

# 客層別顧客要望の比較

a7p21090

鈴木元也

# 動機

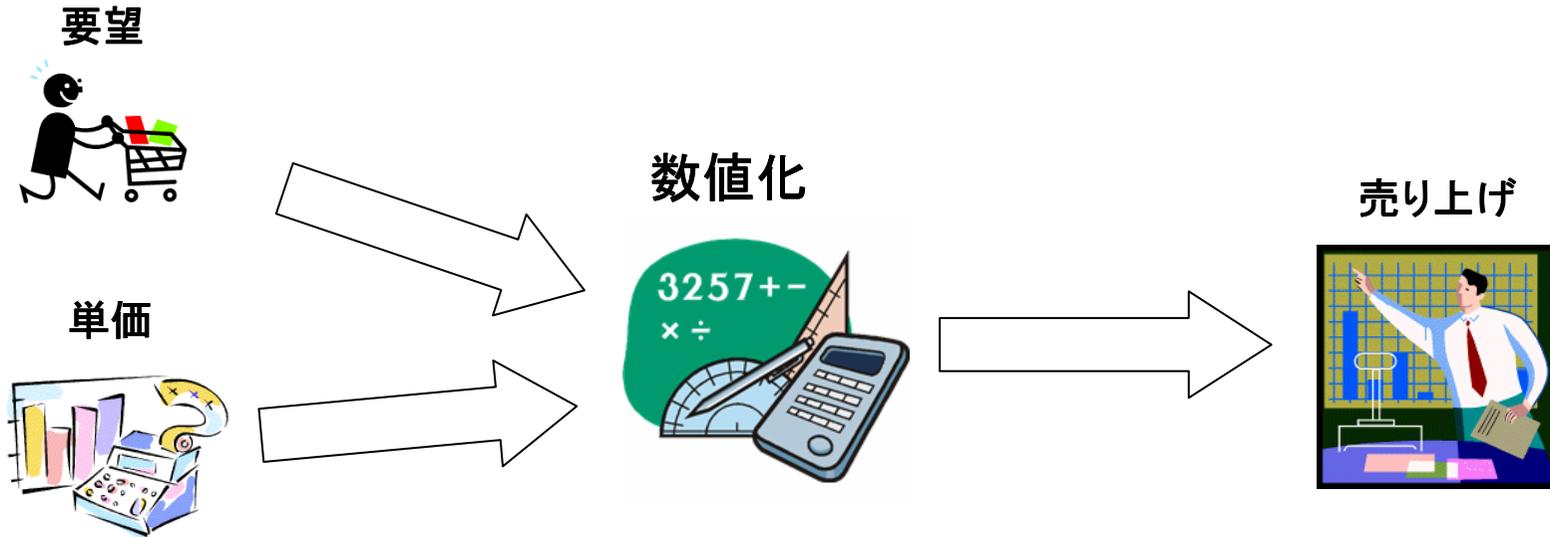


# 売り上げ

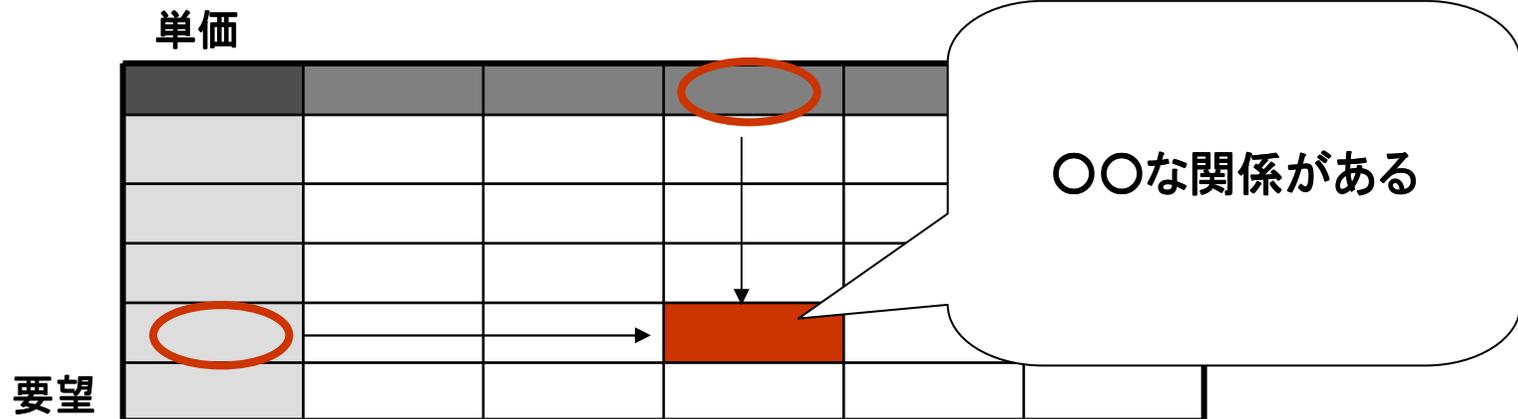


どのように影響を及ぼすのか？

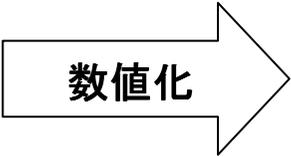
# 目的



$$\begin{array}{ccccc} \text{要望} & & \text{売り上げ} & & \\ \alpha & \square & \beta & = & \gamma \end{array}$$



要望



アンケート

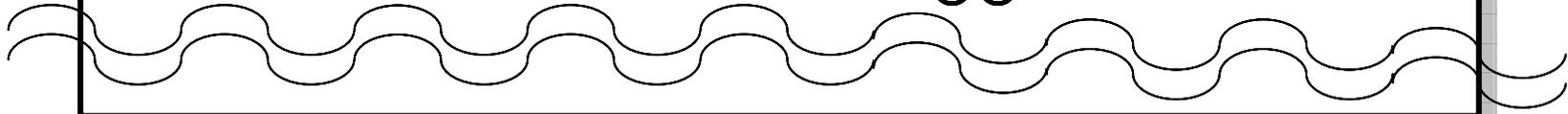


対象  
?????

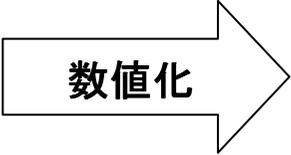
