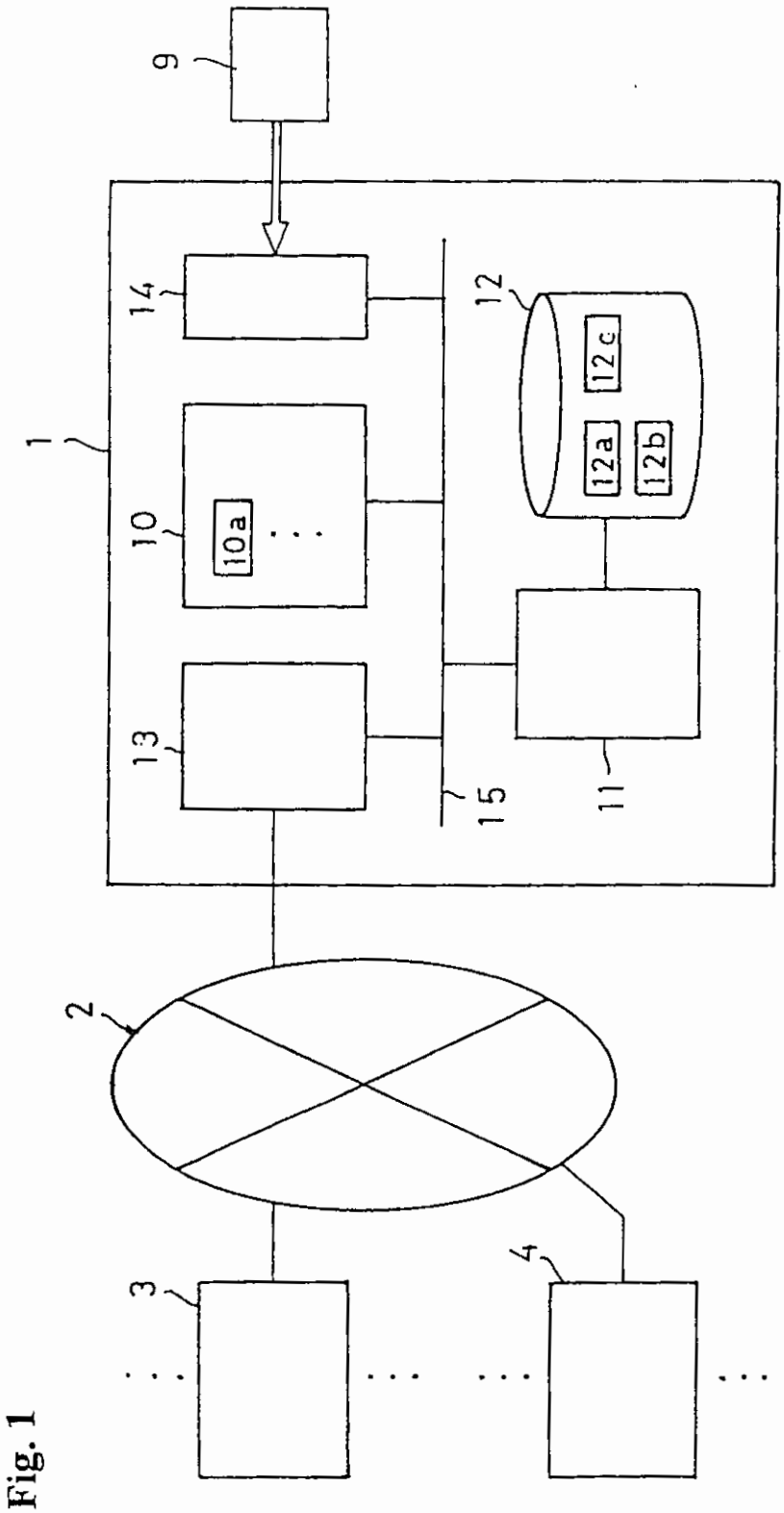


Fig. 1

Fig.2

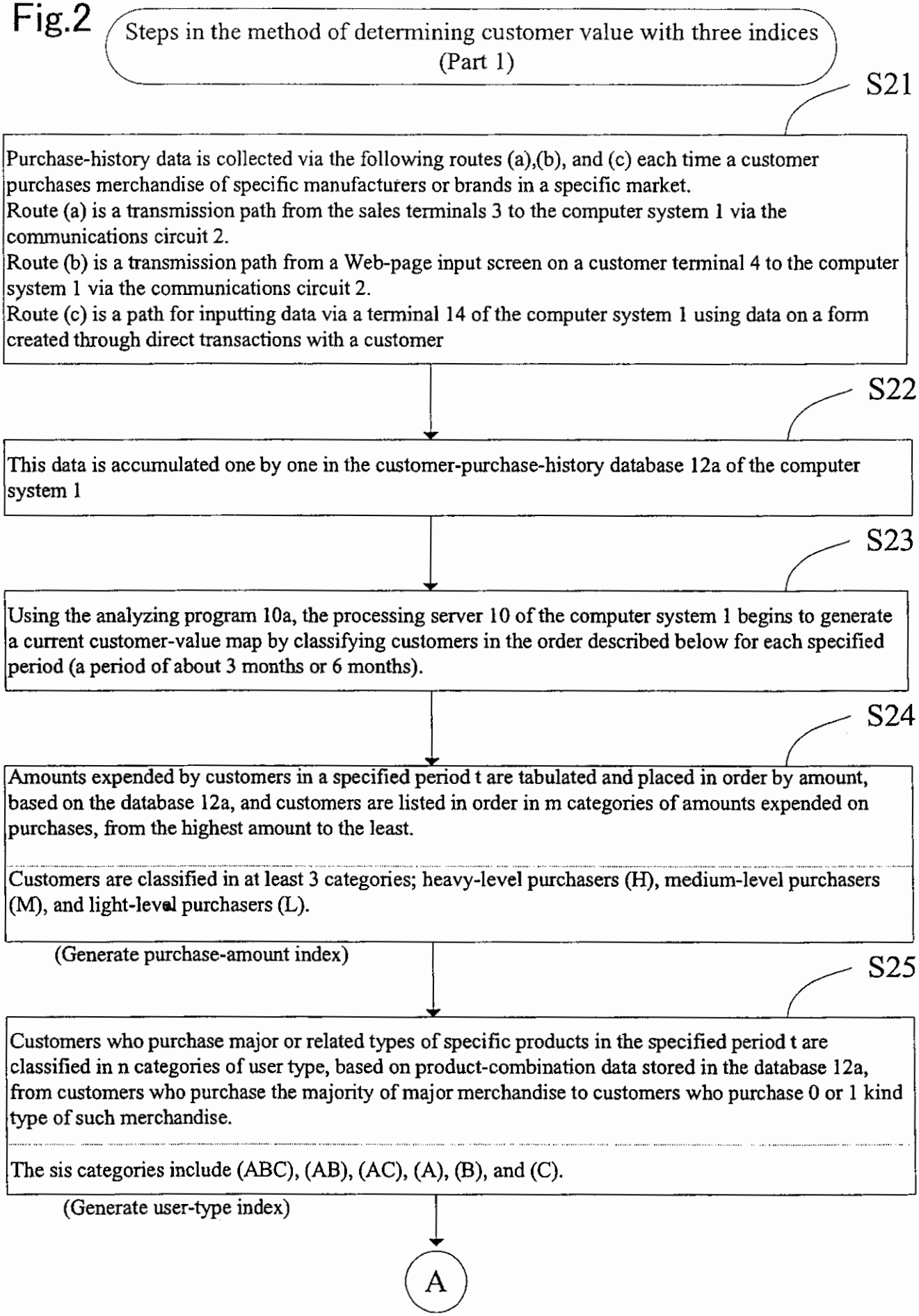

Steps in the method of determining customer value with three indices (Part 1)
S21
Purchase-history data is collected via the following routes (a),(b), and (c) each time a customer purchases merchandise of specific manufacturers or brands in a specific market.
Route (a) is a transmission path from the sales terminals 3 to the computer system 1 via the communications circuit 2.
Route (b) is a transmission path from a Web-page input screen on a customer terminal 4 to the computer system 1 via the communications circuit 2.
Route (c) is a path for inputting data via a terminal 14 of the computer system 1 using data on a form created through direct transactions with a customer
S22
This data is accumulated one by one in the customer-purchase-history database 12a of the computer system 1
S23
Using the analyzing program 10a, the processing server 10 of the computer system 1 begins to generate a current customer-value map by classifying customers in the order described below for each specified period (a period of about 3 months or 6 months).
S24
Amounts expended by customers in a specified period t are tabulated and placed in order by amount, based on the database 12a, and customers are listed in order in m categories of amounts expended on purchases, from the highest amount to the least.
Customers are classified in at least 3 categories; heavy-level purchasers (H), medium-level purchasers (M), and light-level purchasers (L).
(Generate purchase-amount index)
S25
Customers who purchase major or related types of specific products in the specified period t are classified in n categories of user type, based on product-combination data stored in the database 12a, from customers who purchase the majority of major merchandise to customers who purchase 0 or 1 kind type of such merchandise.
The sis categories include (ABC), (AB), (AC), (A), (B), and (C).
(Generate user-type index)
A

Fig.3

Steps in the sales-predicting device based on triple-axis mapping of customer value (Part 2)

A

S31

The customers are divided into m x n cells (3 x 6 cells in this example) according to the customer-amount index and the user-type index.

S32

A current customer-value map is generated based on the database 12a by calculating numerical data indicating the structure and purchasing status of customer groups for each cell.

(Create current customer-value map)

S33

This marketing approach comprises: (1) a relevance classification (a) in which customers are classified according to amounts expended on purchases within a specified period into one of three categories (H), (M), or (L), based on data abstracted from the total manufacturer/brand customer-purchase-history database 12b; (2) a relevance classification (b) for user type whereby customers are classified by user type into one of seven categories, including the six categories (ABC), (AB), (AC), (A), (B), and (c) and an additional category (D) for customers who also purchase products of other manufacturers and brands; and (3) a sales-correspondence approach (c) in which the terminal 14 outputs sales correspondence such as questionnaires via direct mail, e-mail, and telephone to customers of each cell.

