

**Franz Dill**  
**Procter & Gamble**  
**Innovation Center**  
**Global Analytics**

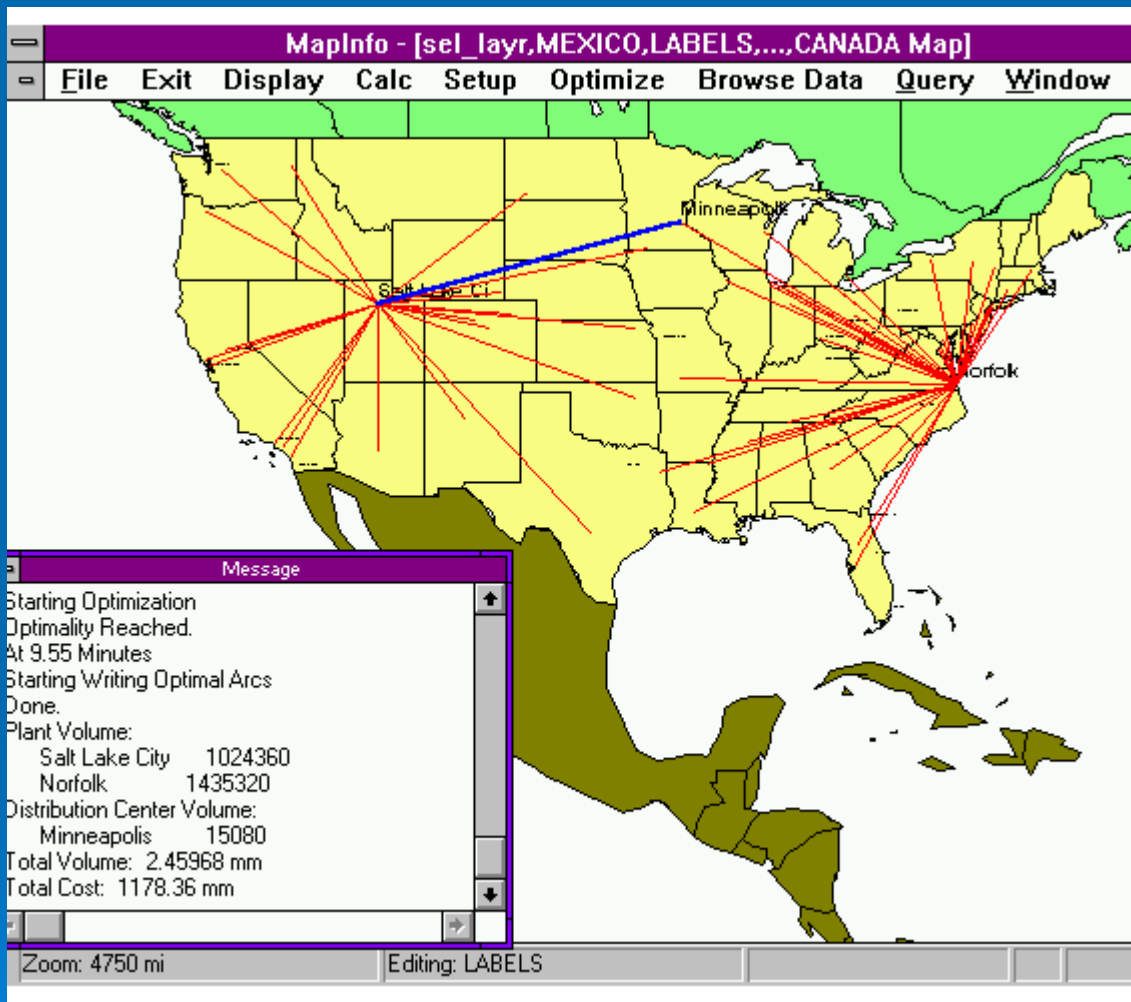


# Data and Models

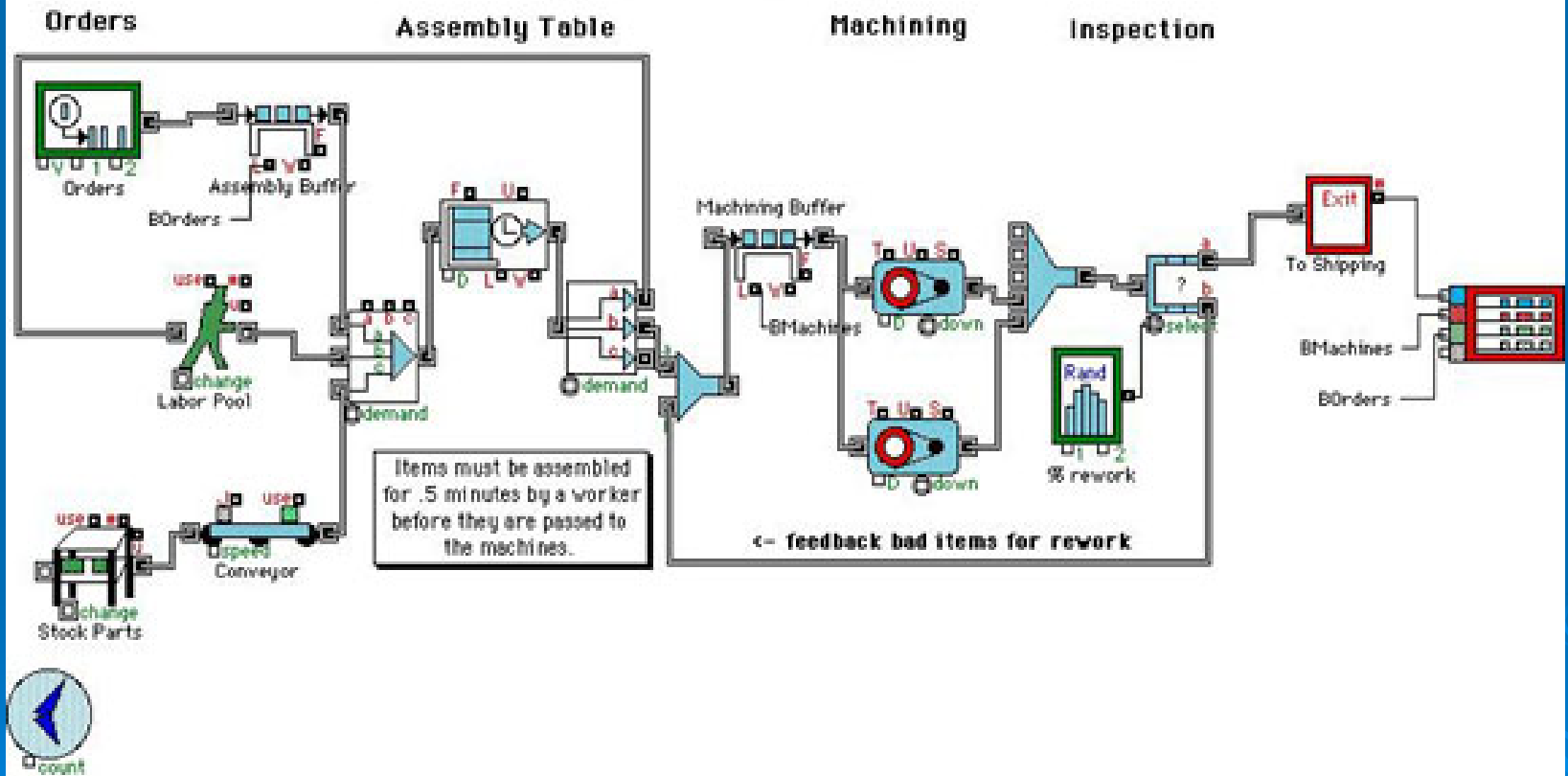


# Models





# Production Line



HELP! WE'RE LOST!



HELP "CAR 54"... AND WIN CASH  
54...\$1,000 PRIZES  
ONE...\$10,000 GRAND PRIZE



©PROCTER & GAMBLE 1967

Help Toody and Multoon find the shortest round trip route to visit all 33 locations shown on the map.

All you do is draw connecting straight lines from location to location to show the shortest round trip route.

HERE'S THE CORRECT START . . .

Begin at Chicago, Illinois. From there, lines show correct route as far as Erie, Pennsylvania. Next, do you go to Carlisle, Pennsylvania or Wena, West Virginia? Check the easy instructions on back of this entry blank for details.



