

COURSE INFORMATION

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Advanced Food Product Testing and Mapping: Hands on XLSTAT Training Course

Presented by [Anne Hasted \(Qi Statistics, United Kingdom\)](#) www.qistatistics.co.uk

This “hands on” training course is designed to give you the knowledge and expertise to analyse your own consumer sensory data.

The course is run using XLSTAT (an easy to use EXCEL addin). The statistical techniques are clearly explained together with examples of applications and comparative merits of the different methods available. Both course hand outs and step by step practice exercises with annotated solutions are included.

Please bring your own laptop along, as the aim is to enable you to analyse your own data more effectively as soon as you get home from the course. The aim is to update attendees on recent developments in the fast moving field of Consumer Testing Methodology.

Date: 24 – 25 May 2016

VENUE:

369 Schoongezicht Street, Pretoria, 0165, South Africa
<http://www.schoongezich.co.za/>

COURSE FEES:

1. Industry - R 7 000.00 per delegate (VAT incl.)
2. Academics - R 3 500.00 per delegate (VAT incl.)

3. Students - R 1 700.00 per delegate (VAT incl.)

Enquiries:

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For course content: Marise Kinnear marise.kinnear@up.ac.za +27 (0) 12 420 4295

WHAT THE COURSE COVERS:

Day 1: The Basics

- Introductions - Stats Refresher
- Analysis of Variance to test for Product Differences in Consumer Trials
- Data Exploration in EXCEL & XLSTAT
- Correlation Analysis and Principal Component Analysis
- Segmentation Analysis
- Internal Preference Mapping – link with cluster analysis
- Getting data in the right shape

Day 2: Incorporating other information collected from consumers

- Analysing JAR scale data (Friedman v ANOVA)
- Check All That Apply data (CATA)
- Demographics
- Building simple regression models to relate liking to sensory data
- External preference mapping using XLSTAT

ADMISSION REQUIREMENTS:

- Some basic statistical knowledge e.g. passed a first year module
- Basic knowledge and competencies with Microsoft Excel

WHO SHOULD ENROL?

- Persons involved with Food product development, quality assurance and quality control in the FMCG industry.
- Academics and students involved with food product sensory testing
- Sensory scientists
- Individuals working in the field of market and consumer research

[ENROL ONLINE](#)

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COURSE COORDINATOR

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