

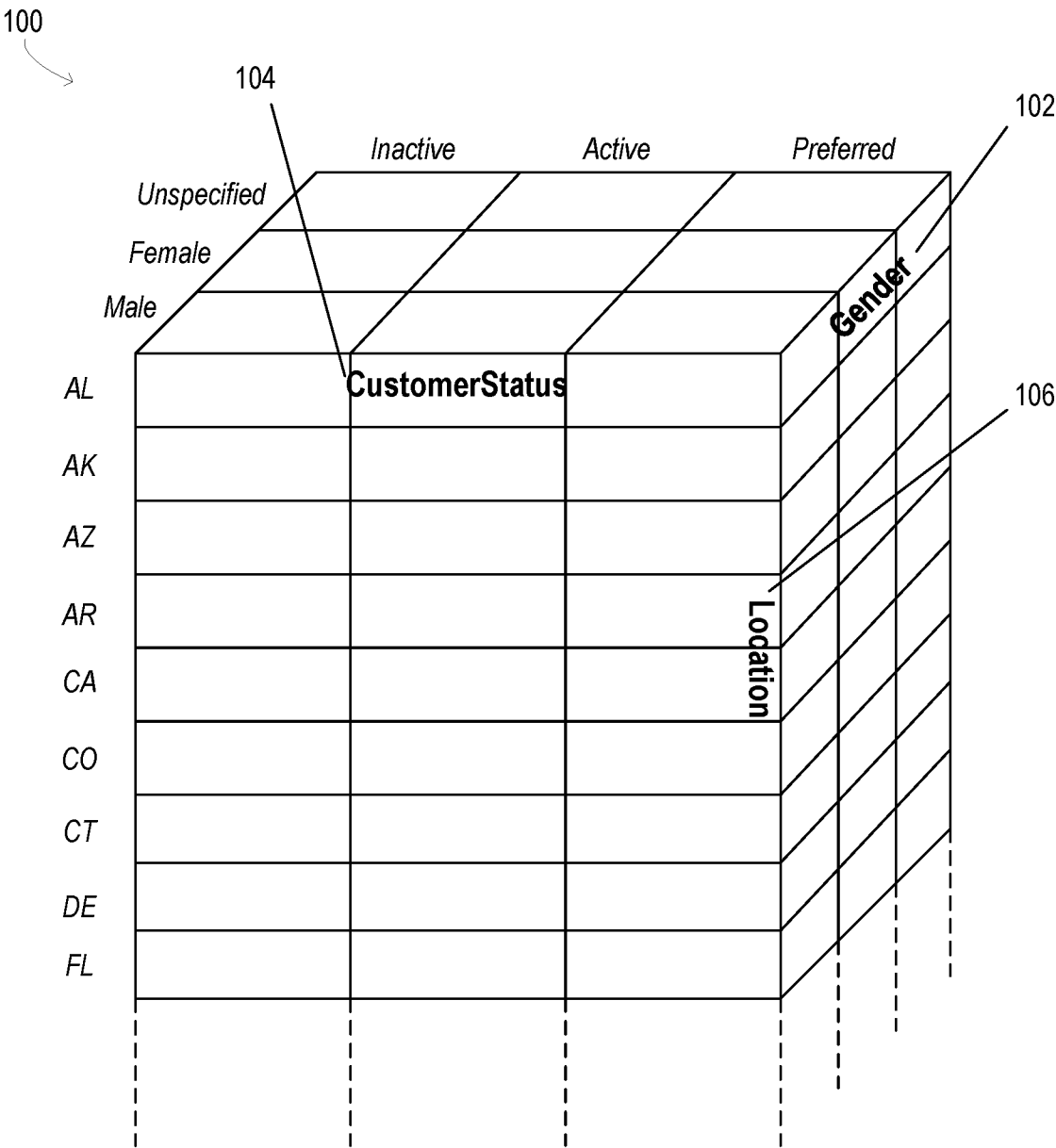


Fig. 1A

108
↘

	<i>Inactive Active Preferred</i>		
<i>Male</i>			
<i>AL</i>	CustomerStatus		
<i>AK</i>			
<i>AZ</i>			
<i>AR</i>			Location
<i>CA</i>			
<i>CO</i>			
<i>CT</i>			
<i>DE</i>			
<i>FL</i>			

