The New RSS Consultants Directory

How to make it work for you

Nigel Marriott  CStat, Csci, MSc
Statistical Consultant

Professional Statisticians Forum, Webinar, 21st September 2015

www.marriott-stats.com
Contents

1. Background to the New Directory
2. How to Set Up Your Profile
3. How to Help Searchers Find You
4. Future Developments
1. Background to the New Directory
The New RSS Consultants Directory – How to make it work for you

PSF Webinar, 21 September 2015

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.

www.marriott-stats.com
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.


www.marriott-stats.com
2. How to Set Up Your Profile
Where to Sign In as a Member

1. Sign In

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

Please enter your login details below.

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

Sign In

Username
123456

Password

Remember me on this computer

Sign In

Forgot my password or my username

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

Your Details

Mr. Nigel Marriott
Marriott Statistical Consulting Ltd

Profile Completion

Thank you, you have completed your RSS profile information.

100%
The line above shows you how complete your RSS membership is. If you complete all the questions in the Profile tab.

Profile

Relationship with Stats

Area(s) of Interest
01. Agriculture, 03. Business and industrial, 05.
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.

Address Details

Nigel Marriott
Mr
Marriott Statistical Consulting Ltd
Ground Floor
21 Marlborough Buildings
BATH
BA1 2LY

Address preferences enabled
✓ Preferred Mailing Address
✓ Preferred Billing Address
✓ Preferred Shipping Address

www.marriott-stats.com
The MyRSS Page – PERSONAL 2

<table>
<thead>
<tr>
<th>Primary</th>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Address</td>
<td>Ground Floor</td>
</tr>
<tr>
<td></td>
<td>21 Marlborough Buildings</td>
</tr>
<tr>
<td>City</td>
<td>BATH</td>
</tr>
<tr>
<td>County / region</td>
<td></td>
</tr>
<tr>
<td>Postal code</td>
<td>BA1 2LY</td>
</tr>
<tr>
<td>Phone</td>
<td>+44 (0) 1225 489033</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:nigel@marriott-stats.com">nigel@marriott-stats.com</a></td>
</tr>
</tbody>
</table>

Preferred Mailing Address
Preferred Shipping Address
Preferred Billing Address

Informal name: Nigel Marriott
Title: Mr
Organization: Marriott Statistical Consulti
The MyRSS Page – CONSULTANTS 1

Your Details  Edit

Mr. Nigel Marriott
Marriott Statistical Consulting Ltd

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.

Consultant Preferences  Edit

Profile
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.

www.marriott-stats.com
The MyRSS Page – CONSULTANTS 2

1. **Profile**: 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

2. **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.

3. **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

4. **Address for Consultancy**: Use primary

5. **Email for Consultancy**: Use primary

6. **Consultancy telephone no.**: Use primary

www.marriott-stats.com
The MyRSS Page – CONSULTANTS 3

- List in Consultants Directory?
- Show Picture (to add a picture click the edit link next to the camera image at the top left of this page)
- Website (do not enter http://)
- LinkedIn Profile URL
- Date awarded CStat

Images:
1. List in Consultants Directory
2. Show Picture
3. Website
4. LinkedIn Profile URL
5. Date awarded CStat
The MyRSS Page – CONSULTANTS 4

Consultant Addresses

Date awarded CStat 09/07/2003

Consultant Addresses

<table>
<thead>
<tr>
<th>primary</th>
<th>secondary</th>
<th>other</th>
</tr>
</thead>
</table>

Nigel Marriott
Mr
Marriott Statistical Consulting Ltd
Ground Floor
21 Marlborough Buildings
BATH
SOUTH WEST
BA1 2LY

Address preferences enabled
✓ Preferred Mailing Address
✓ Preferred Billing Address
✓ Preferred Shipping Address

View your Consultant Profile

Mr. Nigel Marriott

www.marriott-stats.com
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

www.marriott-stats.com
What a Searcher will see - SPECIALISM

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
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

- 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

<table>
<thead>
<tr>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Name</td>
</tr>
<tr>
<td>Email Link</td>
</tr>
<tr>
<td>Telephone</td>
</tr>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Linked In Profile URL</td>
</tr>
<tr>
<td>Date Awarded CStat</td>
</tr>
</tbody>
</table>
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 Search Form

1. Visit the Professional Development section.
2. Navigate to the Consultants Directory.
3. Enter your keywords in the search fields to find consultants.
4. Click the "Find" button to search.
5. Review the list of consultants and contact them if needed.

www.marriott-stats.com
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.
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!

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.