




Using data analytics on food shopping habits in smart cities

Data-driven improvement of citizens' health

The presenter

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Clients in Europe:



Oil&Gas
The Netherlands

a.s.r.
de nederlandse
verzekerings
maatschappij
voor alle
verzekeringen

Insurance company
The Netherlands



TV & Media Group
Luxembourg

DIAGEO

FMCG
United Kingdom

Banking sector clients:



The Netherlands



Austria/Russia

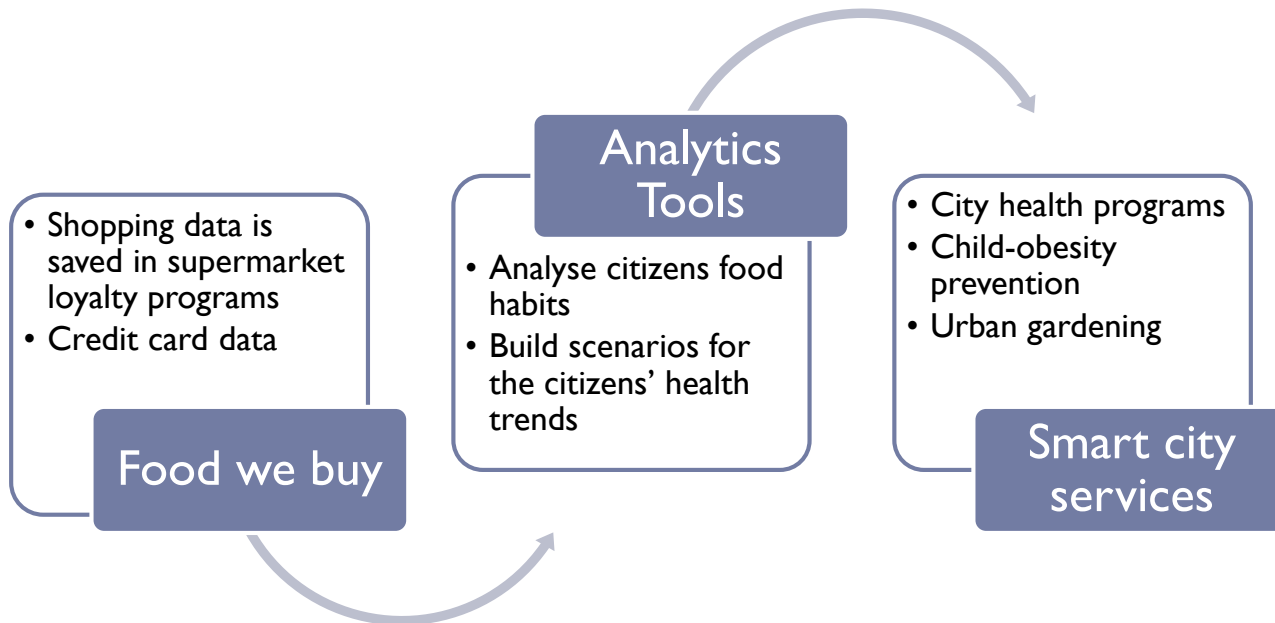


Norway



The idea

- ❑ Collect the shopping data from supermarkets loyalty cards
- ❑ Use data analytics to link it to the urban population's health
- ❑ Build smart city health policies around this data



- ❑ Why should a smart city invest in that?
-



The data needed is already available:

