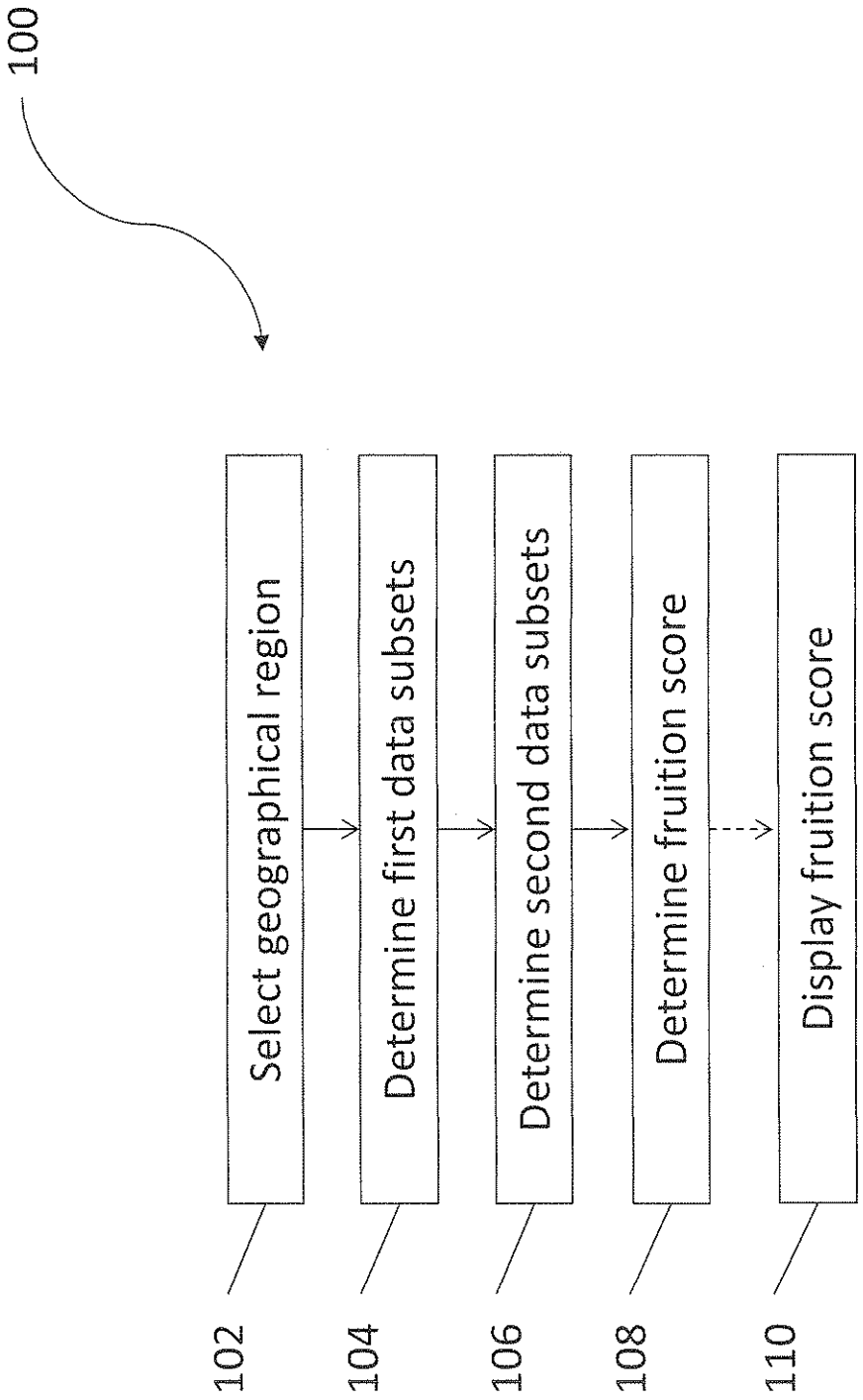

100
Select geographical region
Determine first data subsets
Determine second data subsets
Determine fruition score
Display fruition score
102
104
106
108
110

