

Polish scanner data project - first steps

The Polish project on scanner data had its first step in 2011, when the cooperation with one retail chain was established. In May 2015, the agreement with the fourth retail trade chain (the most important one) was achieved and the share covered with scanner data increased to nearly 50% of the supermarket and hypermarket in terms of turnover. The main lessons learnt in the Polish project are illustrated in this presentation (from legal aspects, to the issues concerning the data transmission, passing through the problems of allocation of specific items to ECOICOP groups).

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