2. The point exchange system according to claim 1, wherein

the conversion-parameter storage part is configured to store a plurality of conversion parameters for each of the plurality of business types or business categories.

3. The point exchange system according to claim 2, wherein

the conversion-parameter storage part is configured to store a plurality of conversion parameters which belong to different perspectives, for each of the plurality of business types or business categories.

4. The point exchange system according to any one of claims 1 to 3, wherein

the equivalent-point conversion unit is configured to convert the equivalent points by standardizing the record data and multiplying the respective points by the standardized record data.

5. The point exchange system according to any one of claims 1 to 4, further comprising:

a correction unit configured to correct the equivalent points on the basis of disturbance factors related to the respective points.

6. The point exchange system according to any one of claims 1 to 5, wherein

the record-data acquisition unit is configured to acquire the record data from big data.

7. A point exchange method of exchanging points which are different from one another by utilizing an electronic calculation device connected to a network, the point exchange method comprising:

storing in advance a plurality of conversion parameters corresponding to a plurality of