OnPoint

What is Scan Data?

Scan data is the digital information obtained using barcode scanners at the point of sale (POS). In a convenience store, scan data is the information collected when items are scanned at the checkout counter.

Every item has a barcode. When scanned, it tells the computer what the item is and its price.

Scan data is a critical component for operational efficiency, customer satisfaction, and profitability. It enables data-driven decision-making across various aspects of the store's management and operations

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