Figure 1

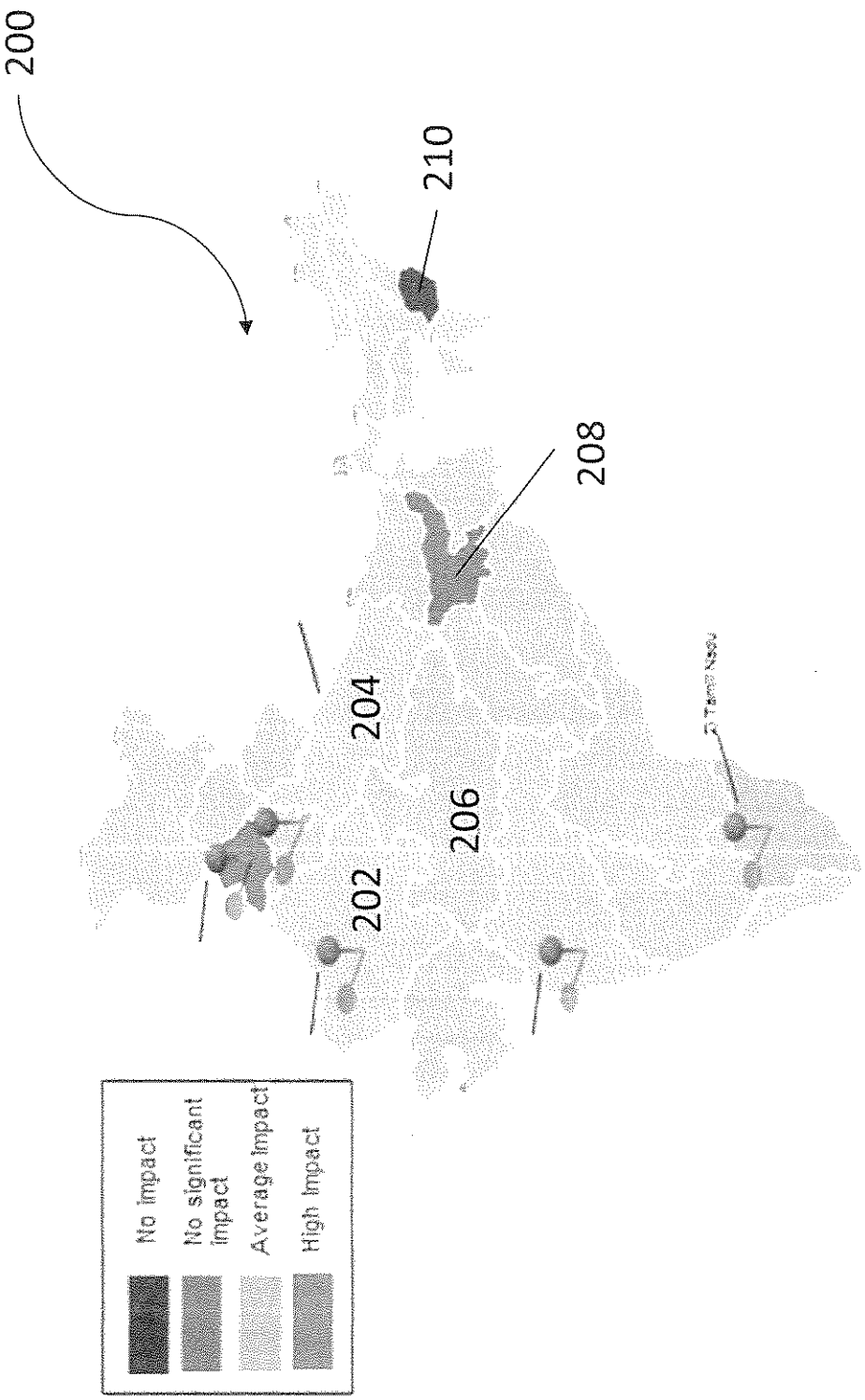

200
210
208
204
206
202
No impact
No significant impact
Average impact
High impact

