

# How can your weekly shop contribute to nutrition research?

## Systematic review of electronic sales data in dietary surveillance

Victoria Jenneson, Francesca Pontin, Darren Greenwood, Graham Clarke, Michelle A. Morris



UNIVERSITY OF LEEDS



### 1. Background

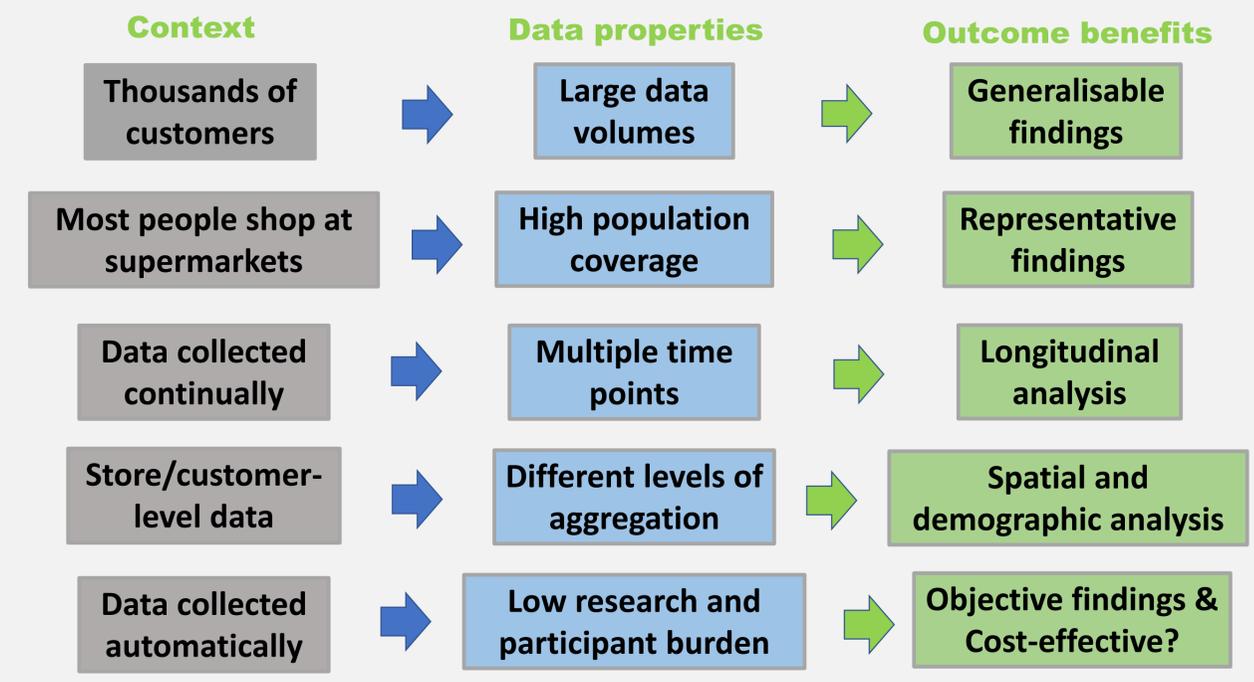
Computational advancements have led to:

- **Availability** of big data, generated as a by-product of our daily lives,
- Improved capacity for **data storage**,
- Development of **analysis** for large data volumes.

Electronic point of sale (EPOS) captures huge amounts of food purchase data **every day**.

Retailers use EPOS for market research, but it could prove a useful **secondary data** resource for dietary research too.

### 2. Theoretical framework



### 3. Review questions

- **Q1** What **types of studies** use sales data?
- **Q2** What **populations** are covered by sales data?
- **Q3** What **foods/nutrients** do they investigate?
- **Q4** What **methods** are used for data linkage, dietary coding and analysis?
- **Q5** How does sales data **compare** with self-report?

### 4. Eligibility criteria

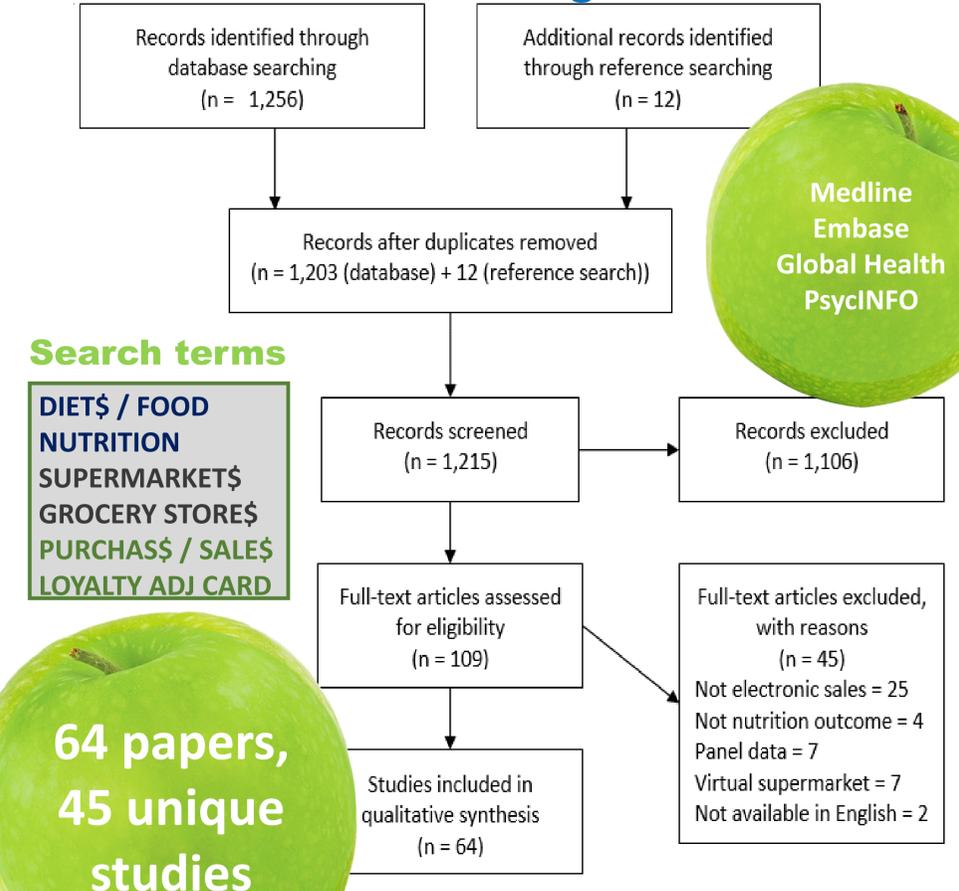
#### Inclusion

- English language
- Free-living, healthy adults/households
- **Electronic sales data**
- **Dietary outcome**, (quantity/expenditure)

#### Exclusion

- **NOT** reviews
- **NOT** self-reported
- **NOT** paper receipts
- **NOT** market research panel

### 5. Searches and screening



#### Validity of methods is under-explored

Sales data is commonly used to evaluate policies and behavioural experiments.

Only a small number of papers address feasibility and validity of methods.

### 6. Initial findings

#### Findings for Q1 & Q2 (review ongoing)

#### Distribution of studies by continent



#### Research interest is growing...

The number of publications using electronic sales data has grown in recent years.