よく買う物

カテゴリ	種類	商品	〇〇
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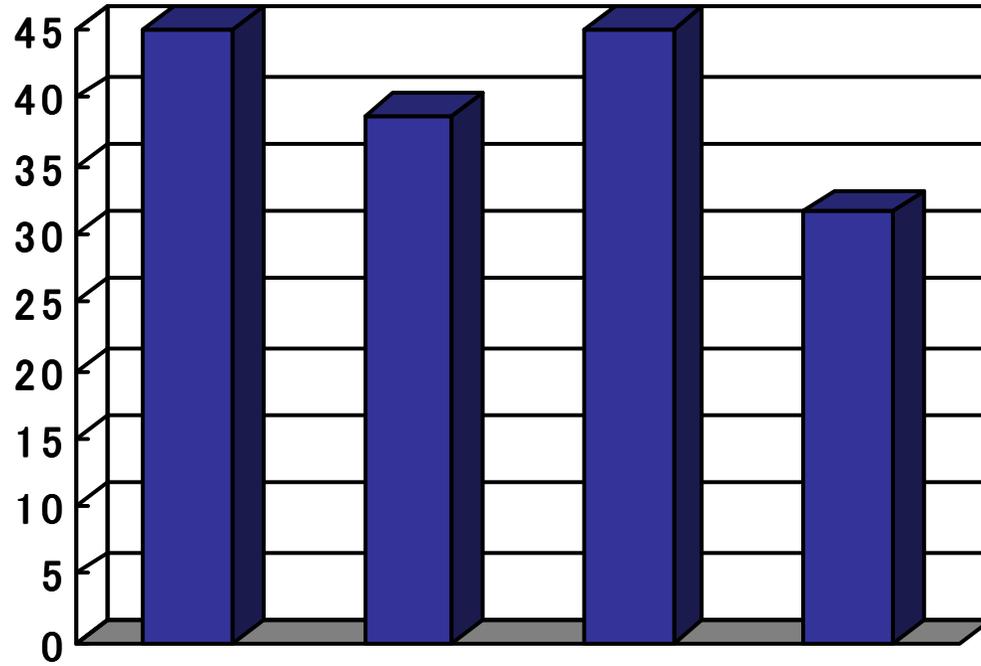
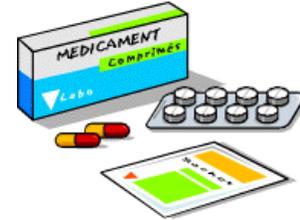
<input checked="" type="checkbox"/> 薬	→	風邪薬	→	ルル	→
<input checked="" type="checkbox"/> 飲み物	→	ジュース	→	〇〇	→
<input checked="" type="checkbox"/> 化粧品	→	〇〇	→	〇〇	→
<input checked="" type="checkbox"/> 〇〇	→	〇〇	→	〇〇	→
<input type="checkbox"/> 〇〇	→	〇〇	→	〇〇	→



