

**Peter Clarke (Deva Statistical Consulting Ltd), PhD**  
Chartered Statistician, SAS certified programmer

**PROFILE**

A highly experienced freelance statistician, educator and SAS programmer. Worked for 14 years for a large, multinational consumer goods company as a statistician, and for the last 6 as a freelance statistician across a wide range of roles. Trained hundreds of users of SAS in basic and advanced statistics, in the UK and abroad, for a variety of clients. Other roles include time series analysis for a world-class advertising company, analysis of advertising-effectiveness for a client in the public sector, marketing research in the pharmaceuticals industry, and building scorecards for a wide variety of propensity models. Qualified as a Chartered Statistician and a PhD, as well as a SAS Advanced Programmer.