OFFICIAL RULES ON REVERSE SIDE



# Data from Consumer Interaction







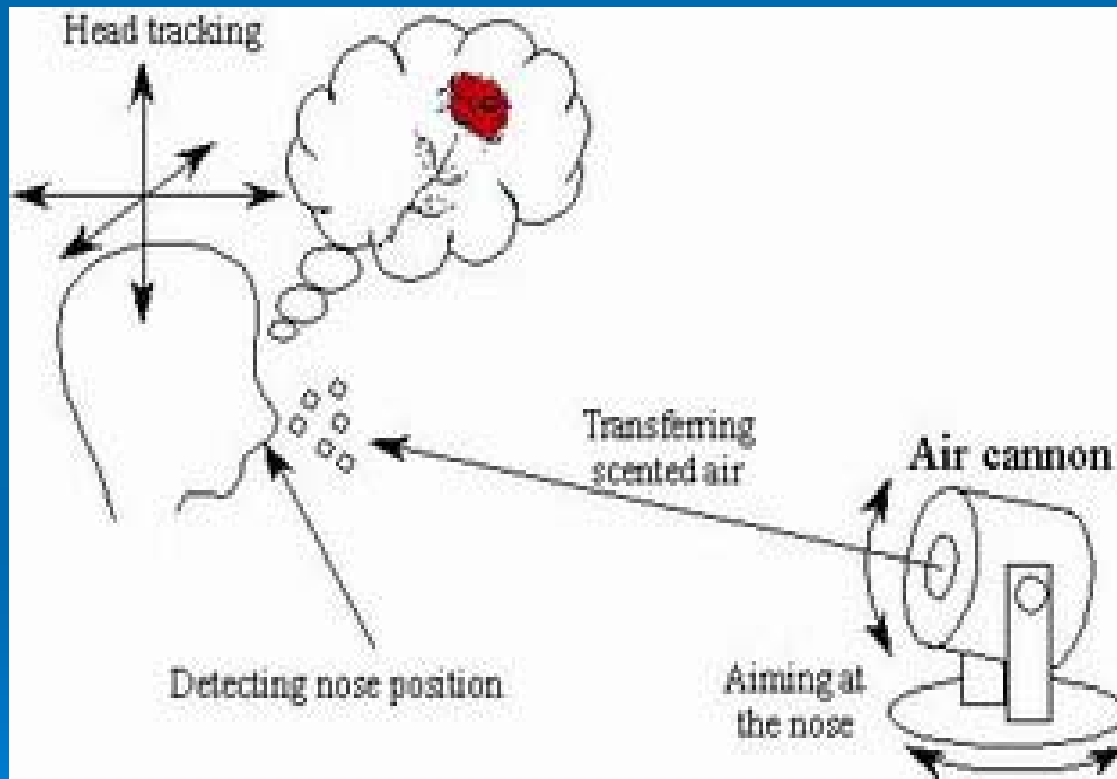








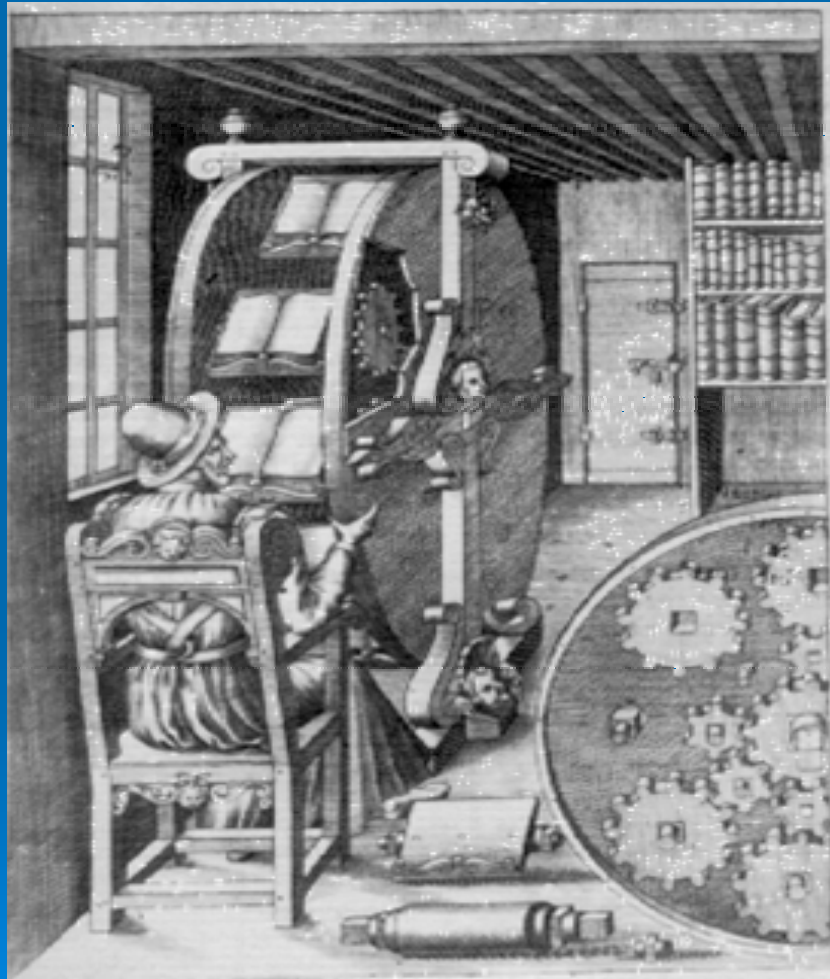


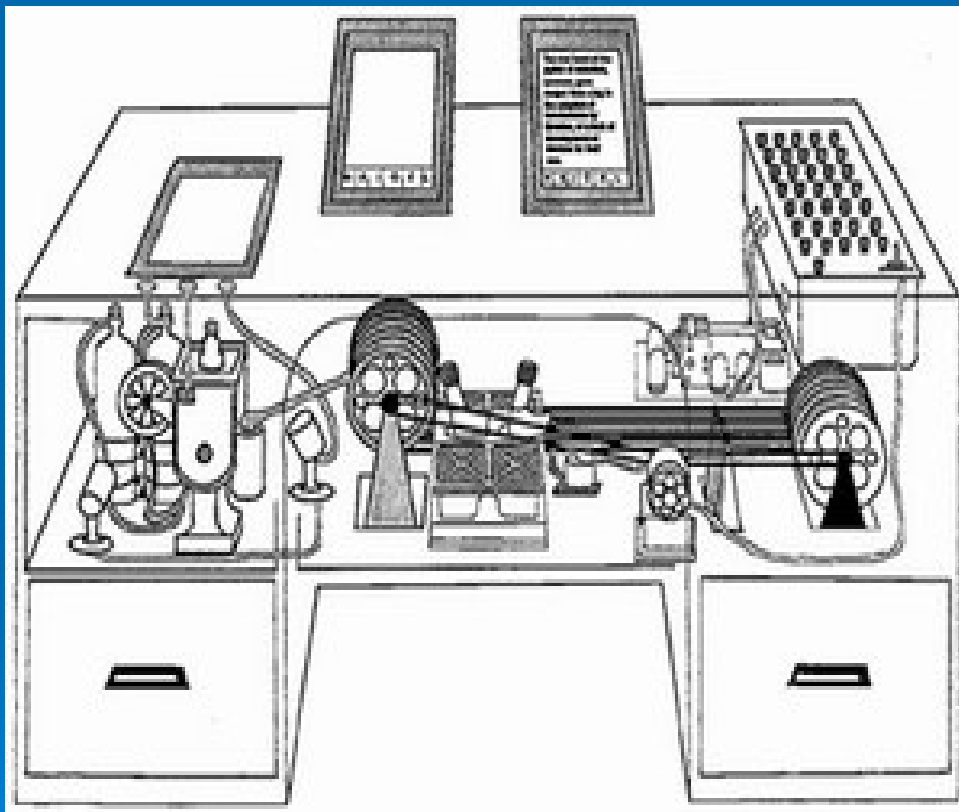


# Closing the Sale













7547

