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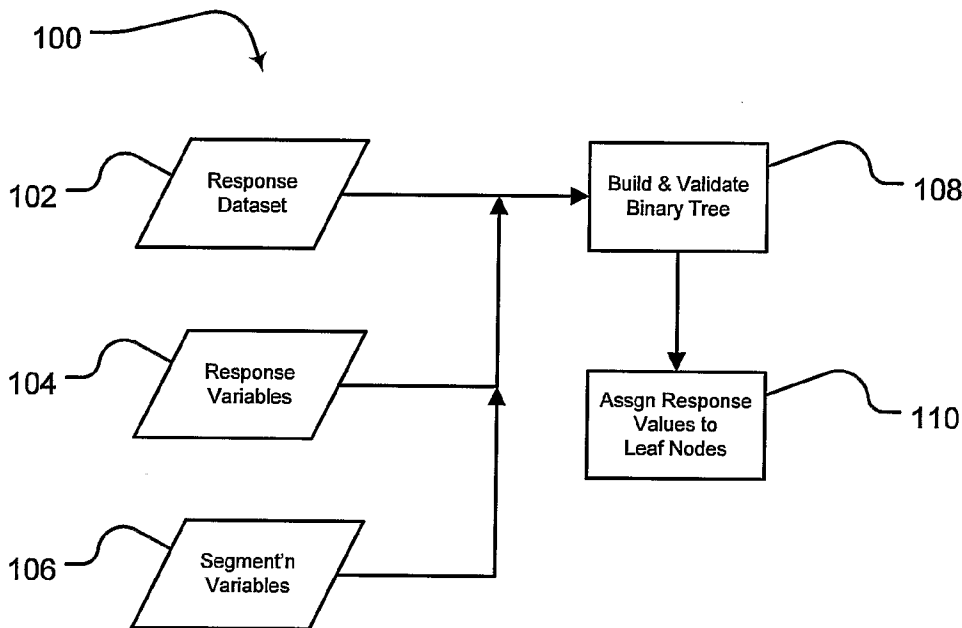
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(54) **Title:** METHOD AND SYSTEM FOR PREDICTING CONSUMER BEHAVIOR



(57) **Abstract:** A method of predicting consumer response to given content including collecting a dataset of consumer response to the content, each data item including values for a selected set of segmentation variables related to past consumer behavior. A classification tree sbncture is then constructed using the dataset, in which the dataset is subdivided into learning and validation datasets. The criterion for successive splits of the dataset is the lowest entropy of segmentation variables not employed to the point of such split. The system estimates consumer responses by first receiving a data item related to a new consumer, including values for the segmentation variables and then computing the likely response of the new consumer to the content, employing the classification tree data structure.

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B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) USPC: 702/127, 181 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 707/205; 705/10, 14 - keyword limited (see search terms below) Internet search engine: Google- keyword search Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) WEST (PGPB,USPT,EPAB,JPAB): Search Terms: decision, navigation, tree, classification, cluster, entropy, segmentation, validation, cross-validation, group, mining, target, selective, probability, advertise, consumer, behavior, user, dataset, internet, marketing, history. Google: binary, classification, tree, entropy		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,918,014 A (ROBINSON) 29 June 1999 (29.06.1999), col 2, ln 23-40; col 7, ln 45-65; col 9, ln 8-45; col 15, ln 15-50; col 15, ln 51-54; col 16, ln 1-10; col 16, ln 20-27; col 16, 49-51; col 17, ln 8-12; and col 18, ln 44-67.	1-18.
Y	US 2003/0176931 A1 (PEDNAULT et al.) 18 September 2003 (18.09.2003), abstract and paragraphs 0011, 0018, 0065, 0071, 0139-0143, and 0156-0161.	1-18.
Y	MITCHELL, T., Decision Tree Learning based on Machine Learning, 05 April 2003 (05.04.2003), available online at: < http://web.archive.org/web/20030405202241/http://www.cs.cmu.edu/afs/cs.cmu.edu/project/theo-20/www/mlbook/ch3.ps >, pages 49-59, 65-66, and 74.	1-18.
Y	US 2002/0087499 A1 (STOCKFISCH) 04 July 2002 (04.07.2002), paragraphs 0016-0018 and 0053.	1-18.
Y	US 2002/0035568 A1 (BENTHIN et al.) 21 March 2002 (21.03.2002), abstract and paragraphs 0022, 0025, 0032, 0033, 0044, and 0045.	1-18.
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