Fig. 1

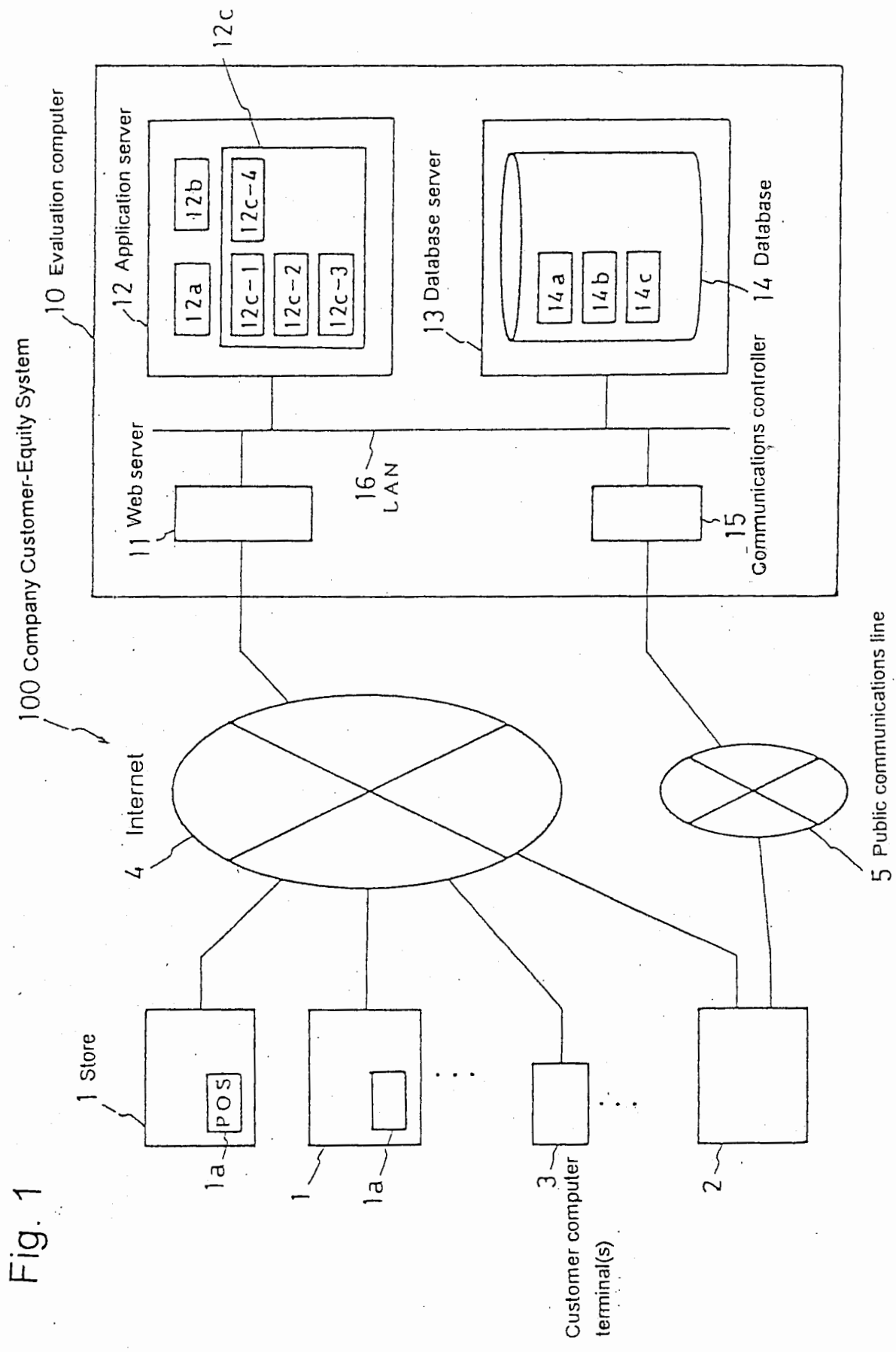

100 Company Customer-Equity System
10 Evaluation computer
12 Application server
12a
12b
12c
12c-1
12c-2
12c-3
12c-4
13 Database server
14 Database
14a
14b
14c
11 Web server
16 LAN
15 Communications controller
4 Internet
5 Public communications line
1 Store
POS
1a
1
1a
3
Customer computer terminal(s)
2

