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**MODELING AND RESTORATION OF CUSTOMER PREFERENCES**

**BETWEEN TWO ALTERNATIVE PRODUCTS**

**USING THE CAPACITY METHOD OF RARE EVENTS**

**ANALYSIS IN THE ECONOMY**

**(Part 2)**

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*The article proposes an approach for classifying the consumer's stock completion events from the purchases data of two alternative goods if purchases occur when any of the goods is out of stock. Such event recognition is necessary to further restoration of the dynamics of changes in consumer preferences between the two products, which is carried out using the capacity method of rare events analysis. To determine whether the purchase has occurred due to the completion of the stock or not, observation of the average rate of products consumption helps.* *This article describes to what attention should be paid in the process of this recognition.*

**Keywords:** rare events, capacitive method, consumption rate, recovery, preference, alternative products, recognition, classification.

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