods to work through exercises on their own laptops. Up to 8 team members can participate in the workshop.

Content Options

The workshop can be designed to include statistical evaluations that are relevant to your context. Below is a selection of topics/areas that could be covered but others are possible:

Sensory and consumer data	Sensory data	Consumer data
<ul style="list-style-type: none"> • Initial data checks • Analysing discrimination and preference tests • Analysis of variance <ul style="list-style-type: none"> ○ Models, calculations, post-hoc comparisons, etc. • Principal components analysis • Cluster analysis • Preference modelling 	<ul style="list-style-type: none"> • Panel performance measurement <ul style="list-style-type: none"> ○ Statistical and graphical monitoring methods • Generalised procrustes analysis • Canonical variates analysis 	<ul style="list-style-type: none"> • Just about right scales <ul style="list-style-type: none"> ○ Graphical methods, penalty analysis, contingency tests, etc. • Analysis of comments, interviews and focus group outputs





Costs and Resources Necessary

Cost will be determined based on length of course and preparation necessary but is likely to be within the £1500 to £4000 range for a team workshop. Some input will be need from the client before the workshop in terms of planning, collecting data, etc.

The Facilitators

Lauren Rogers is a sensory science consultant with many years' experience in the food and drinks industry. She has worked on a wide variety of projects, including shelf-life studies, flavour optimisation, new flavour development and in-depth brand analysis with preference mapping.



She has experience in many food products including: food ingredients; snack products; soft drinks; biscuits; chips; crisps and pet-food. She also has experience in non-foods such as shampoos, conditioners, toothpastes and creams.

Find out more about Lauren at www.laurenrogers.com

Carol Raithatha is the director of Carol Raithatha Limited (www.carolraithatha.co.uk) a UK based consultancy offering sensory, consumer and food and drink research. Carol has



commercial, academic and consultancy experience in the areas of sensory and consumer product testing. Her professional focus is on food and drinks, although recently she has been involved in projects on a wider range of consumer goods.

Carol Raithatha Limited consultancy projects range from concept, market and product development; to quality issues and procedures. Carol employs a range of sensory, consumer and market research techniques.

Find out more about Carol at www.carolraithatha.co.uk.

Both Lauren and Carol are active committee members of the Institute of Food Science and Technologists Professional Sensory Group. They are also both members of the Society of Sensory Professionals. They work together on a range of projects including those related to statistical evaluation and panel performance.

For an informal discussion, or to book a workshop, please contact:

Carol (info@carolraithatha.co.uk) or Lauren (laurenrogers@gmail.com)