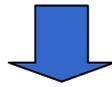
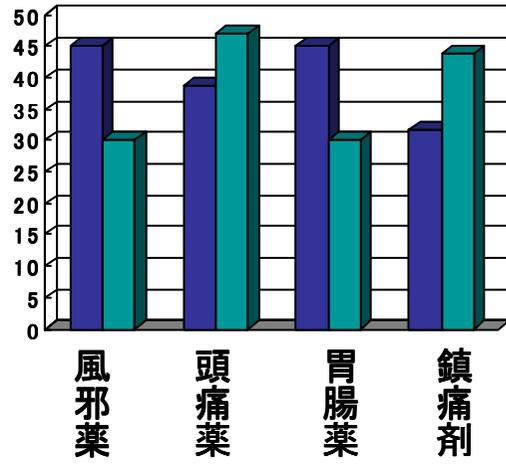
単価



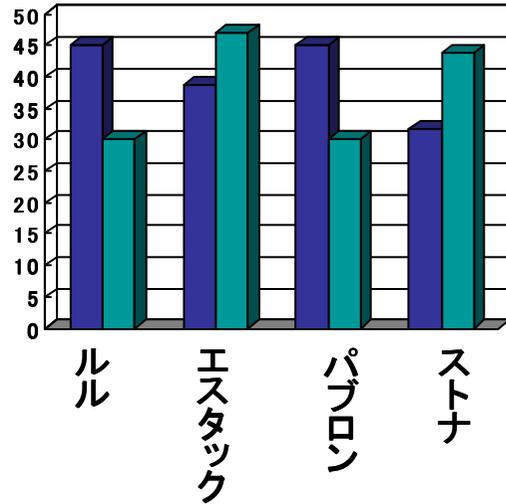
定価



## 薬



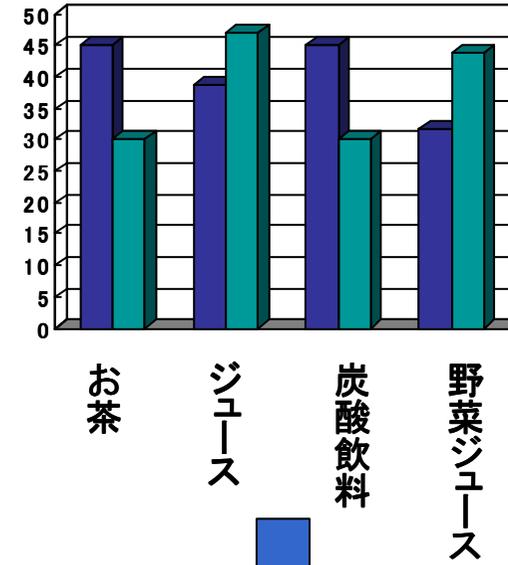
## 風邪薬



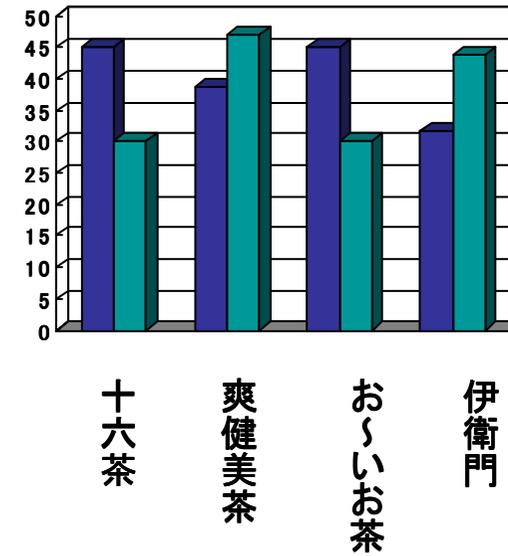
■ 要望

