

POTENTIAL CUSTOMER ESTIMATION DEVICE, POTENTIAL
CUSTOMER ESTIMATION SYSTEM, POTENTIAL CUSTOMER
ESTIMATION METHOD, AND POTENTIAL CUSTOMER ESTIMATION
PROGRAM

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ABSTRACT

Provided are: a potential customer estimation device with which
it is possible to discover potential customers with high accuracy; a
program therefor; and the like.

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This potential customer estimation device comprises: a first
attribute information extraction unit which extracts first attribute
information contained in consumption behavior information of a
plurality of customers and which associates said first attribute
information with the corresponding customers; a second attribute
15 information identification unit which identifies second attribute
information that has been expanded on the basis of the first attribute
information and which associates the second attribute information with
the corresponding customers; a natural language query reception unit
which receives an input of one or more natural language queries that
20 indicate a customer image to be extracted; a relevance degree
computation unit which computes a second relevance degree between
the one or more natural language queries and the second attribute
information; and a potential customer estimation unit which estimates
potential customers on the basis of the second relevance degree.

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Figure 1