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](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