■ 売り上げ

## 飲み物



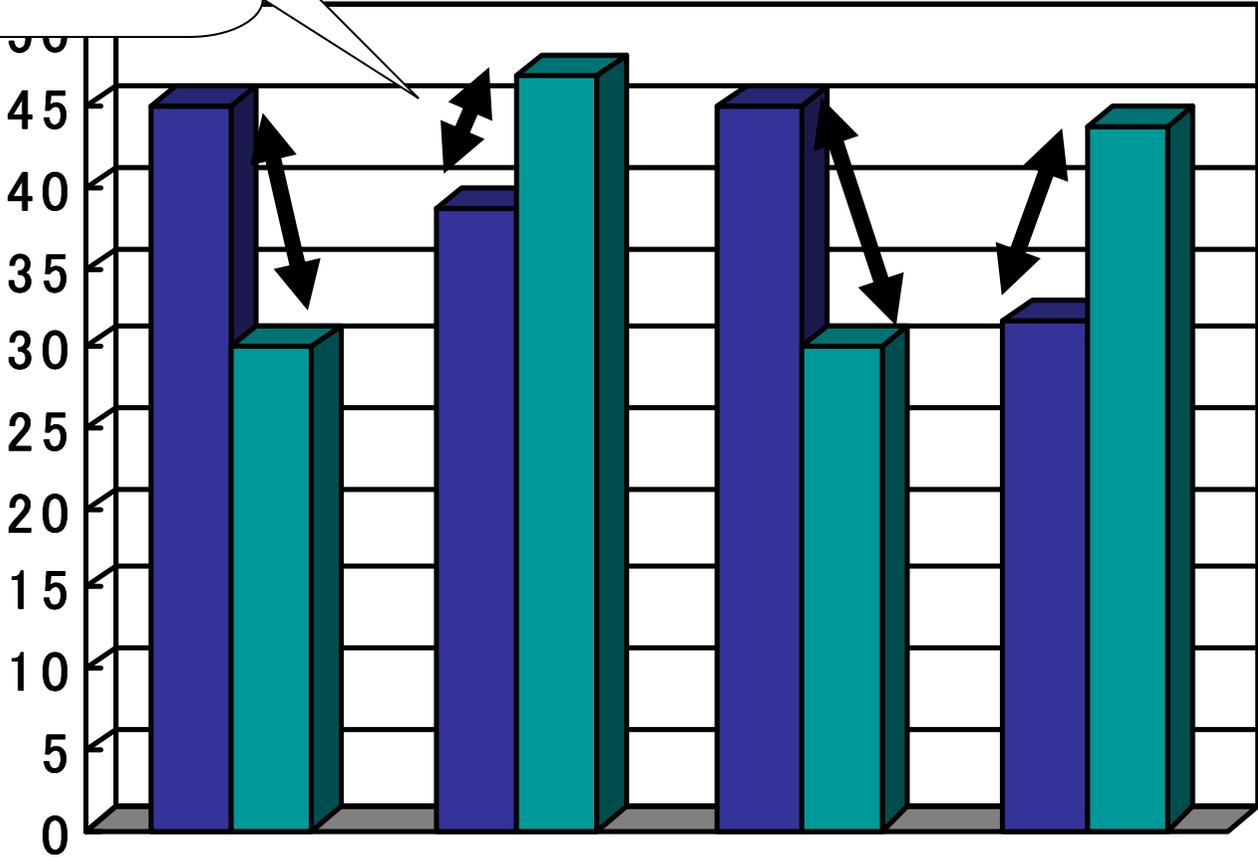
## お茶



数値

# 薬

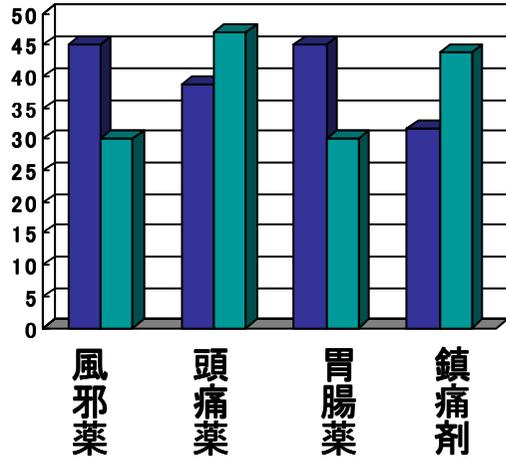
■ 要望  
■ 売り上げ



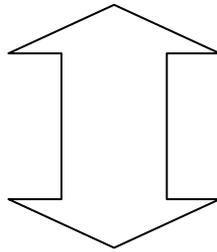
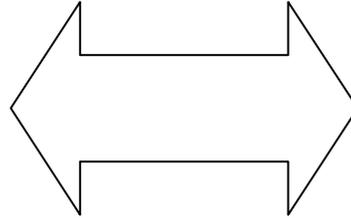
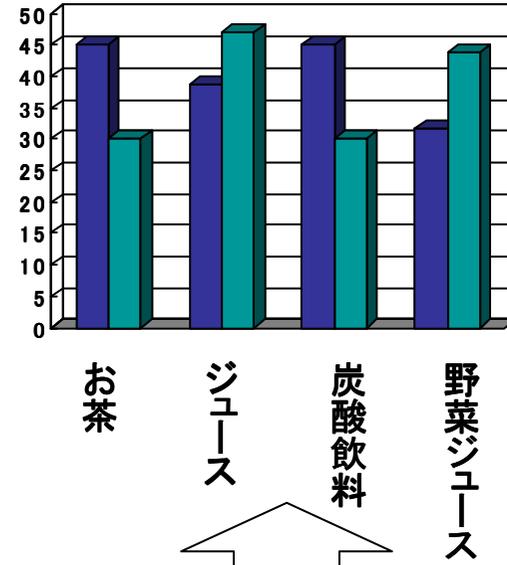
