

CLAIMS

[Claim 1]

An optimization system comprising:

a customer touring acquisition unit that is configured to be able to acquire touring of stores by a customer;

a store attribute information acquisition unit that is configured to be able to acquire one or more items of store attribute information for classifying features of the stores;

a model training unit that creates a correlation model for the touring by the customer and the store attribute information by using the touring of the stores by the customer and the store attribute information as inputs;

a trained model storage unit that stores the created model; and

an output unit that presents information regarding one or more stores to be opened in such a way as to increase the touring of the stores by the customer based on the model,

wherein the output unit presents an optimal combination of the stores to be opened in such a way as to increase the touring of the stores by the customer in a specific store.

[Claim 2]

The optimization system according to claim 1, wherein the information regarding the stores to be opened presented by the output unit is a store name or store attribute

information.

[Claim 3]

The optimization system according to claim 1 or claim 2, wherein information acquired by the customer touring acquisition unit is store touring information acquired by analyzing data acquired using a sensor or an imaging device.

[Claim 4]

The optimization system according to claim 1, wherein the customer touring acquisition unit acquires point of sales (PoS) data of each of the stores by connecting the PoS data in chronological order.

[Claim 5]

The optimization system according to claim 1, wherein the store to be opened is a unit in which a space is partitioned by furniture.

[Claim 6]

The optimization system according to claim 1, wherein the model training unit performs modeling after weighting the store attribute information that facilitates the touring of the stores by the customer.

[Claim 7]

The optimization system according to claim 6, wherein the store attribute information includes information regarding a distance from a store touring source and/or a store area size, and

the model training unit creates the correlation model for the touring by the customer and the store attribute information by using the information regarding the distance from the store touring source and/or the store area size as a weighting parameter.

[Claim 8]

The optimization system according to claim 1, wherein the model training unit performs training by regression analysis using Quantification I.

[Claim 9]

The optimization system according to claim 1, wherein the model training unit performs training by statistical processing using machine learning.

[Claim 10]

An optimization method for a store combination for presenting an optimal combination of stores to be opened, the optimization method comprising:

a first step of acquiring touring of stores by a customer;

a second step of acquiring one or more items of store attribute information for classifying features of the stores;

a third step of creating a correlation model for the touring by the customer and the store attribute information by using the touring of the stores by the customer and the store attribute information as inputs; and

a fourth step of presenting information regarding one or more stores to be opened in such a way as to increase the touring of the stores by the customer based on the model,

wherein the fourth step further comprises presenting an optimal combination of the stores to be opened in such a way as to increase the touring of the stores by the customer in a specific store.

[Claim 11]

The optimization method according to claim 10, wherein the information regarding the stores to be opened presented in the fourth step is a store name or store attribute information.