Big data for official statistics: a perspective from price statistics in Brazil

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Instituto Brasileiro de Geografia e Estatística IBGE



Outline

 Introductory remarks on CPIs and considerations on potential uses of alternative data sources and data science techniques for CPI production.

Case studies and discussion on the use of web data and web scraping for CPIs

Exploration of potential use of administrative records of transacted data.

Conclusions

• Brief comments on the UN big data Hub for Latin America and Caribe.

Why big data for price statistics?

Technological advancements and commerce practices have provided the appearence of rich alternative data sources such as administrative records, web and scanner data.

Availability of such alternative data sources or/and new techniques open the door for many possibilities to improve the production of price statistics:

- Optimization of collection via use of automatic data acquisition in a more controlled and less prone to human errors manner.
- Incorporation of more elements to the CPI basket: more products and sectors.
- Derivation of more granular and timely indicators: at geographical levels, higher time frequencies.
- Use of more robust index formulations.
- Derivation of more timely and refined CPI weights and consumer patterns.
- Expansion of use to other fields, national and regional PPPs, other price statistics like PPI and construction indicators.

The potential use depends on the source characteristics and structure available.

Use may require changes or implementation of many processes in a data pipeline as well as changes in the CPI structure to integrate new data sources.

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Core procedures and data integration



Illustration of integration issues



Illustration of integration issues



More concretely: CPIs at IBGE

HBS: income and expenditures from households

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Classification system





Example use of web scraping for airfares

Collection automation: Here focus is use of web scraping as a new technique to acquire the data.

Approach aims to emulate the procedures of a human collector inserting the travel parameters in the website, extracting the results and inserting the data in the CPI system.







Key issues for constructing a comparative series:

Compare the results with the traditional approach;

Evaluate the stability of the scrapers.

Technique used for the CPI and later also used for the ICP program. Can save effort of collection of up to a hundred thousand prices a month.

Example use for ride sharing services

		IPCA	INPC			
Area	Taxi	Ride sharing Services	Taxi	Ride sharing Services		
BR	0,21	0,21	0,16	0,15		
\mathbf{AC}	$0,\!54$	-	$0,\!55$	0,07		
PA	0,43	-	0,32	-		
MA	0,32	0,11	0,41	$0,\!15$		
CE	0,18	$0,\!15$	$0,\!15$	$0,\!16$		
\mathbf{PE}	0,30	0,32	0,15	0,28		
\mathbf{SE}	$0,\!58$	0,11	0,53	$0,\!17$		
BA	0,38	$0,\!30$	0,19	0,21		
MG	0,24	0,19	0,17	$0,\!16$		
\mathbf{ES}	0,12	$0,\!10$	-	0,09		
RJ	$0,\!45$	0,31	0,20	0,26		
\mathbf{SP}	0,16	$0,\!20$	0,11	0,12		
\mathbf{RS}	0,26	0,38	0,20	0,27		
\mathbf{MS}	0,09	0,23	-	0,28		
GO	-	0,26	-	0,09		
DF	-	0,25	0,11	0,16		





Time

Brasil



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Ofertas Relacionadas: Chevrolet Onix | Volkswagen Gol | Fiat Palio | Chevrolet Prisma

Marketplace platforms for car advertisements can offer a good tool to support the calculation of indices for new and used cars.

Offers according selected car models and geographical locations.

Filtro Busca Atenção! Verifique as condições de pagamento e demais informações do veículo diretamente com o anunciante Nunca faça depósitos ou pagamentos antes de se certificar da existência do veículo e desconfie de ofertas com o preço muito abaixo do Localização mercado Pesquisar em 0 rio de janeiro Ver anúncios até 50 km V HB20 1.0 Vision (BlueAudio) HB20 1.0 Copa do Mundo -HB20 1.6 Comfort - 2013 HB20 1.0 Unique - 2019 - 2022 2015 Veículo RS 68.990,00 R\$ 45.900.00 RS 41.900.00 R\$ 56.900.00 Digite uma marca, modelo ou versão \sim Ordenar: Destagues 1 2 3 4 5 6 7> ex: Fiesta, Nissan Q

Hyundai HB20 usados Niterói - RJ e cidades até 50km (411 ofertas)



However, important methodological differences might appear from traditional approach: frequency of collection, difference of sources..

