

ROUTE ESTIMATION APPARATUS

ABSTRACT

A movement route of a customer in a store is easily and inexpensively estimated.

A route estimation apparatus includes: a purchased product information acquisition unit that acquires product identification information of a product to be checked out by a user in a checkout place in a store; an in-store position specifying unit that specifies in-store position information corresponding to the product identification information of the product to be checked out, based on a product position storage unit storing the product identification information and the in-store position information being information indicating a place where the product identified by the product identification information is arranged in the store in association with each other; a mark plotting unit that plots a mark indicating the product identified by the product identification information corresponding to each of the in-store position information at a corresponding position on a sketch of the inside of the store for the specified in-store position information; and a route generation unit that draws a line connecting the plotted marks according to a predetermined rule on the sketch, and generates in-store route information indicating a route on which the user is estimated to have moved in the store.

FIG. 2