

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

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Visit our data catalog at: <https://microdataportal.aphrc.org/index.php>

## Overview

### Identification

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ID NUMBER

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

### Version

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VERSION DESCRIPTION

PRODUCTION DATE

2025-07-01

NOTES

Not Applicable

### Overview

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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

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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

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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

### PRIMARY INVESTIGATOR(S)

Name	Affiliation
Agnes Kiragga	African Population and Health Research Centre (APHRC)

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Name	Affiliation	Role
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Reinpeter Momanyi	African Population and Health Research Center (APHRC)	Co-Investigator - Supporting methods of data mapping, analysis and documentation of study
Elizabeth Kimani	African Population and Health Research Center (APHRC)	Co-Investigator - Support methods of data analysis and co-lead in policy analysis
Gershim Asiki	African Population and Health Research Center (APHRC)	Co-Investigator - Support methods of data analysis and co-lead in policy analysis

### 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

### DATE OF METADATA PRODUCTION

2025-07-01

### DDI DOCUMENT VERSION

Version 1.0 (July 2025)

### DDI DOCUMENT ID

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

## Sampling

### Sampling Procedure

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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

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Not Applicable

### Response Rate

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Not Applicable

### Weighting

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Not Applicable

# Questionnaires

## Overview

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A standardized form was developed to guide in extraction 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

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<b>Start</b>	<b>End</b>	<b>Cycle</b>
2022-05-30	2023-12-31	Daily

### Data Collection Mode

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Other [oth]

### Questionnaires

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

### Supervision

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Not Applicable

## Data Processing

### Data Editing

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Not Applicable

### Other Processing

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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

Valid cases: 281722

Format: character

Invalid: 0

Width: 5

**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

Valid cases: 1071760

Format: character

Invalid: 0

Width: 8

**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

Valid cases: 281722

Format: character

Invalid: 0

Width: 6

**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	Valid cases: 1071760
Format: numeric	Invalid: 0
Width: 10	Minimum: -50
Decimals: 0	Maximum: 5600
Range: -50-5600	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	Valid cases: 1071760
Format: numeric	Invalid: 0
Width: 10	Minimum: -30839
Decimals: 0	Maximum: 490038
Range: -30839-490038	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	Valid cases: 1071760
Format: numeric	Invalid: 0
Width: 12	Minimum: 29
Decimals: 0	Maximum: 10162240
Range: 29-10162240	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	Valid cases: 1071760
Format: numeric	Invalid: 0
Width: 11	Minimum: 1969519120000
Decimals: 0	Maximum: 2019678115000
Range: 1969519120000-2019678115000	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	Valid cases: 1071760
Format: character	Invalid: 0
Width: 16	

**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	Valid cases: 217991
Format: character	Minimum: NaN
Width: 11	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	Valid cases: 1071760
Format: character	Invalid: 0
Width: 1	

**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

Valid cases: 1071760

Format: character

Invalid: 0

Width: 3

**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

Valid cases: 1071760

Format: character

Invalid: 0

Width: 8

**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

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Title Study abstraction tool.pdf  
Author(s) African Population and Health Research Center  
Date 16/01/2026  
Country Kenya  
Language ENGLISH  
Contributor(s) Dr. Agnes Kiragga  
Publisher(s) African Population and Health Research Center (APHRC)  
Filename Study abstraction tool.pdf

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## Other materials

### Metadata of supermarkets.pdf

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Author(s) African Population and Health Research Center  
Date 16/01/2026  
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