

FIG.1

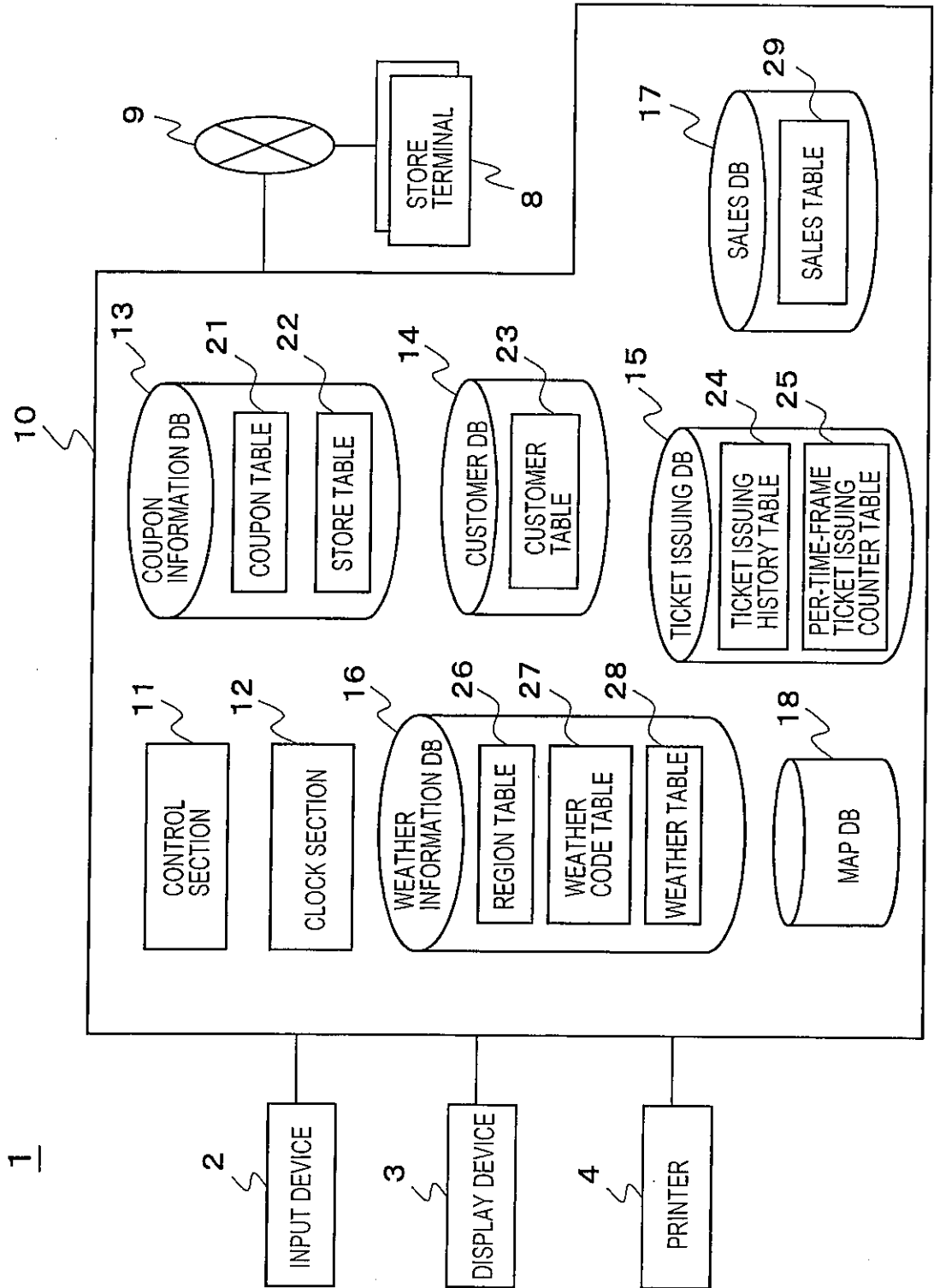


FIG.2A

21

COUPON
TABLE

211

212

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COUPON CODE	STORE CODE	TIME 1	INCENTIVE 1	TIME 2	INCENTIVE 2	TIME 3	INCENTIVE 3	NUMBER OF ISSUED TICKET SHEETS
001	00001	60	-15%	120	-12%	180	-10%	23834
011	00001	45	-200	90	-100	120	-50	42325
111	22222	10	-10%	30	-8%	60	-5%	15136