Implementation can take longer times.

Idea here is while such studies are being made, try to use the data to assist the current processes.

Then the use of a dashboard to assist the control of the data collected and provide further information for the analysts.

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· Metrics useful for quality control of the data collected

File size variation along time



Number of municipalities covered for an area along time.



• Number of different areas collected over time



Geographical distribution of observations according each state and municipality for a given day.



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Results for a given new car model in São Paulo

Daily average prices: full panel vs 5 lowest prices



Monthly average prices: full panel vs 5 lowest prices



— 4) 5 menores preços/remessa

Sample Evolution in the area x average sample across areas



Monthly price relatives: Full panel vs 5 lowest prices



 $\Rightarrow ||S|$

Comparing series for new cars: black (published), red (full month web), green (5 lowest web)



1.00% Minas Gerais 0.00% Variação (%) -1.00% -2.00%· 2023-11 2023-02 2023-03 2023-05 2023-10 2023-04 2023-09 var1 - Painel completo var2 - 5 menores precos/mês 🗕 Divulgado 🗕 var1 🚽 var2 🚽 var3 – var4 var3 - 5 menores precos/coleta var4 - 5 menores precos/remessa

Published and web indices agree reasonably but some more prominent differences can be observed at different periods, or for different areas or methods.

Understanding if the difference is due the sources coverage (new cars prices are collected in brick and mortar stores), methods etc is an important point before putting this into production and require some time to evaluate as a comparative time series need to be constructed.

Meanwhile, the existing results can support the current analysis processes and also the collection for used cars which already make use of web advertisements.

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Microdata can be inspected and exported for support of the manual collection process if necessary.

1 1 1 2 3	5 6 7 8 9	10 10										
CSV Exc	el Show 5 v entries									:	Search:	
id 🕴	location	♦ UF ♦	nome_carro				year 🕴	price 💧	seller 💧	travelledDistance	🕴 type 🍦	dataColeta 🕴
49562900	São Paulo - SP	SP	HYUNDAI HB20			L 2019/2019	2019/2019	46950	Concessionária	45715 km	car	2023-12-13
49642887	Santo André - SP	SP	HYUNDAI HB20			L 2019/2019	2019/2019	48990	Concessionária	47000 km	car	2023-12-13
49512141	São Paulo - SP	SP	HYUNDAI HB20			2019/2019	2019/2019	49990	Concessionária	42890 km	car	2023-12-13
49585475	São Paulo - SP	SP	HYUNDAI HB20			2019/2019	2019/2019	49990	Concessionária	42844 km	car	2023-12-13
49603108	São Bernardo do Campo - SP	SP	HYUNDAI HB20	UNITE	FL	2019/2019	2019/2019	50990	Concessionária	35422 km	car	2023-12-13

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Expansion not so straightforward

- We are also studying the use of web scraping for other sectors such as hotels, car rents, electronics and household appliances. Other candidates could include holiday packages, books, bus tickets, rents and condos.
- Different issues may rise for diferent sectors and expansion may not be so straighforward.
- Important points that should be considered for expansion:

i) Stability and maintenance of the scrapers. Challenge for scalability and implementation in production. Fallout plan is mandatory.

ii) Geographical breakdown might not be possible for sectors such as clothing, food and beverages and electronics. (Via the traditional approach a big retail chain might have several stores that are visited, via online only one price per product might be available for the whole chain).

iii) To make further use of the data a bulk approach might need to be implemented. However, a bulk approch usually requires changes in the weighting structure, and is more demanding in IT resources. Lack of weights for products can also lead to bias.

iv) Difference in representativity of ecommerce and actual purchase practices of consumers. Need to check if online indices series are representative of the series derived via traditional methods.

Comparison of market coverage CPI basket and ecommerce

CPI (IPCA) weights (jan 2020): Food, Transportation, housing and health cover almost 70% of the basket.





Distribution of e-commerce sales by categories 2016 - 2022.

ITCHEN STOVE

PERFUME AND

COSMETICS FOOTWEAR

CLOTHING

OTHER

FURNITURE





Percentage of e-commerce coverage by sector in 2022 (products only).