Fig. 1B

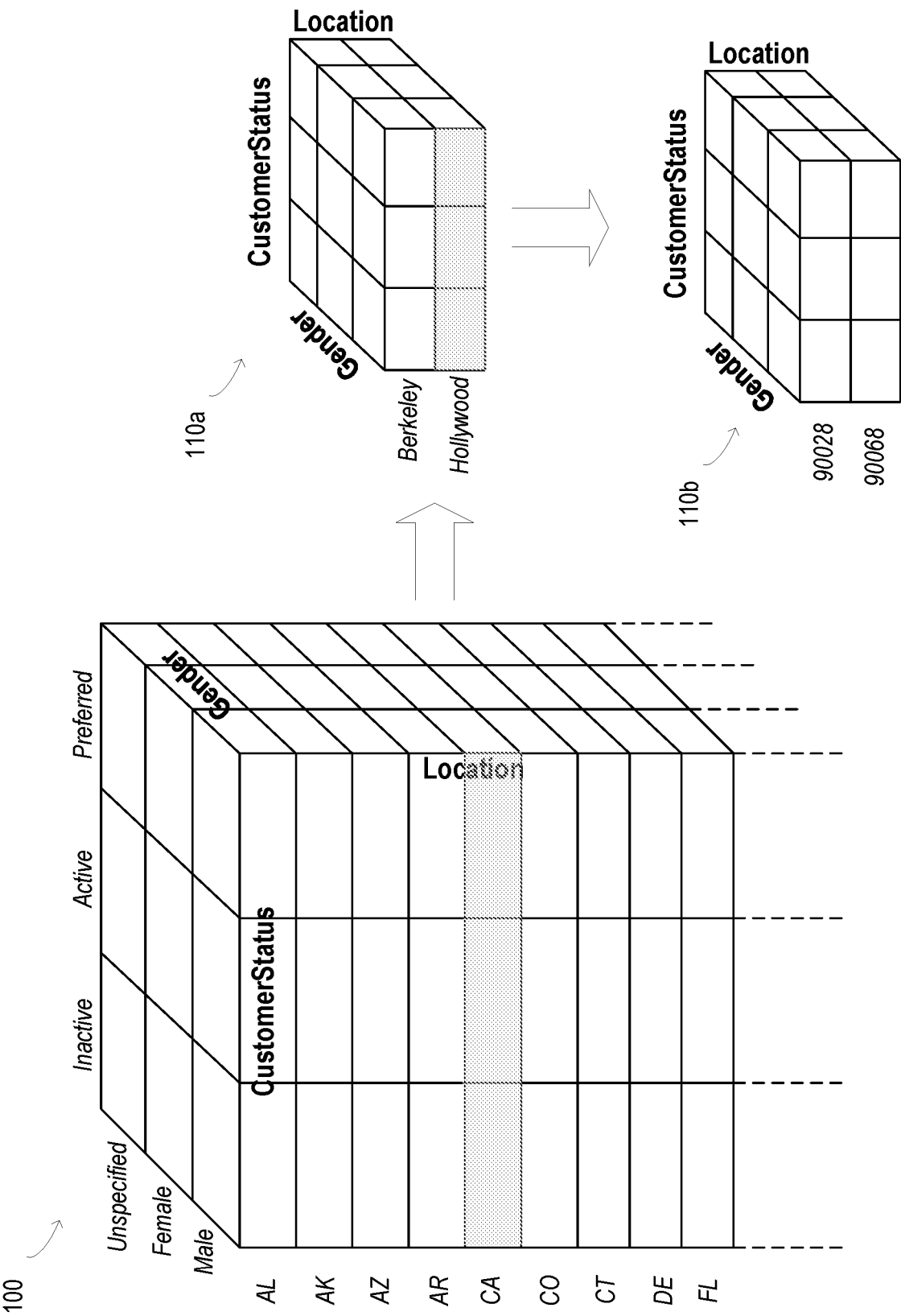


Fig. 1C

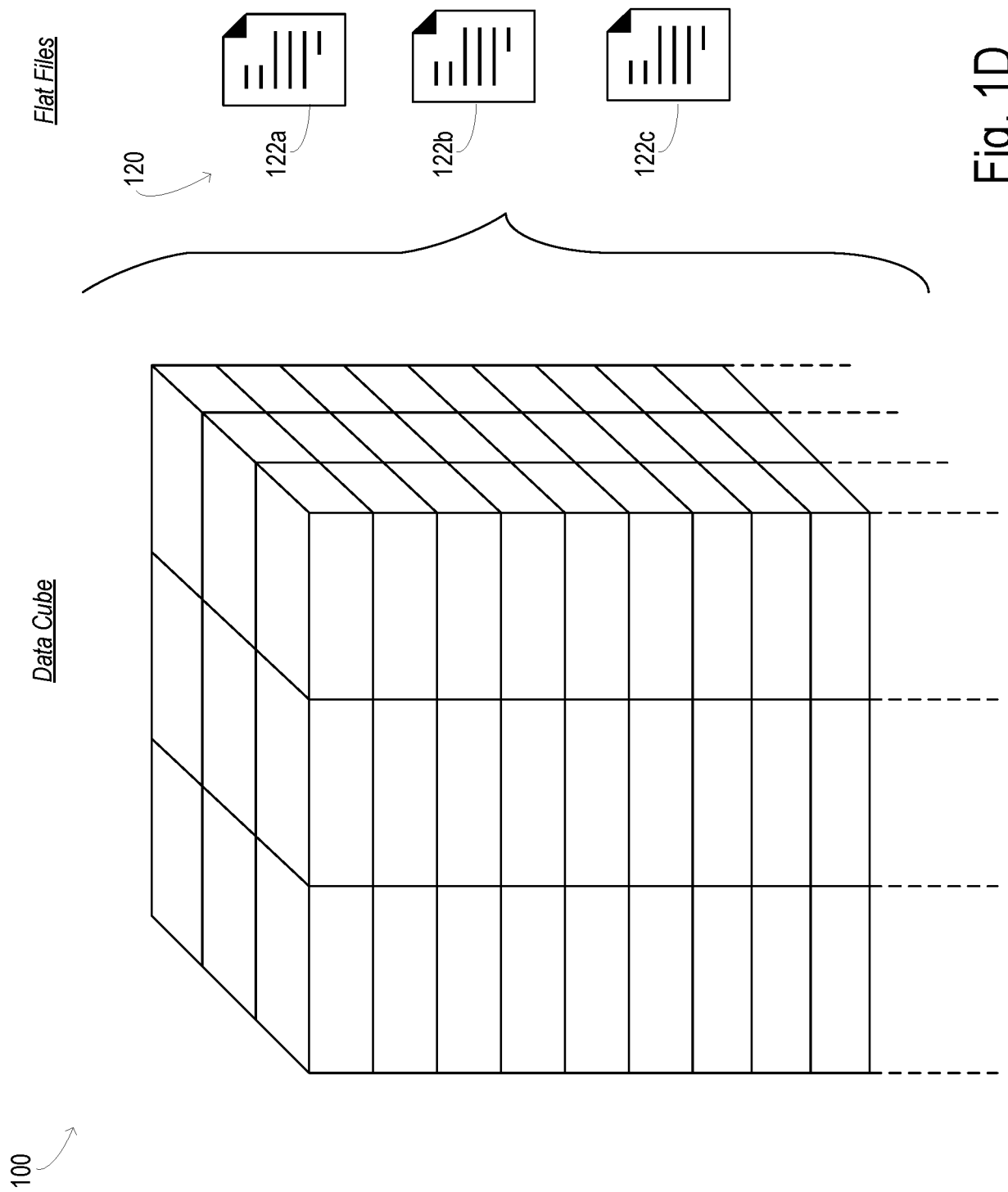


Fig. 1D

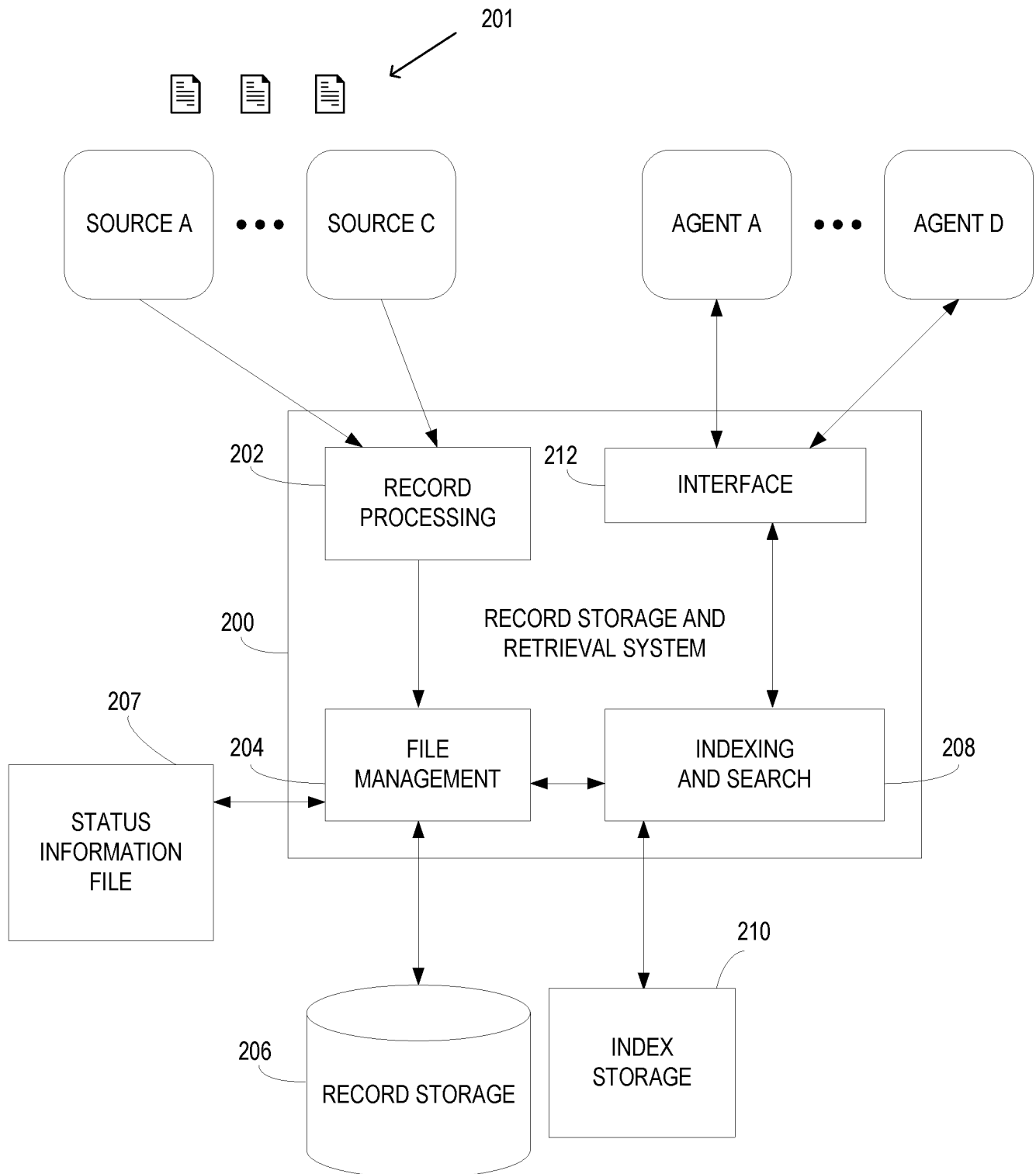


Fig. 2

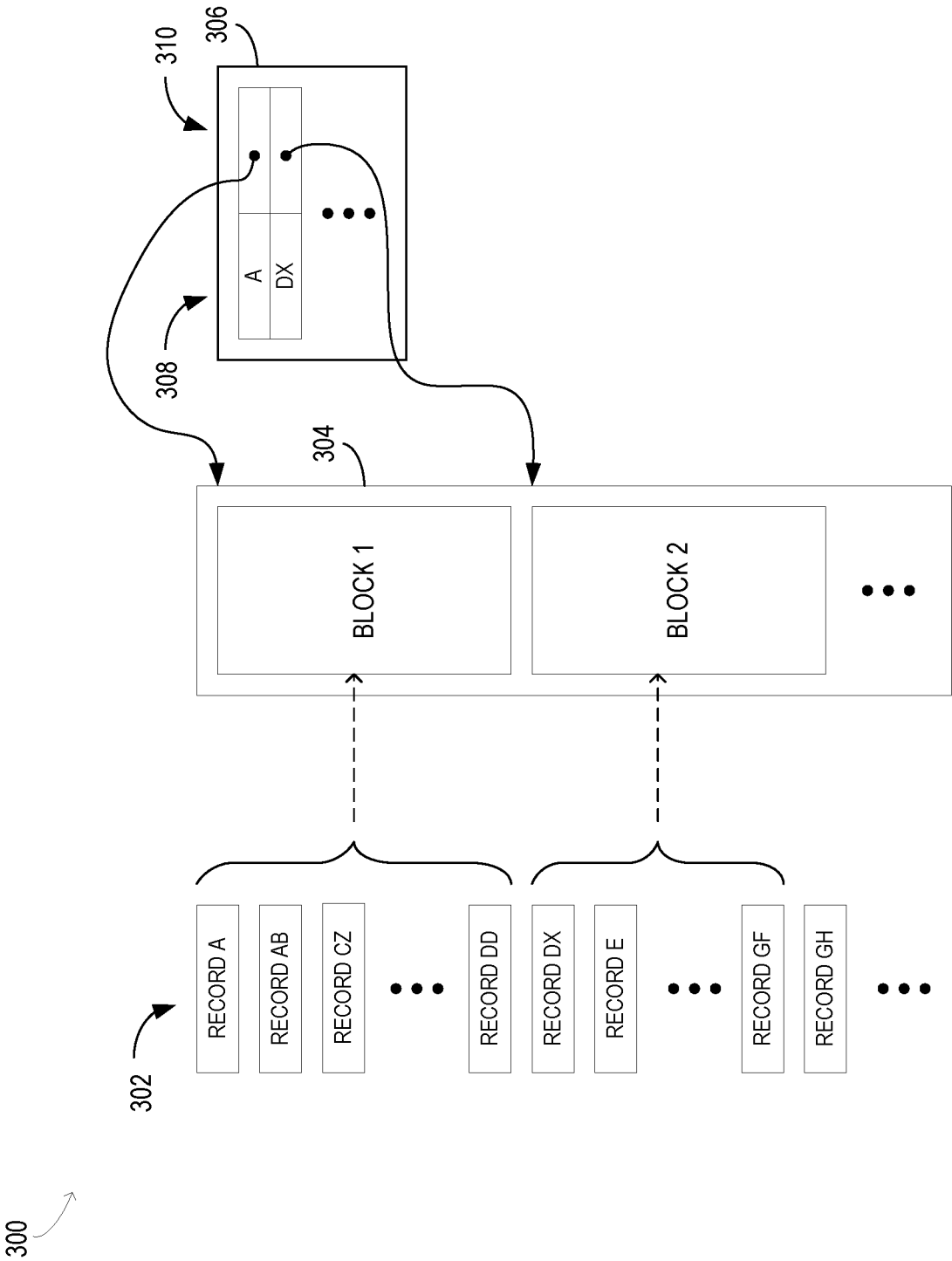


Fig. 3

400 →

Record Identifier	RunID	Detail Mask	Customer Status	Gender	Location			Primary Key
					State	City	ZIP code	
30	1	0AC	0	Female (101)	CA (201)	Hollywood (302)	90068 (404)	{1, 0AC, 0, 101, 201, 302, 404}

Fig. 4

500 

Record #	RunID	Detail Mask	Customer Status	Gender	State	City	ZIP code
