

Steps for ensuring data quality – scanner data

Name:

Statistical Office:

1. Study how good the information is for each EAN-code. Is the information sufficient to identify a product by its EAN-code? If not, can the retailer provide you with more information (such as brand, package size and product description) just to facilitate the identification of the product?
2. Compare the prices between the manually collected data and the data collected from the retailers (Scanner data). If there are differences, then one should explain them.
3. Study how often EAN codes are reused. Can the same EAN code be used for two different products? Study how common that is.
4. Identify the different discounts that are available for each and every retailer. Which types of discounts are included in the price and which are not? Are deposit fees included in the price?
5. Analyse the scanner data by doing descriptive statistics analysis on the data.
6. Compare the index from scanner data with the index based on the manually collected data. How big is the difference? Try to explain why there are differences.

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