

Kenya - Analysis of Supermarket Grocery Data for Prediction of Nutritional and Health Outcomes at the Population Level - Supermarket B

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Overview

Identification

ID NUMBER

DDI-KEN-APHRC-SUPERMARKET-B-2023-V1.0

Version

VERSION DESCRIPTION

PRODUCTION DATE

2025-07-01

NOTES

Not Applicable

Overview

ABSTRACT

Rates of overweight, obesity, and chronic diseases such as cardiovascular diseases, hypertension, type 2 diabetes and certain cancers (bowel, lung, prostate and uterine) are on the rise in most sub-saharan Africa (SSA) countries like kenya. These increases can be largely attributed to the shift toward unhealthy diet patterns and increased access to processed foods that are high in fat, sugar, and sodium. The influx of supermarkets in east africa and the replacement of traditional foods for processed foods places this region in a vulnerable position for greater increases in chronic disease rates. Consumer purchasing history from supermarkets can provide valuable insight to food intake over time and the present and future effects on chronic diseases. Purchasing data from supermarkets is available yet underutilized in SSA.

The study aimed to harmonize and increase accessibility to grocery data, use statistical methods to explore purchasing patterns and predict the effects of nutrition on chronic diseases, and inform policy on the various influences on consumer purchases.

UNITS OF ANALYSIS

Individuals and supermarket transaction records.

Scope

NOTES

- Transaction Level Data: Food Item Details (Specific products purchased), Quantity, Price, Date of Purchase, Location of Purchase, Customer Demographics (age, gender when collected via loyalty programs), Payment Method(Cash, credit card, digital payment, etc.), Basket Composition

KEYWORDS

Supermarkets, Ultra-Processed Foods, Processed Foods, Non-communicable Chronic Diseases

Coverage

GEOGRAPHIC COVERAGE

National coverage: Kiambu, Nyeri, Embu, Murang'a and Nairobi Counties

UNIVERSE

The survey covers transaction records of individuals who made purchases in supermarkets.

Producers and Sponsors

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FUNDING

Name	Abbreviation	Role
African Populattion and Health Research Center	APHRC	Funder

OTHER ACKNOWLEDGEMENTS

Name	Affiliation	Role
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Mambe Shem	African Population and Health Research Center (APHRC)	Data Documentattion Officer

Metadata Production

METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
African Population and Health Research Center		APHRC	Documentation of the DDI

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Sampling

Sampling Procedure

The study is a cross-sectional exploratory study with a phased approach employing quantitative secondary data collection from a third-party information management solution provider. The third party provider employs an open integrated point of sale and store information retail system that connects retail touch points and sales channels in several counties in Kenya.

Sampling was conducted after a census of all supermarkets subscribed to the third party system was done. Only those counties with supermarkets subscribed to the platform were sampled. A sample of large, medium sized and small supermarkets were selected to participate in the study. The supermarket sizes were determined as follows; large supermarkets (supermarkets with a cumulative total of more than 8 branch networks). Medium size supermarkets will be those with 3-8 branch networks in the counties and smaller supermarkets are those with 1-2 branch networks.

Grocery data was received a supermarket chain with 11 branches.

Deviations from Sample Design

Not Applicable

Response Rate

Not Applicable

Weighting

Not Applicable

Questionnaires

Overview

A standardized form was developed to guide in extration of information from 3rd party information provider for supermarket purchase data. Variables of interest includes supermarket name, supermarket branch, location of supermarket, invoice id, customer id, customer demographics (gender, age), date and time of purchase, product name purchased, unit price per item, number of items purchased, payment method used by customer for purchase etc.

Secondary data collected will not be identifiable as it will be anonymized at the supermarket and client level.

The standardized form is provided as external resources data.
V1-V18 the questions are found in the "Study abstraction tool"

Data Collection

Data Collection Dates

Start	End	Cycle
2022-05-30	2023-12-31	Daily

Data Collection Mode

Other [oth]

Questionnaires

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V1-V18 the questions are found in the "Study abstraction tool"

Supervision

Not Applicable

Data Processing

Data Editing

Not Applicable

Other Processing

The extracted grocery data was in the form of csv files and was saved into a local database using PostgreSQL version 15.2 and imported into R version 4.3.3 for cleaning and pre-processing.