全体の  
占める割合

風邪薬 + 頭痛薬 + 胃腸薬 + 鎮痛剤 = 100%

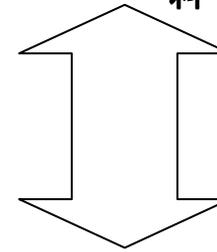
# 薬



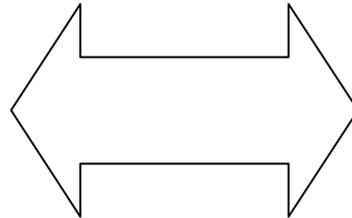
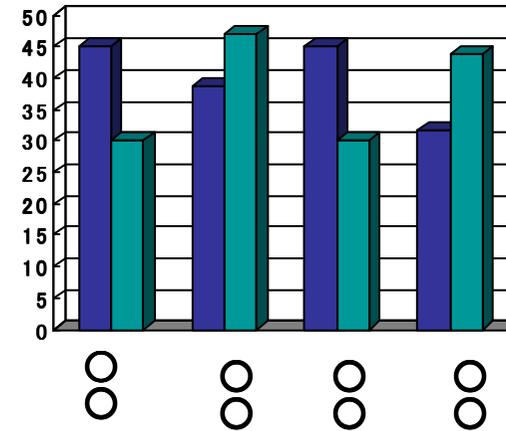
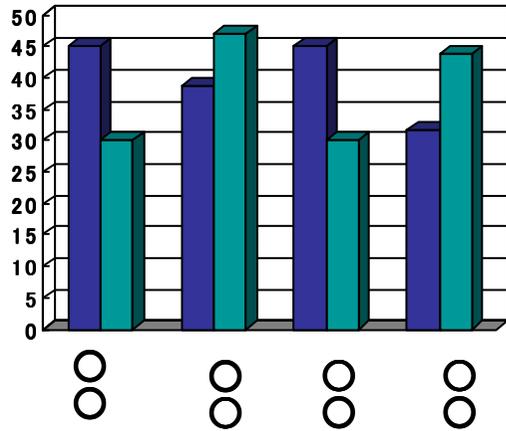
# 飲み物