1	1	000	(0)	(0)	(0)	(0)	(0)
2	1	00A	(0)	(0)	CA (201)	(0)	(0)
3	1	00A	(0)	(0)	MA (202)	(0)	(0)
4	1	00A	(0)	(0)	NY (203)	(0)	(0)
5	1	00B	(0)	(0)	CA (201)	Berkeley (301)	(0)
6	1	00B	(0)	(0)	NY (203)	New York (305)	(0)
7	1	00C	(0)	(0)	CA (201)	Berkeley (301)	94608 (401)
8	1	00C	(0)	(0)	CA (201)	Berkeley (301)	94609 (402)
9	1	00C	(0)	(0)	CA (201)	Hollywood (302)	90028 (403)
10	1	00C	(0)	(0)	NY (203)	New York (305)	10453 (408)
11	1	00C	(0)	(0)	NY (203)	New York (305)	10457 (409)
12	1	0A0	(0)	Female (101)	(0)	(0)	(0)
13	1	0A0	(0)	Male (102)	(0)	(0)	(0)
14	1	0A0	(0)	Unspecified (103)	(0)	(0)	(0)
15	1	0AA	(0)	Female (101)	CA (201)	(0)	(0)
16	1	0AA	(0)	Female (101)	MA (202)	(0)	(0)
17	1	0AA	(0)	Unspecified (103)	CA (201)	(0)	(0)
18	1	0AA	(0)	Unspecified (103)	MA (202)	(0)	(0)
19	1	0AA	(0)	Unspecified (103)	NY (203)	(0)	(0)
20	1	0AB	(0)	Female (101)	CA (201)	Berkeley (301)	(0)
21	1	0AB	(0)	Female (101)	CA (201)	Hollywood (302)	(0)
22	1	0AB	(0)	Female (101)	MA (202)	Boston (303)	(0)
23	1	0AB	(0)	Female (101)	NY (203)	Albany (304)	(0)
24	1	0AB	(0)	Unspecified (103)	CA (201)	Hollywood (302)	(0)
25	1	0AB	(0)	Unspecified (103)	MA (202)	Boston (303)	(0)
26	1	0AB	(0)	Unspecified (103)	NY (203)	Albany (304)	(0)
27	1	0AB	(0)	Unspecified (103)	NY (203)	New York (305)	(0)
28	1	0AC	(0)	Female (101)	CA (201)	Berkeley (301)	94608 (401)
29	1	0AC	(0)	Female (101)	CA (201)	Berkeley (301)	94609 (402)
30	1	0AC	(0)	Female (101)	CA (201)	Hollywood (302)	90028 (403)

