



Contact:

Lindsay Coe, Director of Marketing
RSG
Phone: 802.295-4999
Lindsay.Coe@rsginc.com

July 28, 2014

FOR IMMEDIATE RELEASE

RSG AWARDED BEST POSTER AT THE 2014 ADVANCED RESEARCH TECHNIQUES FORUM

(RSG, White River Junction, VT)—RSG was awarded “Best Poster” at the 2014 Advanced Research Techniques (ART) Forum for their poster, “RSGHB: A Flexible Approach for Hierarchical Bayesian Model Estimation in R.” The poster was authored and presented by Jeff Keller, Jeff Dumont, and Nelson Whipple of RSG. The win marks the second time that RSG has earned this honor in the past three ART Forums.

Pioneered by Greg Allenby in the late 1990s, Hierarchical Bayes (HB) is a data modeling approach that outperforms traditional models with better use of differences across individuals. RSGHB, developed by Dumont, offers HB modelers improvements over earlier tools. It provides flexibility for greater rigor, transparency to be confident in what the model is doing, and access to a broader set of functions. RSGHB is an open source R package available for download from the Comprehensive R Archive Network (CRAN). It is downloaded hundreds of times per week from several countries.

The winning poster explains the origins and benefits of RSGHB and provides a case example to demonstrate its flexibility and effectiveness. “We were excited to be voted ‘Best Poster’ and honored to have it announced by Allenby at a conference he co-chairs,” said Whipple, a Senior Director. “We feel RSGHB is a significant contribution to the field of HB modeling and it was great to have that confirmed by so many experts.”

The Best Poster award is voted by practitioner and academic attendees of the ART Forum and reflects outstanding work in the field of marketing research. The ART Forum was hosted by the American Marketing Association (AMA) and took place June 22-25 in Santa Fe, New Mexico.

To view the award-winning poster, please visit: http://rsginc.com/sites/default/files/news/RSGHB_Poster.pdf

For more information or to download RSGHB, please visit: <http://cran.r-project.org/web/packages/RSGHB/index.html>

About RSG. RSG creatively applies state-of-the-art modeling and analytics to transportation planning, market strategy, environmental management, and custom software development, helping organizations make critical decisions with confidence. RSG is a 100% employee owned company headquartered in White River Junction (VT) with additional offices in Burlington (VT), Concord (NH), Arlington (VA), Evansville (IN), Chicago, Salt Lake City (UT), and San Diego (CA).

###