S34

After sales correspondence is distributed to the customers, customer data is recorded in the total manufacturer/brand customer-purchase-history database 12b for a specified period Z (for example, about 2-3 months) following the beginning of the marketing approach.

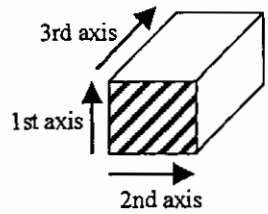
(Generate customer-purchase-relevance index)

S35

A map of customer value is generated for the specified period Z based on the data stored in the total manufacturer/brand customer-purchase-history database 12b. Future data is predicted by comparing the current customer-value map to data prior to the marketing approach and creating a future customer-value map by calculating the percentage of repeat customers, ex-customers, and new customers for each cell and the percentage of increase or decrease in the total number of customers and total sales for the specific merchandise.

(Generate future customer-value map)

Fig. 4 (a) Current customer-value map



Description of the axis
1st axis : purchase-amount index
2nd axis : user-type index
3rd axis : customer-purchase-relevance index

(b)

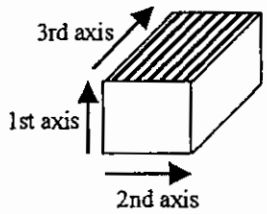
		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category(AC)	Customer category(AB)	Customer category(ABC)	
Purchase-amount index	H category	0.0%	0.5%	1.8%	2.3%	6.3%	3.7%	14.5%
		0.0%	1.4%	2.2%	2.9%	16.6%	26.9%	50.0%
		¥0	¥36,104	¥32,978	¥35,325	¥43,555	¥54,139	¥48,854
		0 times	23.2times	17.5times	20.1times	21.4times	24.4times	23.1times
	M category	1.8%	1.7%	2.4%	4.6%	10.8%	1.7%	23.0%
		1.8%	2.3%	2.8%	5.0%	13.5%	4.6%	30.1%
		¥12,277	¥14,022	¥14,256	¥14,932	¥16,166	¥18,150	¥15,749
		6.4times	12.2times	8.8times	8.8times	9.5times	10.0times	9.9times
	L category	10.8%	24.6%	15.3%	4.6%	5.7%	1.5%	62.5%
		2.7%	0.1%	7.6%	3.8%	4.5%	1.3%	20.0%
		¥2,026	¥3,652	¥4,631	¥6,338	¥6,628	¥7,762	¥3,915
		3.3times	5.3times	4.3times	5.1times	4.9times	6.1times	4.7times
Total		12.5%	26.8%	19.4%	11.4%	22.8%	7.0%	100.0%
		4.5%	3.8%	12.6%	11.7%	34.7%	32.8%	100.0%
		¥2,113	¥5,265	¥7,006	¥13,171	¥20,349	¥38,890	¥12,452
		3.3times	6.3times	5.4times	8.3times	11.2times	18.3times	8.3times

Description of cell data
1st item: customer component percentage
2nd item : expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,367
Total expenditures: ¥427,928,827
Period of data collection: July 1, 2000–
September 30, 2000

Future customer-value map

Fig. 5 (a)



Description of the axis
1st axis : purchase-amount index
2nd axis : user-type index
3rd axis : customer-purchase-relevance index

(b)