Fig. 5A

500 

Record #	RunID	Detail Mask	Customer Status	Gender	State	City	ZIP code
31	1	0AC	(0)	Female (101)	CA (201)	Hollywood (302)	90068 (404)
32	1	0AC	(0)	Female (101)	MA (202)	Boston (303)	02120 (405)
33	1	0AC	(0)	Female (101)	NY (203)	Albany (304)	12203 (406)
34	1	0AC	(0)	Female (101)	NY (203)	Albany (304)	12204 (407)
35	1	0AC	(0)	Unspecified (103)	CA (201)	Berkeley (301)	94609 (402)
36	1	0AC	(0)	Unspecified (103)	CA (201)	Hollywood (302)	90028 (403)
37	1	0AC	(0)	Unspecified (103)	CA (201)	Hollywood (302)	90068 (404)
38	1	0AC	(0)	Unspecified (103)	MA (202)	Boston (303)	02120 (405)
39	1	0AC	(0)	Unspecified (103)	NY (203)	Albany (304)	12203 (406)
40	1	0AC	(0)	Unspecified (103)	NY (203)	Albany (304)	12204 (407)
41	1	0AC	(0)	Unspecified (103)	NY (203)	New York (305)	10453 (408)
42	1	0AC	(0)	Unspecified (103)	NY (203)	New York (305)	10457 (409)
43	1	A00	active (1)	(0)	(0)	(0)	(0)
44	1	A00	inactive (2)	(0)	(0)	(0)	(0)
45	1	A00	preferred (3)	(0)	(0)	(0)	(0)
46	1	A0A	active (1)	(0)	CA (201)	(0)	(0)
47	1	A0A	active (1)	(0)	MA (202)	(0)	(0)
48	1	A0A	active (1)	(0)	NY (203)	(0)	(0)
49	1	A0A	preferred (3)	(0)	NY (203)	(0)	(0)
50	1	A0B	active (1)	(0)	CA (201)	Berkeley (301)	(0)
51	1	A0B	active (1)	(0)	CA (201)	Hollywood (302)	(0)
52	1	A0B	preferred (3)	(0)	NY (203)	Albany (304)	(0)
53	1	A0B	preferred (3)	(0)	NY (203)	New York (305)	(0)
54	1	A0C	active (1)	(0)	CA (201)	Berkeley (301)	94608 (401)
55	1	A0C	active (1)	(0)	CA (201)	Berkeley (301)	94609 (402)
56	1	A0C	preferred (3)	(0)	NY (203)	Albany (304)	12204 (407)
57	1	A0C	preferred (3)	(0)	NY (203)	New York (305)	10453 (408)
58	1	A0C	preferred (3)	(0)	NY (203)	New York (305)	10457 (409)
59	1	AA0	active (1)	Female (101)	(0)	(0)	(0)
60	1	AA0	active (1)	Male (102)	(0)	(0)	(0)

