



Statistics Sweden

Statistiska centralbyrån

Scanner Data

– A Collection Method for the Future

Muhanad Sammar
Economic Statistics Department
Statistics Sweden





Disposition

- Scanner Data in the Swedish CPI
- Variables
- The Swedish Practice
- A New System
- Tips on How to Secure Scanner Data
- Scanner Data Workshop in Stockholm



The Price Unit's Current Position

- Scanner data from
 - One major retail chain (Approx 50%) - Daily necessities
 - Pharmacies (Total data)
 - The government owned chain of liquor stores (Total data)
- Studying scanner data from
 - Two more retail chains (Approx 35%)
 - A major railway operator



Scanner data

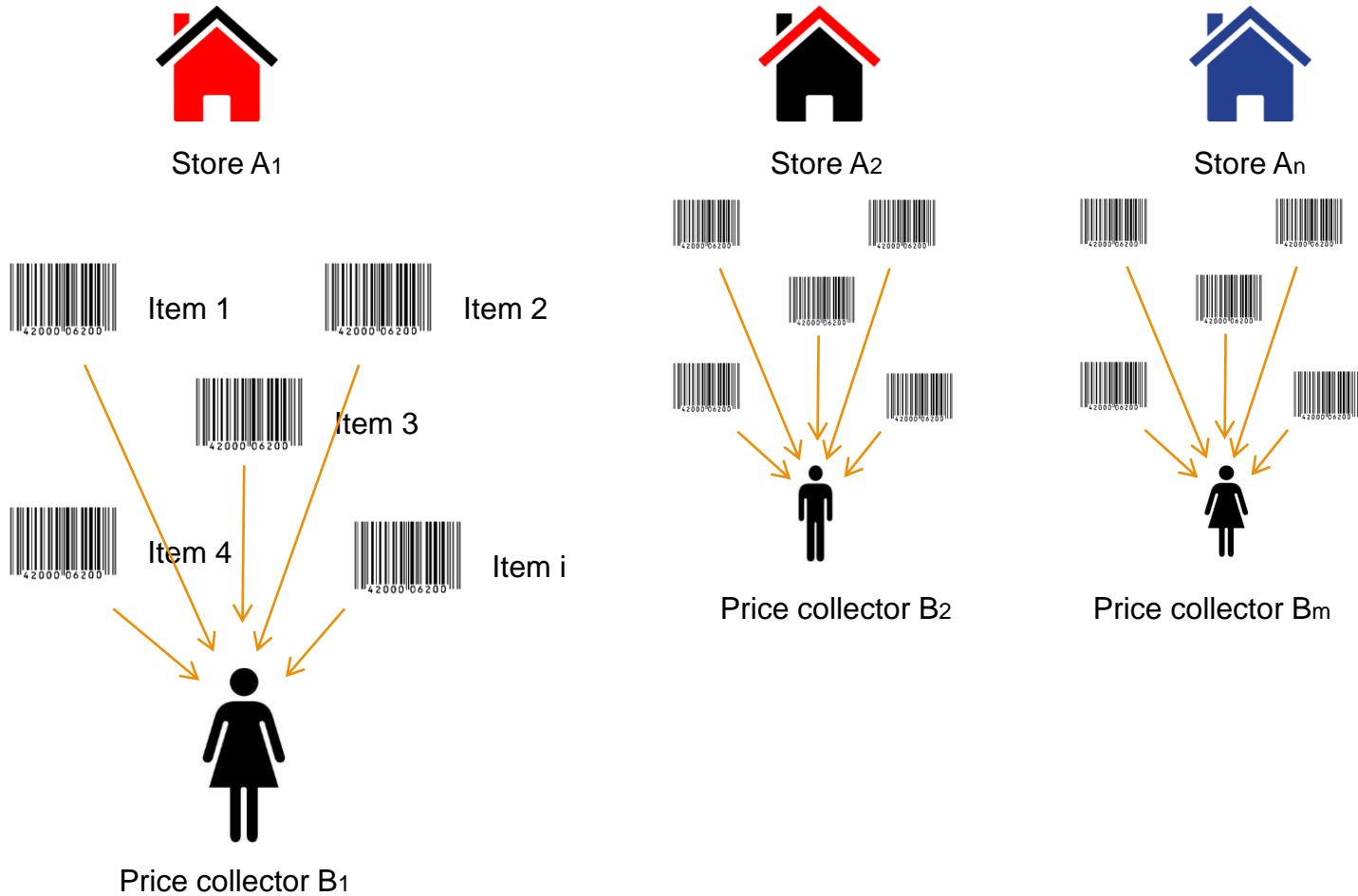
- Variables

- Transaction prices (=Turnover/Units Sold)
- EAN codes
- Detailed information
 - Product description
 - Week/Year
 - Store
 - Quantity
 - Brand



