

ABSTRACT

INFORMATION PROVIDING DEVICE, METHOD, AND PROGRAM

Provided is an information providing device, a method, and a program capable of visually grasping a contribution degree of an evaluation factor with respect to a contract intention or a recommendation intention for others of a customer. An information providing device includes: a survey data acquisition means configured to acquire evaluation data including evaluation values for evaluation items for a target product or service, the evaluation data including evaluation values for a plurality of evaluation items related to a contract intention or a recommendation intention for others; a multivariate analysis means configured to calculate contribution degrees of a plurality of explanatory variables with respect to an objective variable by conducting a multivariate analysis based on the evaluation data using an evaluation value for the contract intention or the recommendation intention for others as the objective variable, and evaluation values for a plurality of evaluation items in the evaluation data as the explanatory variables; and an analysis result output means configured to display an analysis result from the multivariate analysis means on an information terminal capable of communicating via a network.

[FIG. 2]