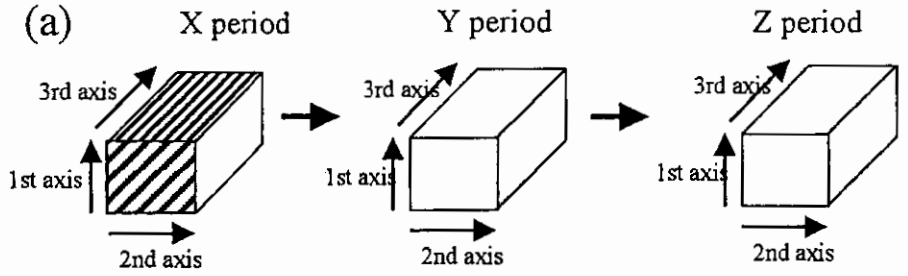
Customer-purchase-relevance index			User-type index: Customer category (C)		Customer category (B)		Customer category (A)		Customer category(AC)		Customer category (AB)		Customer category (ABC)		Total	
H category		(ABC)	0.8%	¥2,096	1.6%	¥ 6,306	1.3%	¥ 7,373	0.8%	¥ 16,811	2.7%	¥ 30,494	4.5%	¥ 50,838	11.7%	¥ 34,483
			0.3%	3.2times	0.3%	7.4times	0.9%	5.5times	1.0%	10.7times	6.1%	15.7times	27.7%	23.2times	36.3%	17.0times
		(AB)	0.0%	¥0	1.4%	¥ 5,716	1.0%	¥ 6,716	0.0%	¥0	5.1%	¥ 36,900	0.0%	¥0	7.5%	¥ 24,376
			0.0%	0	0.2%	7.1times	0.6%	4.7times	0.0%	0times	4.1%	18.5times	0.0%	0times	15.0%	13.6times
		(AC)	0.7%	¥ 2,569	0.0%	¥0	0.7%	¥ 7,446	1.6%	¥ 22,073	0.0%	¥0	0.0%	¥0	3.0%	¥ 10,839
			0.3%	3.4times	0.0%	0times	0.5%	5.8times	2.8%	12.9times	0.0%	0times	0.0%	0times	3.5%	7.5times
		(A)	0.0%	¥0	0.0%	¥0	1.0%	¥ 9,975	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.0%	¥ 9,975
			0.0%	0times	0.0%	0times	1.0%	6.8times	0.0%	0times	0.0%	0times	0.0%	0times	1.0%	6.8times
		(B)	0.0%	¥0	1.0%	¥ 12,459	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.0%	¥ 12,459
			0.0%	0times	0.3%	9.6times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.3%	9.6times
		(C)	0.4%	¥ 2,820	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.4%	¥2,820
			0.2%	3.8times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.2%	3.8times
		(AD)	0.0%	¥0	0.0%	¥0	0.6%	¥ 11,213	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.6%	¥ 11,213
			0.0%	0times	0.0%	0times	0.6%	7.3times	0.0%	0times	0.0%	0times	0.0%	0times	0.6%	7.3times
M category		(ABC)	2.6%	¥ 2,116	5.2%	¥ 4,794	1.0%	¥ 7,244	1.9%	¥ 10,899	3.5%	¥ 13,119	2.3%	¥ 17,939	16.5%	¥ 9,046
			0.9%	3.4times	0.7%	5.9times	0.7%	5.7times	1.6%	7.3times	3.4%	7.9times	5.0%	9.7times	12.3%	6.8times
		(AB)	0.0%	¥0	3.5%	¥ 6,912	0.9%	¥ 9,639	0.0%	¥0	9.4%	¥ 14,100	0.0%	¥0	13.8%	¥ 11,122
			0.0%	0times	0.6%	7.3times	0.8%	6.1times	0.0%	0times	0.0%	8.5times	0.0%	0times	11.4%	7.9times
		(AC)	1.3%	¥ 1,990	0.0%	¥0	1.8%	¥ 9,850	5.5%	¥ 12,810	0.0%	¥0	0.0%	¥0	8.7%	¥ 9,286
			0.4%	3.7times	0.0%	0times	1.6%	6.6times	5.5%	7.8times	0.0%	0times	0.0%	0times	7.6%	6.4times
		(A)	0.0%	¥0	0.0%	¥0	1.0%	¥ 10,296	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.0%	¥ 10,296
			0.0%	0	0.0%	0times	0.9%	6.7times	0.0%	0times	0.0%	0times	0.0%	0times	0.9%	6.7times
		(B)	0.0%	¥0	5.6%	¥ 5,487	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	5.6%	¥ 5,487
			0.0%	0times	0.8%	6.3times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.8%	6.3times
		(C)	2.5%	¥ 2,117	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	2.5%	¥ 2,117
			0.9%	3.1times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.9%	3.1times
		(AD)	0.0%	¥0	0.0%	¥0	2.0%	8,016	0.0%	¥0	0.0%	¥0	0.0%	¥0	2.0%	¥ 8,016
			0.0%	0	0.0%	0times	1.5%	6.2times	0.0%	0times	0.0%	0times	0.0%	0times	1.5%	6.2times
L category		(ABC)	1.4%	¥ 2,057	2.6%	¥ 3,757	2.0%	¥ 4,698	0.7%	¥ 6,506	1.1%	¥ 6,727	0.2%	¥ 7,830	7.9%	¥ 4,301
			0.5%	3.0times	0.3%	5.3times	0.9%	4.4times	0.4%	5.7times	0.5%	4.6times	0.2%	6.5times	2.7%	4.8times
		(AB)	0.0%	¥0	3.2%	¥ 3,695	2.0%	¥ 4,569	0.0%	¥0	1.0%	¥ 6,444	0.0%	¥0	6.2%	¥ 4,198
			0.0%	0	0.3%	5.5times	0.9%	4.3times	0.0%	0times	0.5%	4.8times	0.0%	0times	1.6%	5.2times
		(AC)	1.7%	¥ 1,932	0.0%	¥0	1.5%	4,733	0.9%	6,210	0.0%	¥0	0.0%	¥0	4.0%	3,605
			0.5%	3.1times	0.0%	0times	0.7%	4.0times	0.4%	4.7times	0.0%	0times	0.0%	0times	1.6%	3.7times
		(A)	0.0%	¥0	0.0%	¥0	0.9%	¥ 4,605	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.9%	¥ 4,605
			0.0%	0times	0.0%	0times	0.4%	4.6times	0.0%	0times	0.0%	0times	0.0%	0times	0.4%	4.6times
		(B)	0.0%	¥0	2.8%	¥ 3,556	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	2.8%	¥ 3,556
			0.0%	0times	0.3%	5.3times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.3%	5.3times
		(C)	1.3%	¥ 2,076	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.3%	¥ 2,076
			0.5%	3.5times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.5%	3.5times
		(AD)	0.0%	¥0	0.0%	¥0	1.7%	¥ 4,549	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.7%	¥ 4,549
			0.0%	0times	0.0%	0times	0.7%	4.2times	0.0%	0times	0.0%	0times	0.0%	0times	0.7%	4.2times
Total			12.5%	¥ 2,113	26.8%	¥ 5,265	19.4%	¥ 7,006	11.4%	¥ 13,171	22.8%	¥ 20,349	7.0%	¥ 38,890	100.0%	¥ 12,452
			4.5%	3.3times	3.8%	6.3times	2.6%	5.4times	1.7%	8.3times	34.7%	11.2times	32.8%	18.3times	100.0%	8.3times

Description of cell data
1st item: customer component percentage
2nd item : expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,367
Total expenditures: ¥427,928,827
Period of data collection: July 1, 2000–
September 30, 2000

During the specified period X

Fig. 6 (a)



(b)

