

CLAIMS

1. An estimation system comprising:

a first acquisition unit configured to obtain first data with respect to two or more first target persons, the first data representing a first feature of each of the two or more first target persons, or representing the two or more first target persons having the first feature in common;

a second acquisition unit configured to obtain second data representing a second feature of each of the two or more first target persons, the second feature being different from the first feature;

a model construction unit configured to construct, based on the first feature and the second feature of each of the two or more first target persons determined from the first data and the second data, an estimation model configured to estimate the first feature from the second feature;

a target-data acquisition unit configured to obtain target data representing the second feature of a second target person; and

an estimation unit configured to estimate the first feature of the second target person based on the target data through use of the estimation model,

wherein the second feature is a feature in relation to a telecommunication-involving behavior,

wherein the second acquisition unit obtains, as the second data, the behavior-history data in relation to each of the two or more first target persons from a database system that stores the behavior-history data in relation to the telecommunication-involving behavior of each of two or more target persons,

wherein the target-data acquisition unit is configured to obtain, as the target data, the behavior-history data in relation to the second target person from the database system, and

wherein the telecommunication-involving behavior is a behavior of an associated target person, wherein related information of the behavior of the associated target person is transmitted to the database system through telecommunication, and

wherein the behavior of the associated target person is recorded in the behavior-history data based on the related information.

2. The estimation system according to claim 1,
wherein the first data includes information that enables discrimination of a change in the first feature,
wherein the second data includes information that enables discrimination of a change in the second feature,
wherein, based on the change in the first feature and the change in the second feature, the model construction unit constructs, as the estimation model, an estimation model configured to estimate a change in the first feature from a change in the second feature, and
wherein, based on the target data, the estimation unit estimates a change in the first feature of the second target person through use of the estimation model.

3. The estimation system according to claim 1 or 2,
wherein each of the two or more first target persons and the second target person is an individual or a cluster.

4. The estimation system according to any one of claims 1 to 3,
wherein the telecommunication-involving behavior is an online behavior,
wherein the online behavior is a behavior of a target person in an online space,
wherein the database system is a database system that stores the behavior-history data in relation to the online behavior of each of the two or more target persons in connection with an online identifier of each of the two or more target persons,
wherein the first data includes information that enables discrimination of the online identifier associated with each of the two or more first target persons,
wherein the second acquisition unit obtains, as the second data, the behavior-history data connected with the online identifier associated with each of the two or more first target persons from the database system, and

wherein, in response to an input of data that enables discrimination of the online identifier associated with the second target person, the target-data acquisition unit obtains, as the target data, the behavior-history data connected with the online identifier associated with the second target person from the database system.

5. The estimation system according to claim 4,

wherein the online behavior includes an access behavior to web pages.

6. The estimation system according to any one of claims 1 to 5,

wherein the first feature is a feature in relation to presence or absence of execution of a specific behavior of a target person,

wherein, based on the second feature of each of the two or more first target persons, the model construction unit constructs, as the estimation model, an estimation model configured to estimate a possibility of execution of the specific behavior from the second feature, and

wherein the estimation unit estimates a possibility that the second target person executes the specific behavior through use of the estimation model.

7. The estimation system according to any one of claims 1 to 6,

wherein the second target person includes two or more second target persons,

wherein the estimation system further includes a third acquisition unit configured to obtain third data representing a third feature of each of the two or more second target persons,

wherein the target-data acquisition unit is configured to obtain the behavior-history data of each of the two or more second target persons as the target data, and

wherein the estimation unit estimates the first feature of each of the two or more second target persons based on the target data through use of the estimation model and outputs data representing the first feature and the third feature of each of the two or more second target persons as data expanded from the third data.

