McMASTER UNIVERSITY

GRADUATE PROGRAM IN STATISTICS

STATISTICS SEMINAR

Speaker: Amanda Lafontaine, Ipsos-Reid Co., Toronto

Title: *"Applying Statistical Methods to Market Research"*

Day: Tuesday February 1, 2005

Time: 3:30 - 4:30 PM

Place: HH/217 – Deloitte Colloquium Room (Refreshments in HH/216 at 3:00 PM)

SUMMARY

Working in the leading company for Market Research in North America allows a broad range of experience in both statistical applications as well as business applications. Following a Masters Degree in Statistics, it is an adjustment to move into a real life business context in terms of demands, moving from theoretical to applied statistics and dirty data manipulation. Ipsos-Reid is a global leader in such market research techniques as concept testing, loyalty optimization, customer relationship management and high-end analytics. The marketing sciences applications range from low-end statistics, such as correlation analysis, regression analysis and factor analysis to high-end modeling, discrete choice analysis, and segmentation analysis. Doing a masters degree in statistics benefited my transition in terms of my broad range of knowledge, computational abilities and learning curve.

ABOUT THE SPEAKER: Amanda Lafontaine received her B.Sc in Honours Math and Stats from McMaster University. She obtained her Masters in Statistics at McMaster University working with Dr. Lehana Thabane and Dr. Aaron Childs on her Masters Project entitled "Statisticians' Participation in Canadian Based Research Ethics Committees". Currently Lafontaine works at Ipsos-Reid Co. in Toronto as a Statistical Analyst teaming up with the V.P. of Statistical Sciences, former Professor at the University of Western Ontario, Dr. Winston Klass. (Picture by Peter Macdonald, 2003).

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http://icarus.math.mcmaster.ca/rviveros/StatsSem.html