Figure 2

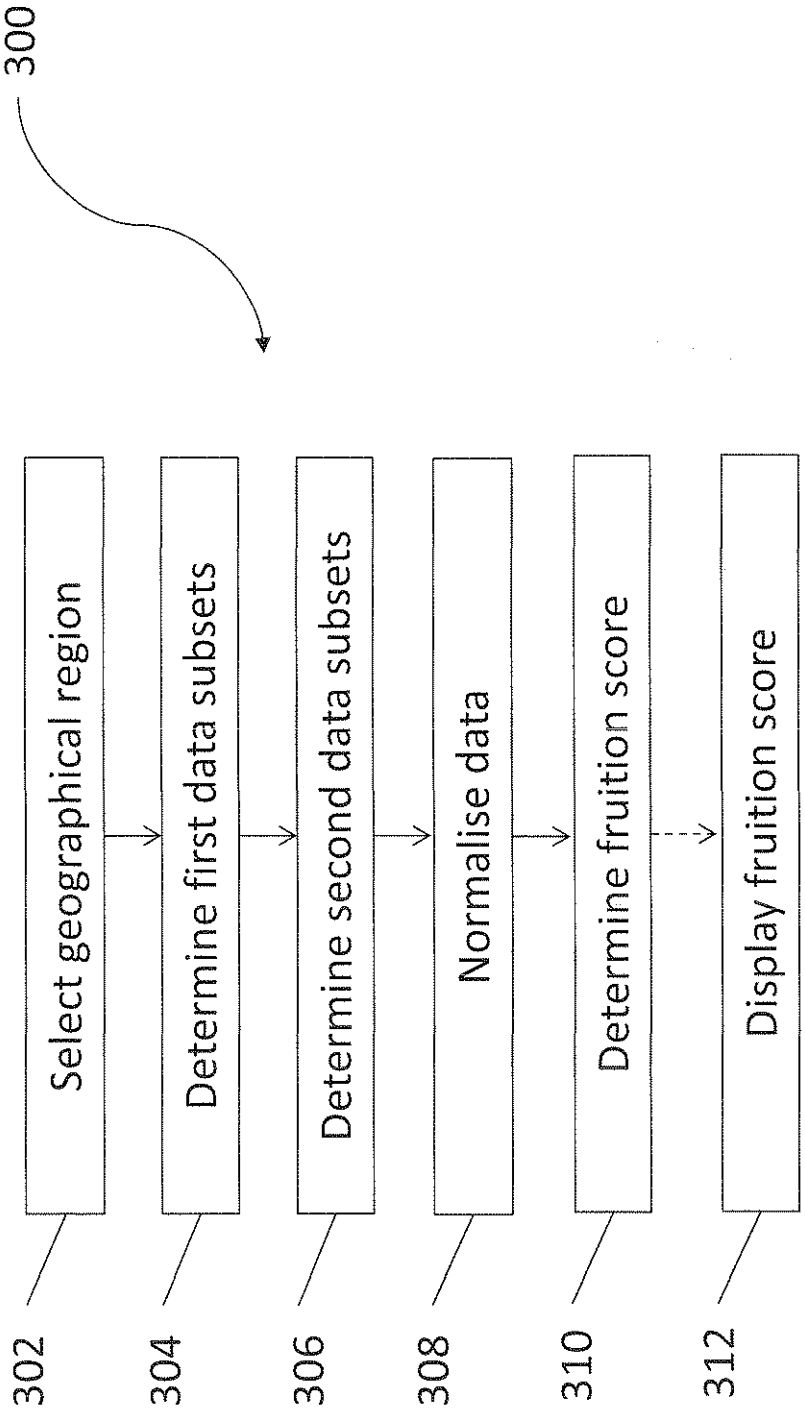

300
Select geographical region
Determine first data subsets
Determine second data subsets
Normalise data
Determine fruition score
Display fruition score
302
304
306
308
310
312