Fig. 5B

500



Record #	RunID	Detail Mask	Customer Status	Gender	State	City	ZIP code
208	1	AAC	active (1)	Female (101)	CA (201)	Berkeley (301)	94608 (401)
209	1	AAC	active (1)	Female (101)	CA (201)	Berkeley (301)	94609 (402)
210	1	AAC	active (1)	Female (101)	CA (201)	Hollywood (302)	90028 (403)
211	1	AAC	active (1)	Female (101)	CA (201)	Hollywood (302)	90068 (404)
212	1	AAC	active (1)	Female (101)	MA (202)	Boston (303)	02120 (405)
213	1	AAC	active (1)	Female (101)	NY (203)	Albany (304)	12203 (406)
214	1	AAC	active (1)	Female (101)	NY (203)	Albany (304)	12204 (407)
215	1	AAC	active (1)	Female (101)	NY (203)	New York (305)	10453 (408)
216	1	AAC	active (1)	Female (101)	NY (203)	New York (305)	10457 (409)
217	1	AAC	active (1)	Male (102)	CA (201)	Berkeley (301)	94608 (401)
218	1	AAC	active (1)	Male (102)	CA (201)	Berkeley (301)	94609 (402)
219	1	AAC	active (1)	Male (102)	CA (201)	Hollywood (302)	90028 (403)
220	1	AAC	active (1)	Male (102)	CA (201)	Hollywood (302)	90068 (404)
221	1	AAC	active (1)	Male (102)	MA (202)	Boston (303)	02120 (405)
222	1	AAC	active (1)	Male (102)	NY (203)	Albany (304)	12203 (406)
223	1	AAC	active (1)	Male (102)	NY (203)	Albany (304)	12204 (407)
224	1	AAC	active (1)	Male (102)	NY (203)	New York (305)	10453 (408)
225	1	AAC	active (1)	Male (102)	NY (203)	New York (305)	10457 (409)
226	1	AAC	active (1)	Unspecified (103)	CA (201)	Berkeley (301)	94608 (401)
227	1	AAC	active (1)	Unspecified (103)	CA (201)	Berkeley (301)	94609 (402)
228	1	AAC	active (1)	Unspecified (103)	CA (201)	Hollywood (302)	90028 (403)
229	1	AAC	active (1)	Unspecified (103)	CA (201)	Hollywood (302)	90068 (404)
230	1	AAC	active (1)	Unspecified (103)	MA (202)	Boston (303)	02120 (405)
231	1	AAC	active (1)	Unspecified (103)	NY (203)	Albany (304)	12203 (406)
232	1	AAC	active (1)	Unspecified (103)	NY (203)	Albany (304)	12204 (407)
233	1	AAC	active (1)	Unspecified (103)	NY (203)	New York (305)	10453 (408)
234	1	AAC	active (1)	Unspecified (103)	NY (203)	New York (305)	10457 (409)
235	1	AAC	inactive (2)	Female (101)	CA (201)	Berkeley (301)	94608 (401)
236	1	AAC	inactive (2)	Female (101)	CA (201)	Berkeley (301)	94609 (402)
237	1	AAC	inactive (2)	Female (101)	CA (201)	Hollywood (302)	90028 (403)

Fig. 5C

Dimension: Value	Related Dimension: Value
City: Berkeley (301)	State: CA (201)
City: Hollywood (302)	State: CA (201)
City: Boston (303)	State: MA (202)
City: Albany (304)	State: NY (203)
City: New York (305)	State: NY (203)
...	...
ZIP code: 94608 (401)	City: Berkeley (301); State: CA (201)
ZIP code: 94609 (402)	City: Berkeley (301); State: CA (201)
...	...