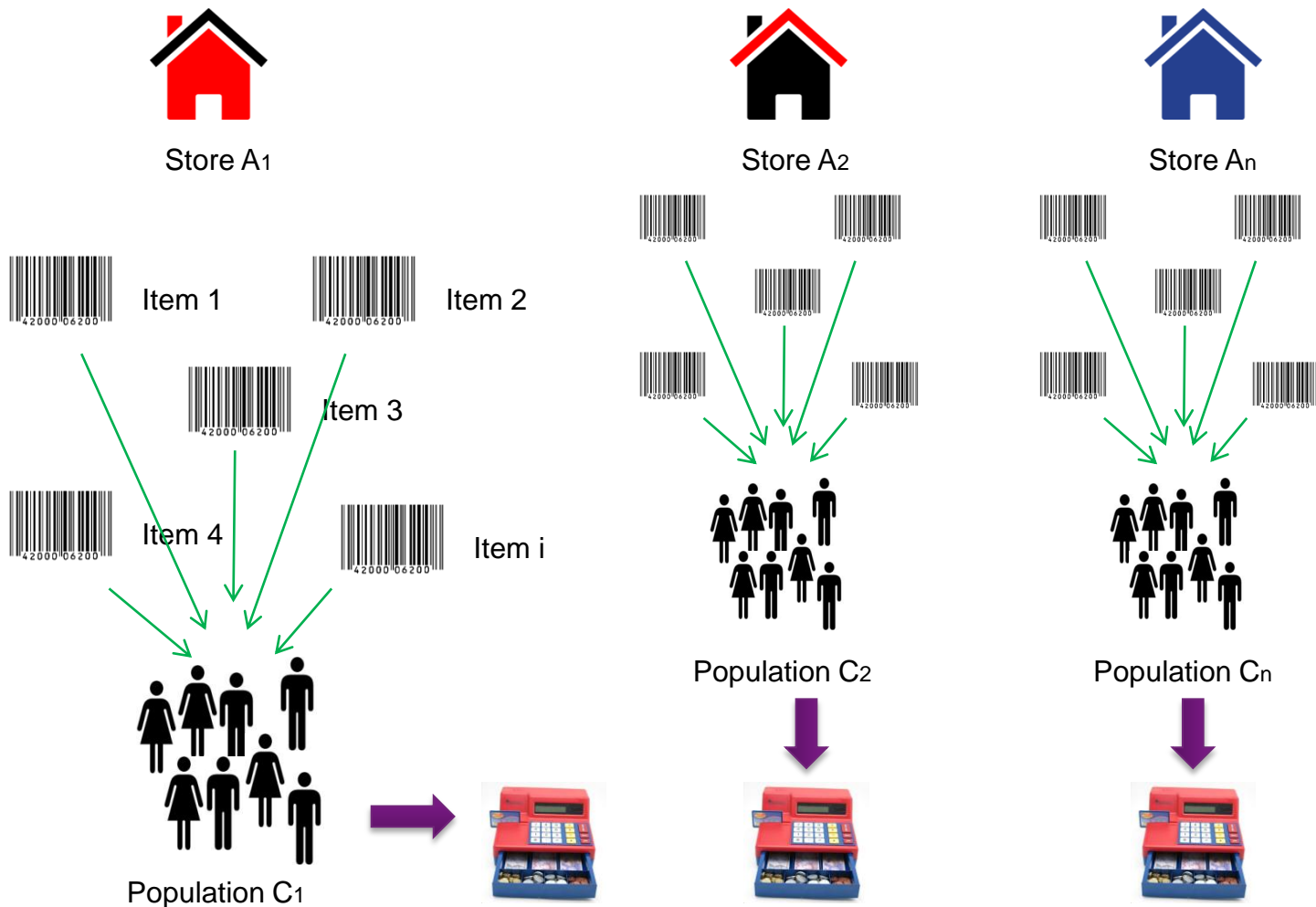
The Swedish Practice 1

- Manual price collection (observed prices)



The Swedish Practice 2

- Transaction prices (weekly deliveries)





A complete system has been built

- File validation
 - File structure
 - Translate variables' name
 - Ensure the quality
- Selecting
- Price validation
 - Limits
- Market analysis
- Aggregation



Why Scanner Data?

- Better quality
- Less volatile data (three weeks)
- “A study on Scanner Data in the Swedish CPI”
- A report by Swedish Consumer Agency
 - For 9% of the items in the survey, the prices were hard to find or could not be found at all.
 - For 6% of the examined products, the prices on the shelves and packages were different from the purchased prices.
- Human error



Securing Scanner Data

1. Build up a trust between retail chains and NSI
 - How will it benefit NSI
 - How will it benefit the retail chains
2. Start with the retail chain with the largest market share
3. Don't give up, keep on moving
 - Phone calls
 - E-mails
 - New meetings



Workshop in Stockholm, 7-8 June

- Issues to be discussed

- <http://www.scb.se/SDWE>
- Discounts
 - Bonus Offers & Membership discounts etc.
 - Take account for?
 - Not take account?
- Different methods
 - A, B and C Method
 - A Weighted Arithmetic Mean over 3 weeks
- Classification key between EAN and COICOP





Summing-up

- New method of collecting prices
 - Update guidelines
 - Update regulations
- A promising source of data
- High quality of actual transactions

