

# Kantar WorldPanel

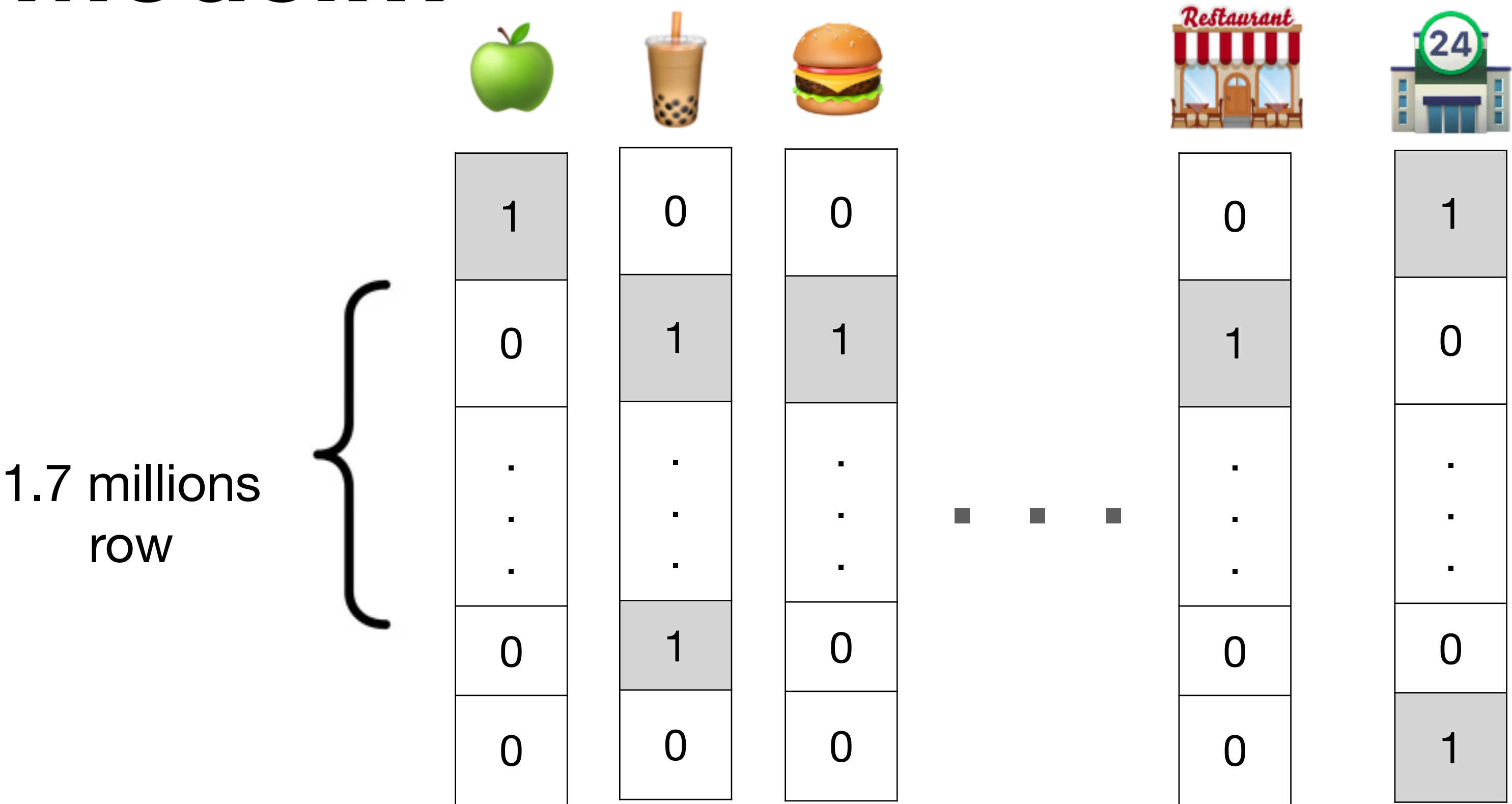
- Continuous Consumer Panel in the UK
- 7642 individuals: representative/residential postcode sector
- 1.7 millions unique shopping basket
- First week of 2017 to last week of 2019
- In theory: complete consumption records
- 271 unique merchant name: 24 Store/Food Environment Categories
- 773 products ID: 42 Food On the Go (FOTG) Categories defined by Kantar Worldpanel



An ESRC Data  
Investment

**KANTAR** W<sup>ORLD</sup>PANEL

# Data Model...



## One hot encoding

A set of k-dimensional vectors where each components are binary  
Very sparse (i.e. too many zeros)