Title (en)
A METHOD FOR PERFORMING MARKET SEGMENTATION AND FOR PREDICTING CONSUMER DEMAND

Title (de)
VERFAHEN ZUM ERSTELLEN EINER MARKTSEGMENTATION UND ZUM VORHERSAGEN VON KUNDENWÜNSCHEN

Title (fr)
PROCEDE PERMETTANT D'EFFECTUER LA SEGMENTATION D'UN MARCHE ET DE PREDIRE LA DEMANDE DES CONSOMMATEURS

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Abstract (en)
[origin: WO0002138A1] The present invention presents a method for partitioning that provides both a relevant metric and a set of clusters through an evolutionary learning process. The present invention further presents a method for determining consumer demand (304) that finds the context dependent, or combinatorial optimized set of properties, uses, or customer features that optimize the value of a product to the customer base. The present invention further includes a framework for the marketing and introduction of novel products. The framework has means to model customers and derive an optimal set of goods (308) to produce alone or in the face of a coevolving competitive environment where other firms are introducing and modifying their own goods.

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