

Carlson, Andrea - ERS

From: Thea Zimmerman <TheaZimmerman@westat.com>
Sent: Tuesday, October 10, 2017 2:59 PM
To: Carlson, Andrea - ERS
Cc: Laurie May
Subject: IRI Linkage: Task 5 and Kroger data

Hi Andi,

Thank you for the very productive conversation today. To re-cap, we discussed:

- Task 5.1 deliverable due October 31: the complexities of updating our automated mapping process have meant that we are unlikely to complete all 170 categories by 10/31. However, we do anticipate completing at least 75% of the categories by that date, with the remainder finished by the end of November. At this time, we expect to complete the remainder of the project on time, by May 31, 2018.
- The new sales data added on September 11 resulted in nearly 90,000 new UPCs with sales data. Carina's investigation reveals that nearly all categories were affected by this, to varying degrees:

Number of categories affected	% of sales associated with new (unmatched) UPCs
2	0
38	>1 to 5
47	>5 to 10
35	>10 to 15
20	>15 to 20
25	>20 to 50
3	>50

Given that we would need to return to completed categories to review and update our automated links, incorporating this new data is outside the scope of work.

- As a result of our discussion, you requested a proposal for the following:
 - Completion of the Task 5 work – the current mapping work is exceeding our expectations and although there are funds available in the overall Task 5 budget, this will reduce hours available to complete the remaining work.
 - Linking the added UPCs due to Kroger sales – we will break this into two estimates, one to cover the 28 categories with >20% of sales due to the new UPCs and one for the remaining categories.
 - Linking UPCs for the Trip_2015 sales – this dataset is for the household panel and has not been linked previously. The UPCs are in the PDs, but sales are not tracked in the retail sales data.
 - Linking UPCs for the Private label product dictionary for 2015 – these also have not been linked previously but are of importance for the Thrifty Food Plan and other ERS work.

I will work with Carina to get a proposal to you within two weeks.

Please let me know if I have omitted anything.

Thanks,
Thea

Thea Palmer Zimmerman, MS, RD
Westat
240-314-2413