topics with keywords are not easy and require time and effort. Taking these factors into consideration, an object of the present invention is to provide an information analysis device capable of visualizing keywords and specific essential information obtained through the analysis of company management information and property information, thereby allowing for a quick understanding of the real estate utilization trends of those companies.

SOLUTION TO PROBLEM

[0005]

In order to solve the above problems, an information analysis device of the present invention includes: a storage unit that stores a real estate keyword relevant to real estate utilization of a company; an information acquisition unit that acquires management information of a plurality of companies; an analysis range specification unit that specifies an analysis range for the management information; an analysis unit that analyzes and extracts within the analysis range the real estate keyword from among keywords contained in management information of each of the companies acquired by the information acquisition unit; and an output unit that outputs display data for displaying a keyword display field containing the real estate keyword of the company extracted by the analysis unit as individual information for the company.

[0006]

According to the information analysis device of such an aspect, management information of multiple companies is acquired and real estate keywords relevant to company real estate utilization are analyzed and extracted within an analysis range of specified management information, and therefore, it is possible to highlight keywords more distinctively than those frequently used by the companies, for example. As a result, the true trends of the company

that changes the font size depending on the occurrence count of the keywords, and displays the latest keywords in font sizes larger than those of keywords contained in the past management information. This makes the latest keywords more prominent, and the trending topics in the management information can be grasped at a glance as a result.
[0078]

The analysis unit 1214 may separately extract real estate keyword contained in the management information acquired by the information acquisition unit 121 and real estate keyword contained in the past management information, and the output unit 130 may output display data for displaying, in the first keyword display field KS1, the real estate keyword contained in the past management information in addition to the real estate keyword contained in the management information acquired by the information acquisition unit 121. According to this, the past real estate keywords and the latest real estate keywords can be compared, and it is therefore possible to grasp at a glance trend changes in real estate utilization trends of the company.
[0079]
<Second Embodiment>

Hereunder, a second embodiment of the present invention will be described. In each of the modes exemplified below, components having substantially the same functional configuration are denoted by the same reference signs and redundant description will be omitted. The first embodiment exemplified the first function for displaying the real estate utilization trends of a company using real estate keywords as shown in FIG. 5, whereas the second embodiment will exemplify a second function for displaying the trends in the company's industry, using hot keywords as shown in FIG. 8. The second function is a function for displaying keywords that enables a grasp of industry trends of a company by analyzing management information using hot

"location," it is preferable to provide information about the prefecture and municipality at minimum. "Use" refers to the intended use of the real estate (asset), such as "factory" or "warehouse". For "scale", it is preferable to provide information about both "land scale" and "building scale". These details are the minimal necessary important information for a user seeking a real estate of a company.

[0139]

The " use zone" here refers to a region that regulates the use of buildings, building coverage ratio, floor area ratio, and so forth. There are 13 types of "use zones" including residential, commercial, and industrial zones. Examples of industrial zones include " industrial zone", "semi-industrial zone", and "exclusive industrial zone". An "industrial zone" is a region designated primarily for the purpose of promoting industrial convenience, while a "semi-industrial zone" is a region designated primarily for the purpose of promoting industrial convenience that does not pose a risk of causing environmental degradation. An "exclusive industrial zone" is a region designated for the purpose of promoting industrial convenience. Thus, "use zone" is also important information for determining what kind of regulations exist for a real estate property.

[0140]

Essential information keywords used in the analysis of management information are stored in the keyword database 144. The essential information keywords are keywords used for acquiring specific essential information from management information. FIG. 18 is a diagram showing a configuration example of a data table for storing essential information keywords. Specific essential information keywords LK1, LK2, ..., and so on are preliminarily set in the data table of FIG. 18. The configuration of the keyword database 144 is not limited to that shown in FIG. 18.

[0141]

showing a configuration example of a data table for storing the score database 145 (score DB). In the score database 145 of Fig 19, company IDs, company names, management information types, properties, (real estate properties), location information (property location information), essential information keywords (essential information KW), and occurrence counts of those keywords (KW occurrence counts) are associated and stored for each company. The configuration of the database for storing matching scores is not limited to the example shown in the FIG. 19.

[0146]

In FIG. 19, properties L1, L2, ..., and so on are property IDs for identifying each property. Location information GL1, GL2, ..., and so on are GPS information. The GPS information is acquired through the network N from the "location" information of properties in the acquired essential information. Essential information keywords LK1, LK2, ..., and so on of FIG. 19 are the essential information keywords of Fig 18, and the contents thereof are Xl11, XL12, ..., and so on, respectively. For example, in FIG. 20, there are only five sets of essential information for real estate properties, LK1 being "location", LK2 being "use", LK3 being "use zone", LK4 being "land scale", and LK5 being "building scale". For the uppermost property, L1, the essential information contents thereof include XL11 being "Tokyo AAA Ward", XL12 being "factory", XL13 being "industrial", XL14 being "2,000 tsubo", and XL15 being "4,000 tsubo". The XL13 "industrial" is a use zone type, meaning a "industrial zone". The "semi-industrial" of the second property, L2, refers to a "semi-industrial zone".

