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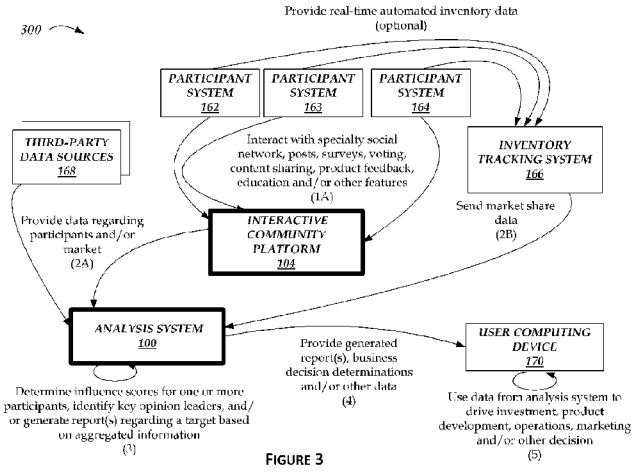


FIGURE 3

(57) Abstract: One embodiment includes an environment and system for analyzing, including predictive analysis of, various data associated with industry participants, processing the data to generate one or more participant influence scores and/or to identify key opinion leaders, and for utilizing such data to assess or optimize a practice, company, product or service, and/or to automate decisions regarding a company's operations, product development, marketing and/or allocation of resources. In some embodiments, an analysis system 100A is configured to execute a data aggregation module 150A to receive and process data regarding participants and/or target companies, products or services, where the data may be received from an interactive community platform 104A, third-party data sources 168 A, an inventory tracking system 166A and/or other sources. The analysis system 100A may be further configured to execute a score and ranking module 152A in order to determine participant reputation scores, participant participation scores and/or participant influence scores.

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