## 商品情報端末

TOPA

終了

ご覧になりたい情報のボタンを押してください。別の商品情報を閲覧したい場合は、その情報画面から検索画面をリーダーに置いてください。



賞味期限など

産地・製造など

安全性（原材料）など

健康関連

メニューレシピ

お問い合わせ先・問い合わせ先

環境・企業情報など

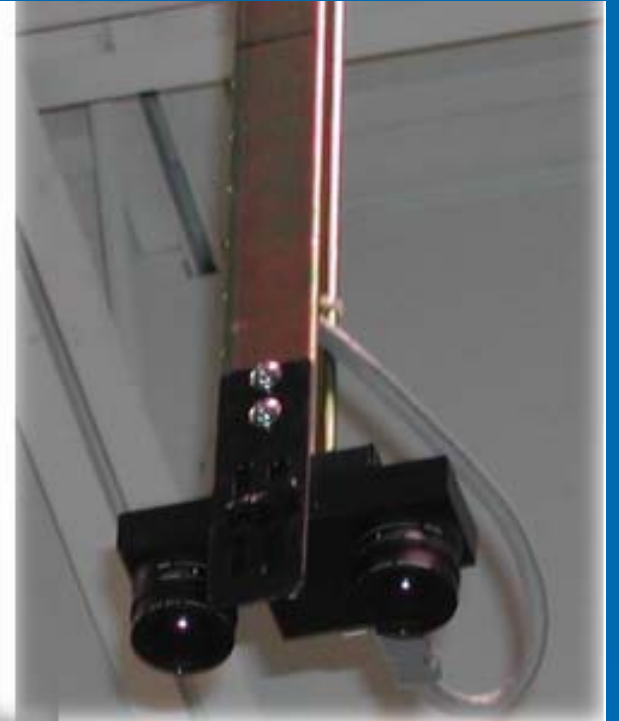
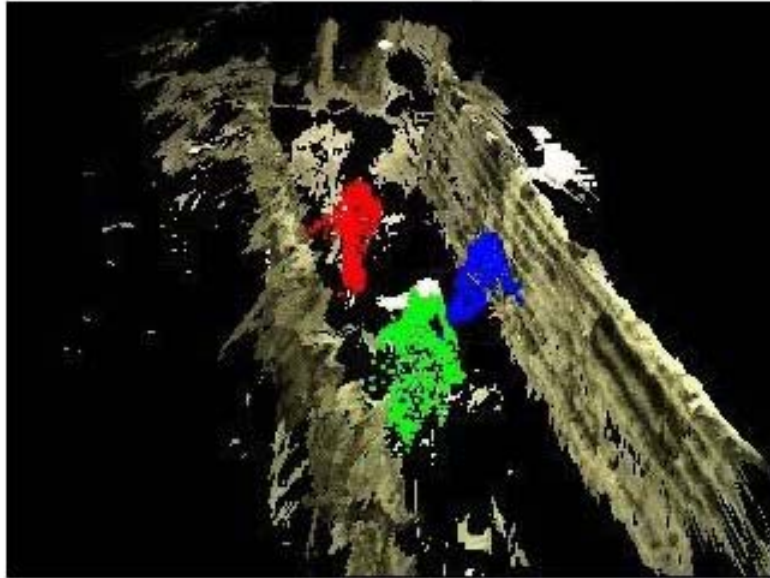
キャンペーン