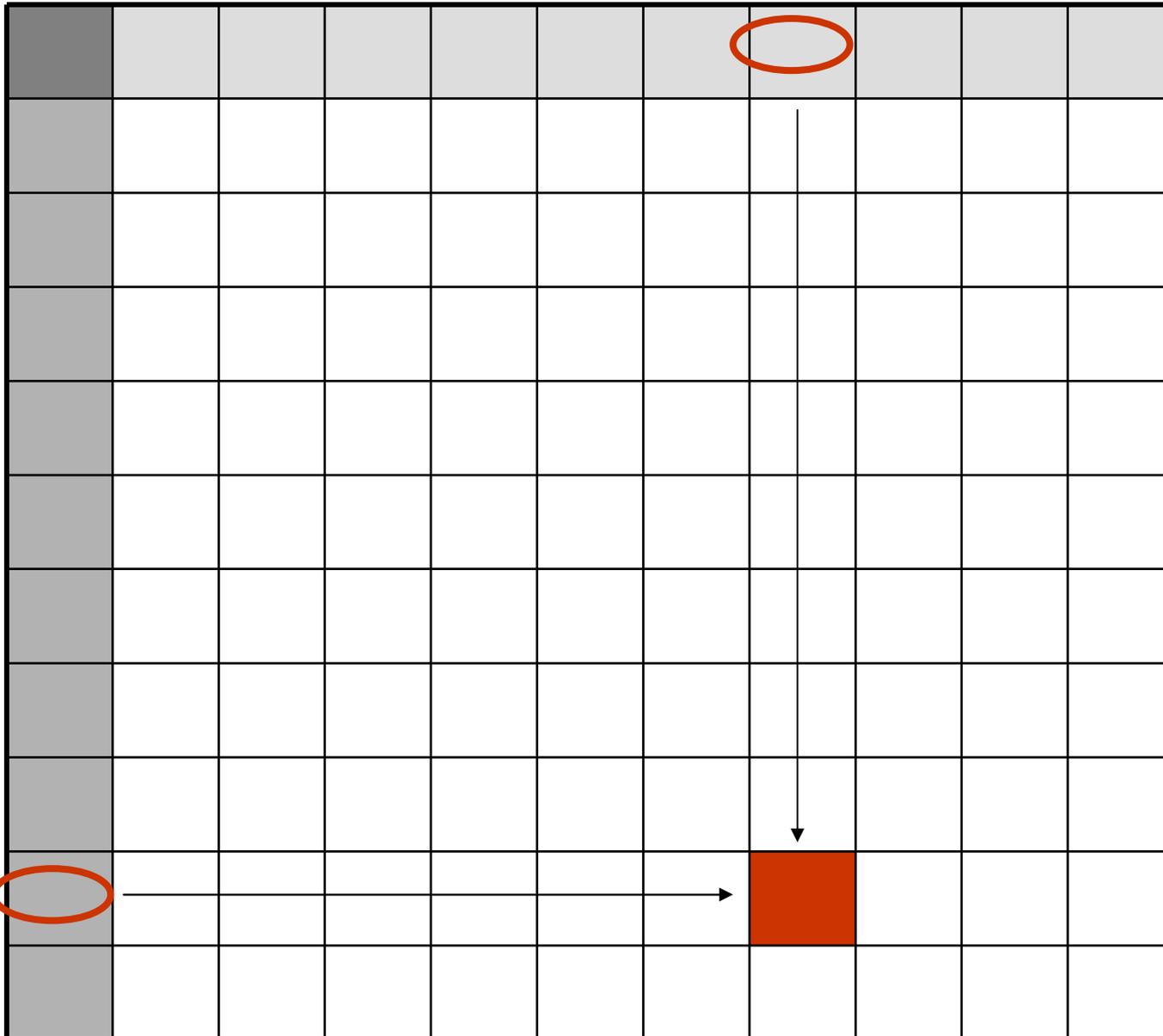
〇〇



〇〇



売り上げ



要望