

The New RSS Consultants Directory

How to make it work for you

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Professional Statisticians Forum, Webinar, 21st September 2015

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



Sign In

Search...

Membership Professional Development Events Get Involved Influencing Change Publications About



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 Events

Please enter your login details below.

Please note that for most members the 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



Sign Out

Search...

Membership Professional Development Events Get Involved Influencing Change Publications About MyRSS

MyRSS

Update your details

- Renew your membership
- Shopping Cart
- View your publications
- Exam registration
- Fellows directory
- CPD
- Member Discounts
- Code of conduct
- Privacy policy
- Member newsletter



[Home](#) » [MyRSS](#) » Update your details

Your Details

Edit

Mr. Nigel Marriott

Marriott Statistical Consulting
Ltd



Join date
23/05/2001

Member Type
CStat

Category

Profile Completion

Thank you, you have completed your RSS profile information.

100%

The line above shows you how complete your RSS membership is. To complete all the questions in the Profile tab.



profile personal local groups renewals consultants

Profile

Edit



Relationship with Stats

05. Teacher of statistics, 07. User of statistical information, 08. User of statistical methods, 09. Consultant to others in design or analysis, 10. Research in discipline related to statistics, 11. Collection of data (survey statistician), 12. Applied statistician

Area(s) of Interest

01. Agriculture, 03. Business and industrial, 05.

The MyRSS Page - PERSONAL



[Home](#) » [MyRSS](#) » Update your details

Your Details

 Edit

Mr. Nigel Marriott

Marriott Statistical Consulting
Ltd

 Edit



Join date

23/05/2001

Member Type

CStat

Category

Standard

Status

Active

Paid through

Profile Completion

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.

profile **personal** local groups renewals consultants

Address Details

primary secondary other

1

 Edit

Nigel Marriott

Mr

Marriott Statistical Consulting
Ltd

Ground Floor

21 Marlborough Buildings

BATH

BA1 2LY

[Show map](#)

[+44 \(0\) 1225 489033](tel:+44(0)1225489033)

nigel@marriott-stats.com

Address preferences enabled

✓ Preferred Mailing Address

✓ Preferred Billing Address

✓ Preferred Shipping Address

The MyRSS Page – PERSONAL 2



The New RSS Consultants Directory – How to make it work for you
PSF Webinar, 21 September 2015

Edit address

Primary

Country	United Kingdom
Address	Ground Floor 21 Marlborough Buildings
City	BATH
County / region	
Postal code	BA1 2LY
Phone	+44 (0) 1225 489033
Email	nigel@marriott-stats.com

☒ Preferred Mailing Address
☒ Preferred Shipping Address
☒ Preferred Billing Address

Additional information

Informal name: Nigel Marriott
Title: Mr
Organization: Marriott Statistical Consultir

1

Save & Close **Cancel**

Paid through nigel@marriott-stats.com

The MyRSS Page – CONSULTANTS 1



[Home](#) » [MyRSS](#) » Update your details

Your Details



Edit

Mr. Nigel Marriott

Marriott Statistical Consulting
Ltd



Edit



Join date
23/05/2001

Member Type
CStat

Profile Completion

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.

profile	personal	local groups	renewals	consultants
<h3>Consultant Preferences</h3> <div></div> <div> Edit</div> <p>Profile</p> <p>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.</p>				

The MyRSS Page – CONSULTANTS 2



Edit

* Profile 1 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

* Specialisms 2 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.

* Background 3 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

Address for Consultancy Use primary 4

* Email for Consultancy Use primary 5

* Consultancy telephone no. Use primary

Save & Close Save Cancel

can be easily understood by non-statisticians t

The MyRSS Page – CONSULTANTS 3



The New RSS Consultants Directory – How to make it work for you
PSF Webinar, 21 September 2015

Edit

List in Consultants Directory? <input checked="" type="checkbox"/>	1
Show Picture (to add a picture click the edit link next to the camera image at the top left of this page) <input checked="" type="checkbox"/>	2
Website (do not enter http://) <input type="text" value="www.marriott-stats.com"/>	3
LinkedIn Profile URL <input type="text" value="uk.linkedin.com/in/nigelmarriottcstat"/>	4
Date awarded CStat <input type="text" value="09/07/2003"/>	5

Save & Close **Save** **Cancel**

The MyRSS Page – CONSULTANTS 4



Date awarded CStat	09/07/2003
--------------------	------------

Consultant Addresses

primary secondary other

Edit

Nigel Marriott	Address preferences enabled
Mr	✓ Preferred Mailing Address
Marriott Statistical Consulting	✓ Preferred Billing Address
Ltd	✓ Preferred Shipping Address
Ground Floor	
21 Marlborough Buildings	
BATH	
SOUTH WEST	
BA1 2LY	
+44 (0) 1225 489033	
nigel@marriott-stats.com	

View your Consultant Profile

Mr. Nigel Marriott



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 specialism **background** contact details

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.

The screenshot shows the Royal Statistical Society website. The header includes the RSS logo, the text "ROYAL STATISTICAL SOCIETY", and the tagline "DATA | EVIDENCE | DECISIONS". There is a "Sign Out" button and a search bar. The main navigation menu is open, showing options like Membership, Professional Development, Events, Get Involved, Influencing Change, Publications, About, and MyRSS. The "Professional Development" menu is expanded, showing sub-items like Professional awards, Continuing Professional Development, Examinations, RSS training courses, and Accredited university courses. The "Publications" menu is also expanded, showing sub-items like Why become chartered?, Professional register, Revalidation of the award, Professional Statisticians' Forum, Professional indemnity insurance, and Consultants Directory. The "Consultants Directory" link is highlighted in red.



The Search Form

Membership Professional Development Events Get Involved Influencing Change Publications About MyRSS

Professional Development

- Professional awards
 - Chartered Statistician
 - Why become chartered?
 - Professional register
 - Revalidation of the award
 - Professional Statisticians' Forum
 - Professional indemnity insurance
 - Consultants Directory**
 - Chartered Scientist
 - Graduate Statistician
 - Continuing Professional Development
 - Examinations
 - RSS training courses
 - Accredited university courses

[Home](#) » [Professional Development](#) » [Professional awards](#) » [Chartered statistician](#) » [Consultants Directory](#)

Consultants Directory

We provide a Directory of Statistical Consultants listing our professionally qualified members who offer a statistical consultancy service. Professionally qualified members hold the status of [Chartered Statistician](#) (CStat).

The Directory contains profiles created by the consultants, including information on their specialisms and background as well as their contact details. It operates on an opt-in basis – each consultant has agreed to their profile being available on our public website.

We assume that users of the Directory have read and understood the [conditions of use](#) (PDF). We also provide [search guidance notes](#) (PDF) to help you find the right consultant for your organisation.

If you have any queries, [please contact us](#).

Consultants Directory

Name

Keyword 1

Keyword 2

Keyword 3

Find

Consultant Name
Dr. Trevor Lewis
Mr. Albert Chau
Mr. Nigel Marriott



The Search Form - KEYWORDS

Consultants Directory

Name

Keyword 1

Keyword 2

Keyword 3

Find



1. EXACT MATCH - Profiles with exact matches to these words in the same consecutive order will be returned first.

Consultants Directory

Name

Keyword 1

Keyword 2

Keyword 3

Find



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		

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

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.

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 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



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.