



be selective

# Select News...



## TSI Consumer Codes Approval Scheme

In April 2013 the Trading Standards Institute (TSI) took over from the Office of Fair Trading in running the Consumer Code Approval Scheme (CCAS). The scheme is a form of facilitated self-regulation for retailers that aims to;

- Raise consumer service standards through the approval and promotion of self-regulatory business-to-consumer codes of practice;
- Promote consumer interests by setting out the principles of effective service;
- Demonstrate the above and beyond consumer law obligations to set a higher standard of consumer protection; and
- Help consumers identify trusted traders through the right to display the TSI Approved code logo that consumers can trust.

Select were pleased to be asked to work with the TSI to set up the compliance assessment and performance management aspects of the new scheme and to be involved in the ongoing validation of new applications. As one of the TSI's two preferred suppliers, we are now also able to offer help and advice directly to organisations who wish to join the scheme.

We are able to offer statistical support throughout the applications process to ensure that applications satisfy the required TSI standards and to ensure that any new monitoring systems are both cost-efficient and effective. We are also able to provide ongoing support to ensure that the scheme, once approved, continues to operate efficiently and effectively as the code grows and develops.

### Our Services:

#### Advice

Our statistical advice service offers detailed expert guidance on all areas of statistical analysis and interpretation to allow your staff to understand or perform their own statistical investigations.

#### Analysis

Our statistical analysis service aims to identify and apply the most appropriate statistical tools to make best use of your data in addressing the questions that you need answering.



#### Research

Our statistical research service extends the analysis service above to tackle problems that lie beyond the boundaries of current statistical know-how perhaps because of the inherent complexity of your data or simply because the usual underlying assumptions don't apply.

#### Training

We provide training for statisticians and nonstatisticians alike and can cover any statistical topic from the applied end right through to cutting-edge methodological research.



#### Data

We can source, collect, collate and cleanse data either simply for presentation direct to the client or for subsequent analysis.

#### Surveys

Often the easiest and best method to obtain information you need from people is simply to ask them. We can conduct online, phone and face to face surveys starting from initial design through to final analysis.

#### Making numbers work for you

If you would like more information on any of the Services that Select Statistics offer, please contact us on 01392 440426, email: [info@select-statistics.co.uk](mailto:info@select-statistics.co.uk) or complete the online contact form on our website:

[www.select-statistics.co.uk](http://www.select-statistics.co.uk)



# Talking Data South West 2013



## Select's Video Gallery

Select has launched its video gallery online. The videos, which are 90 seconds in length, are on a variety of topics aimed at giving you some insight into how statistics can help your business.

If you'd like to find out more about how sampling can be used to better understand your business and your customers, canvass opinion, or to monitor quality or compliance then we'd recommend our video on statistical sampling.

Are you interested in pursuing a career as a statistical consultant? Our video on 'My Role as a Statistical Consultant' should give you a better idea of what the role entails and what qualifications and experience our consultants have.

Or would you simply like to understand the benefits of working with a statistician? Why not look at our video on why statisticians are an essential service provider.

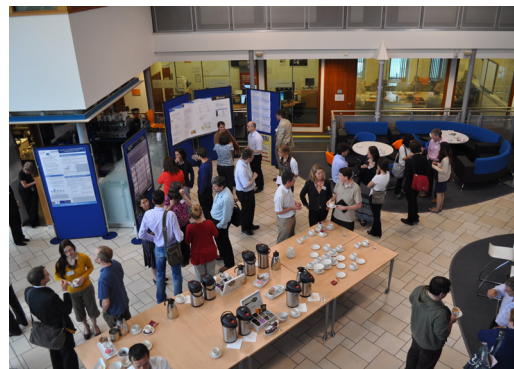
If you'd like to view any of our videos then simply visit our website:

[www.select-statistics/videos](http://www.select-statistics/videos).

On Thursday 20th June Select, together with the Exeter Initiative for Statistics and its Applications (ExIStA), hosted Talking Data South West, the region's first conference aimed at showcasing all of the different data-related activities being undertaken within the South West. There was a fantastic response with over 100 delegates representing more than 50 organisations from around the region. The day consisted of a dozen presentations including our three keynote speakers, poster presentations as well as plenty of time to network.

