

440408 – Mobile Phone Applications – STaG

Introduction

This index covers the price of mobile phone applications (apps).

Methodology

The index is calculated monthly using simple aggregation within shops (ratio of averages for RPI and geometric mean for CPI), and weighting together these indices with shop weights to form the final index.

Description of prices used in the index

For each item, the retail prices of the top 30 apps are collected from each company.

Weights

Weights are used for each separate retailer and aggregate the retailer indices together to form a final index. The weights currently used are from the following sources:

[REDACTED]

Obtaining the data

Data is collected from:

[REDACTED]

A pdf is created to show the top 30 paid apps for each store.

Processing the data

The data is input into the spreadsheet **Mobile Phone Applications YYYY.xlsx** [REDACTED]

[REDACTED] by the prices analyst, onto the worksheet for the relevant month. The spreadsheet is formatted so that yellow cells indicate data entry, pink cells indicate the RPI figures and green cells the CPI figures. Where the selected app was collected in the previous period, the text is formatted in bold, with blue text indicating an increase in price and red text showing a decrease.

The spreadsheet automatically calculates the overall index on the main '**Index**' worksheet, where again pink cells indicate the RPI figures and green cells the CPI figures with blue text indicating an increase and red text showing a decrease. Any notable changes or relevant information should be recorded in the data box in the spreadsheet.

The '**Index**' and relevant month worksheets are then printed out and passed to the checker along with the price lists. Once the spreadsheet has been checked, the indices are input onto the mainframe by the prices analyst and the signed printout of the spreadsheet is put in the working file with the price list.

New Year Set-up

Each year the prices analyst updates the dates in the spreadsheet. The list of items being priced is reviewed and updated by the prices analyst and senior prices analyst if necessary. Advice on sample changes can be sought from the advisor. The weights are also updated by the prices analyst when new data is available - at present, there is no direct provider for this weighting information, therefore it is necessary to search potential sources such as [REDACTED] or the media for up-to-date figures.

The base prices are the same prices that are requested for the last index of the previous year plus the prices for any new items that are introduced for the New Year. The prices are input into the base price column of the spreadsheet by the prices analyst.

The prices analyst notifies the team coordinator that the spreadsheet is ready for checking and gives them the updated spreadsheet along with copies of the data to be checked. The team coordinator also updates the '**Time Series Data**' worksheet which contains the data used to generate the Time Series graph on the '**Index**' worksheet. This worksheet is updated by using the following SQL:

[REDACTED]

Once the spreadsheet has been checked by the team coordinator, it is passed on to the designated spreadsheet sign-off checker, along with the base prices, documentation and any new weights data.