

# Ricardo Maldonado - Head of Statistics



Head of Statistics and one of the few accredited statisticians. With a focus on the important elements of modern statistical analysis and translating these analyses into understandable conclusions and actionable advice. He has extensive experience in the areas of research/sampling design, statistical modelling and the application of multivariate techniques to solve complex research problems.

- Founder of PowerStats in 2002 and Lead Statistical Consultant for Macquarie Hospital
- He has spoken and published widely on topics ranging from forecasting insect density in grain silos to the application of state of the art statistical techniques in market research.
- Assisted the publication of hundreds of published studies - design, analysis and interpretation of observational studies (e.g. cross sectional studies) and Intervention studies (Randomised Clinical Trials).
- Marketing Experiments includes data analytics to predictive modelling with 91% accuracy for clients such as Optus and Caltex.

 Ricardo is an Accredited Statistician and a member of the Accreditation Committee of the Statistical Society of Australia (SSAI). He is a full member of the SSAI and the International Institute of Forecasters



## Statistical Consulting

Statistical method, design and analysis for business intelligence



## Medical Analytics

Biostatistics and healthcare from design, analysis to submission



## Marketing Experiments

Marketing and campaign assessment. Pricing, channel attribution and forecasts



## Academic Consulting

Data analysis for Academic research and students



## Data Analytics

Turning your data into usable strategic and tactical insight