		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
Purchase-amount index	H category	0.0%	0.5%	1.8%	2.3%	6.3%	3.7%	14.5%
		0.0%	1.4%	2.2%	2.9%	16.6%	26.9%	50.0%
		¥0	¥36,104	¥32,978	¥35,325	¥43,555	¥54,139	¥48,854
		0 times	23.2times	17.5times	20.1times	21.4times	24.4times	23.1times
	M category	1.8%	1.7%	2.4%	4.6%	10.8%	1.7%	23.0%
		1.8%	2.3%	2.8%	5.0%	13.5%	4.6%	30.1%
		¥12,277	¥14,022	¥14,256	¥14,932	¥16,166	¥18,150	¥15,749
		6.4times	12.2times	8.8times	8.8times	9.5times	10.0times	9.9times
	L category	10.8%	24.6%	15.3%	4.6%	5.7%	1.5%	62.5%
		2.7%	0.1%	7.6%	3.8%	4.5%	1.3%	20.0%
		¥2,026	¥3,652	¥4,631	¥6,338	¥6,628	¥7,762	¥3,915
		3.3times	5.3times	4.3times	5.1times	4.9times	6.1times	4.7times
Total		12.5%	26.8%	19.4%	11.4%	22.8%	7.0%	100.0%
		4.5%	3.8%	12.6%	11.7%	34.7%	32.8%	100.0%
		¥2,113	¥5,265	¥7,006	¥13,171	¥20,349	¥38,890	¥12,452
		3.3times	6.3times	5.4times	8.3times	11.2times	18.3times	8.3times

Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,367
Total expenditures: ¥427,928,827
Period of data collection:
July 1, 2000–September 30, 2000

(c)

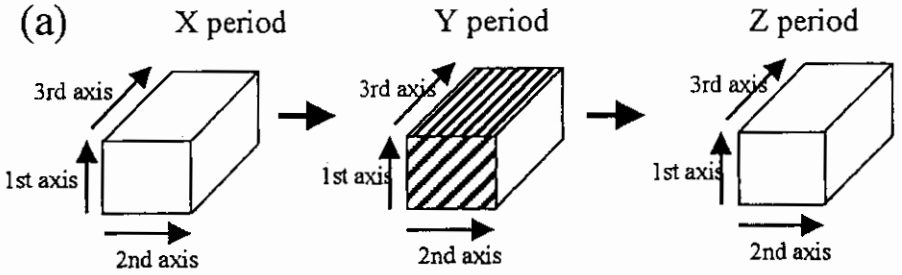
Customer-purchase-relevance index			User-type index						Total
			Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
	H category	(ABC)	0.8% ¥2,096	1.6% ¥6,306	1.3% ¥7,373	0.8% ¥16,811	2.7% ¥30,494	4.5% ¥50,838	11.7% ¥34,483
			0.3% 3.2times	0.3% 7.4times	0.9% 5.5times	1.0% 19.7times	6.1% 15.7times	27.7% 23.2times	36.3% 17.0times
		(AB)	0.0% ¥0	1.4% ¥5,716	1.0% ¥6,716	0.0% ¥0	5.1% ¥36,900	0.0% ¥0	7.5% ¥24,376
			0.0% 0	0.2% 7.1times	0.6% 4.7times	0.0% 0times	4.1% 18.5times	0.0% 0times	15.0% 13.6times
		(AC)	0.7% ¥2,569	0.0% ¥0	0.7% ¥7,446	1.6% ¥22,073	0.0% ¥0	0.0% ¥0	3.0% ¥10,839
			0.3% 3.4times	0.0% 0times	0.5% 5.8times	2.8% 12.9times	0.0% 0times	0.0% 0times	3.5% 7.5times
		(A)	0.0% ¥0	0.0% ¥0	1.0% ¥9,975	0.0% ¥0	0.0% ¥0	0.0% ¥0	1.0% ¥9,975
			0.0% 0times	0.0% 0times	1.0% 6.8times	0.0% 0times	0.0% 0times	0.0% 0times	1.0% 6.8times
		(B)	0.0% ¥0	1.0% ¥12,459	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	1.0% ¥12,459
			0.0% 0times	0.3% 9.6times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.3% 9.6times
		(C)	0.4% ¥2,820	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.4% ¥2,820
			0.2% 3.8times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.2% 3.8times
		(AD)	0.0% ¥0	0.0% ¥0	0.6% ¥11,213	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.6% ¥11,213
			0.0% 0times	0.0% 0times	0.6% 7.3times	0.0% 0times	0.0% 0times	0.0% 0times	0.6% 7.3times
	M category	(ABC)	2.6% ¥2,116	5.2% ¥4,794	1.0% ¥7,244	1.9% ¥10,899	3.5% ¥13,119	2.3% ¥17,939	16.5% ¥9,046
			0.9% 3.4times	0.7% 5.9times	0.7% 5.7times	1.6% 7.3times	3.4% 7.9times	5.0% 9.7times	12.3% 6.8times
		(AB)	0.0% ¥0	3.5% ¥6,912	0.9% ¥9,639	0.0% ¥0	9.4% ¥14,100	0.0% ¥0	13.8% ¥11,122
			0.0% 0times	0.6% 7.3times	0.8% 6.1times	0.0% 0times	0.0% 8.5times	0.0% 0times	11.4% 7.9times
		(AC)	1.3% ¥1,990	0.0% ¥0	1.8% ¥9,850	5.5% ¥12,810	0.0% ¥0	0.0% ¥0	8.7% ¥9,286
			0.4% 3.7times	0.0% 0times	1.6% 6.6times	5.5% 7.8times	0.0% 0times	0.0% 0times	7.6% 6.4times
		(A)	0.0% ¥0	0.0% ¥0	1.0% ¥10,296	0.0% ¥0	0.0% ¥0	0.0% ¥0	1.0% ¥10,296
			0.0% 0	0.0% 0times	0.9% 6.7times	0.0% 0times	0.0% 0times	0.0% 0times	0.9% 6.7times
		(B)	0.0% ¥0	5.6% ¥5,487	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	5.6% ¥5,487
			0.0% 0times	0.8% 6.3times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.8% 6.3times
		(C)	2.5% ¥2,117	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	2.5% ¥2,117
			0.9% 3.1times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.9% 3.1times
		(AD)	0.0% ¥0	0.0% ¥0	2.0% 8,016	0.0% ¥0	0.0% ¥0	0.0% ¥0	2.0% ¥8,016
			0.0% 0	0.0% 0times	1.5% 6.2times	0.0% 0times	0.0% 0times	0.0% 0times	1.5% 6.2times
	L category	(ABC)	1.4% ¥2,057	2.6% ¥3,757	2.0% ¥4,698	0.7% ¥6,506	1.1% ¥6,727	0.2% ¥7,830	7.9% ¥4,301
			0.5% 3.0times	0.3% 5.3times	0.9% 4.4times	0.4% 5.7times	0.5% 4.6times	0.2% 6.5times	2.7% 4.8times
		(AB)	0.0% ¥0	3.2% ¥3,695	2.0% ¥4,569	0.0% ¥0	1.0% ¥6,444	0.0% ¥0	6.2% ¥4,198
			0.0% 0	0.3% 5.5times	0.9% 4.3times	0.0% 0times	0.5% 4.8times	0.0% 0times	1.6% 5.2times
		(AC)	1.7% ¥1,932	0.0% ¥0	1.5% 4,733	0.9% 6,210	0.0% ¥0	0.0% ¥0	4.0% 3,605
			0.5% 3.1times	0.0% 0times	0.7% 4.0times	0.4% 4.7times	0.0% 0times	0.0% 0times	1.6% 3.7times
		(A)	0.0% ¥0	0.0% ¥0	0.9% ¥4,605	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.9% ¥4,605
			0.0% 0times	0.0% 0times	0.4% 4.6times	0.0% 0times	0.0% 0times	0.0% 0times	0.4% 4.6times
		(B)	0.0% ¥0	2.8% ¥3,556	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	2.8% ¥3,556
			0.0% 0times	0.3% 5.3times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.3% 5.3times
		(C)	1.3% ¥2,076	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	0.0% ¥0	1.3% ¥2,076
			0.5% 3.5times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.0% 0times	0.5% 3.5times
		(AD)	0.0% ¥0	0.0% ¥0	1.7% ¥4,549	0.0% ¥0	0.0% ¥0	0.0% ¥0	1.7% ¥4,549
			0.0% 0times	0.0% 0times	0.7% 4.2times	0.0% 0times	0.0% 0times	0.0% 0times	0.7% 4.2times
Total			12.5% ¥2,113	26.8% ¥5,265	19.4% ¥7,006	11.4% ¥13,171	22.8% ¥20,349	7.0% ¥38,890	100.0% ¥12,452
			4.5% 3.3times	3.8% 6.3times	12.6% 5.4times	11.7% 8.3times	34.7% 11.2times	32.8% 18.3times	100.0% 8.3times

