

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

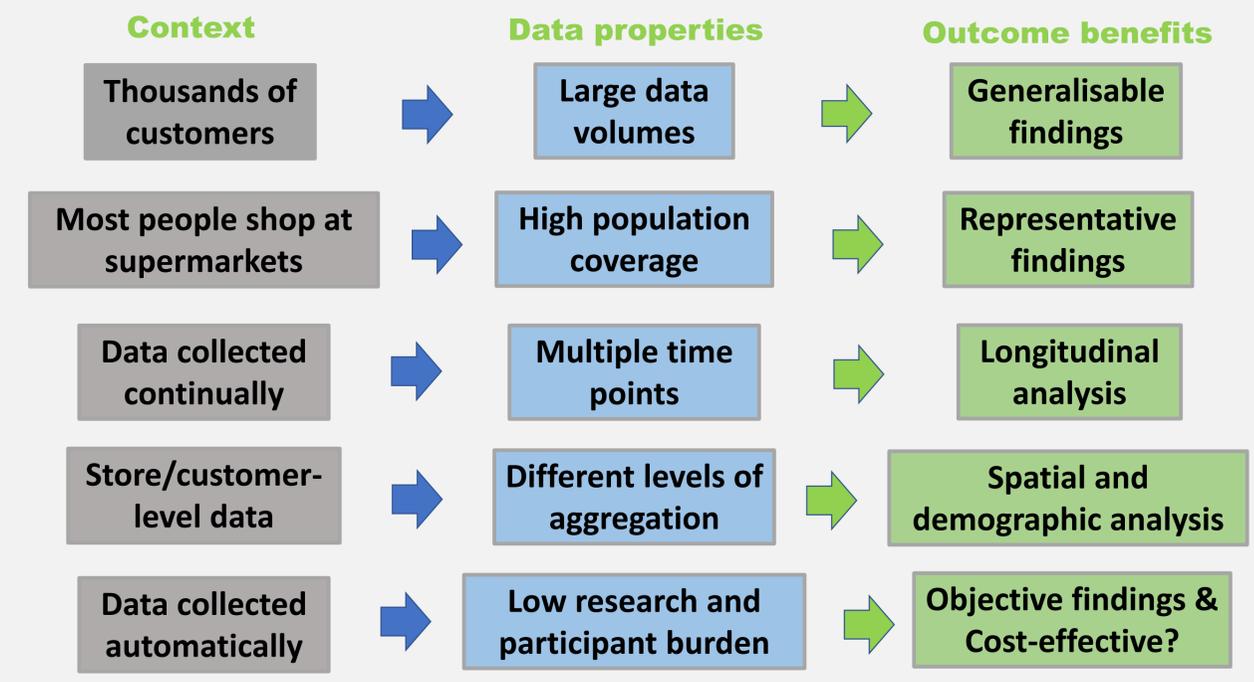
Computational advancements have led to:

- **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

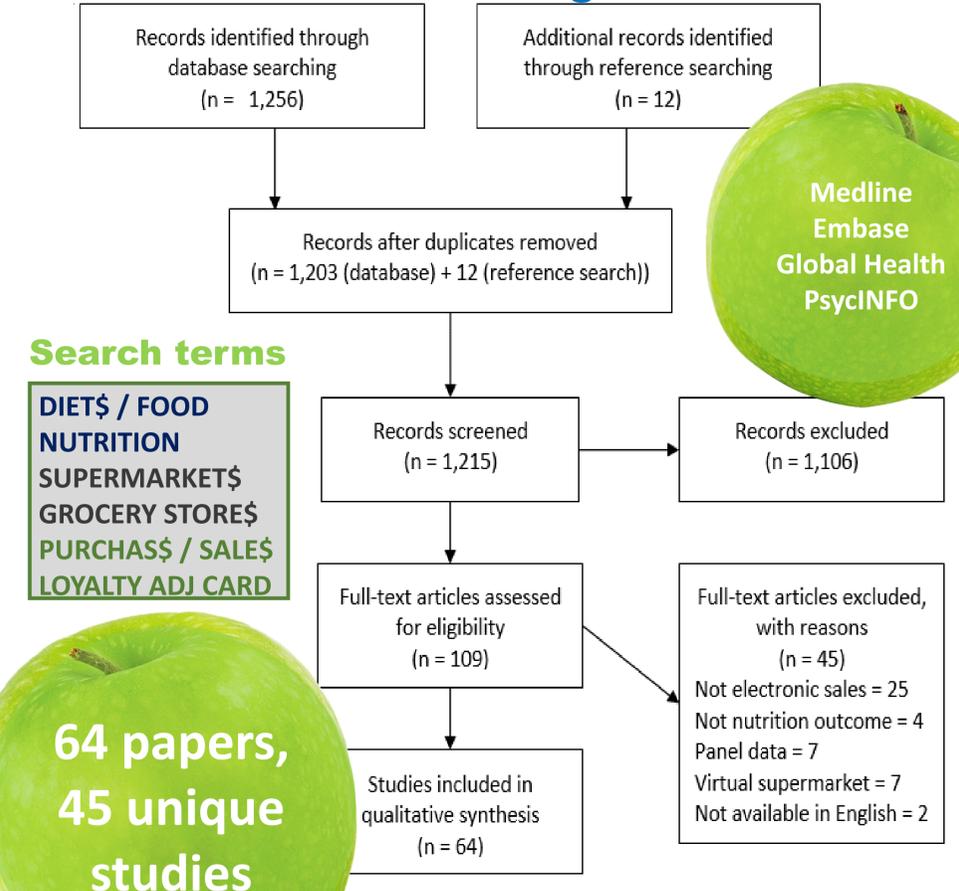
Inclusion

- 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.