Eerder gekocht
Per afdeling | Laatst gekocht | Vaakst gekocht

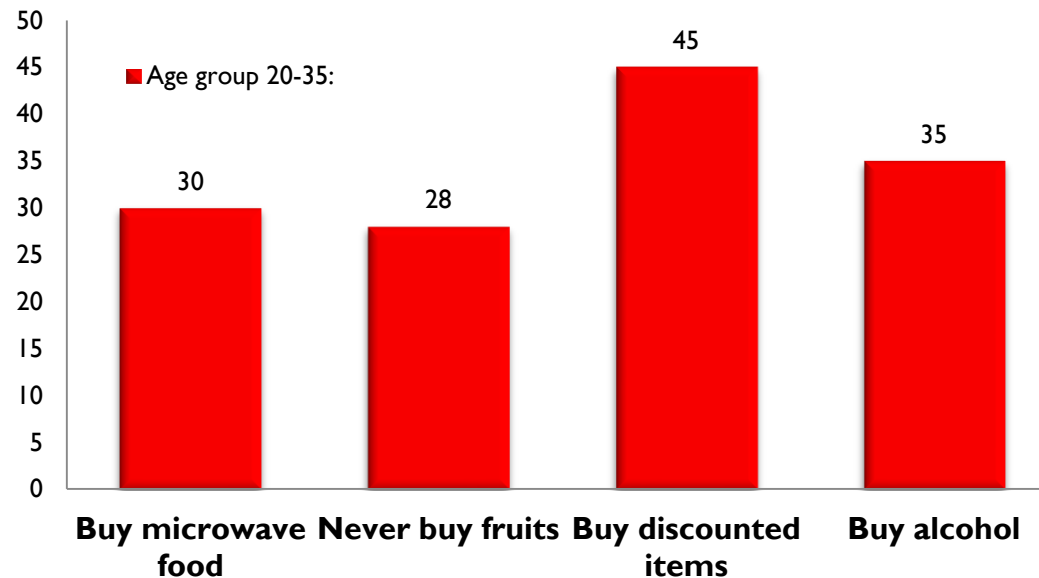
Soort | Merk | Kenmerk | In de Bonus 2

0.49	0.89	0.63	0.39	0.79	0.54
3.20	1.79	1.09	0.86	0.79	1.49

Klantenservice
Zakelijk
Kla Over Albert Heijn
Zakelijk
Over Albert Heijn

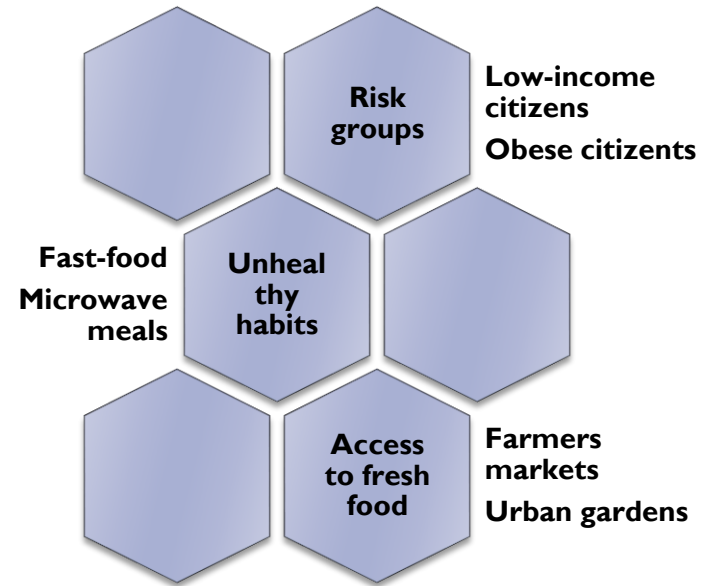
How to use this information to improve health in the city

- ❑ Analyse what urban consumers buy for food
- ❑ Mark citizens' health trends (obesity, disease, fitness)
- ❑ Link shopping data to the demographics of the city area