Description of cell data
1st item:
customer component percentage
2nd item : expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,367
Total expenditures: ¥427,928,827
Period of data collection:
July 1, 2000–September 30, 2000

During the specified period Y

Fig. 7 (a)



(b)

		User-type index						Total
		Customer category(C)	Customer category(B)	Customer category (A)	Customer category(AC)	Customer category(AB)	Customer category(ABC)	
Purchase-amount relevance index	H category	0.0%	0.5%	1.7%	2.6%	4.6%	6.0%	15.4%
		0.0%	1.4%	2.2%	3.6%	9.5%	34.4%	51.1%
		¥0	¥38,277	¥ 36,054	¥ 35,874	¥ 40,431	¥ 53,459	¥ 49,215
		0times	24.0times	19.0times	20.4times	17.9times	25.2times	23.3times
	M category	1.7%	2.6%	2.5%	5.4%	8.5%	3.1%	23.7%
		1.7%	3.0%	2.9%	5.9%	9.9%	6.2%	29.6%
		¥ 11,962	¥ 14,207	¥ 14,638	¥ 15,521	¥ 15,801	¥ 18,268	¥ 15,847
		4.0times	12.2times	8.8times	10.5times	8.7times	10.8times	10.2times
	L category	3.2%	30.3%	15.6%	5.3%	4.9%	1.7%	60.9%
		1.7%	0.7%	7.5%	4.1%	3.9%	1.4%	19.3%
		¥ 3,495	¥ 3,501	¥ 4,654	¥ 6,312	¥ 6,528	¥ 7,421	¥ 4,074
		3.2times	5.1times	4.0times	5.8times	5.0times	6.6times	4.9times
Total		4.9%	33.3%	19.8%	13.3%	17.9%	10.8%	100.0%
		3.4%	5.1%	12.5%	13.6%	23.4%	42.0%	100.0%
		¥ 3,544	¥ 5,131	¥ 7,119	¥ 13,864	¥ 18,172	¥ 38,619	¥ 13,087
		3.2times	6.2times	5.2times	9.6times	9.5times	19.1times	8.7times

Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,652
Total expenditures: ¥453,507,059
Period of data collection:
October 1, 2000–December 31, 2000

(c)

