

**Title:**

Sensory and consumer data: use multivariate analysis to discover main insights with XLSTAT

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While univariate data analysis (measure by measure) is important for discovering data, multivariate analysis is even more crucial for extracting maximum insights from the data in hand. Sensory and consumer data can be of various types, such as numerical, categorical, both, or even multi-block (one block per consumer), depending on the task or survey.

In this tutorial, we will explain how to choose the right analysis method, analyze the data and draw good conclusions. A section on visualization tools is also included. Examples of analysis will be done with XLSTAT software.

At the end of the tutorial, attendees will be able to use multivariate analysis on surveys and classical sensory tasks data with XLSTAT and know how to go further and improve their reports and skills.

**Duration** 3 hours

**Audience** Sensory and consumer scientists who are interested in going faster and further easily in their multivariate analysis, using XLSTAT or not

**Background** Basic understanding of statistics is helpful but not required. We will email registered participants before the workshop with some basic setup requirements (XLSTAT installation).

**Laptop** This is a workshop on XLSTAT, and so we ask all participants to bring a laptop with access to XLSTAT. If necessary, a temporary license can be given.