8. An estimation system comprising:

a first acquisition unit configured to obtain first data representing two or more first target persons having a common feature in relation to presence or absence of execution of a specific behavior;

a second acquisition unit configured to obtain second data representing a feature in relation to a telecommunication-involving behavior of each of the two or more first target persons determined from the first data, the telecommunication-involving behavior being different from the specific behavior;

a model construction unit configured to construct, based on the feature in relation to the telecommunication-involving behavior of each of the two or more first target persons determined from the second data, an estimation model configured to estimate a possibility of execution of the specific behavior from the feature in relation to the telecommunication-involving behavior;

a target-data acquisition unit configured to obtain target data representing a feature in relation to the telecommunication-involving behavior of a second target person; and

an estimation unit configured to estimate a possibility that the second target person executes the specific behavior based on the target data through use of the estimation model,

wherein the second acquisition unit obtains, as the second data, behavior-history data in relation to each of the two or more first target persons from a database system that stores the behavior-history data in relation to the telecommunication-involving behavior of each of two or more target persons,

wherein the target-data acquisition unit is configured to obtain, as the target data, the behavior-history data in relation to the second target person from the database system, and

wherein the telecommunication-involving behavior is a behavior of an associated target person, wherein related information of the behavior of the associated target person is transmitted to the database system through telecommunication, and wherein the behavior of the associated target person is recorded in the behavior-history

data based on the related information.

9. A computer program that causes a computer to function as the first acquisition unit, the second acquisition unit, the model construction unit, the target-data acquisition unit, and the estimation unit in the estimation system according to any one of claims 1 to 8.

10. A computer-implemented estimation method comprising:

- obtaining first data with respect to two or more first target persons, the first data representing a first feature of each of the two or more first target persons, or representing the two or more first target persons having the first feature in common;
- obtaining second data representing a second feature of each of the two or more first target persons, the second feature being different from the first feature;
- constructing, based on the first feature and the second feature of each of the two or more first target persons determined from the first data and the second data, an estimation model configured to estimate the first feature from the second feature;
- obtaining target data representing the second feature of a second target person;
- and
- estimating the first feature of the second target person based on the target data through use of the estimation model,
- wherein the second feature is a feature in relation to a telecommunication-involving behavior,
- wherein the obtaining of the second data is obtaining, as the second data, behavior-history data associated with each of the two or more first target persons from a database system that stores the behavior-history data in relation to the telecommunication-involving behavior of each of two or more target persons,
- wherein the obtaining of the target data is obtaining, as the target data, the behavior-history data in relation to the second target person from the database system,
- and
- wherein the telecommunication-involving behavior is a behavior of an

associated target person, wherein related information of the behavior of the associated target person is transmitted to the database system through telecommunication, and wherein the behavior of the associated target person is recorded in the behavior-history data based on the related information.

11. A computer-implemented estimation method comprising:

obtaining first data representing two or more first target persons having a common feature in relation to presence or absence of execution of a specific behavior;

obtaining second data representing a feature in relation to a telecommunication-involving behavior of each of the two or more first target persons determined from the first data, the telecommunication-involving behavior being different from the specific behavior;

constructing, based on the feature in relation to the telecommunication-involving behavior of each of the two or more first target persons determined from the second data, an estimation model configured to estimate a possibility of execution of the specific behavior from the feature in relation to the telecommunication-involving behavior;

obtaining target data representing a feature in relation to the telecommunication-involving behavior of a second target person; and

estimating a possibility that the second target person executes the specific behavior based on the target data through use of the estimation model,

wherein the obtaining of the second data is obtaining, as the second data, behavior-history data in relation to each of the two or more first target persons from a database system that stores the behavior-history data in relation to the telecommunication-involving behavior of each of two or more target persons,

wherein the obtaining of the target data is obtaining, as the target data, the behavior-history data in relation to the second target person from the database system, and

wherein the telecommunication-involving behavior is a behavior of an associated target person, wherein related information of the behavior of the associated

target person is transmitted to the database system through telecommunication, and wherein the behavior of the associated target person is recorded in the behavior-history data based on the related information.