



# The New RSS Consultants Directory How to make it work for you

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**Statistical Consultant** 

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www.marriott-stats.com

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# 1. Background to the New Directory

# How the New Directory came about

- ☐ The RSS reception desk receives 1 or 2 calls a week asking if they can recommend a consultant.
- ☐ The RSS charter forbids them from favouring a particular member over another.
- ☐ Therefore they have to direct them to the Consultants Directory on the RSS website.
- ☐ The older versions of the directory have varied from unhelpful to shocking.
- ☐ Despite this, at times I have been able to attribute up to 10% of my income from enquiries that came via the directory.



# Timeline of the New Directory

- □ End-2013 PAC (Professional Affairs Committee) directs me to set up a working party to design a New Directory.
- □ Jan-July 2014 The working party drafts the specification.
  - Consisted of me, Tony O'Hagan, Carolyn Craggs, Roland Caulcutt & Andrew Cockayne.
- □ September 2014 Specification delivered to the Developers.
- □ Q2 2015 Work starts on implementing the specification.
- ☐ July 2015 test version created and tested.
- □ Sept 2015 New directory goes live.





# 2. How to Set Up Your Profile

## Where to Sign In as a Member





#### Join us

Membership is for anyone interested in data and will give you a voice to shape decisions and promote the role statistics play in society.

#### Member log in

Our members-only section enables you to access publications, manage your subscriptions and has news of special offers.



## The Sign In Page





Membership Professional Development Eve

Please enter your login details below.

Please note that for most members the usernam username is the email address you used during

Your Username is your Membership number unless you joined RSS in 2015 in which case it will be your email address.

### Sign In

Username

123456

Password

•••••

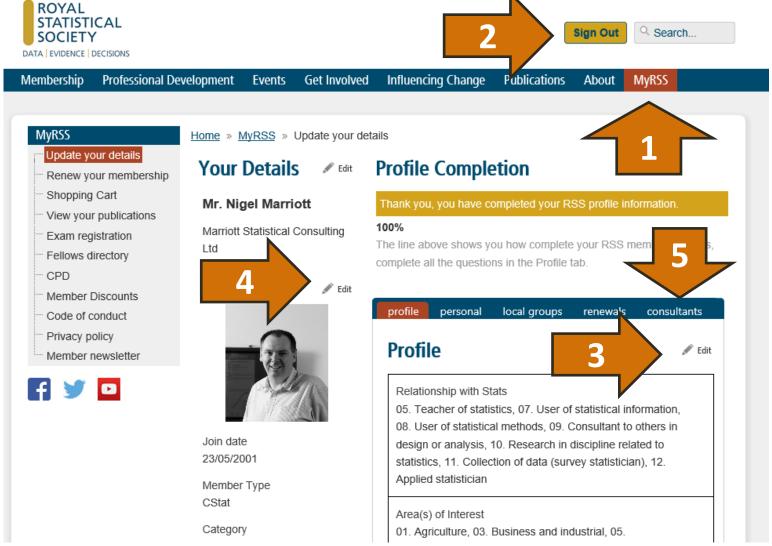
□ Remember me on this computer

Sign In

Forgot my password or my username

# The MyRSS Page - PROFILE





## The MyRSS Page - PERSONAL



Home » MyRSS » Update your details

#### Your Details



#### **Profile Completion**

#### Mr. Nigel Marriott

Marriott Statistical Consulting Ltd

Thank you, you have completed your RSS profile information.

#### 100%

The line above shows you how complete your RSS member profile is, complete all the questions in the Profile tab.