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Scanner data







Check Digi

Data that rose with the advent of barcodes for

Scanner data

purposes of stock control and analysis by retailers.

It allows a detailed control of products sold and stocks: what was sold, when, amount, turnover etc.

Peculiarity of Brazil: e-receipts

CH RUA DOUTOR	NPJ: 9/0001-4	RUTAS E LEGUME 49 IE: 7777725 N. NITEROI, R	ES LTDA - 1 1980 10 de jane	ME IRO
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Documento (Auxiliar da Nota Fisca	al de Consumi	dor Eletro	nica
	broopyoao	OTDE UN	UI HNTT U	IL TOTAL
CUDIGO	DESCRICAU	D CZO ka	1 99	13.32
000000000110	MANGA PALMER	2,070 K9	5 00	6 56
0000000000001	ABACATE	1,095 Kg	3,35	6 24
000000000052	CEBOLA NACIONAL KG	1,250 Kg	4,99	0,24
000000000039	BATATA LISA	2,635 kg	7,89	20,19
000000007922	QUEIJO CURADO SER D I	MACACU KG		
		0,485 kg	58,90	28,57
7896331100327	MANTEIGA AVIACAO POT	E 5006 C/SAL		
1000001100021		1,000 UN	26,98	26,98
	*********************			ć
Utoe. total d	e itens			100 10
Valor total R	S			102,40
Valor a Pagar	R\$			102 46
FORMA DE PAGA	MENTO		VALOR	PACO RS
CARTAO TEF				102,46

	Consulte pela Chav	e de Acesso e	n	
	uuw.fazenda.rj.gov.b	r/nfce/consul	ta	
3322 0.44	119/08 4500 0149 (mill)	13000 0387 00	19 8413 83	317
	CONSUMIDOR NAO I	DENTIFICADO		
NFC	-e no 38%00 Serie 103	15/04/2022 1	1:13:36	
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	回风游	530 P		
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	1200 100			
	1200	Sec.		
	12201134113			
	14 10 10 10 10 10 10 10 10 10 10 10 10 10	55.63		

Q Filtrar itens		
MANGA PALMER (Código: 100110) Qtde.:2,67 UN: KG VI. Unit.: 4,99		VI. Total 13,32
ABACATE (Código: 100001) Qtde.:1,095 UN: KG VI. Unit.: 5,99		VI. Total 6,56
CEBOLA NACIONAL KG (Código: 100052) Qtde.:1,25 UN: KG VI. Unit.: 4,99		VI. Total 6,24
BATATA LISA (Código: 100039) Qtde.:2,635 UN: KG VI. Unit.: 7,89	•	VI. Total 20,79
QUEIJO CURADO SER D MACACU KG (Código: 107922) Qtde.:0,485 UN: KG VI. Unit.: 58,9		VI. Total 28,57
MANTEIGA AVIACAO POTE 500G C SAL (Código: 11055) Qtde.:1 UN: UN VI. Unit.: 26,98		VI. Total 26,98
Qtd. total de itens	:	6
Valor a pagar R\$):	102,46

Comercio de Frutas e Legumes Ltda - Me

CNPJ: (1999)0001-49

A typical visualization of this same data from the "web app" of the fiscal agencies.

Currently, over 40 billion e-receipts valid in the data base and more than 2.3 million "stores" observed in the last month.

Initial problem: access.

Solution
Solution

Smells like scanner data and tastes like it ... although it is an administrative record.

Proof of concept: inspection of main variables available via web scraping scanned receipts.

Structure of some of the variables found.