Fig. 2

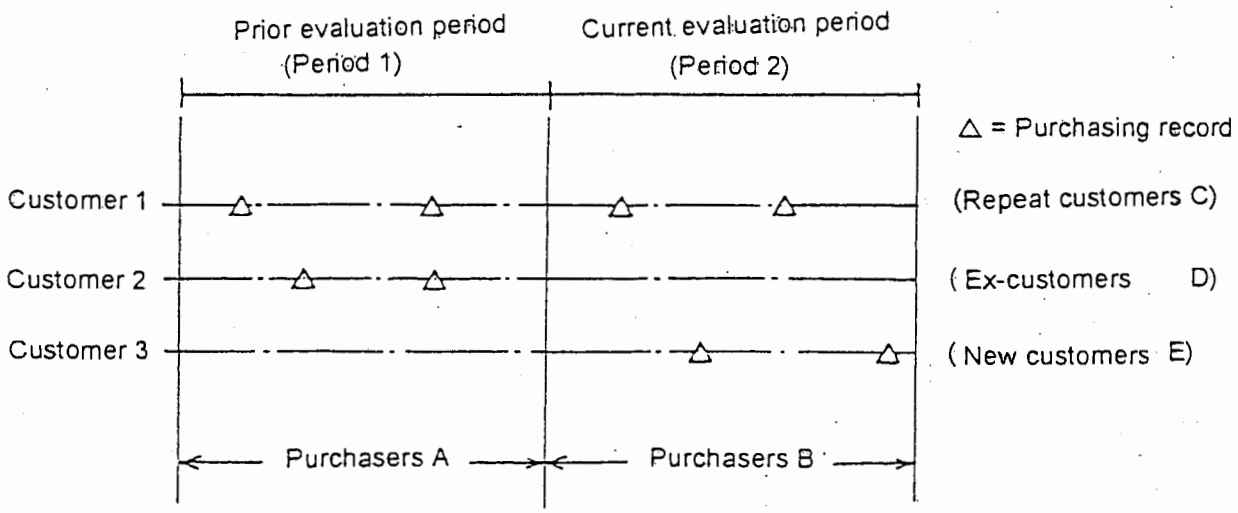

Prior evaluation period
(Period 1)
Current evaluation period
(Period 2)
△ = Purchasing record
Customer 1
(Repeat customers C)
Customer 2
(Ex-customers D)
Customer 3
(New customers E)
Purchasers A
Purchasers B