			User-type index										Total	
			Customer category (C)		Customer category (B)		Customer category (A)		Customer category (AC)		Customer category (AB)		Customer category (ABC)			
Customer-purchase-relevance index	H category	(ABC)	0.3%	¥3,516	2.0%	¥6,145	1.4%	¥7,491	0.9%	¥17,695	2.1%	¥27,233	7.0%	¥50,484	13.7%	¥36,634
			0.2%	3.1times	0.4%	7.3times	0.9%	5.3times	1.2%	12.4times	4.1%	13.3times	35.4%	24.2times	42.2%	18.5times
		(AB)	0.0%	¥	1.7%	¥5,570	1.0%	¥6,824	0.0%	¥	4.0%	¥32,954	0.0%	¥	6.7%	¥19,174
			0.0%	0times	0.3%	6.9times	0.6%	4.8times	0.0%	0times	9.5%	15.7times	0.0%	0times	10.4%	11.0times
		(AC)	0.3%	¥4,309	0.0%	¥	0.7%	¥7,566	1.9%	¥23,233	0.0%	¥	0.0%	¥	2.9%	¥15,839
			0.2%	3.3times	0.0%	0times	0.5%	5.6times	3.2%	15.0times	0.0%	0times	0.0%	0times	3.9%	10.5times
		(A)	0.0%	¥	0.0%	¥	1.1%	¥10,135	0.0%	¥	0.0%	¥	0.0%	¥	1.1%	¥10,135
			0.0%	0times	0.0%	0times	1.0%	6.6times	0.0%	0times	0.0%	0times	0.0%	0times	1.0%	6.6times
		(B)	0.0%	¥	1.2%	¥12,142	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	1.2%	¥12,142
			0.0%	0times	0.4%	9.5times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.4%	9.5times
		(C)	0.2%	¥4,730	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	0.2%	¥4,730
			0.1%	3.7times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.1%	3.7times
		(AD)	0.0%	¥	0.0%	¥	0.6%	¥11,393	0.0%	¥	0.0%	¥	0.0%	¥	0.6%	¥11,393
			0.0%	0times	0.0%	0times	0.6%	7.1times	0.0%	0times	0.0%	0times	0.0%	0times	0.6%	7.1times
	M category	(ABC)	1.0%	¥3,548	6.5%	¥4,672	1.0%	¥7,360	2.2%	¥11,471	2.7%	¥11,716	3.5%	¥17,814	17.0%	¥9,630
			0.7%	3.3times	0.9%	5.8times	0.7%	5.5times	1.9%	8.5times	2.3%	6.7times	8.4%	10.1times	12.8%	7.2times
		(AB)	0.0%	¥	4.3%	¥6,736	0.9%	¥9,794	0.0%	¥	7.4%	¥12,593	0.0%	¥	12.7%	¥9,593
			0.0%	0times	0.9%	7.1times	0.8%	5.9times	0.0%	0times	6.7%	7.2times	0.0%	0times	8.4%	7.1times
		(AC)	0.5%	¥3,337	0.0%	¥	1.8%	¥10,008	6.4%	¥13,483	0.0%	¥	0.0%	¥	8.8%	¥11,841
			0.3%	3.6times	0.0%	0times	1.6%	6.4times	6.4%	9.1times	0.0%	0times	0.0%	0times	8.4%	7.9times
		(A)	0.0%	¥	0.0%	¥	1.0%	¥10,462	0.0%	¥	0.0%	¥	0.0%	¥	1.0%	¥10,462
			0.0%	0times	0.0%	0times	0.9%	6.5times	0.0%	0times	0.0%	0times	0.0%	0times	0.9%	6.5times
		(B)	0.0%	¥	7.0%	¥5,347	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	7.0%	¥5,347
			0.0%	0times	1.1%	6.2times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	1.1%	6.2times
		(C)	1.0%	¥3,551	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	1.0%	¥3,551
			0.7%	3.0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.7%	3.0times
		(AD)	0.0%	¥	0.0%	¥	2.0%	¥8,145	0.0%	¥	0.0%	¥	0.0%	¥	2.0%	¥8,145
			0.0%	0times	0.0%	0times	1.5%	6.0times	0.0%	0times	0.0%	0times	0.0%	0times	1.5%	6.0times
	L category	(ABC)	0.5%	¥3,450	3.2%	¥3,661	2.0%	¥4,774	0.9%	¥6,847	0.8%	¥6,007	0.3%	¥7,775	7.8%	¥4,464
			0.4%	3.0times	0.4%	5.2times	0.9%	4.3times	0.4%	6.7times	0.4%	3.9times	0.2%	6.8times	2.6%	5.0times
		(AB)	0.0%	¥	3.9%	¥3,601	2.1%	¥4,643	0.0%	¥	0.8%	¥5,755	0.0%	¥	6.8%	¥3,988
			0.0%	0times	0.4%	5.4times	0.9%	4.2times	0.0%	0times	0.3%	4.1times	0.0%	0times	1.6%	5.1times
		(AC)	0.6%	¥3,240	0.0%	¥	1.6%	¥4,809	1.0%	¥6,536	0.0%	¥	0.0%	¥	3.2%	¥4,966
			0.4%	3.1times	0.0%	0times	0.7%	3.8times	0.5%	5.5times	0.0%	0times	0.0%	0times	1.5%	4.1times
		(A)	0.0%	¥	0.0%	¥	0.9%	¥4,679	0.0%	¥	0.0%	¥	0.0%	¥	0.9%	¥4,679
			0.0%	0times	0.0%	0times	0.4%	4.4times	0.0%	0times	0.0%	0times	0.0%	0times	0.4%	4.4times
		(B)	0.0%	¥	3.5%	¥3,466	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	3.5%	¥3,466
			0.0%	0times	0.4%	5.2times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.4%	5.2times
		(C)	0.5%	¥3,482	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	0.0%	¥	0.5%	¥3,482
			0.4%	3.4times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.0%	0times	0.4%	3.4times
		(AD)	0.0%	¥	0.0%	¥	1.7%	¥4,622	0.0%	¥	0.0%	¥	0.0%	¥	1.7%	¥4,622
			0.0%	0times	0.0%	0times	0.7%	4.1times	0.0%	0times	0.0%	0times	0.0%	0times	0.7%	4.1times
Total			4.9%	¥3,544	33.3%	¥5,131	19.8%	¥7,119	13.3%	¥13,864	17.9%	¥18,172	10.8%	¥38,619	100.0%	¥13,087
			3.4%	3.2times	5.1%	6.2times	12.5%	5.2times	13.6%	9.6times	23.4%	9.5times	42.0%	19.1times	100.0%	8.7times

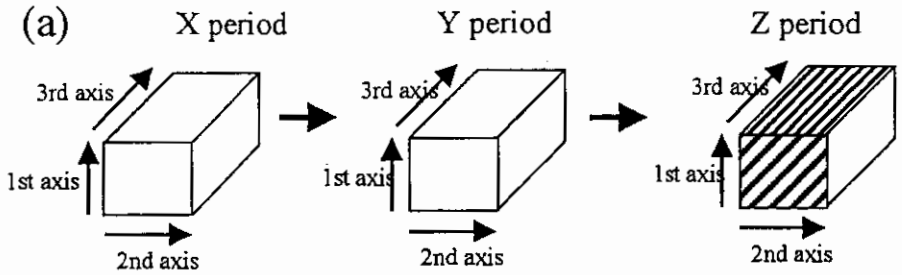
Description of cell data
1st item:
customer component percentage
2nd item : expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,652
Total expenditures: ¥453,507,059
Period of data collection:
October 1, 2000–December 31, 2000

Fig. 8

During the specified period Z

(a)



(b)

		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
Purchase-amount index	H category	0.0%	0.5%	1.7%	2.7%	4.1%	6.8%	15.9%
		0.0%	1.4%	2.1%	3.9%	7.8%	37.3%	52.6%
		¥	¥38,892	¥35,828	¥36,710	¥39,165	¥53,837	¥49,763
		.0times	24.3times	18.1times	21.9times	16.6times	25.9times	24.0times
	M category	1.7%	2.8%	2.3%	5.6%	8.1%	3.2%	23.7%
		1.7%	3.3%	2.7%	6.0%	8.9%	5.2%	27.9%
		¥11,962	¥14,518	¥15,094	¥14,990	¥14,905	¥16,006	¥15,116
		4.0times	12.8times	9.0times	10.9times	8.1times	9.5times	10.0times
	L category	3.1%	30.2%	15.2%	5.4%	4.8%	1.7%	60.4%
		1.6%	0.5%	7.3%	4.2%	4.0%	1.8%	19.4%
		¥3,517	¥3,494	¥4,645	¥6,934	¥7,119	¥14,807	¥4,207
		3.1times	5.2times	4.0times	7.0times	5.4times	11.1times	5.0times
Total		4.8%	33.5%	19.3%	13.7%	17.0%	11.7%	100.0%
		3.3%	5.3%	12.1%	14.2%	20.8%	44.4%	100.0%
		¥3,567	¥5,232	¥7,130	¥14,357	¥17,040	¥38,890	¥13,285
		3.2times	6.3times	5.2times	10.6times	8.8times	19.5times	8.9times

Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,480
Total expenditures: ¥471,353,138
Period of data collection:
January 1, 2001–March 31, 2001

(c)