Data preprocessing techniques applied included: Transactions and demographics alignment, dealing with missing values, checking for data consistency, quality assurance checks and filtering non-food items.

Data Appraisal

Estimates of Sampling Error

Not Applicable

File Description

Variable List

clean_supermarket_b_sample

Content

Cases 1071760

Variable(s) 18

Structure Type:
Keys: ()

Version

Producer

Missing Data

Variables

ID	NAME	LABEL	TYPE	FORMAT	QUESTION
V1	id	Shopper id	discrete	character	Shopper id
V2	county	County acronym	discrete	character	County acronym
V3	gender	Gender	discrete	character	Gender
V4	description	Product name description	discrete	character	Product name description
V5	price	Unit price of product	contin	numeric	Unit price of product
V6	quantity	Quantity of product purchased	contin	numeric	Quantity of product purchased
V7	total	Sales invoice total price	contin	numeric	Sales invoice total price
V8	trnref	Transaction id	contin	numeric	Transaction id
V9	sdatetime	Transaction date	contin	numeric	Transaction date
V10	paymentmode	Payment mode	discrete	character	Payment mode
V11	branch	Branch id of supermarket	discrete	character	Branch id of supermarket
V12	transaction_id	Supermarket branch transaction id	discrete	character	Supermarket branch transaction id
V13	dob_new	Date of birth of shopper	discrete	character	Date of birth of shopper
V14	supermarket_name	Supermarket name	discrete	character	Supermarket name
V15	branch_name	Branch name of supermarket	discrete	character	Branch name of supermarket
V16	county_name	County	discrete	character	County
V17	sub_county_name	Sub-county	discrete	character	Sub-county
V18	age	Age of shopper	contin	numeric	Age of shopper

Shopper id (id)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 5

Valid cases: 281722

Invalid: 0

Description

This question seeks to get generated ID for the shopper

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Shopper id

Post question

N/A

Interviewer instructions

N/A

County acronym (county)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 8

Valid cases: 1071760

Invalid: 0

Description

This question seeks to get generated County acronym

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

County acronym

Post question

N/A

Interviewer instructions

N/A

Gender (gender)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 6

Valid cases: 281722

Invalid: 0

Description

This question seeks to get the Gender of the shopper

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Gender

Post question

N/A

Interviewer instructions

N/A

Product name description (description)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 50

Valid cases: 1071760

Invalid: 0

Description

This question seeks to get the Product name description of the item the shopper bought.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Product name description

Post question

N/A

Interviewer instructions

N/A

Unit price of product (price)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Format: numeric

Width: 10

Decimals: 0

Range: 0-10250

Valid cases: 1071760

Invalid: 0

Minimum: 0

Maximum: 10250

Mean: 124.8

Standard deviation: 146.3

Description

This question seeks to get the Unit price of product the shopper bought.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Unit price of product

Post question

N/A

Interviewer instructions

N/A

Quantity of product purchased (quantity)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Format: numeric

Width: 10

Decimals: 0

Range: -50-5600

Valid cases: 1071760

Invalid: 0

Minimum: -50

Maximum: 5600

Mean: 1.5

Standard deviation: 6.4

Description

This question seeks to get the Quantity of product purchased by the shopper .