[0147]

The evaluation MSLs in FIG. 19 are evaluations of individual essential information and are used in the matching analysis processing. The matching analysis processing compares and analyzes essential information from a user seeking a real estate property, with essential

estate properties owned by companies one after another, making it easier to find a desired potential client company and develop sales strategies for the potential client company.

[0182]

<Seventh Embodiment>

Hereunder, a seventh embodiment of the present invention will be described. The seventh embodiment will exemplify a case of combining the first function and the fourth function described above with the third function in which a list of potential client company candidates by analyzing their management information using specific keywords relevant to real estate transactions. According to such a combination, among the companies listed in the potential client company candidate list, the individual information of a company specified by hovering the cursor over or clicking on the company (including real estate keywords indicating the real estate utilization trends of the company and hot keywords indicating industry trends, and even including essential information for real estate property information and map information of the company) can be displayed on the same screen of the terminal device 20.

[0183]

FIG. 28 is a block diagram showing a specific configuration example of an information analysis device according to the seventh embodiment. The information analysis device 10 of FIG. 28 differs from that in FIG. 26 in that not only an essential information specification unit 123 but also an analysis range specification unit 122 are provided in the control unit 12.

[0184]

FIG. 29 is a diagram showing a specific example of a display screen SDK4 according to the seventh embodiment. A company candidate display field LS, an essential information display field BL, a map information display field BM, and a first keyword display field KS1

WHAT IS CLAIMED IS;

1. An information analysis device comprising:

an information acquisition unit that acquires management information of a plurality of companies;

an analysis range specification unit that specifies, from the management information, items that contain real estate keywords relevant to real estate utilization of the companies as an analysis range for the management information;

an analysis unit that extracts a keyword contained in the items specified by the analysis range from among keywords contained in management information of each of the companies acquired by the information acquisition unit; and

an output unit that outputs display data for displaying a keyword display field containing the real estate keyword of the company extracted by the analysis unit as individual information for the company,

wherein the information acquisition unit also acquires past management information in past of current management information that has been acquired,

wherein the analysis unit compares the items specified by the analysis range specification unit in the current management information and the past management information, and extracts, as a latest keyword from among keywords contained in the current management information, a keyword that is not contained in the past management information of the company, and

wherein the output unit outputs display data for displaying the latest keyword in the keyword display field in priority to another keyword.

2. The information analysis device according to claim 1,

wherein the keyword display field includes a first keyword display field that contains the real estate keyword and a second keyword display field that contains a hot keyword relevant to a trend in an environment surrounding the company,

wherein the analysis range specification unit specifies, as an analysis range of the real estate keyword, an item that contains the real estate keyword from the management information,

wherein the analysis unit separately performs analysis of the real estate keyword and analysis of the hot keyword from keywords contained in the management information acquired by the information acquisition unit, and while performing each analysis, compares the items specified by the analysis range specification unit in the current management information and the past management information and extracts, as a latest keyword from among keywords contained in the current management information, a keyword that is not contained in the past management information of the company, and

wherein the output unit outputs display data for displaying, in the first keyword display field, latest keyword extracted by analysis of the real estate keyword in priority to another keyword and for displaying, in the second keyword display field, the latest keyword extracted by analysis of the hot keyword in priority to another keyword.

3. The information analysis device according to claim 2,

wherein the hot keyword includes a hot keyword associated with each industry,

wherein the analysis range specification unit specifies, as an analysis range, management information of the plurality of companies included in an industry of the company of the management information acquired by the information acquisition unit, and

wherein the analysis unit analyzes and extracts a hot keyword

associated with the industry from the management information within the analysis range.

4. The information analysis device according to claim 3,

wherein, in the analysis of the real estate keyword, the analysis unit calculates, as a word score, a rate of increase in a ratio of an occurrence count of each of the real estate keywords relative to a total occurrence count of all the real estate keywords in the analysis range that has been specified,

wherein, in the analysis of the hot keyword, the analysis unit calculates, as a word score, a rate of increase in a ratio of an occurrence count of each of the hot keywords relative to a total occurrence count of all the hot keywords in the analysis range that has been specified, and

wherein the output unit outputs display data for displaying, in each of the first keyword field and the second keyword field, keywords that are emphasized according to the word scores.

5. The information analysis device according to claim 4,

wherein the analysis unit separately extracts the real estate keyword contained in the management information acquired by the information acquisition unit and the real estate keyword contained in the past management information, and

wherein the output unit outputs display data for displaying, in the first keyword display field, the real estate keyword contained in the past management information in addition to the real estate keyword contained in the management information acquired by the information acquisition unit.