Expected outcomes

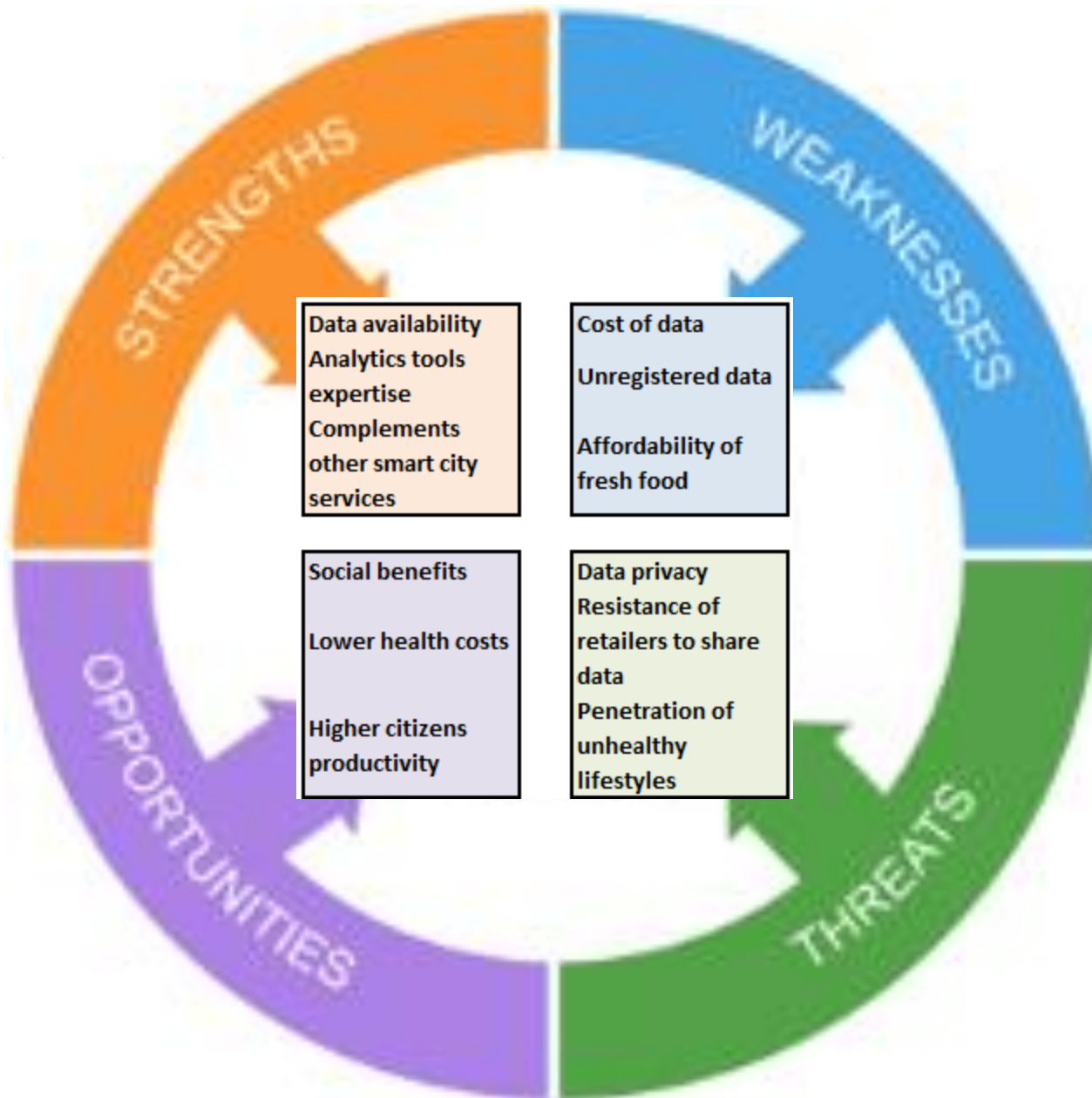
- Clear picture of urban health:



- City intervention policies on:

sports opportunities
farmers markets
health facilities
subsidized food for low-earners
children food education





Steps to be taken:

- ❑ Collecting the information — negotiation with retailers and credit card companies, privacy issues and data storage
- ❑ Migrating the data to a BI tool (e.g. SAP, Qlikview, etc.) to run analysis on it
- ❑ Designing and building a prototype of the desired outcome
- ❑ Rolling out the reporting solution to be used by city institutions to assess problems
- ❑ Designing smart city services around urban life choices, based on data-driven analysis



THANK YOU!