			User-type index										Total	
			Customer category (C)		Customer category (B)		Customer category (A)		Customer category (AC)		Customer category (AB)		Customer category (ABC)			
Customer-purchase-relevance index	H category	(ABC)	0.3%	¥3,539	2.0%	¥6,266	1.3%	¥7,503	0.9%	¥18,324	2.0%	¥25,536	7.6%	¥50,837	14.1%	¥37,325
			0.2%	3.1times	0.4%	7.5times	0.9%	5.3times	1.2%	13.7times	3.7%	12.4times	37.4%	24.7times	43.8%	19.1times
		(AB)	0.0%	¥	1.7%	¥5,680	1.0%	¥6,835	0.0%	¥	3.8%	¥30,900	0.0%	¥	6.5%	¥17,798
			0.0%	.0times	0.3%	7.1times	0.6%	4.5times	0.0%	.0times	8.5%	14.7times	0.0%	.0times	9.4%	10.4times
		(AC)	0.3%	¥4,337	0.0%	¥0	0.7%	¥7,578	1.9%	¥24,060	0.0%	¥0	0.0%	¥0	2.9%	¥16,714
			0.2%	3.3times	0.0%	.0times	0.5%	5.6times	3.4%	16.6times	0.0%	.0times	0.0%	.0times	4.0%	11.7times
		(A)	0.0%	¥0	0.0%	¥0	1.0%	¥10,151	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.0%	¥10,151
			0.0%	.0times	0.0%	.0times	0.9%	6.6times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.9%	6.6times
		(B)	0.0%	¥0	1.2%	¥12,381	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.2%	¥12,381
			0.0%	.0times	0.4%	9.7times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.4%	9.7times
		(C)	0.1%	¥4,761	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.1%	¥4,761
			0.1%	3.6times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.1%	3.6times
		(AD)	0.0%	¥0	0.0%	¥0	0.6%	¥11,411	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.6%	¥11,411
			0.0%	.0times	0.0%	.0times	0.6%	7.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.6%	7.0times
	M category	(ABC)	1.0%	¥3,572	6.5%	¥4,764	1.0%	¥7,372	2.3%	¥11,879	2.6%	¥10,986	3.8%	¥17,939	17.3%	¥9,779
			0.7%	3.3times	0.9%	6.0times	0.6%	5.5times	2.0%	9.4times	2.0%	6.2times	6.7%	10.4times	13.0%	7.4times
		(AB)	0.0%	¥0	4.3%	¥6,868	0.9%	¥9,810	0.0%	¥0	7.0%	¥11,808	0.0%	¥0	12.3%	¥9,213
			0.0%	.0times	0.9%	7.3times	0.8%	5.8times	0.0%	.0times	6.0%	6.7times	0.0%	.0times	7.6%	7.0times
		(AC)	0.5%	¥3,358	0.0%	¥0	1.8%	¥10,024	6.6%	¥13,962	0.0%	¥0	0.0%	¥0	8.9%	¥12,257
			0.3%	3.5times	0.0%	.0times	1.6%	6.4times	6.7%	10.0times	0.0%	.0times	0.0%	.0times	8.6%	8.6times
		(A)	0.0%	¥0	0.0%	¥0	1.0%	¥10,479	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.0%	¥10,479
			0.0%	.0times	0.0%	.0times	0.9%	6.5times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.9%	6.5times
		(B)	0.0%	¥0	7.0%	¥5,452	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	7.0%	¥5,452
			0.0%	.0times	1.1%	6.4times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	1.1%	6.4times
		(C)	0.9%	¥3,574	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.9%	¥3,574
			0.7%	2.9times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.7%	2.9times
		(AD)	0.0%	¥0	0.0%	¥0	2.0%	¥8,158	0.0%	¥0	0.0%	¥0	0.0%	¥0	2.0%	¥8,158
			0.0%	.0times	0.0%	.0times	1.4%	6.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	1.4%	6.0times
	L category	(ABC)	0.5%	¥3,473	3.2%	¥3,734	2.0%	¥4,782	0.9%	¥7,091	0.8%	¥5,633	0.3%	¥7,830	7.7%	¥4,501
			0.4%	2.9times	0.4%	5.3times	0.8%	4.2times	0.5%	7.4times	0.3%	3.6times	0.2%	6.9times	2.6%	5.1times
		(AB)	0.0%	¥0	4.0%	¥3,672	2.0%	¥4,650	0.0%	¥0	0.7%	¥5,396	0.0%	¥0	6.7%	¥4,000
			0.0%	.0times	0.4%	5.6times	0.8%	4.2times	0.0%	.0times	0.3%	3.8times	0.0%	.0times	1.5%	5.1times
		(AC)	0.6%	¥3,261	0.0%	¥0	1.5%	¥4,817	1.0%	¥6,768	0.0%	¥0	0.0%	¥0	3.2%	¥5,064
			0.4%	3.0times	0.0%	.0times	0.6%	3.8times	0.5%	6.1times	0.0%	.0times	0.0%	.0times	1.5%	4.2times
		(A)	0.0%	¥0	0.0%	¥0	0.8%	¥4,687	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.8%	¥4,687
			0.0%	.0times	0.0%	.0times	0.3%	4.4times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.3%	4.4times
		(B)	0.0%	¥0	3.5%	¥3,534	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	3.5%	¥3,534
			0.0%	.0times	0.4%	5.3times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.4%	5.3times
		(C)	0.5%	¥3,504	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.0%	¥0	0.5%	¥3,504
			0.3%	3.3times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.3%	3.3times
		(AD)	0.0%	¥0	0.0%	¥0	1.6%	¥4,629	0.0%	¥0	0.0%	¥0	0.0%	¥0	1.6%	¥4,629
			0.0%	.0times	0.0%	.0times	0.7%	4.0times	0.0%	.0times	0.0%	.0times	0.0%	.0times	0.7%	4.0times
Total			4.8%	¥3,567	33.5%	¥5,232	19.3%	¥7,130	13.7%	¥14,357	17.0%	¥17,040	11.7%	¥38,890	100.0%	¥13,285
			3.3%	3.2times	5.3%	6.3times	12.1%	5.2times	14.2%	10.6times	20.8%	8.8times	44.4%	19.5times	100.0%	8.9times

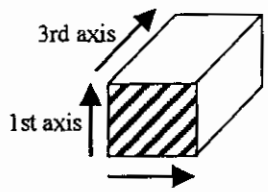
Description of cell data
1st item:
customer component percentage
2nd item : expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Total members: 34,480
Total expenditures: ¥471,353,138
Period of data collection:
January 1, 2001–March 31, 2001

Practical example of the indirect effect by this approach

Fig. 9

(a)



Description of the axis
1st axis : purchase-amount index
2nd axis : user-type index
3rd axis : customer-purchase-relevance index

(b)

		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
Purchase-amount index	H category	0.0%	0.6%	1.7%	4.1%	4.2%	44.8%	55.3%
		0.0%	0.8%	2.2%	4.5%	5.3%	76.6%	89.3%
		¥	¥48,130	¥42,190	¥37,725	¥45,174	¥62,635	¥60,826
		.0times	27.9times	17.6times	22.3times	19.2times	29.7times	29.0times
	M category	0.0%	1.7%	0.6%	3.6%	5.4%	4.8%	16.0%
		0.0%	1.1%	0.0%	2.6%	3.8%	2.9%	10.5%
		¥	¥15,955	¥16,678	¥17,564	¥18,057	¥20,346	¥18,529
		.0times	11.6times	9.2times	11.5times	9.7times	14.1times	12.1times
	L category	0.0%	4.2%	3.3%	0.1%	1.9%	1.1%	10.6%
		0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%
		¥	¥4,837	¥5,182	¥6,469	¥6,429	¥6,671	¥5,221
		.0times	6.1times	4.6times	8.4times	5.4times	3.6times	5.7times
Total		0.0%	6.6%	5.5%	7.7%	11.5%	50.6%	81.9%
		0.0%	2.0%	2.3%	7.1%	9.1%	79.5%	100.0%
		¥	¥11,949	¥10,781	¥24,321	¥25,773	¥57,288	¥39,385
		.0times	9.6times	6.7times	15.4times	12.4times	27.8times	19.6times