Description	12	Qtd	Unit	Turnover	Code_In	NCM	GTIN	CNPJ (ret_ld)	date	time	purchase_key
maca gala	1.3	2	KG	11.98	100103	8081000NA		0345000149	05/05/2022	19:58:06	3,32205E+43
ESC DENT BASIC M DES REXONA ST 4	ACIA 1.0 8 ME	0	UN	4.45	715670	96032100NA		6250054763	01/05/2022	16:22:15	3,32205E+43
CL	1.	0	UN	21.49	277436	33072090NA		38250054763	01/05/2022	16:22:15	3,32205E+43
BISC AMAN PRINC	400G 2.0	0	UN	25.28	9878161	19053100NA		8411243300	24/04/2022	20:28:35	3,32204E+43
SALAMINHO TP HA	MB HA 1.	0	UN	10 9	1064161	16010000	8421395037341	8411243300	24/04/2022	20:28:35	3,32204E+43
SACOLA VERDE 48	X55 1.	0	UN	0 .1	7636387	39232190NA		411243300	24/04/2022	20:28:35	3,32204E+43
AZEITE OLIV TUNI I ACHOCOLATADO T	EXT 3.	0	UN	7.97	150118	15092000	736532812902	473009498	22/04/2022	<mark>19:45:1</mark> 4	3,32204E+43
4	1.	0	UN	9.79	117660	18069000	7894321711263	87473009498	22/04/2022	19:45:14	3,32204E+43
LEITE ZERO LACTO	SEN 1.	0	UN	7.98	121856	4012010	7898215157410	3 87473009498	22/04/2022	19:45:14	3,32204E+43
PAO FRANCES JC	kg 0.:	355	kg	6.35	152971	19059090	96881	3 37473009498	22/04/2022	19:45:14	3,32204E+43
BROINHA MILHO C	CANE 0.	355	kç	17.71	152925	19059090NA		3 37473009498	22/04/2022	19:45:14	3,32204E+43
ARROZ PARBOLIZA	DO IN 1.	0	U.N	6.98	112216	10062020	7893500018483	3 87473009498	22/04/2022	19 <mark>:4</mark> 5:14	3,32204E+43

Comparison with typical variables found in a scanner dataset.

			Turn-	Vol-		Quantity	Product	
Date	Store	EAN number	over	ume	Unit	per unit	number	Product description
1104	7894	2920080800007	3402,70	211	Gram	300	910076003	Sliced bacon 2x150 G.
1104	7895	2920080800007	2119,65	163	Gram	300	910076003	Sliced bacon 2x150 G.
1104	7896	2920080800007	1516,05	108	Gram	300	910076003	Sliced bacon 2x150 G.
1104	7897	2920080800007	1478,13	105	Gram	300	910076003	Sliced bacon 2x150 G.
1104	7214	2921056000005	302,50	14	Gram	200	911056001	Chicken Fillet
1104	7215	2921056000005	102,50	5	Gram	200	911056001	Chicken Fillet

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Potential use for Houlsehold budget surveys

From the very detailed granular data different expenditure information can be obtained.

Example of expenditures obtained at different levels:

111.72

105.60

103.36

100.67 96.97

96.83

96.60

96.47

94.90

9311000113

52753000196

87473003295

Dy GTIN	Código_EAN_Comercial	Descrição	
	7891000073018	IOG NESTLE NAT DESN 160	171.01
	07891010038953	FITA DEN REACH 50M	170.39
	SEM GTIN	MASCARA WELLA 500G	169.90
	773602315864	MAC MASCARA FALSE LASHES MAXIMIZER PADRAO UN	169.00
	07896035301211	GELEIA INBASA 220G	167.70
	7896679229575	OVOS CAIPIRA BOM J.12UN	166.80

Ductors	CNPJ				
By store	6517000122				
	8250054763				
	4751003736				
	8250004901				
	4284012099				
	6807000191				

Combination of GTIN and store

CNDT	Cidina FAN Compandal	
CNPJ	Codigo_EAN_Comercial	
44 08411243300	02002885010882	176.22
35865222995	7896026300216	172.14
4133000120	7891000073018	171.01
8411243300	07891010038953	170.39
77511002182	773602315864	169.00
08411243300	07896035301211	167.70

Use of this kind of household scanner data could be very useful for surveys like the household budget survey to derive detailed and precise data on consumer purchases.



Potential use for Houlsehold budget surveys

Retailers addresses also available.

Store name	Store id	Address	District	Zip code	Municipality	Phone	UF	Country
SUPERMERCADO ZOMMANIA A F45	3,33813E+13	RUA MACHADO	FLAMENGO	22220060 3	304557-Rio de Janeiro		RJ	1058.0
SUPERMERCADO ZCCCOMMULLISA F42	3,33813E+13	RUA SAO CLEMENT	BOTAFOGO	22260002 3	304557-Rio de Janeiro		RJ	1058.0
SUPER MERCADO ZOMALU S/A F37	3,33813E+13	RUA SOA JOAO	BOTAFOGO	22270030 3	304557-Rio de Janeiro		RJ	1058.0



Adding geographical coordinates, we can map consumption patterns geographical distribution.





