



# Select News...



## Select Wins £10,000 Business Prize

Select Statistics has been announced the winner of the Business Invest 2012 award, scooping £10,000-worth of prizes from leading Devon businesses.

Select competed with over 100 companies based in the South West, impressing the judging panel with their potential for future growth and their unique combination of technical expertise and professional and accessible service.

Angela Wright, MBE, one of the Judging Panel for the campaign commented: "Select Statistics is a company investing in growth and striving to build sales and brand. They clearly have access to the highest quality statisticians and benefit from the fact that whilst organisations are often data rich they rarely make good use of the data they possess."



The Select team received the Business Invest Award 2012 at a prestigious event at the Palace of Westminster hosted by the Right Honorable Hugo Swire, Devon MP and Minister of State for Northern Ireland.

### 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

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)





## Select in the Social Media

Select is fully engaged with the social media including a blog, twitter feed, facebook, LinkedIn and google+ pages.

Connect with us on google+, LinkedIn and Facebook and follow both selectmusings on Wordpress and @selectstats on Twitter.

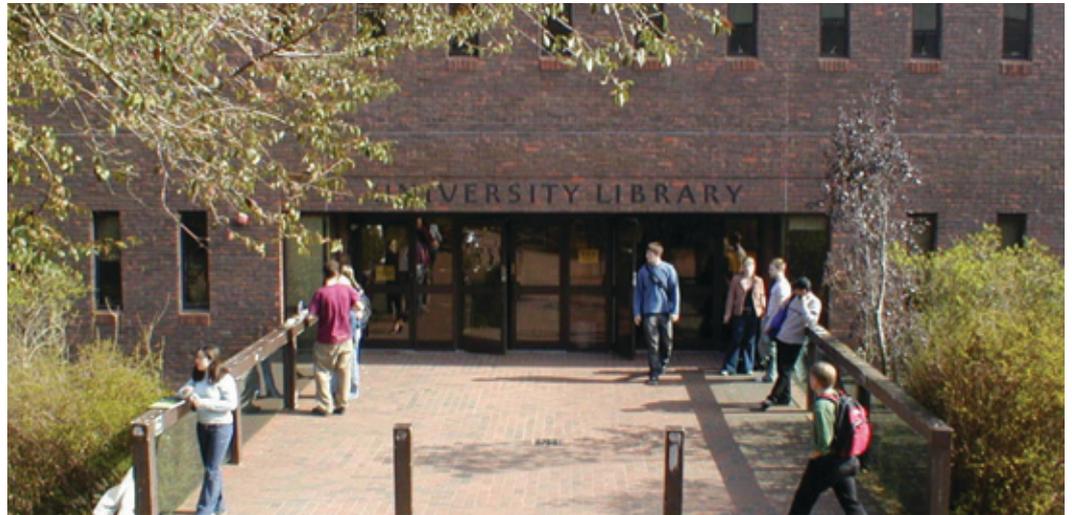
## The Select Community

The Select Community aims to bring statisticians together to help stimulate activity and debate as well as facilitating collaboration and providing central support and a voice for the statistical community.

The Select Community includes academics as well as statisticians working in the private, public and voluntary sectors and also acts as an extension to the Select Network as a facilitator for consultancy work most notably through the Select Project Referral Scheme.

For more information or to get involved, please get in touch.

# Select Strengthens Ties with Exeter University



Select has been working closely with the University of Exeter on a number of exciting new initiatives including the establishment of a new statistical institute, proposals for a vocational master's course and a series of joint appointments.

The Exeter Institute for Statistics and its Applications (ExiStA) has recently been established as a joint venture between Select Statistics and the University of Exeter with Steve Brooks as its Director. The institute brings together statisticians within the University as well as those based in public and private sector organisations in the region. The institute provides a voice for local statisticians and a forum for discussion as well as a regular seminar series and social activities. The institute has already won an award from the EPSRC's Bridging the Gaps initiative to support a series of initial meetings and the first year's seminar programme.

## Exeter Institute for Statistics and its Applications - [www.exista.org](http://www.exista.org)

Also in the pipeline is the development of a new vocational Master's course aimed at creating the next generation of commercial statisticians. The course will cover a broad range of statistical topics together with relevant business skills and a very strong practical element. Further details on the course will be on the Select website soon.

The University and Select are also proposing the creation of a number of joint appointments with 1-3 days per week spent at the University and the remainder with Select. The University role can be entirely research-based, teaching-based or a mixture of the two with the Select role comprising training and/or consulting as appropriate.

"These posts are a fantastic opportunity for statisticians looking for a varied role and who want to develop an academic career with a strong industrial bias or a career in statistical training or consulting whilst retaining a foot in academia. The option to focus exclusively on either teaching or research will be particularly attractive to many statisticians", says Select CEO, Steve Brooks.