Join date 23/05/2001

Member Type CStat

Category Standard

Status Active

Paid through



Nigel Marriott

Mr

Marriott Statistical Consulting

Ltd

Ground Floor

21 Marlborough Buildings

BATH

BA1 2LY

Show map

+44 (0) 1225 489033

nigel@marriott-stats.com

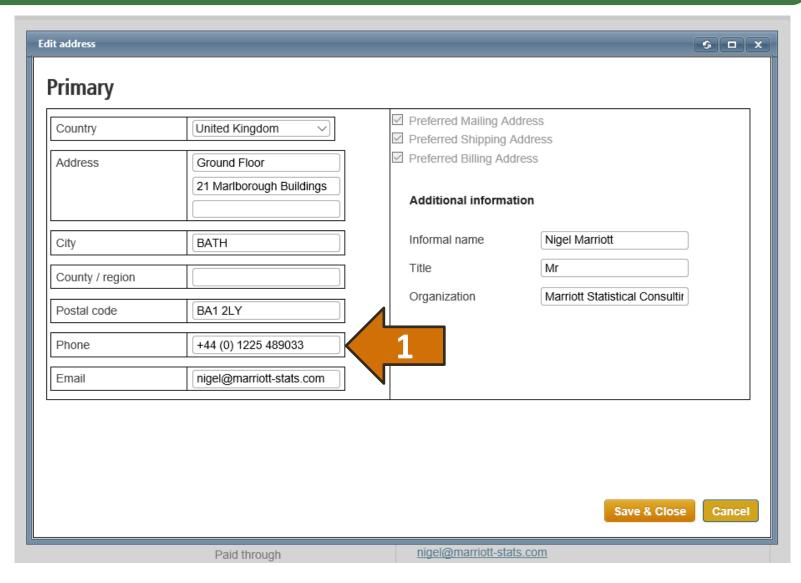
#### Address preferences enabled

Edit

- √ Preferred Mailing Address
- √ Preferred Billing Address
- √ Preferred Shipping Address

# The MyRSS Page – PERSONAL 2





# The MyRSS Page – CONSULTANTS 1



Home » MyRSS » Update your details

### Your Details



### **Profile Completion**

#### Mr. Nigel Marriott

100%

Marriott Statistical Consulting Ltd

The line above shows you how complete your RSS member profile is, complete all the questions in the Profile tab.

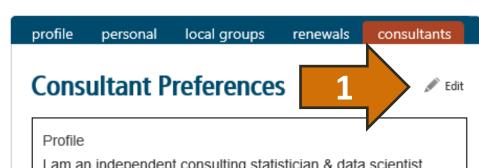
Thank you, you have completed your RSS profile information.





Join date 23/05/2001

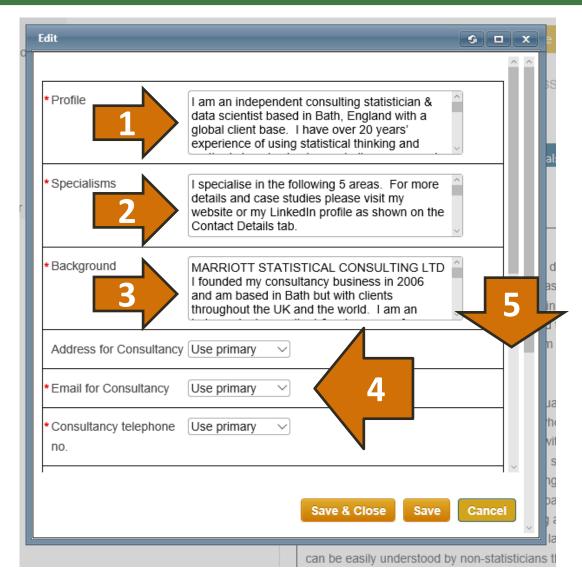
Member Type CStat

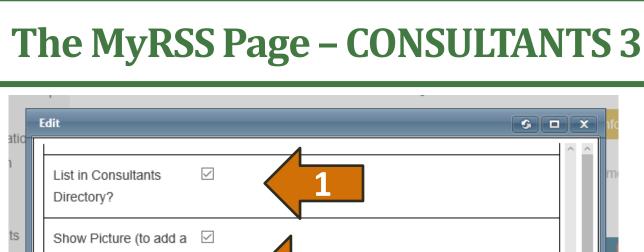


I am an independent consulting statistician & data scientist based in Bath, England with a global client base. I have over 20 years' experience of using statistical thinking and methods to solve business challenges around the world. To date, I have worked with over 100 clients from many industries in the public and private sector.

# **The MyRSS Page – CONSULTANTS 2**







www.marriott-stats.com

09/07/2003

uk.linkedin.com/in/nigelmarriottcstat

Save & Close

picture click the edit link next to the camera image at the top left of

Website (do not enter

LinkedIn Profile URL

Date awarded CStat

this page)

http://)