Finding the needle in the haystack: classification issues

NCM = Mercosul Classification System, MCN in english.

J	Description	Qtd	Unit	Turnover	Code_In	NCM	GTIN	CNPJ (ret_ld)	date	time	purchase_key
	ESC DENT BASIC	1.2	NG	11.90	100103	00010001	7	3940343000149	03/03/2022	19.50.00	3,322032743
	MACIA	1.0	UN	4.45	71567	96032100 N	4	33438250054763	01/05/2022	16:22:15	3,32205E+43
	DES REXONA ST 48 ME										
	CL	1.0	UN	21.49	277 <u>4</u> 36	33072090 N/	4	33438250054763	01/05/2022	16:22:15	3,32205E+43
	BISC AMAN PRINC 400G	2.0	UN	25.28	9878 61	19053100N/	4	47508411243300	24/04/2022	20:28:35	3,32204E+43
	SALAMINHO TP HAMB										
	HA	1.0	UN	10.99	4161 54161	16010000	8421395037341	47508411243300	24/04/2022	20:28:35	3,32204E+43
	SACOLA VERDE 48X55	1.0	UN	0.11	7,536387	39232190N	4	47508411243300	24/04/2022	20:28:35	3,32204E+43
	AZEITE OLIV TUNI EXT	3.0	UN	77.97	150118	15092000	736532812902	31487473009498	22/04/2022	19:45:14	3,32204E+43
	ACHOCOLATADO										
0	TODDY 4	1.0	UN	9.79	117660	18069000	7894321711263	31487473009498	22/04/2022	19:45:14	3,32204E+43
	LEITE ZERO LACTOSE										
	N	1.0	UN	7.98	121856	4012010	7898215157410	31487473009498	22/04/2022	19:45:14	3,32204E+43
	PAO FRANCES JC kg	0.355	kg	6.35	152971	19059090	96881	31487473009498	22/04/2022	19:45:14	3,32204E+43
	BROINHA MILHO C										
	CANE	0.355	kg	17, 1	152925	19059090N/	4	31487473009498	22/04/2022	19:45:14	3,32204E+43
	ARROZ PARBOLIZADO			-							
	IN	1.0	UN	6.98	112216	10062020	7893500018483	31487473009498	22/04/2022	19:45:14	3,32204E+43

NCM taxonomy:

This is extremely valuable to reduce the complexity of the classification task.

For some cases, the mapping is "straightforward".





Example of use cases

Distribution of expenditures of products within a given NCM

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Useful to derive market shares of products.

Example of use cases





Another case study: use for prices indices calculation

Preview of the variables extracted for gasoline from e-receipts for public purchases.

After some filters: 1328 different gas stations have at least one price in the panel from oct/2021may/2023.

Date	NCM category	Product description	Seller name	Seller Code	Price	Turnover
01/02/2022	Gasoline except for aviation	Gasoline	America Comercio de combustível LTDA	28.549.481/0001- 08	6.89	19.98
01/02/2022	Gasoline except for aviation	Gasoline	Posto <u>Arvoredo</u>	27.066.273/0002- 76	6.77	54.97

Summary stats	Price	Turnover
Count	12387.0	1.23e+04
Mean	6.24	9.65e+03
Std	0.93	1.26e+05
Min	4.70	6.05e+00
25%	5.45	1.81e+02
50%	6.05	2.91e+02
75%	6.99	8.75e+02
Max	8.58	9.34e+06

Prices range signals that this should be a good proxy for prices paid by families.

However quantities should not be applicable.

Another case study: use for prices indices calculation

Experimental índices for some areas:



Another case study: use for prices indices calculation

Experimental índices for some areas:



Conclusions

We have inspected the potential and limitations for the use of different alternative data sources for the compilation of price statistics at IBGE. The case studies can reveal some of the potential and challenges associated with the use of such data sources.