FIG.2B

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STORE TABLE

221	222	223			224	225	226
STORE CODE	STORE NAME	STORE ADDRESS			STORE PHONE NUMBER	COMMENTS	PER-TIME-FRAME COEFFICIENT
00001	X BAR	100-100-100 HONMATSU-SHI, NAGANO			0263-00-1111	GOOD TASTE	1.1
00333	Y RAMEN	111-111-111 HONMATSU-SHI, NAGANO			042-000-0000	TONKOTSU SOUP	1.5
01133	ZZZ	222-222-222 HONMATSU-SHI, NAGANO			0277-99-9999	SLEEPY	1.25

FIG.3

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CUSTOMER TABLE		231	232	233	234	235	236	237
CUSTOMER CODE	NAME	CUSTOMER ADDRESS			TEL	AGE	GENDER	CUSTOMER RANK
0000000001	UCHIYAMA, SHIGEO	***_***_*** HONMATSU-SHI, NAGANO			****-**-****	23	M	2
0000000023	KOJIMA, KUNIIHIKO	***_***_*** HONMATSU-SHI, NAGANO			****-**-****	34	M	1
4251223452	KOBAYASHI, TOSHIKO	***_***_*** HONMATSU-SHI, NAGANO			****-**-****	21	W	3

FIG.4A

TICKET ISSUING HISTORY TABLE		241	242	243	244		245	246
TICKET ISSUING NUMBER			COUPON ID	COUPON CODE	DATE AND TIME WHEN TICKET WAS ISSUED		CUSTOMER CODE	USAGE FLAG
000000001			00122222	001	301012322		00001	1
000000002			01133333	011	301012322		22222	0
000000003			11103434	111	301012322		45645	1

FIG.4B

PER-TIME-FRAME TICKET ISSUING COUNTER TABLE														25	253	254
COUPON CODE	DATE WHEN TICKET WAS ISSUED	00-01	...	14-15	15-16	16-17	17-18	18-19	19-20	20-21	TOTAL					
001	2003/1/17	0		12	11	20	234	443	544	544	2345					
011	2003/1/17	0		65	54	76	234	637	234	11	3423					
111	2003/1/17	0		0	2	4	6	44	22	11	123					

FIG.5A

26REGION
TABLE

261

262

REGION CODE	REGION NAME
00000111	***_***_*** HONMATSU-SHI, NAGANO
00003434	***_***_*** NOHI-SHI, TOKYO
00000895	***_***_*** RYUKI-SHI, GUNMA

FIG.5B

27WEATHER
CODE TABLE

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272

273

274

WEATHER CODE	WEATHER	INCENTIVE COEFFICIENT	TIME COEFFICIENT
01	FINE	1.00	1.00
03	RAIN	1.10	1.50
08	HEAVY SNOW	1.50	2.00

FIG.5C

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WEATHER TABLE

281

282

REGION CODE	00-01	01-02	02-03	...	21-22	22-23	23-24
00000111	01	01	01		01	03	03
00003434	03	03	03		08	08	08
00000895	08	08	08		01	01	01

FIG.6

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SALES TABLE

MONTH AND DATE	STORE CODE	SALES AMOUNT	NUMBER OF VISITORS
1月1日	00001	¥3,343,432	354
1月1日	00333	¥2,856,892	748
1月3日	01133	¥2,635,823	2434

