



## SENSOMETRICS TUTORIALS FOR EUROSENSE 2024 – SENSOMETRIC SOCIETY

### Principles of data intelligence in sensory and consumer science: using Power BI to structure our data and insights!

Instructors: Yoan GOUPIL, dsm-firmenich, Switzerland  
Carlos GOMEZ-CORONA, dsm-firmenich, France  
Donato CEREGHETTO, dsm-firmenich, Switzerland

Sensory and consumer scientists routinely collect and analyze a wide range of data, from basic descriptive product profiling to extensive consumer studies involving large participant groups. As time passes, this data accumulates in various files across different devices, prompting the need to preserve its long-term value and accessibility. The following questions naturally arise: how can we unlock the value embedded in historical data collected through the years? How can we connect sensory and consumer data with other critical business datasets, such as sales, performances, shares of the market, or data from analytical measurements? Furthermore, how can we implement user-friendly, shareable, and dynamic dashboards that empower clients, business partners, and decision-makers to extract insights on demand?

One promising approach to tackle these challenges is to leverage data visualization tools commonly used in business intelligence, such as Power BI and Tableau. While these tools offer substantial potential, they remain relatively unknown in the sensory and consumer science community. Nevertheless, they hold the capacity to greatly enhance the comprehension of sensory and consumer data, offering a clearer perspective on research outcomes and facilitating well-informed decision-making in the business context.

This tutorial aims to illustrate how Power BI can efficiently achieve three key objectives: (1) importing, cleaning, and integrating diverse data sources, including sensory, consumer, and business data; (2) designing engaging visualizations that bridge these disparate data sources; and (3) constructing user-friendly, shareable, and interactive dashboards for data exploration. As a part of this tutorial, a practical dataset will be provided to facilitate a hands-on experience with Power BI. By the end of this tutorial, participants will gain a solid understanding of Power BI's interface and functionalities, as well as the knowledge and skills needed to effectively use Power BI as a data visualization tool for sensory and consumer data and beyond.

<b>Duration</b>	3 hours
<b>Audience</b>	Sensory and consumer scientists who are interested in leveraging data visualization tools to structure their data and insights
<b>Background</b>	Participants should possess basic knowledge on data analysis and work with sensory and consumer data (e.g., data from sensory profiling, or consumer tests)
<b>Laptop</b>	All attendees must bring a laptop with PowerBi installed. PowerBi is typically included in most Microsoft 365 solutions. Please consult your IT department, as it is likely that the application is already installed on your device but may require activation. Alternatively, a 30-days trial version could be used if needed.