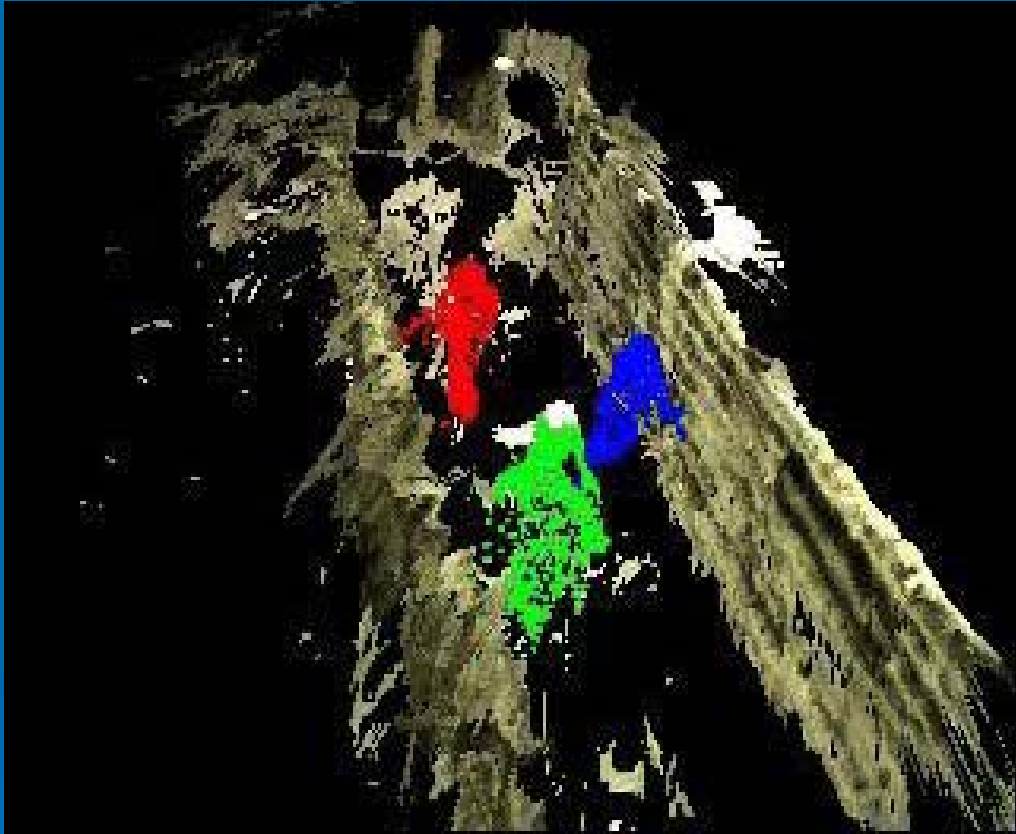
閉



# Analyzing Behavior









**Map of the Market - Microsoft Internet Explorer**

SmartMoney.com GET 25 COMMISSION-FREE TRADES WHEN YOU OPEN AN ACCOUNT NOW. AMERITRADE Map of the Market Map Your Portfolio Sector Maps

Controls Instructions **Headline Icons** DJIA 7859.71 +37.96 +0.49% Nasdaq 1340.33 -0.44 -0.03% 5:42 pm Mar. 16

Health Care Financial Energy Utilities Basic Mate...  
Capital Goods Transport  
Consumer Cyclical Technology Communication Consumer Staples

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Start | Internet Explorer | Outlook | Word | PowerPoint | Access | Excel | Outlook Express | AOL | ... | 8:44 PM

