

Large-scale Business Data: Some Issues

Tsutomu Watanabe
Hitotsubashi Univ & RIETI

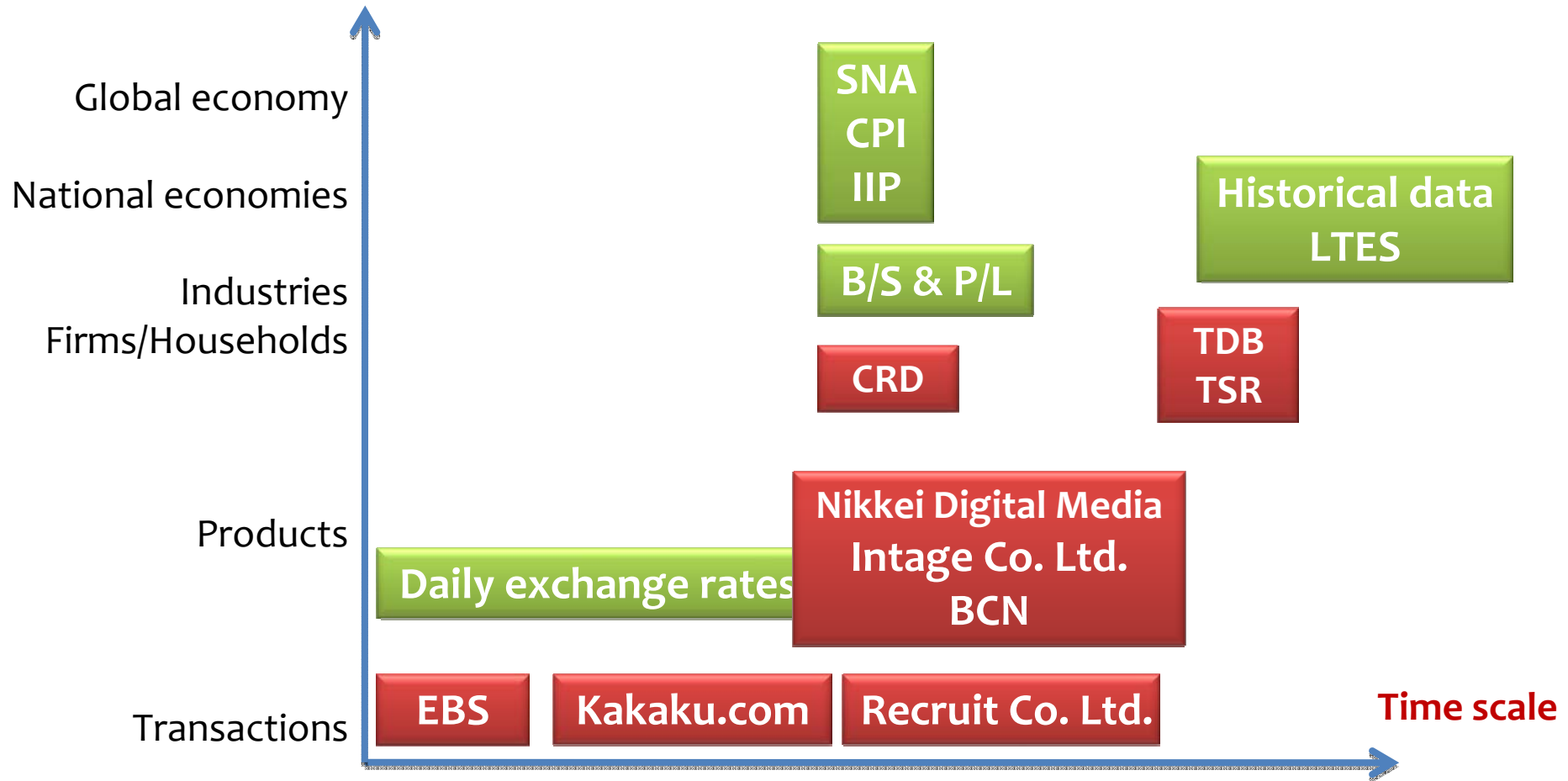
“Though online sales are not yet important economically, **they are important to economists because they offer a rich source of economic data**”

Hal Varian, *New York Times*; December 19, 2002

“**We will focus on an area ignored by the popular press prognosticators, but one where we think the Internet has had substantial effect.** We discuss how the Internet has changed the field of industrial organization and what we think some of the additional long term effects on the field might be.”

Glenn Ellison and Sara Fisher Ellison, *Journal of Economic Perspectives*, Spring 2005

Aggregated or disaggregated



Global economy

National economies

Industries

Firms/Households

Products

Transactions

SNA
CPI
IIP

B/S & P/L

CRD

Historical data
LTES

TDB
TSR

Nikkei Digital Media
Intage Co. Ltd.
BCN

Daily exchange rates

EBS

Kakaku.com

Recruit Co. Ltd.

Time scale

Activities in
Financial markets

Activities in goods
and services markets

Economic
development/
growth

Business cycles