18.1% stopped purchasing altogether

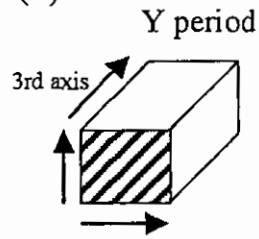
Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Members in purchase-amount category (H)
and user-type category (ABC) during specified period X: 1,279
Amount of expenditures for same members
during the specified period Y: ¥41,278,830
Period of data collection: October 1, 2000–December 31, 2000

Practical example of the indirect effect by this approach

Fig. 10

(a)



Description of the axis
1st axis : purchase-amount index
2nd axis : user-type index
3rd axis : customer-purchase-relevance index

(b)

		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
Purchase-amount index	H category	0.0%	0.1%	1.8%	2.2%	6.1%	3.8%	14.0%
		0.0%	0.4%	3.1%	3.2%	19.8%	18.1%	44.6%
		¥	¥43,957	¥37,019	¥36,079	¥37,544	¥40,882	¥39,382
		.0times	24.0times	18.4times	18.6times	17.7times	21.5times	19.9times
	M category	0.0%	2.7%	3.0%	2.6%	13.3%	4.2%	25.9%
		0.0%	4.3%	5.7%	4.5%	23.4%	8.2%	46.1%
		¥	¥14,371	¥15,309	¥16,815	¥16,614	¥20,095	¥16,786
		.0times	14.9times	9.6times	14.6times	10.8times	14.4times	12.0times
	L category	0.1%	7.4%	7.4%	0.4%	3.1%	1.3%	19.7%
		0.0%	3.3%	3.4%	0.2%	1.5%	0.7%	9.2%
		¥3,248	¥4,453	¥5,147	¥5,952	¥6,968	¥8,143	¥5,106
		4.0times	6.2times	5.2times	8.0times	6.1times	10.4times	5.9times
Total		0.1%	10.2%	12.1%	5.2%	22.5%	9.3%	59.6%
		0.0%	8.1%	12.2%	7.9%	44.7%	27.1%	100.0%
		¥3,248	¥7,303	¥9,607	¥16,401	¥20,446	¥31,523	¥9,134
		4.0times	8.5times	7.1times	13.7times	11.9times	18.3times	6.0times

40.4% stopped purchasing altogether

Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Members in purchase-amount category (M) and user-type category (AB) during specified period
X: 3,701
Expenditure amount for same members during specified period Y: ¥57,910,680
Period of data collection:
October 1, 2000–December 31, 2000

Fig. 10

(c)

		User-type index						Total
		Customer category (C)	Customer category (B)	Customer category (A)	Customer category (AC)	Customer category (AB)	Customer category (ABC)	
Purchase-amount index	H category	0.0%	0.1%	1.1%	2.2%	3.3%	5.7%	12.3%
		0.0%	0.5%	2.7%	5.3%	8.0%	22.0%	38.5%
		¥	¥33,301	¥36,350	¥34,616	¥37,056	¥45,616	¥42,999
		.0times	16.7times	18.3times	16.7times	14.1times	17.6times	16.8times
	M category	0.0%	3.6%	1.4%	3.3%	7.4%	5.3%	21.1%
		0.0%	5.5%	2.9%	5.7%	13.5%	12.9%	40.5%
		¥11,962	¥13,348	¥13,823	¥14,506	¥15,041	¥17,456	¥15,190
		4.0times	8.6times	6.8times	7.6times	6.6times	7.9times	7.5times
	L category	3.1%	38.9%	15.6%	2.7%	5.6%	0.8%	66.6%
		0.8%	11.2%	5.2%	0.9%	2.2%	0.7%	20.9%
		¥3,426	¥3,242	¥4,486	¥6,230	¥6,494	¥7,387	¥3,834
		3.0times	4.2times	3.5times	4.9times	4.3times	6.1times	4.1times
Total		3.1%	42.6%	18.1%	8.2%	16.2%	11.8%	100.0%
		0.8%	17.2%	10.8%	11.9%	23.7%	35.6%	100.0%
		¥3,481	¥3,989	¥5,766	¥10,982	¥13,753	¥27,150	¥8,025
		3.0times	4.6times	4.0times	6.5times	6.4times	11.4times	5.4times

Description of cell data
1st item: customer component percentage
2nd item :
expenditure-amount component percentage
3rd item : amount expended per person
4th item : store visit per person

Members who did not purchase during specified period X but made new purchases during specified period Y: 21,432
Purchase sum for same members during specified period Y: ¥171,992,713
Period of data collection: October 1, 2000–December 31, 2000

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Explanation of numerals

1	a computer system designed to determine customer value
2	a communications circuit
3	sales terminals at points of sale
4	customer terminals
9	a purchase form used when making direct transactions with a customer
10	a processing server for analyzing customer value
10a, ...	analyzing programs
11	a database server
12	a database
12a	a customer-purchase-history database
12b	a total manufacturer/brand customer-purchase-history database
12c	a marketing-approach-response database
13	a Web server
14	a terminal allowing the input of form data by manufacture when conducting direct transactions with a customer and also serving as a document-outputting terminal used in marketing approaches, such as the sending of direct mail or questionnaires to customers.
15	LAN

1st axis	purchase-amount index
2nd axis	user-type index
3rd axis	customer-purchase-relevance index

Fig.4(b), Fig.5(b), Fig.6(b), Fig.6(c)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Total members	34,367
Total expenditures	¥427,928,827
Period of data collection	July 1, 2000–September 30, 2000

Fig.7(b), Fig.7(c)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Total members	34,652
Total expenditures	¥453,507,059
Period of data collection	October 1, 2000–December 31, 2000

Fig.8(b), Fig.8(c)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Total members	34,480
Total expenditures	¥471,353,138
Period of data collection	January 1, 2001–March 31, 2001

Fig.9(b)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Members in purchase-amount category (H) and user-type category (ABC) during specified period X	1,279
Amount of expenditures for same members during the specified period Y	¥41,278,830
Period of data collection	October 1, 2000–December 31, 2000

Fig.10(b)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Members in purchase-amount category (M) and user-type category (AB) during specified period X	3,701
Amount of expenditures for same members during the specified period Y	¥57,910,680
Period of data collection	October 1, 2000–December 31, 2000

Fig.10(c)

Description of cell data

1st item	customer component percentage
2nd item	expenditure-amount component percentage
3rd item	amount expended per person
4th item	store visit per person

Members who did not purchase during specified period X but made new purchases during specified period Y	21,432
Amount of expenditures for same members during the specified period Y	¥171,992,713
Period of data collection	October 1, 2000–December 31, 2000