Figure 3

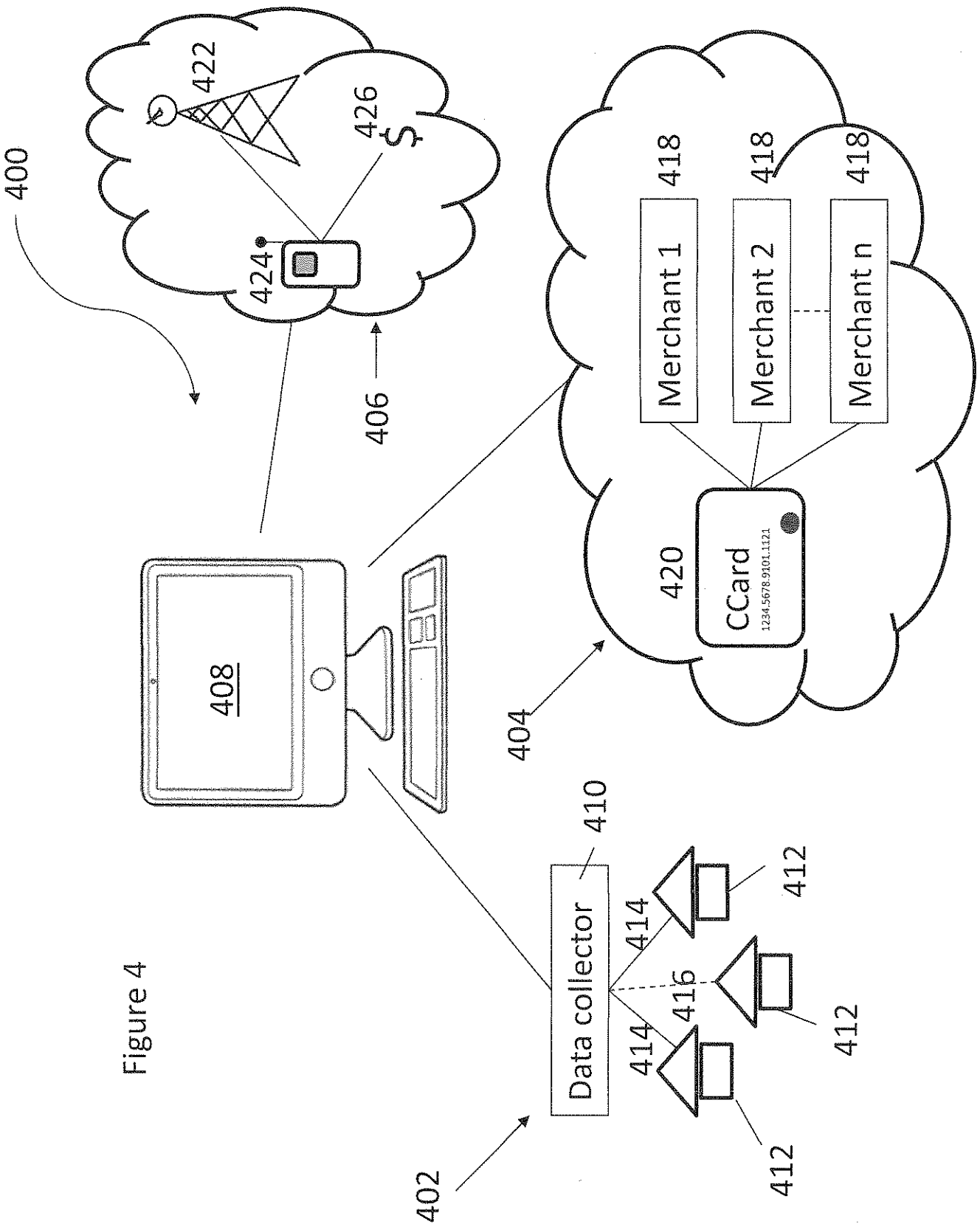
