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(54) Title of the Invention: **Analyzing consumer behavior using electronically-captured consumer location data**
Abstract Title: **Analyzing consumer behavior using electronically-captured consumer location data**

(57) In embodiments, methods and systems for consumer behavior analysis using electronically-captured consumer location data may be provided. The location data may be gathered for one or more consumers. The gathered data may be analyzed to determine behavior patterns or other characteristics of the one or more consumers. Further, inferences or predictions about consumers may be derived based on the characteristics. The inferences and predictions may be the basis of consumer analytics supplied to a business or other entity.

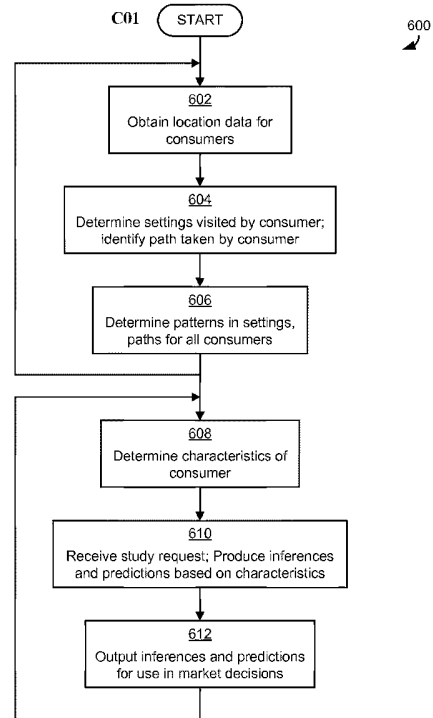


FIG. 6

GB 2487027 A continuation

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