

Title (en)

Methods of collecting and processing data related to the consumer behaviour of customers of retail stores

Title (de)

Verfahren zum Sammeln und Verarbeiten von Daten über das Konsumverhalten der Kunden von Einzelhandelsgeschäften

Title (fr)

Procédé de collecte et de traitement de données relatives au comportement de clients de magasins au détail

Publication

EP 1679649 A1 20060712 (EN)

Application

EP 05026498 A 20051205

Priority

US 73295205 P 20051103

Abstract (en)

Methods of collecting and processing data related to consumer buying behaviour of customers of retail stores, comprising (a) receiving, at a sample of retail stores during at least one collection session within which data is collected for a predetermined period of time, several data carriers on each of which is stored cash slip information regarding the products and related prices of a customer's individual purchase and each of which is output by a point-of-sale terminal of a store; (b) reading the data carrier in order to obtain the cash slip information from the data carrier; (c) recording the obtained cash slip information in a storage device; and (d) calculating in a computing device estimated product-specific sales numbers based on the recorded data.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

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Citation (search report)

[X] WO 0051074 A1 20000831 - CHIP APPLIC TECHNOLOGIES LIMIT [AU], et al

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