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Quantity of product purchased

Post question

N/A

Interviewer instructions

N/A

Sales invoice total price (total)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Format: numeric

Width: 10

Decimals: 0

Range: -30839-490038

Valid cases: 1071760

Invalid: 0

Minimum: -30839

Maximum: 490038

Mean: 1134.3

Standard deviation: 2210.3

Description

This question seeks to get the Sales invoice total price.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Sales invoice total price

Post question

N/A

Interviewer instructions

N/A

Transaction id (trnref)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Format: numeric

Width: 12

Decimals: 0

Range: 29-10162240

Valid cases: 1071760

Invalid: 0

Minimum: 29

Maximum: 10162240

Mean: 5165646.6

Standard deviation: 2936301.9

Description

This question seeks to get the Transaction id.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Transaction id

Post question

N/A

Interviewer instructions

N/A

Transaction date (sdatetime)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Format: numeric

Width: 11

Decimals: 0

Range: 1969519120000-2019678115000

Valid cases: 1071760

Invalid: 0

Minimum: 1969519120000

Maximum: 2019678115000

Mean: 1996994337711.4

Standard deviation: 13661641546.1

Description

This question seeks to get the Transaction date.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Transaction date

Post question

N/A

Interviewer instructions

N/A

Payment mode (paymentmode)

File: clean_supermarket_b_sample

Overview

Type: Discrete
 Format: character
 Width: 14

Valid cases: 1071760
 Invalid: 0

Description

This question seeks to get the Payment mode.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Payment mode

Post question

N/A

Interviewer instructions

N/A

Branch id of supermarket (branch)

File: clean_supermarket_b_sample

Overview

Type: Discrete
 Format: character
 Width: 7

Valid cases: 1071760
 Invalid: 0

Description

This question seeks to get the generated Branch id of the supermarket.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Branch id of supermarket

Post question

N/A

Interviewer instructions

N/A

Supermarket branch transaction id (transaction_id)

File: clean_supermarket_b_sample

Overview

Type: Discrete
 Format: character
 Width: 16

Valid cases: 1071760
 Invalid: 0

Description

This question seeks to get the generated Supermarket branch transaction id.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Supermarket branch transaction id

Post question

N/A

Interviewer instructions

N/A

Date of birth of shopper (dob_new)

File: clean_supermarket_b_sample

Overview

Type: Discrete
 Format: character
 Width: 11

Valid cases: 217991
 Minimum: NaN
 Maximum: NaN

Description

This question seeks to get the Date of birth of the shopper.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Date of birth of shopper

Post question

N/A

Interviewer instructions

N/A

Supermarket name (supermarket_name)

File: clean_supermarket_b_sample

Overview

Type: Discrete
 Format: character
 Width: 1

Valid cases: 1071760
 Invalid: 0

Description

This question seeks to get the Supermarket name.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Supermarket name

Post question

N/A

Interviewer instructions

N/A

Branch name of supermarket (branch_name)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 3

Valid cases: 1071760

Invalid: 0

Description

This question seeks to get the Branch name of supermarket

.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Branch name of supermarket

Post question

N/A

Interviewer instructions

N/A

County (county_name)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Format: character

Width: 8

Valid cases: 1071760

Invalid: 0

Description

This question seeks to get the County where the supermarket is located.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

County

Post question

N/A

Interviewer instructions

N/A

Sub-county (sub_county_name)

File: clean_supermarket_b_sample

Overview

Type: Discrete

Valid cases: 1071760

Format: character

Invalid: 0

Width: 13

Description

This question seeks to get the Sub-county where the supermarket is located.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Sub-county

Post question

N/A

Interviewer instructions

N/A

Age of shopper (age)

File: clean_supermarket_b_sample

Overview

Type: Continuous

Valid cases: 217991

Format: numeric

Invalid: 853769

Width: 10

Minimum: 18

Decimals: 0

Maximum: 117

Range: 18-117

Mean: 40.7

Standard deviation: 12

Description

This question seeks to get the Age of shopper.

Universe

Individuals and supermarket transaction records.

Source of information

Individuals and supermarket transaction records.

Pre question

N/A

Literal question

Age of shopper

Post question

N/A

Interviewer instructions

N/A

Documentation

Questionnaires

Study abstraction tool.pdf

Title	Study abstraction tool.pdf
Author(s)	African Population and Health Research Center
Date	16/07/2025
Country	KENYA
Language	ENGLISH
Contributor(s)	Dr. Agnes Kiragga
Publisher(s)	APHRC
Filename	Study abstraction tool.pdf

Technical documents

Metadata of supermarkets.pdf

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