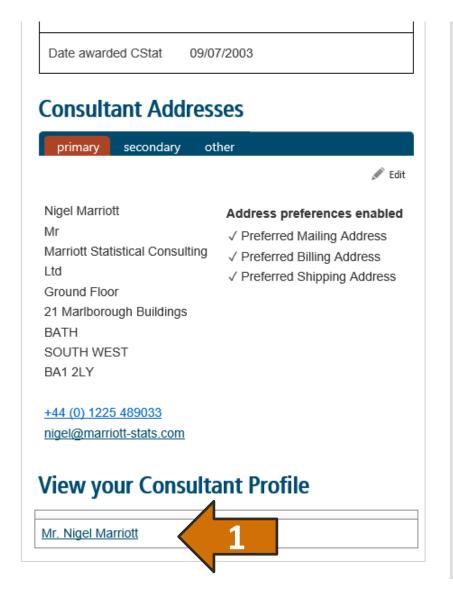


Cancel

Save

# The MyRSS Page – CONSULTANTS 4





### What a Searcher will see - PROFILE



profile

specialism

background

contact details

#### Mr. Nigel Marriott



I am an independent consulting statistician & data scientist based in Bath, England with a global client base. I have over 20 years' experience of using statistical thinking and methods to solve business challenges around the world. To date, I have worked with over 100 clients from many industries in the public and private sector.

The breadth of my experience is highly unusual in any profession but particularly for a statistician, who tend to specialise in particular fields. I have worked with teams in research, purchasing, finance, trading desks, sales, marketing, product design, IT, recruitment, engineering, manufacturing, quality & scientific fields. My background and experience means that I am especially strong at

### What a Searcher will see - SPECIALISM



profile

specialism

background

contact details

### Specialisms

I specialise in the following 5 areas. For more details and case studies please visit my website or my LinkedIn profile as shown on the Contact Details tab.

#### SURVEY DESIGN

Sample size calculation, questionnaire design, imputation models, acceptance sampling, decision rules, sample design, market research.

#### CUSTOMER ANALYTICS

Customer segmentation, key driver modelling, predictive analytics, client data analysis, churn models.

#### FORECASTING & RISK MODELS

Forecasts, business planning, risk analysis, decision science, trend analysis, projections

#### STATISTICAL TRAINING COURSES

Basic Stats Courses, Statistical Thinking, Identifying Trends and Making Forecasts.

#### EXPERT WITNESS & ADVICE SERVICES

Expert advice, statistical expert, stats advice

### What a Searcher will see - BACKGROUND



profile

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### **Background**

#### MARRIOTT STATISTICAL CONSULTING LTD

I founded my consultancy business in 2006 and am based in Bath but with clients throughout the UK and the world. I am an independent consultant & sole owner of my business. I have worked in partnership with many organisations on client projects. For more information, please visit my website shown on the Contact Details tab.

#### MY CAREER

Please visit my LinkedIn profile for more details.

1997-2006, Mars Inc, Slough, UK (3 roles)

- Senior R&D Statistician, Senior Market Analyst, Commodity Economist

1991-1997 ED&F Man Cocoa Ltd, London, UK (3 roles)

- Crop Forecaster, Quant Analyst, OR Analyst

#### MY QUALIFICATIONS

2003 - Accredited as Chartered Statistician by Royal Statistical Society

1997 - MSc Applied Statistics & Operational Research, Birkbeck College, London

1991 - BSc Mathematics (Hons), University of Bath

### What a Searcher will see - Contact Details



profile specialism	background contact details		
Contact Details			
Full Name	Mr. Nigel Marriott		
Email Link	Contact		
Telephone	+44 (0) 1225 489033		
Website	Click here		
Linked In Profile URL	Click here		
Date Awarded CStat	09/07/2003		



# 3. How to Help Searchers Find You

### Where to Find the Public Directory



### www.rss.org.uk/consultants

A link from the Home Page will be added once enough Cstats have put up their profiles.



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award

Sign Out

Search...

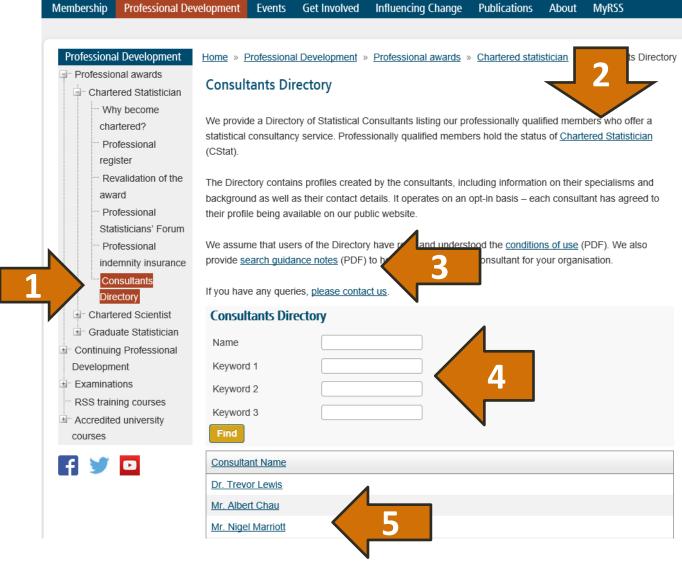


The Directory contains profiles created by the consultants, including information on their specialisms and

hackground as well as their contact details. It operates on an ont-in basis - each consultant has agreed to

