

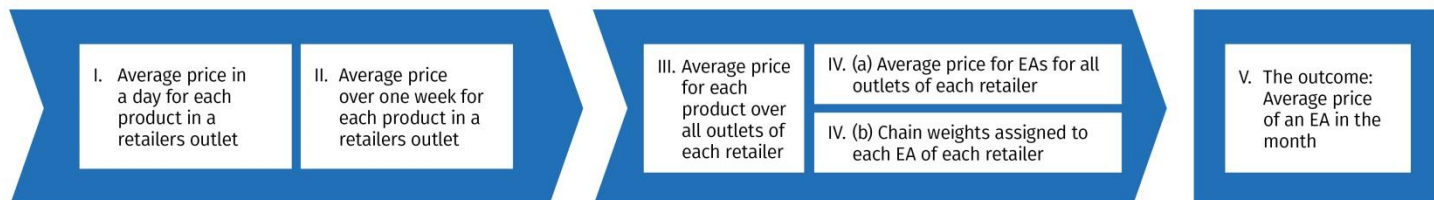
Scanner data

How did Statistics Iceland start using scanner data?

NEW DATA SOURCE ONLY

The first step of implementation was only a change in data source but not the method of aggregation.

METHOD OF AGGREGATION



Notes: Steps I to IV describe unweighted geometric means. One week refers to the 7 days of price collection in the middle of the month. The average price during this week is the price of the month. Chain weights are deducted from the Household Expenditure Survey per EAs. The compilation formula is a fixed basked, weighted Jevons index

NO METHODOLOGICAL CHANGE

The use of chain weights was the key to the quick change of data source.

Chain weights

- enable mixing manually collected data vs scanner data within the EA
- are not influenced by the number of chosen items
- are assigned to every EA related to every chain that provides data

MANUAL DATA

- Loose definition of the consumer good by utility
- Often missing prices
- Manual choice of items
- Price fluctuations due to loose specifications

WHY JUST A NEW DATA SOURCE?

Manageable step with respect to risk and use of human resources.

Current focus on improvements

- Smoothing the delivery process and responses to problems
- Training retailers in maintaining data delivery
- Training staff in data processing
- Further data analysis

SCANNER DATA

- Stricter definition of the consumer good
- Fewer missing prices
- Manual selection of items based on sales values
- More stability in results due to the stricter specifications

INSTANT BENEFITS OF UTILISING SCANNER DATA

More extensive data

- About 60 thousand active product numbers in a month

Better coverage, both spatial and temporal

- About 4% of product numbers are utilised for the CPI which correspond to about 40% of total sales values.

Better insight into what the consumers are buying

- It was discovered that the manual item selection had in some cases been spot on and in some cases not. The latter was often the result of a product that had been important when it was first chosen but had lost its significance, even though it was still continuously available.