Fig. 3

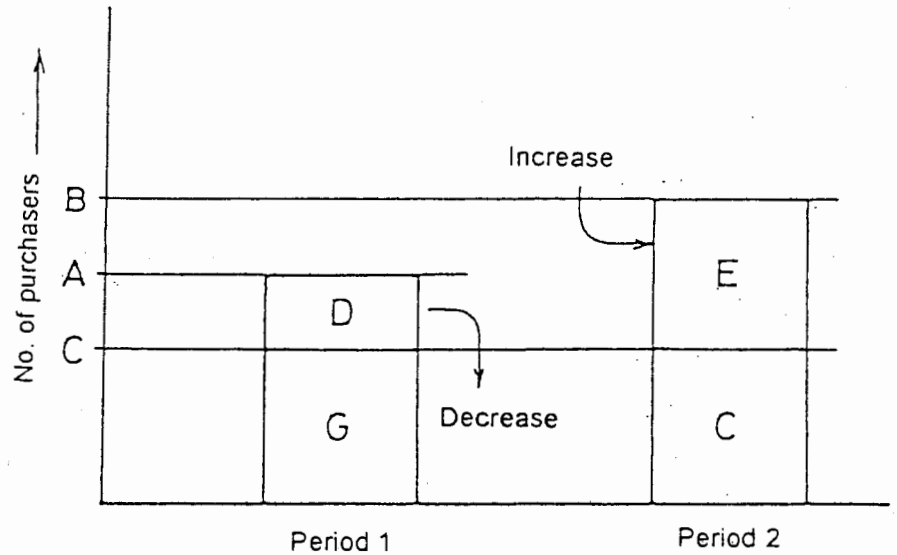

No. of purchasers
B
A
C
Increase
D
E
G
Decrease
C
Period 1
Period 2

Fig. 4

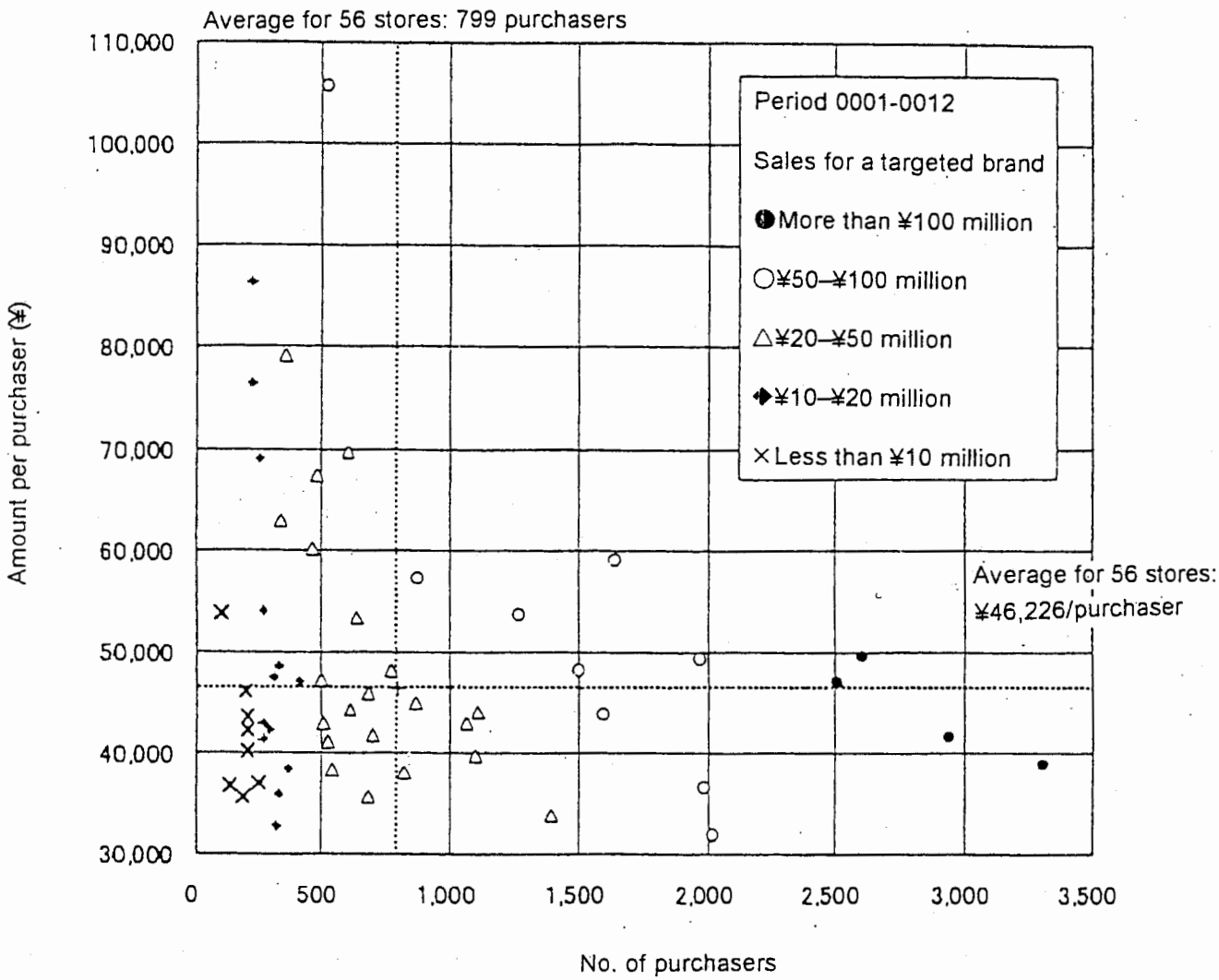
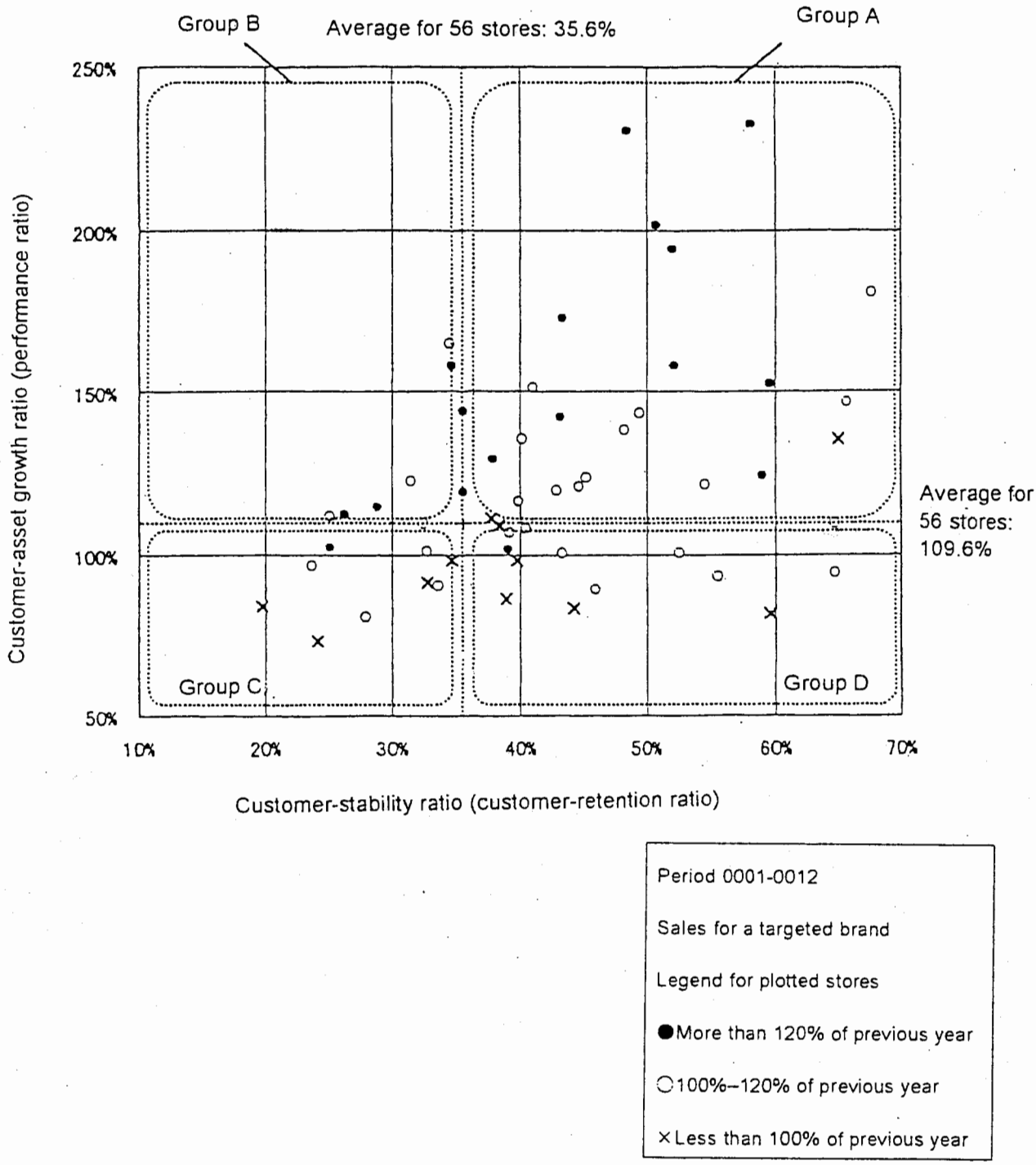