Are you interested in inspiring young people in Science, Technology, Engineering and Mathematics (STEM)? Why not consider joining STEMNET as a STEM Ambassador?



Select has teamed up with CRC/Chapman and Hall to offer discounted online book sales. A variety of books on applied statistical methods are available to buy on our website, all with a discount of 20% off the RRP.



## Case Study: Assessing cancer risk



Mutations in the BRCA1 and BRCA2 genes are known to lead to an increased risk of cancer in humans. Women with an abnormal BRCA1 or BRCA2 gene have up to a 60% risk of developing breast cancer by age 90. Women with BRCA1 or BRCA2 mutations have an increased risk of ovarian cancer of about 55% and 25% respectively. Many women with these genes are given the option to undertake prophylactic surgery including breast or ovary removal to reduce the cancer risk. Such decisions are incredibly difficult for healthy patients to make, especially for those women who have plans to bear children. Rather than relying on population level statistics, patients would benefit

from a more individualised risk analysis based on their specific situation.

A number of studies have recorded a large amount of observational data from women with the BRCA1 and BRCA2 genes together with the subsequent incidence (or otherwise) of cancer. Statistical techniques, such as survival analysis and generalized linear modeling, can be used to determine which individual factors play a dominant role in determining cancer risk and to develop a personalised risk profile based on, for example, age, number of children, diet, whether they smoke and other genetic information. These models can also be used to produce personalised projections indicating the likely timescales of disease onset.

The decision to take elective surgery is a highly personal one and needs to be informed by as much data as possible. By providing a personalised risk profile taking account of the effect of all the relevant factors, women are able to make an informed decision as to whether or when to have preventative surgery.

### Interested in more case studies?

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

## The Big Bang South West

The Select team joined the Big Bang South West in June to help judge the 200 science, technology, engineering and maths (STEM) student projects on display. From investigating the best insulator for pizza boxes to examining whether tall people have larger stomachs, the range of experiments and analysis was incredibly varied.

By giving the students an opportunity to present their projects to local businesses, the event provided a great platform for the local STEM community to enthuse and inspire young people about careers.

Ten of the best student projects have been selected to compete nationally at the Big Bang Fair in March 2013 in London - we wish them the very best of luck!



## New home for the Select Team



Oxygen House is the new home for the Select Statistics team. The 40,000 square foot eco-friendly building has been the talk of the town and won 'Building of the Year' at Michelmores and Western Morning News' Commercial Property awards.

Not only does the building boast fantastic staff facilities including a café, gym and outdoor sports pitch, it also has outstanding environmental credentials. Solar panels, intelligent lighting systems and air source heat pumps all complement the company's environmental policy on carbon reduction and energy efficiency.

The offices have a fantastic array of meeting, event and video-conferencing facilities, ensuring that Select has everything it needs in-house to provide the necessary services and support for our clients.

# Network News

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.

## Working Together Workshop

The first of a series of workshops aimed at supporting members of the Select Network was held in May. Participants from around the UK and Ireland joined the team in Exeter for a day of seminars, discussion and training.

Attendee Julien Cornebise said the workshop "provided a wealth of practical advice for everyday life as a consultant" with Jo Schroeder adding that the building was a "great space for workshops like this".



The event marked the start of a long-term programme to further develop the Select Network. In addition to collating profiles and case studies, five specialist teams in Medical Statistics, Official Statistics, Business Intelligence, Environmental Statistics and Statistical Training have now been created.

## Focus on... Business Intelligence

**Business Intelligence (BI) is of crucial importance to any company wanting to keep their product or services relevant in a constantly changing marketplace.**

Select's BI team can assist businesses in analysing and interpreting their data to better understand their marketplace. Services include customer segmentation, the analysis of demand and supply, competition and market trends. Customer segmentation, for example, is used to identify customers that behave similarly to one another. They can be grouped according to natural factors or behavioural factors to assist targeted marketing.

These types of services can be beneficial in a number of ways, for example pricing products, understanding customer needs, predicting customer behaviour, analysing the marketplace and competitor comparisons.

See our next issue for Focus on: Medical Statistics

### Meet Eoin O'Connell



Eoin is a freelance consultant in the Select Network and a member of the BI team. Having held a variety of data analysis and research consultant positions in Australia and Ireland, Eoin has expertise in the development and application of analytic methods in a range of sectors, including

finance, exercise and nutrition sciences, sports and psychology.

Eoin has particular expertise in Business Intelligence and in helping companies analyse and interpret data concerning their customers, sales and internal processes. Many of Eoin's publications have appeared in highly ranked exercise, nutrition and medical journals but the breadth of his statistical interests is evident in his contributions to Significance Magazine and 'The Encyclopaedia of Mathematics and Society'.

#### 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** or complete the online contact form on our website: **www.select-statistics.co.uk**

