Statistics Denmark and Scanner Data
Timeline

- January 2011 weekly deliveries from the 3 biggest Supermarket chains covering app. 60 % of turnover
- 2012-2015 building the system
- 2016 scanner data implemented in CPI
- 2015 agreement on data from a 4th retailer
- 2017 these data were implemented in the system increasing coverage to app. 80 % of turnover
Requirements from the top management

- Timeliness
- Contracts ensuring weekly transformation of data in place
- Integration of the new data and the new production system in the existing integrated production system
- An ‘experiment’ showing the functioning of the system for three consecutive months
- Documentation also on the influences on other indices
- A communication and publishing strategy
- [User are conservative and like to be informed in due time]
Thank you – also to our new employees