Average for 56 stores: 799 purchasers
110,000
100,000
90,000
80,000
70,000
60,000
50,000
40,000
30,000
Amount per purchaser (¥)
Period 0001-0012
Sales for a targeted brand
More than ¥100 million
○¥50–¥100 million
△¥20–¥50 million
¥10–¥20 million
×Less than ¥10 million
Average for 56 stores:
¥46,226/purchaser
0
500
1,000
1,500
2,000
2,500
3,000
3,500
No. of purchasers

Fig. 5


Group B
Average for 56 stores: 35.6%
Group A
250%
200%
150%
100%
50%
Customer-asset growth ratio (performance ratio)
Average for 56 stores: 109.6%
Group C
Group D
10%
20%
30%
40%
50%
60%
70%
Customer-stability ratio (customer-retention ratio)
Period 0001-0012
Sales for a targeted brand
Legend for plotted stores
●More than 120% of previous year
○100%–120% of previous year
×Less than 100% of previous year

explanation of references

1	store
1a	point-of-sale (POS) terminal
2	computer system that is used for sales management in the company
3	customer computer terminals
4	Internet
5	public communications line
10	evaluation computer
11	Web server
12	application server
12a	purchase-data collecting means
12b	customer-equity sorting means
12c	customer-equity evaluation means
12c-1	total-customer-equity tabulating means
12c-2	average-customer-equity tabulating means
12c-3	means of tabulating the customer-stability ratio
12c-4	customer-equity growth-ratio tabulating means
13	database server
14	database
14a	table of original records
14b	master table of customers
14c	tabulation table
15	communications controller
16	LAN
100	company's customer-asset evaluation system of this invention