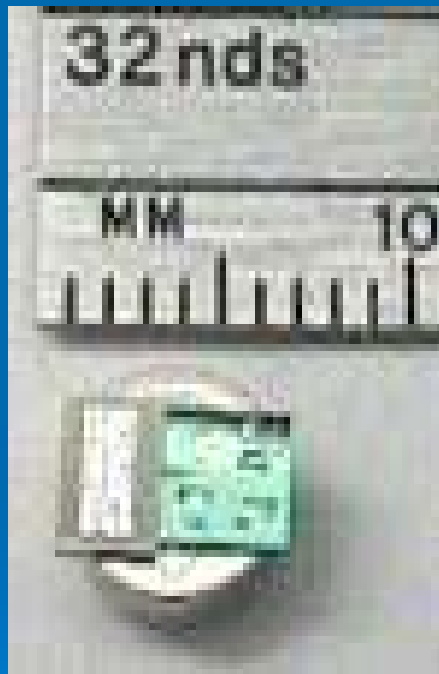
# Retail Infrastructure













# Vision and Touch

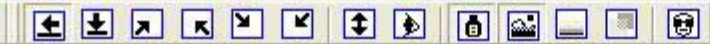






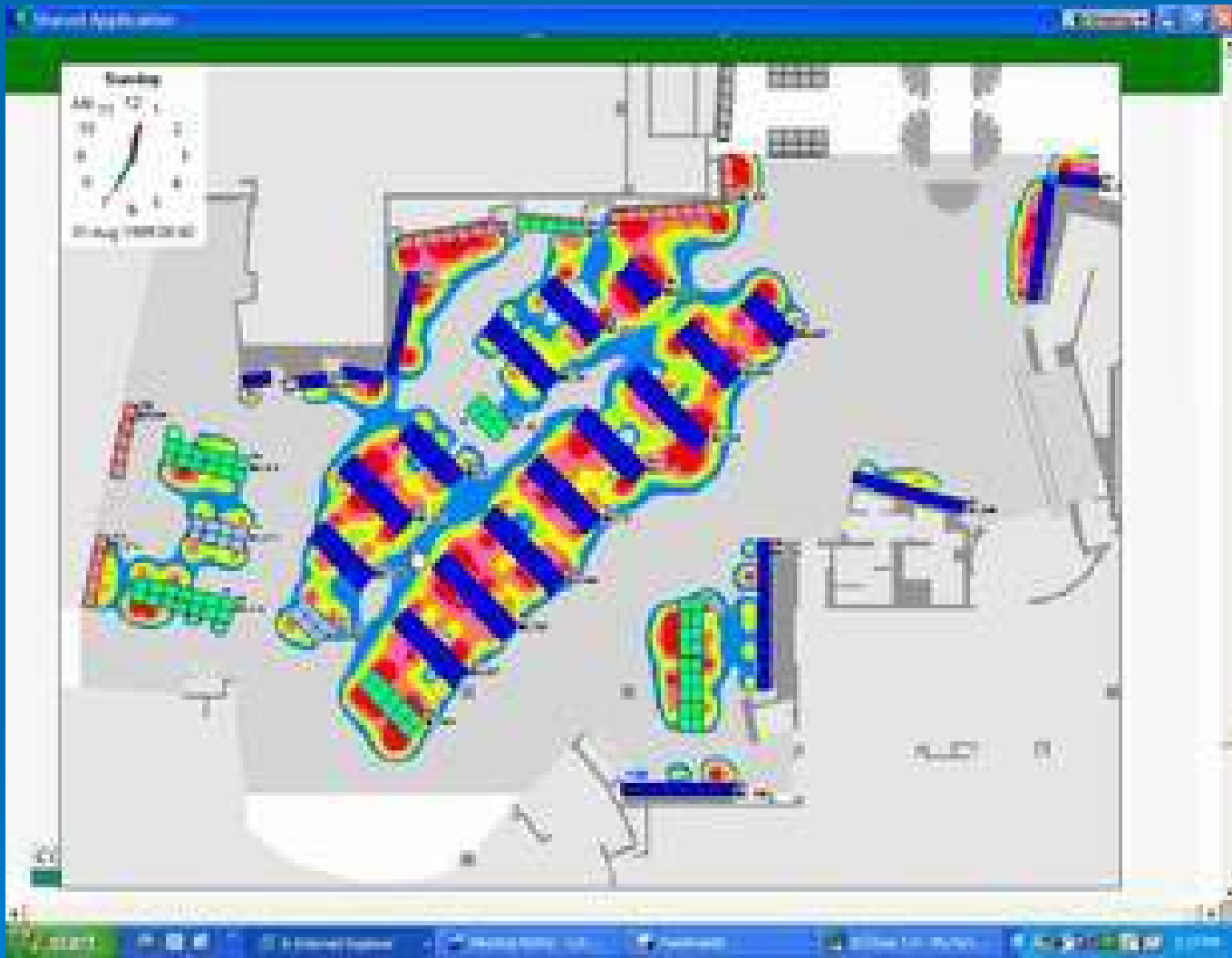