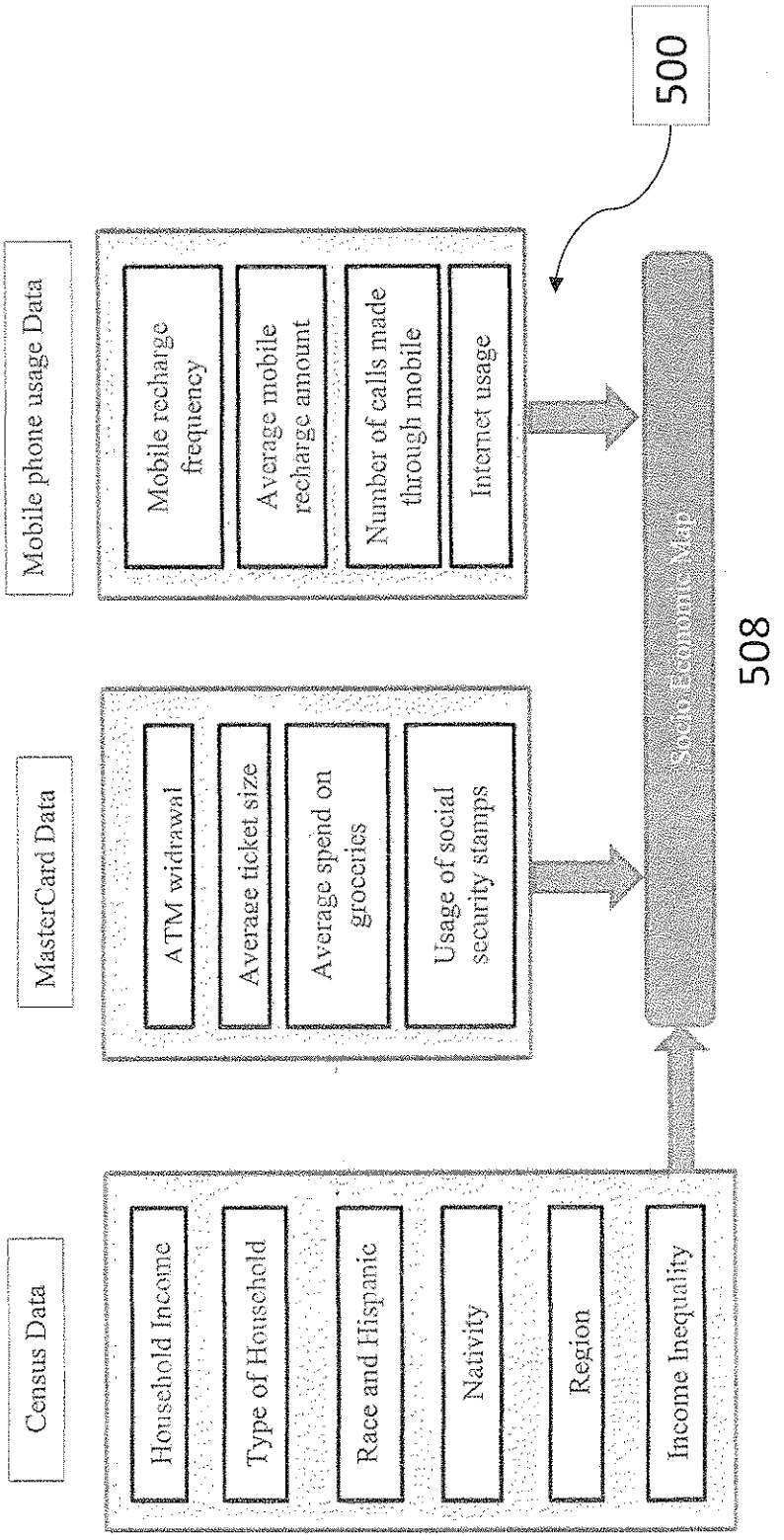