Fig. 6

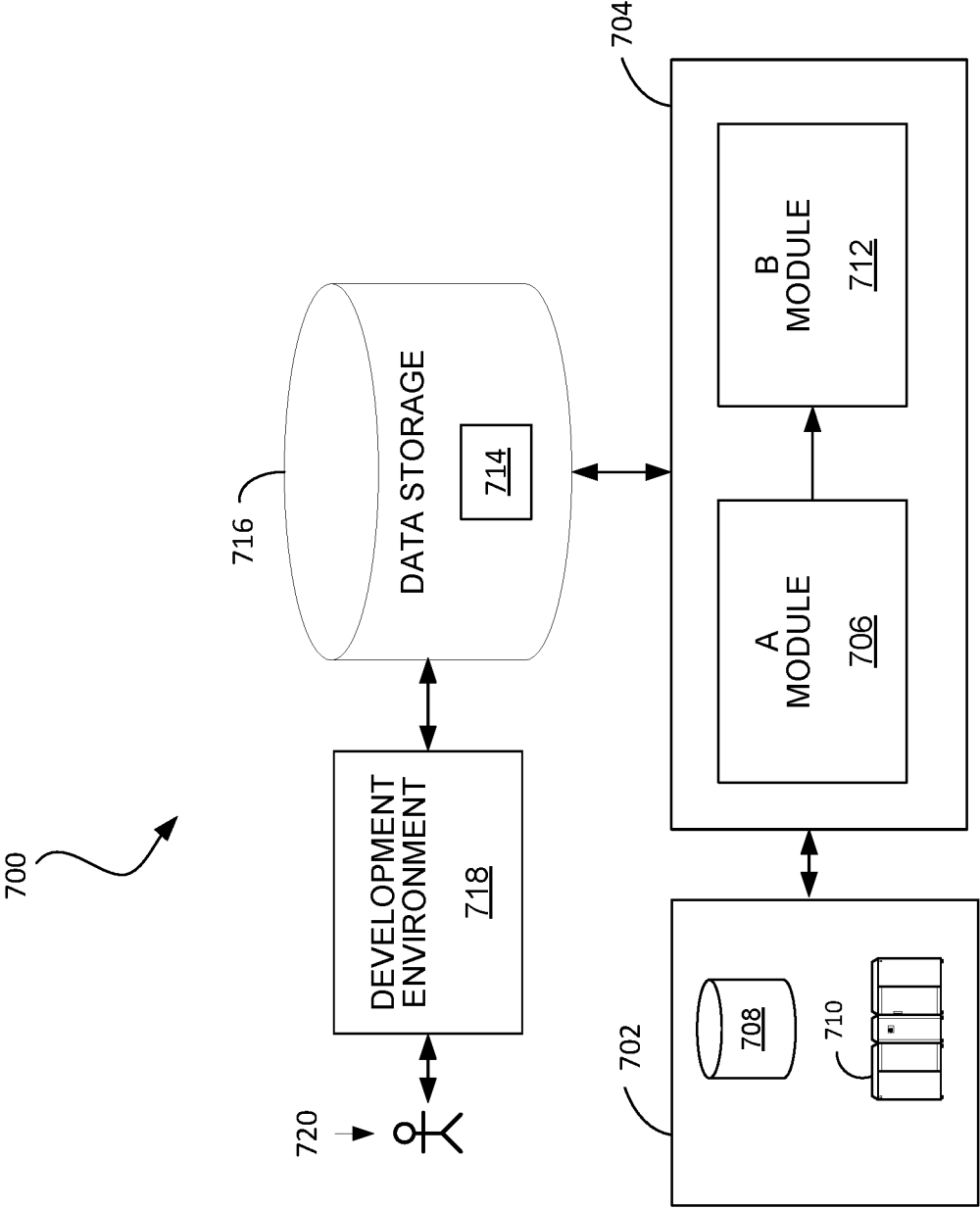


Fig. 7

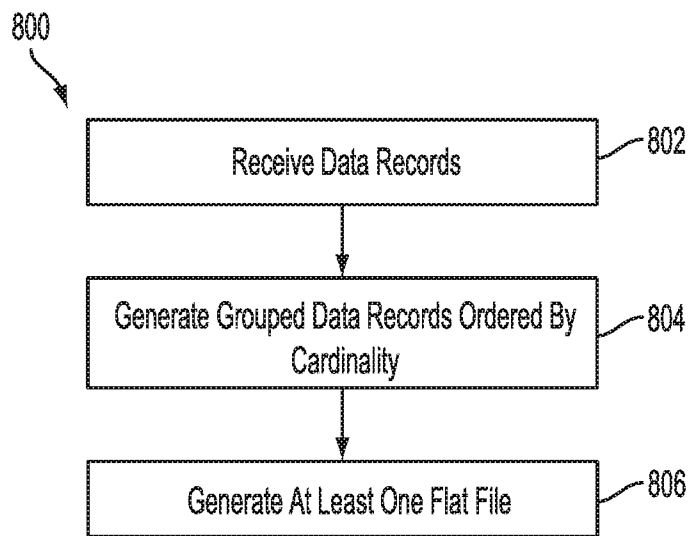


FIG. 8

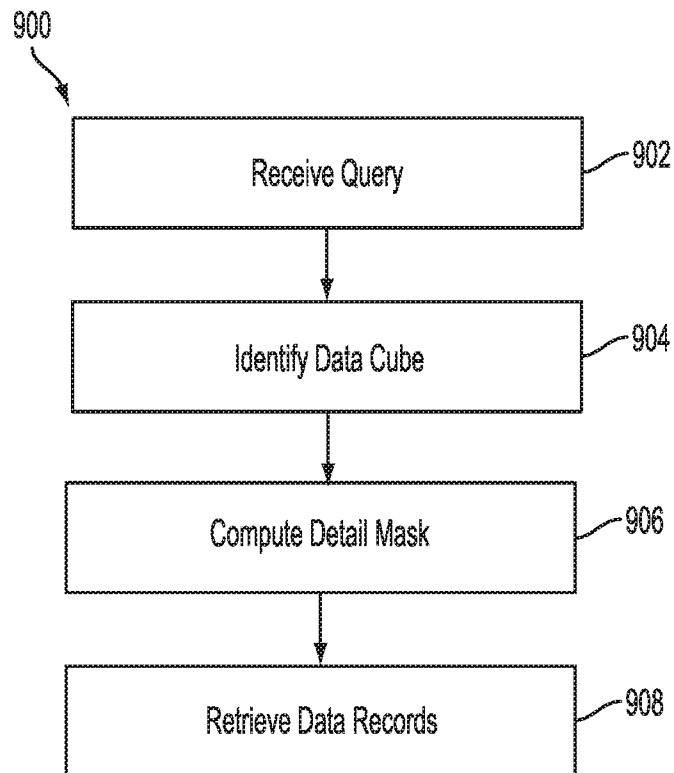


FIG. 9