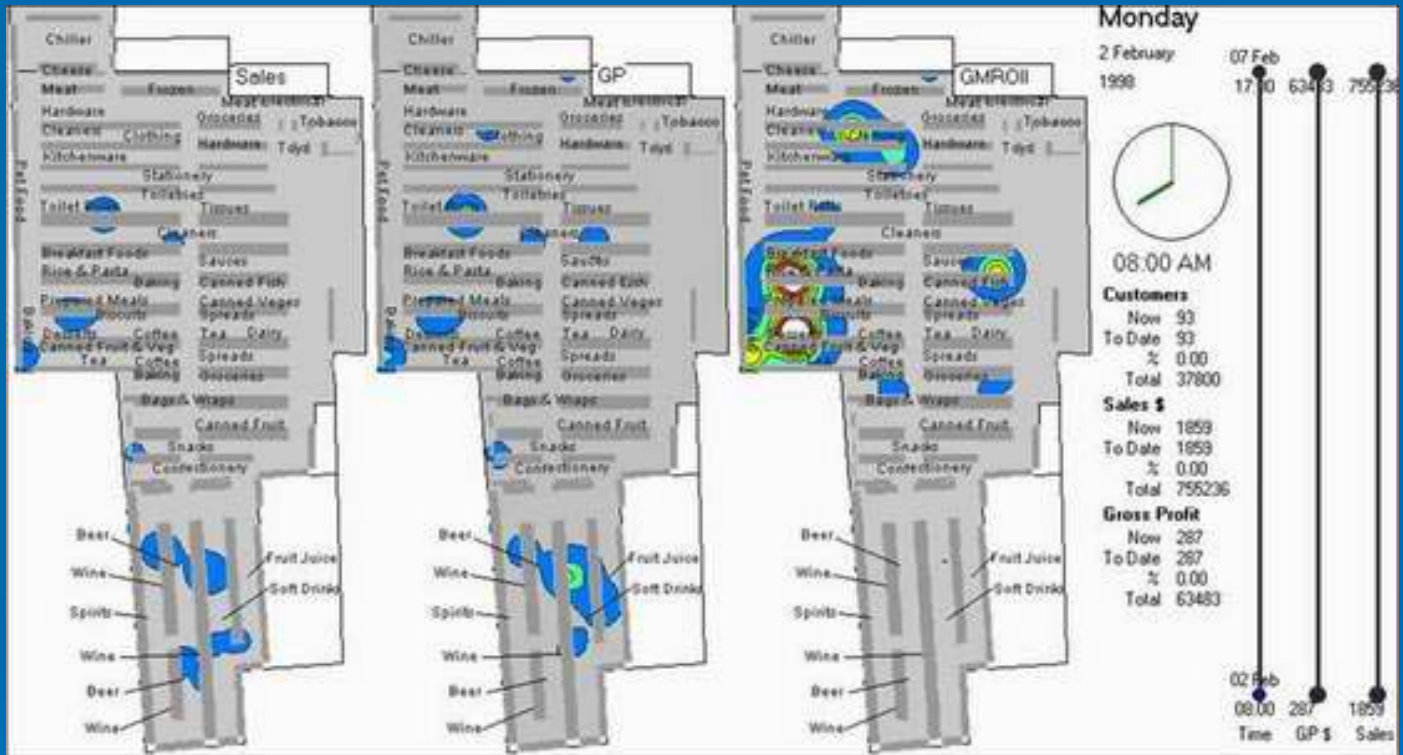
















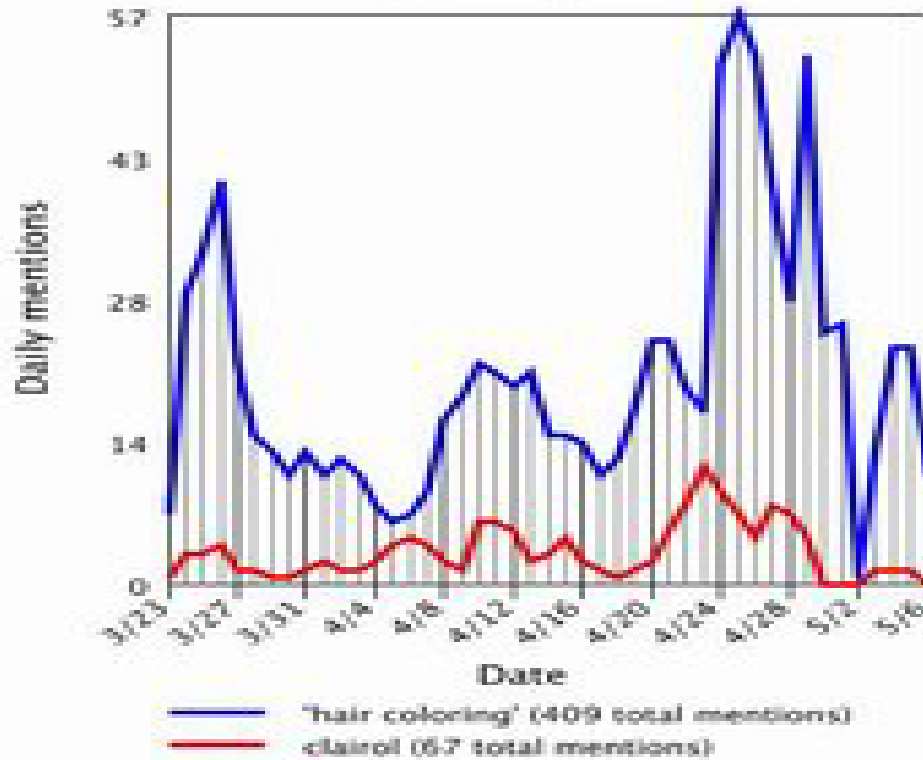
# Mining Data

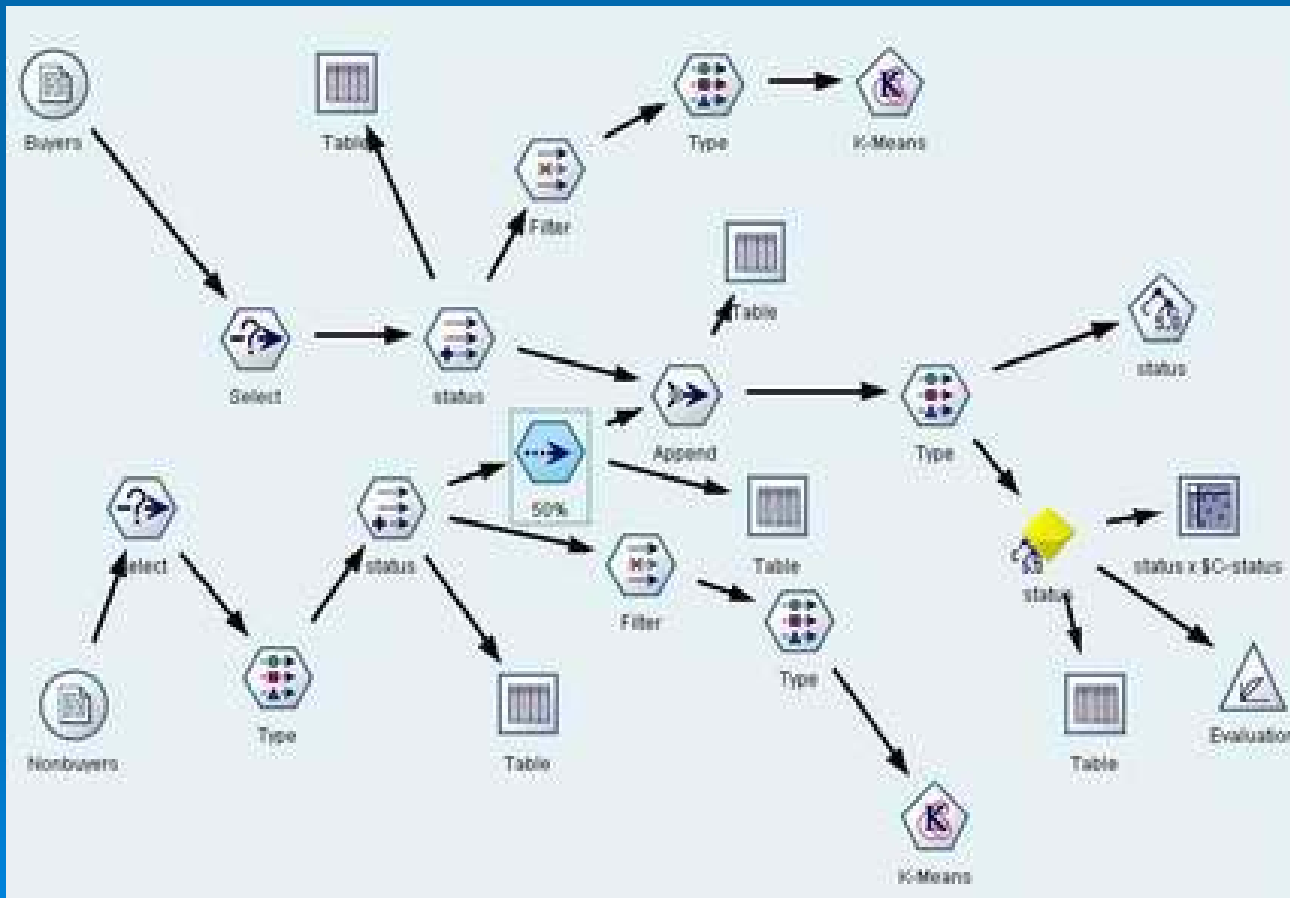


### The Waypath Weblog Buzz-o-meter

For the 45 days preceding May 6, 2004

<http://www.waypath.com>





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