UN CONFERENCE ON BIG DATA

Scanner Data & Official Statistics Panel – Bogota, Colombia

Dana Childerhose
November 9th 2017
NIELSEN MEASURES

WATCH
• Who
• What

BUY
• What
• Where

CONSUMER
• Behaviour
• Attitude
TRUSTED DATA, GLOBAL COVERAGE

- POS Scanner
- Audit
- Receipt
- Consumer Panel
HOW WE DO IT…
DATA INNOVATION IN A CHANGING GLOBAL RETAIL LANDSCAPE
INTEROPERABILITY … *OPEN*