291 292 293 294

FIG.7

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HOT PIZZA : HAFUHAFU

ADDRESS : *****

PHONE NUMBER : -----

VISIT WITHIN 1 HOUR FROM TICKET ISSUE
15% DISCOUNT ON BILLED AMOUNT

VISIT WITHIN 2 HOURS FROM TICKET ISSUE
13% DISCOUNT ON BILLED AMOUNT

VISIT WITHIN 3 HOURS FROM TICKET ISSUE
10% DISCOUNT ON BILLED AMOUNT

ISSUED 2003/1/17 18:00

51

52

53

FIG.8

TICKET ISSUING PROCESS 1

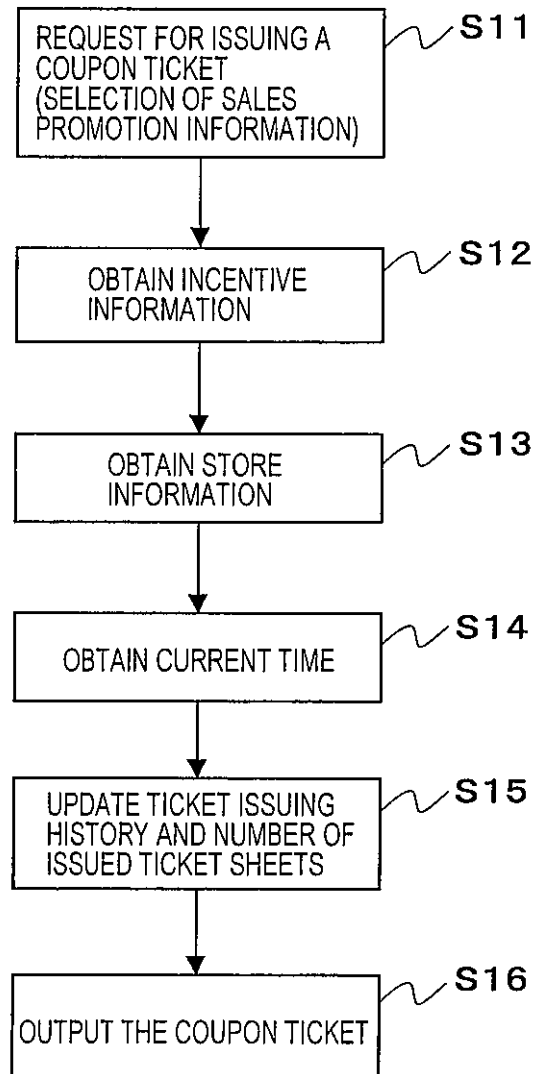


FIG.9

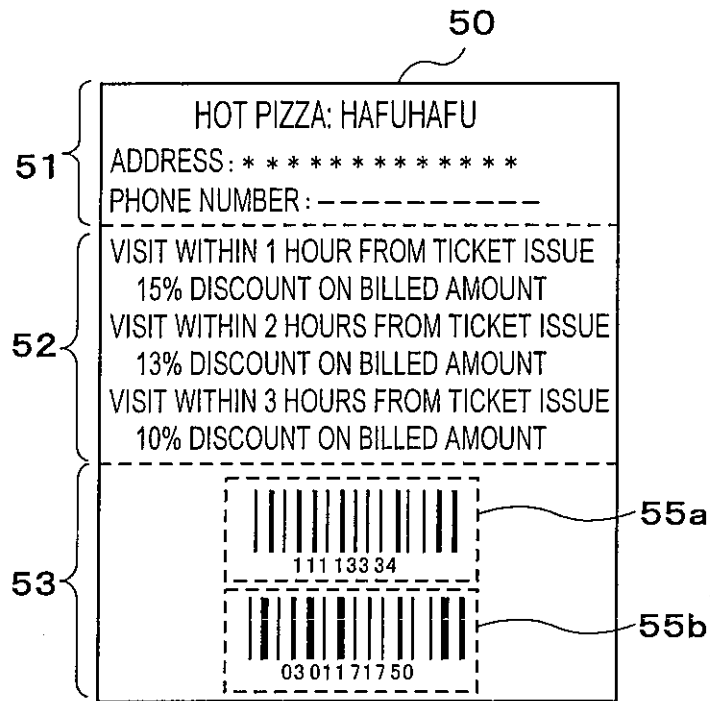


FIG.10

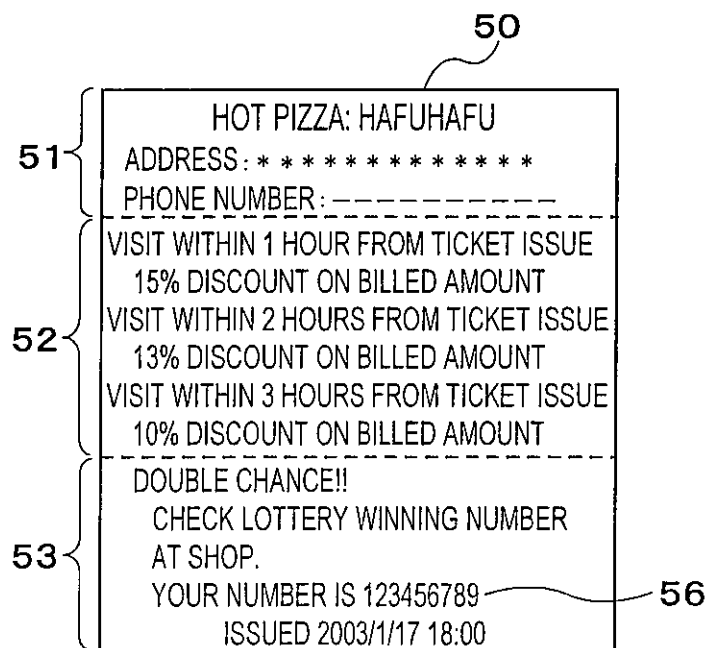


FIG.11

TICKET ISSUING PROCESS 2

