
WAL-MART TO SHARE SCANNER INFORMATION WITH RESEARCH FIRMS



Wal-Mart has lifted a ban on sharing scanner data with outside parties. This move will allow economists and analysts to figure out the economic effect of sales made by Wal-Mart and Sam's Club and make economic models more accurate. This will allow Wal-Mart and economists to be able to better predict consumer needs.

Read the original article here:

[Wal-Mart Lifts Decade-Long Ban on Data Sharing](#)

<https://blog.granted.com/>