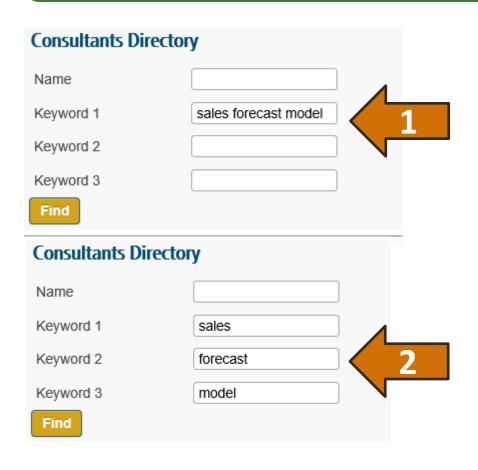
### The Search Form





### The Search Form - KEYWORDS





- **1. EXACT MATCH** Profiles with exact matches to these words in the same consecutive order will be returned first.
- 2. COMPLETE MATCH Profiles that contain these exact words anywhere but are not consecutive will be returned, but after the exact matches.
- **3. PARTIAL MATCH** Profiles that contain some of these exact words will be returned. Profiles that contain none of these words will not be returned.

### The Search Guidance Document 2



DATA	EVIDENCE	DECISIONS
Sample size calculation	Survey analysis	Statistical Process Control
Sample design	Design of Experiments	Quality control
Survey design	Modelling	Forecasting
Questionnaire design	Study design	Risk analysis
Measurement system analysis	Trial design	Optimisation
Data management	Analytics	Acceptance sampling
Data coding	Simulation	search engine optimisation
Data quality	process improvement	strategic planning
Business intelligence	model building	
Exploratory data analysis	market research	
Data summaries	customer segmentation	
Big data	epidemiology	
Open data	expert witness	
market intelligence	demographic analysis	
Classification models		

Guidance is based around the RSS strapline of "Data-Evidence-Decisions".

Searchers encouraged to identify nature of their problem and use associated keywords. Examples are given here.

OPERATIONAL	SUPPORT	SPECIALIST
procurement	finance	weather
logistics	hr	fraud
sales	training	sensory
marketing	r&d	medical
manufacturing	pr	sport

Rather than industry based searches, we are encouraging searchers to use departmental related keywords as shown in the examples.

### Use Customer Language for Your Specialisms!



profile

specialism

background

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#### EXPERT WITNESS & ADVICE SERVICES

Expert advice, statistical expert, stats advice

# **Key Points to Note**



- 1. Use the language of your prospective clients in your profile, not the language of statisticians.
- 2. Focus on what you are good at rather than trying to capture everything that you could potentially do.
- 3. Remember that your profile can contain links to your website & LinkedIn profile so don't make it too long.
- 4. As CStats, you have undertaken to abide by the RSS Fellows Code of Conduct. This means
  - a. Do not mislead the prospective client as to your experience, capabilities and skills.
  - b. In particular, make it explicit what your consultant status is i.e. independent, attached to university, moonlighting for pocket money, etc.



# 4. Future Developments

# This Time the Directory Will Evolve!

- Search Guidance PDF download will be kept up to date.
  - Feel free to email your suggestions!
- ☐ Search terms used by searchers will be tracked.
  - > We will keep you up to date on what terms are being used.
  - > How we do this is not yet decided so do give us your ideas.
- □ In 6 to 12 months time we will carry out a review of how well the directory has worked and make modifications if needed.
  - > We expect this to involve a survey of consultants and clients (if possible).



### Some Ideas to Consider

- ☐ Should we provide guidance to searchers on how to engage a consultant?
  - > This could list the things we expect from a client and what the client can expect from a consultant.
- ☐ Should we provide guidance on consultant fees?
  - > The ASA have carried out surveys of consultant fees and provide a breakdown by industry, level of education, etc.
- Would it be worthwhile adding a facility to allow searchers to mass email all consultants with a description of their problem?
  - This feature does not yet exist but we did ask the developers to build the directory in such a way that this could be added.