400
422
426
424
406
408
404
418
Merchant 1
418
Merchant 2
418
Merchant n
420
CCard
1234.5678.9101.1121
410
Data collector
414
414
416
412
412
412
402

Figure 4


500
502
Census Data
Household Income
Type of Household
Race and Hispanic
Nativity
Region
Income Inequality
504
MasterCard Data
ATM widrawal
Average ticket size
Average spend on groccies
Usage of social security stamps
506
Mobile phone usage Data
Mobile recharge frequency
Average mobile recharge amount
Number of calls made through mobile
Internet usage
508
Socio Economic Map

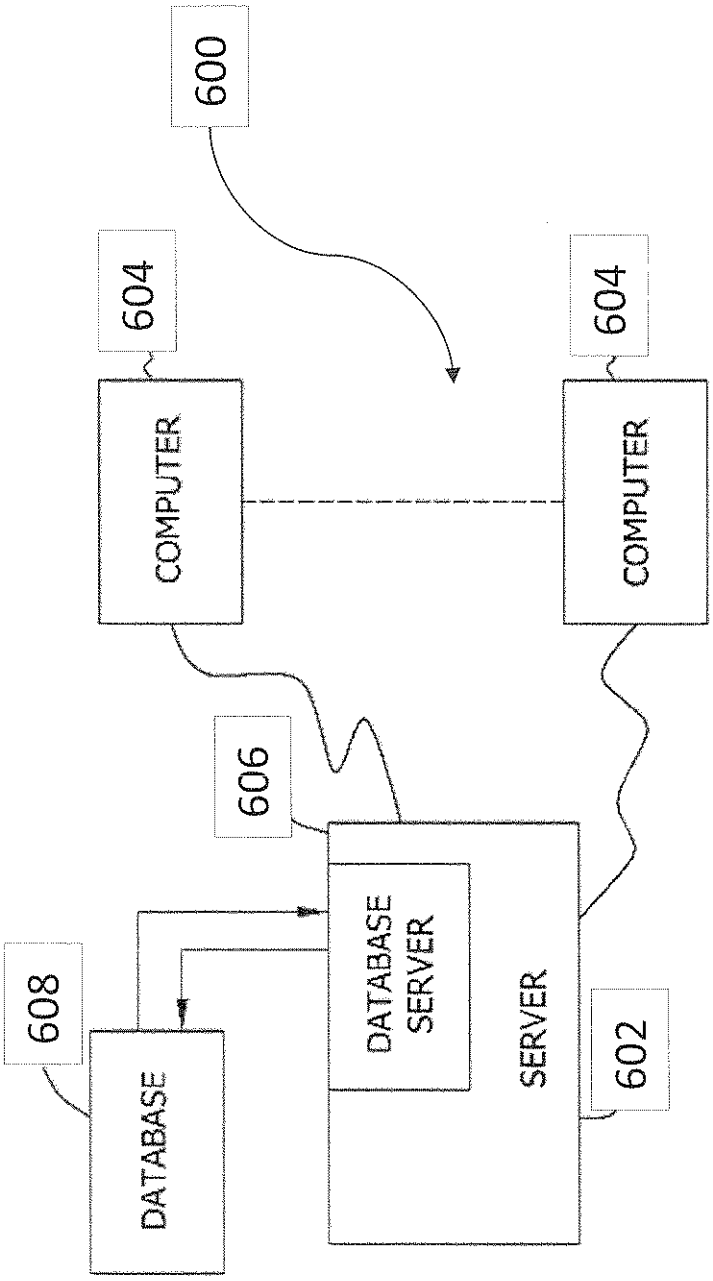

600
604
604
COMPUTER
COMPUTER
606
608
DATABASE
DATABASE SERVER
SERVER
602
100

Figure 6

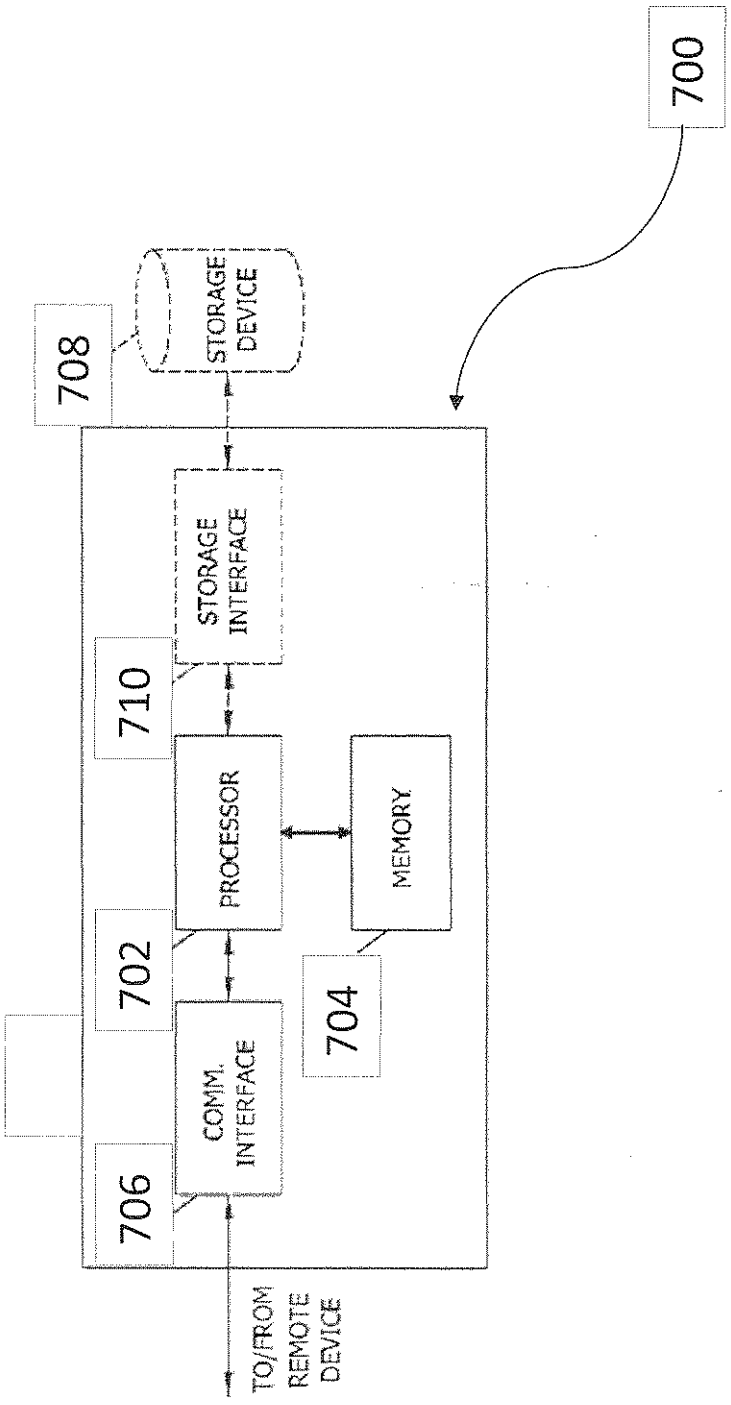

700
708
STORAGE DEVICE
STORAGE INTERFACE
710
PROCESSOR
MEMORY
702
704
COMM. INTERFACE
706
TO/FROM REMOTE DEVICE

Figure 7