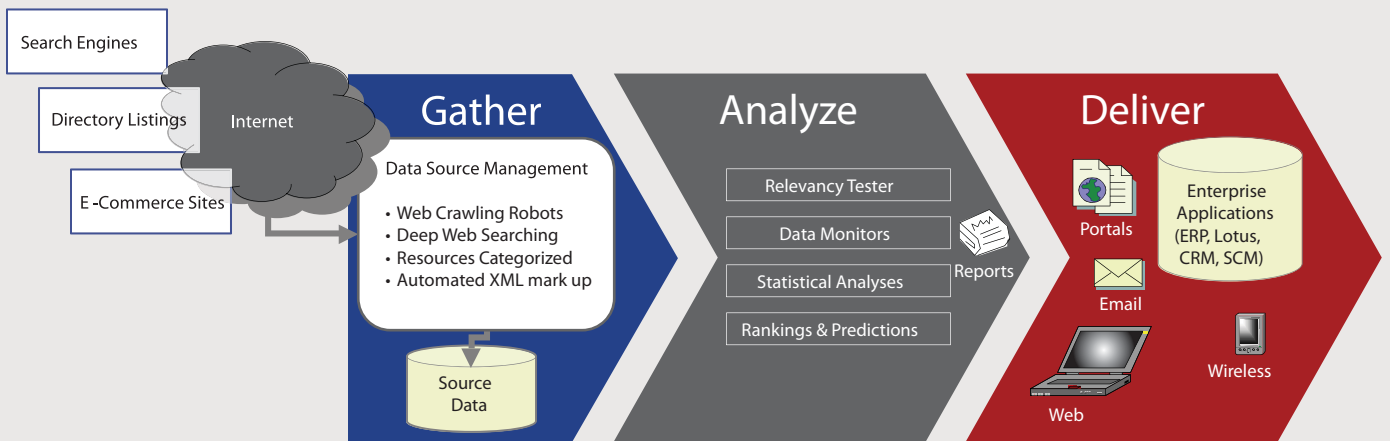


Analyze Online Markets

A credit card company needs a way to get information about the online marketplace to better target new merchants.

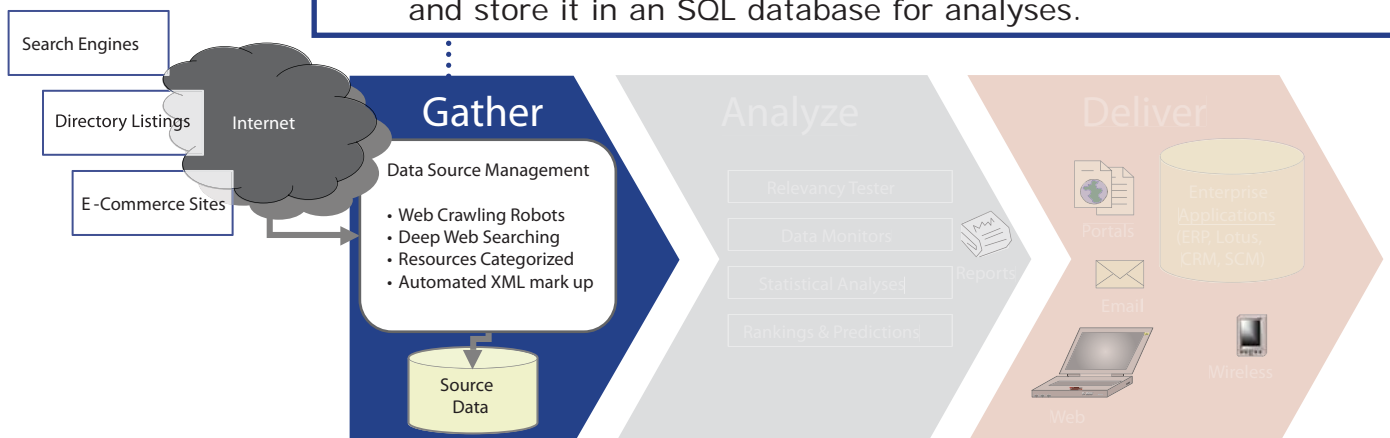
Specifically, they want to know:

- How many e-commerce sites accept their card
- What technology and transaction standards are in use e-commerce sites
- How their brand appears on the sites that accept their card



Step 1: Identify and collect a statistically relevant sample of e-commerce sites for analysis.

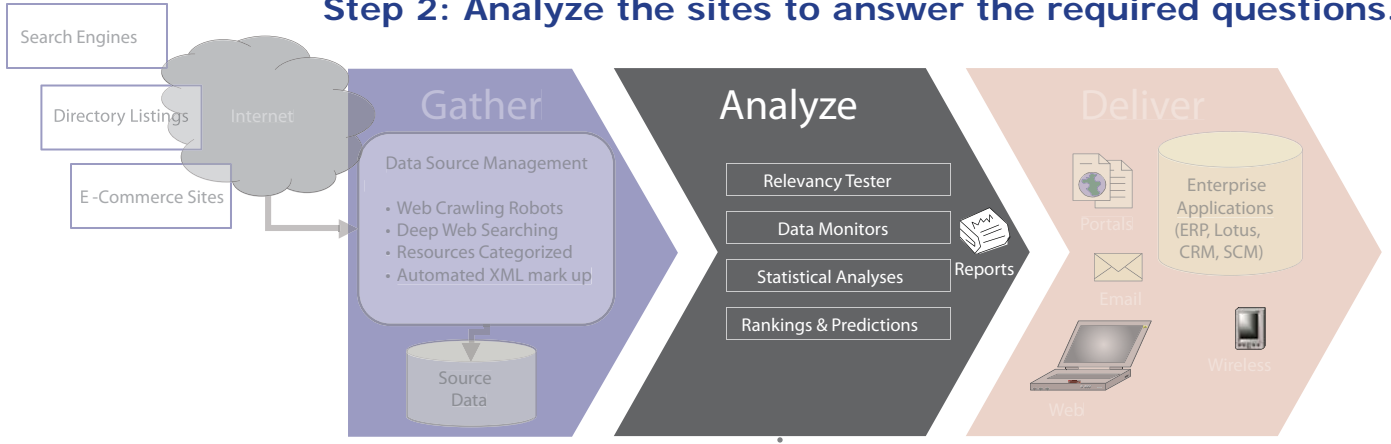
- a. Agents query the top search engines in order generate a list of potential e-commerce sites. The search engines and keywords used to find suspects can be changed as needed.
- b. Web crawlers extract data on the sites, transform it to XML and store it in an SQL database for analyses.





Analyze Online Markets

Step 2: Analyze the sites to answer the required questions.



- a. Agents analyze the collected e-commerce sites and generate the required statistical information.
- b. Relevancy and accuracy feedback improves the process of identifying candidates in step 1.

Step 3: Deliver intelligence to individuals and enterprise applications.

Analyses and specific reports are delivered to individuals and archived in relational databases for historical analyses.

