SYSTEM AND METHOD FOR INFORMATION PROCESSING

ABSTRACT

A system according to one aspect of the present disclosure comprises an acquisition unit, a determination unit, and an output unit. The acquisition unit acquires a list of consumers selected from a first consumer group. The determination unit determines, based on first and second databases, consumers in a second consumer group at least similar in feature to the consumers represented in the list as targets. The first and the second databases respectively represent features related to consumption behavior of each of consumers belonging to the first and the second consumer groups. The output unit outputs data representing one of tendency or behavior history of the targets.

Fig. 2