Illustration of use of web scraping can reveal that this is a versatile and powerful tool for different applications. However, caution should be taken for its implementation in production according the sector and application aimed. Requirements for data integration, possible differences in market coverage and sites changes that can block the data collection as well as IT infrastructure should be taken care.

Exploratory studies developed via use of "scanner-like" data contained in the fiscal ereceipts shows that data has potential for use as household scanner-like with potential use for HBS surveys.

Looking at the other side of the coin, stores-like scanner data contained in the data set can be used to derive prices indices with information on prices and quantities transacted.

Access to scanner data sets is still an issue, but exploration of these prelimiary data sets might help to develop a route for such use.

UN big data hub in Brazil



MBGE

Working program

UNBigDataRegional Hub

WORKSTREAMS

 \Leftrightarrow

Strengthening ties and promoting cooperation among producers of official statistics in the Region

Supporting sharing of experiences and knowledge, promoting increased contact and integration among regional producers and users, and increasing use of the knowledge generated.

Training and fostering the interest of young statisticians on the use of Big Data in Official Statistics

Offering online courses and webinars, with theoretical content and hands on activities, on methods, techniques, and tools for the use of Big Data in Official Statistics.

Supporting research on the use of Big Data and Data Science

Broadening the thematic scope of research on the use of Big Data in Official Statistics to gain experience in handling and processing this type of data; improving the accuracy and robustness of the results; developing protocols for incorporation of new data sources into the portfolio of Statistics Institutes in the Region.

Organizing and hosting seminars and conferences

Facilitate the exchange of information and contribute to the discussion on the use of new data sources and technologies, increasing involvement of Latin American and the Caribbean NSIs in developing new methods and algorithms for the global statistical system. WORKSTREAM 1 Strengthening ties and promoting cooperation between producers of official statistics in the Region

1.1 Enlarge partnership in Latin America and the Caribbean via joint activities 1.2 Use of Big Data in Latin America and the Caribbean – 3rd Consultation

> WORKSTREAM 2 Training and fostering the interest of young statisticians on the use of Big Data in Official Statistics

2.1 V Workshop on Use of Big Data for Official Statistics: environmental and climate change indicators 2.2 VI Workshop on Use of Big Data for Official Statistics: environmental and climate change indicators

WORKSTREAM 3 Supporting research on the use of Big Data and Data Science

3.1 Privacy-enhancing technologies (PET) in NSOs in Latin America and the Caribbean
 3.2 Informal settlements using satellite imagery
 3.3 Big data quality

WORKSTREAM 4 Organizing and hosting seminars and conferences

4.1 Webinar Series: Road to Festival de Datos in Punta del Este, Uruguay

- 4.2 Webinar Series: New Developments in the Use of Alternative Data
- 4.3 Special Topic Webinars: developments from the UNCEBD Task Teams
- 4.4 UN Satellite Datathon 2023 in Rio de Janeiro
- 4.5 8th International Conference on Big Data and Data Science for Official Statistics: side event

Contribution relating price statistics

First courses given by the Hub:

Workshop

Introdução ao web scraping aplicado a índices de preços Introduction to web scraping applied to price indexes Introducción al web scraping aplicado a índices de precios **II Workshop** on the use of Big Data for Official Statistics

Calculando o Índice de Preços a partir de fontes alternativas Calculating Price Index from alternative data sources Cálculo del índice de precios de fuentes alternativas

Instructors Lincoln Silva, Plinio Santos Assistance of Vladimir Miranda. Instructors: Vladimir Miranda, Lincoln Silva, Jacek Bialek. Assistance: Plinio Santos.

Classes videos available online Day 1 (scraper for static sites via rvest) https://www.youtube.com/watch?v=J_uk_D8HInk

Day 2 (Use of rSelenium for airfares) https://www.youtube.com/watch?v=VAZHIufvwEQ

Day 3 (Project discussion and importante remarks on the use of web data) https://www.youtube.com/watch?v=L1Px9IbMj6w Topics covered theoretical and practical aspects about the use of alternative data sources for calculation of prices indices.

Applications and exercises via use of two R softwares for data preparation and calculation of índices for alternative data sources.

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Thank you for your attention!

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