Our first keynote speaker, Markus Gesmann from Lloyds of London, described what tools he uses to communicate to his colleagues ideas from his data analysis in order to initiate change and, most importantly, how to make playing with data fun! Alan Smith, Head of the Data Visualisation Unit at the Office for National Statistics explained how his team visualise data from the ONS. Whilst Alan pointed out that statistics.gov.uk may not look like an exciting URL, he went on to demonstrate how his fantastic visualisations could really engage the public and help them understand their implications – the Census visualisations being a great example. Finally, David Arnold, Senior Statistician at Unilever discussed the importance of multivariate statistics in order to understand consumer preferences and ensure the long term success of Unilever brands.

In addition to our keynote speakers, we had a number of presentations from local organisations including Landmark Information Group, the Westcountry Rivers Trust, Mango Solutions and the University of Exeter. The variety of topics covered



was fantastic including the use of smart phones in improving agronomic decision making, visualising league tables, the growing use of R by commercial companies and using genetic data to identify causes of disease to name just a few.

The day was a great success, which was emphasised by the real-time feedback questionnaire collected and analysed by Paul Howarth from Akumen during the conference. The questionnaire indicated that as a result of the day delegates had gained new tools and techniques to analyse and visualise data and had particularly enjoyed the diversity of talks, which they found to be both inspiring and motivating. Steve Brooks, Director of both Select and ExIStA said "Talking Data South West has been a real success. It has provided a great opportunity for attendees to develop new skills and share expertise as well as the chance to meet with other regional organisations working with data."

If you would like to see any of the presentations from the day, visit our YouTube channel: <http://bit.ly/1a7PyKT>.

## Select Supports new EPSRC Research Grant

Select are pleased to be supporting the new Network on Computational Statistics and Machine Learning (NCSML) funded by the EPSRC. NCSML will be based at Warwick University and will bring together world-leading academic departments within the UK with substantial industrial and commercial engagement from many of the UK's leading statistical research organisation. By taking a leading role at Select, we hope to steer the network so that it focusses on developing new statistical methodology that can be used directly by organisations to streamline and improve their businesses - whether that's through better understanding their customers, their products or their own internal processes. For more information, please visit the EPSRC website: <http://bit.ly/1dEiB8R>.

## Case Study: A/B Split Testing for Marketing Strategies

Many businesses utilise online marketing strategies to bring more visitors to their websites, for example via e-mailshots, social media channels and Search Engines Optimisation (SEO) techniques. However, increased traffic alone does not make a website successful. The design of the overall site as well as individual pages themselves also impacts performance, and can be optimised to help convert visitors into customers and sales.

In order to make informed decisions going forward, companies need a way to assess the effectiveness of their marketing campaigns, whilst minimising the cost, time and disruption to their existing and potential customers. Suppose, for example, that a company has developed a new design for one of their webpages, perhaps changing the styling and layout, or the images and text displayed. The crucial question is whether the new scheme is adding value, i.e. does the updated design increase visitor conversion to sales?

By directing some traffic to one version of the webpage with the new design scheme (active

group) and some traffic to another version with the original design (control group), we can record and then compare the conversion rates between the two groups using a statistical test. This is often referred to as A/B or split testing.

A/B split testing enables us to assess the effectiveness of online marketing campaigns and to make evidence-based business decisions in order to increase visitor conversions. When designing a test, we can use sample size calculations to help minimise the testing time and the number of people receiving the potentially less effective sites of campaigns.

More detailed studies can also be made that take customer attributes into account for different visitors may prefer different designs and could respond differently to marketing strategies. Using statistical modelling allows us to obtain valuable information about which customers to target gong forward and how best to tailor the site to their preferences.

### Interested in more case studies?

Check out our website for more case studies in marketing, retail and many other areas, as well as details on the many statistical services that Select offers.