6. The information analysis device according to claim 5,

wherein the information acquisition unit acquires real estate property information of the plurality of companies,

wherein the information analysis device comprises an essential information specification unit that specifies essential information for real estate properties from the real estate property information,

wherein the analysis unit analyzes and extracts the essential information from the real estate property information of each of the companies acquired by the information acquisition unit, and

wherein the output unit outputs display data for displaying an essential information display field containing the essential information of the company extracted by the analysis unit as individual information of the company.

7. The information analysis device according to claim 6,

wherein the information acquisition unit acquires real estate property information containing at least a location, a use, a use zone, and a scale of the real estate property from management information of a company, and

wherein the analysis unit analyzes and extracts the essential information from the real estate property information of the management information.

8. The information analysis device according to claim 7,

wherein the information acquisition unit acquires demand information containing essential information for the real estate properties,

wherein the analysis unit calculates a matching score by comparing and analyzing the essential information for the real estate properties in the demand information and the essential information for the real estate properties extracted by the analysis unit, and

wherein the display data contains data for displaying the essential information in descending order of the matching score.

9. The information analysis device according to claim 8,

wherein the information acquisition unit acquires map information, and

wherein the display data contains an essential information display field that displays essential information for real estate properties having the matching score equal to or greater than a predetermined value, and a map information display field that displays the matching score overlaid on a map from the map information and positions of the real estate properties on the map.

10. The information analysis device according to claim 9,

wherein the display data contains a property count display field that displays the number of real estate properties for each region on the map, and an essential-information-matched property count display field that displays the number of properties for each item of the essential information.

11. The information analysis device according to any one of claims 1 to 10, comprising:

a storage unit that stores a specific keyword relevant to a real estate transaction of a company,

a keyword determination unit that determines whether or not the specific keyword is contained in management information acquired by the information acquisition unit, and

a company selection unit that selects as a potential client company candidate a company determined by the keyword determination unit as containing the specific keyword in the management information,

wherein the output unit outputs display data for displaying a company candidate display field containing the potential client company candidate selected by the company selection unit, and display data for

displaying in an emphasized manner a company specified in the company candidate display field and for listing and displaying the individual information of the specified company in the company candidate display field.

12. A storage medium that is computer-readable and stores therein a program for causing a computer to execute information analysis processing on management information containing a real estate keyword relevant to real estate utilization of a company,

wherein the information analysis processing comprises steps of:

acquiring management information of a plurality of companies;

specifying, from the management information, items that contain real estate keywords as an analysis range for the management information;

extracting a keyword contained in the items specified by the analysis range from among keywords contained in management information of each of the companies acquired by the information acquisition unit; and

outputting display data for displaying a keyword display field containing the real estate keyword of the company extracted by the analysis unit as individual information for the company,

wherein, in the step of acquiring the management information, past management information in past of current management information that has been acquired is also acquired,

wherein, in the step of extracting the keyword, the items specified by the analysis range in the current management information and the past management information are compared, and from among keywords contained in the current management information, a keyword that is not contained in the past management information of the company is extracted as a latest keyword, and

wherein, in the step of outputting the display data, display data

for displaying the latest keyword in the keyword display field in priority to another keyword are outputted.

13. An information analysis program that is a program for causing a computer to execute information analysis processing on management information containing a real estate keyword relevant to real estate utilization of a company,

wherein the information analysis processing comprises steps of:

acquiring management information of a plurality of companies;

specifying, from the management information, items that contain real estate keywords as an analysis range for the management information;

extracting a keyword contained in the items specified by the analysis range from among keywords contained in management information of each of the companies acquired by the information acquisition unit; and

outputting display data for displaying a keyword display field containing the real estate keyword of the company extracted by the analysis unit as individual information for the company,

wherein, in the step of acquiring the management information, past management information in past of current management information that has been acquired is also acquired,

wherein, in the step of analyzing the keyword, the items specified by the analysis range in the current management information and the past management information are compared, and from among keywords contained in the current management information, a keyword that is not contained in the past management information of the company is extracted as a latest keyword, and

wherein, in the step of outputting the display data, display data for displaying the latest keyword in the keyword display field in priority to another keyword are outputted.

14. The information analysis program according to claim 13, wherein the information analysis processing comprises steps of:

acquiring real estate property information of a plurality of companies;

specifying essential information for real estate properties from the real estate property information;

analyzing and extracting the essential information from the real estate property information of each of the companies acquired; and

outputting display data for displaying an essential information display field for the company containing the essential information extracted, as individual information for the company.

15. The information analysis program according to claim 13 or 14, wherein the information analysis processing comprises steps of:

acquiring management information of a plurality of companies;

determining whether or not the acquired management information contains a specific keyword relevant to a real estate transaction of a company;

selecting as a potential client company candidate a company determined as containing the specific keyword in the management information; and

outputting display data for displaying a company candidate display field containing the potential client company candidate selected, together with the individual information.