## InSuRT: Select's new survey tool

At Select we're often asked to analyse the results of our client's surveys or questionnaires, but processing and reporting the data can be a time-consuming and expensive process. This is why we have developed our Intelligent Survey Reporting Tool (InSuRT), a new system for streamlining the analysis and reporting of survey and questionnaire data.

InSuRT automates the entire process of taking survey data, analysing it and producing suitable summary tables and plots. This dramatically reduces the time and therefore the cost of

producing summary reports and enables our statisticians to focus on where they provide the greatest value – selecting the appropriate tests and then interpreting the results. The system has been designed with flexibility as a priority which means that it can handle a wide range of survey and reporting formats, making it quicker, easier and cheaper for us to produce the required results.

To find out more about InSuRT and how we can help you to analyse your questionnaire or survey data call us on 01392 440426 or email us at [info@select-statistics.co.uk](mailto:info@select-statistics.co.uk).

### Michelmores 5km Charity Run

The 14th annual Michelmores 5km run took place this June in Exeter's city centre, with more than 900 runners giving their support to local charity Families for Children. Along with colleagues from our partners at Atass Sports and Sparx, Select's Lynsey and husband Doug were there to take part.

Beginning on the Cathedral Green with celebrity chef Michael Caines firing the starting gun, the runners wound their way through Exeter, navigating some tight turns, and ending with an uphill stretch to the finish line in the courtyard of Exeter Castle.

Despite the uphill finish, Lynsey finished the race in under 28 minutes! After the race Lynsey said 'It was great to see so much support for the event and for such a good cause. I'd thoroughly recommend it to anyone thinking of taking part next year.'





## Big Bang South West

Steve and Lynsey joined the Big Bang Fair once again to judge the school projects of budding scientists, engineers and mathematicians. As usual the experiments and analysis undertaken by pupils was incredibly varied. During the judging process they found out about the habituation of snails (with African snails measuring around 5 inches there to demonstrate!), how to shoot a sponge ball out of a pipe at 170mph using hairspray, how ocean acidity is affecting sea life as well as the impact of different surfaces on tennis matches.

The Big Bang Fair is a great event that helps inspire young people about science, technology, engineering and maths all around them. This year's event was the biggest yet and highlighted the huge amount of talent here in the South West. We're looking forward to next year already!

## The Select Network

Select is supported by an extensive network of external consultants based at the UK's top Universities and research institutes and also by a community of specially-selected partner organisations offering skills and services that are likely to be of value to our clients. The Select Network provides us with an enhanced range of skills and expertise to deliver service and value to our clients. Details on how to register your interest in the network are provided in the box at the bottom of the page.



## Focus on... Official Statistics

Official Statistics and other open government data are a vital source of information. In the public sector, population demographics provide a vital context for policy development and assessment. In the private sector, Official Statistics are used by businesses in order for them to fully understand large-scale market behaviour and patterns to gain a market advantage.

The Office for National Statistics produces huge volumes of valuable data on an almost daily basis. The challenge that many organisations face is that they don't have the ability to access, analyse and interpret the many streams of data they need in order to obtain a complete picture of the people they're trying to reach. Evidence-based decision-making is essential whether you are a public, private, commercial or voluntary organisation, and incomplete knowledge or understanding can result in ineffective decisions and misplaced resources.

See our next issue for Focus on: Surveys

### Meet Allison McCaig



Allison is a socio-economic analyst who specialises in places, sectors and people of the South West of England. Allison has a PhD in microbiology with ten years of experience in scientific research. After leaving academia, she spent nine years as an economic analyst for the South West of England RDA.

Allison is an expert in sourcing and analysing Official Statistics, particularly regional socio-economic data such as business demographics, productivity and exports, labour markets and the Census. She has extensive experience in writing briefings and economic articles for non-experts, as well as in data visualisation. Allison has also applied economy-environment modelling to understand the link between production and consumption, and environmental impact across the region.

Would you like to join the growing Select Network?

If you are interested in joining the Select Network as a freelance consultant or would like more information, please contact us on: 01392 440426, email: [info@select-statistics.co.uk](mailto:info@select-statistics.co.uk) or complete the online contact form on our website: [www.select-statistics.co.uk](http://www.select-statistics.co.uk)

