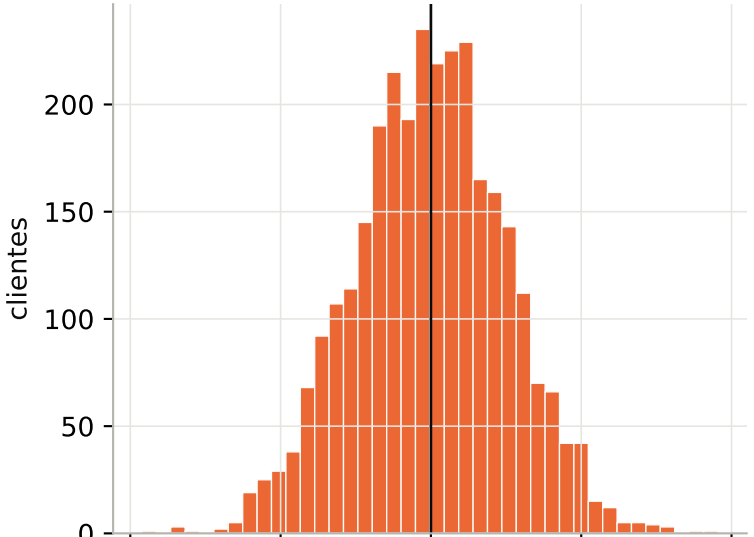
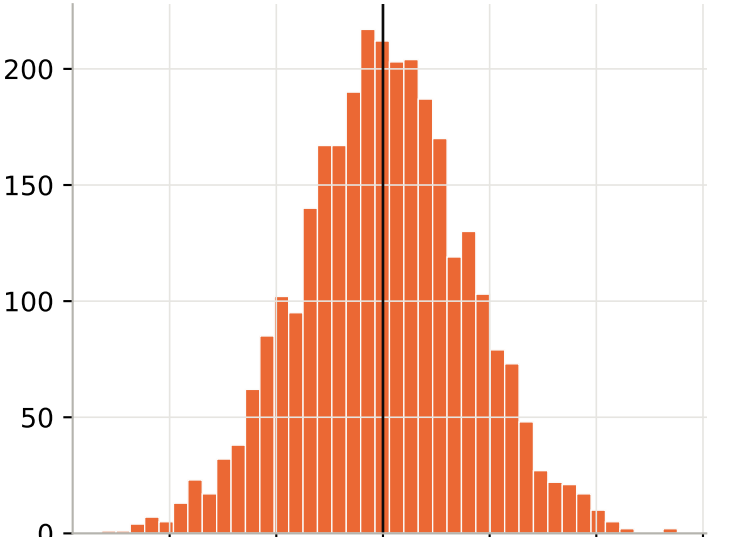
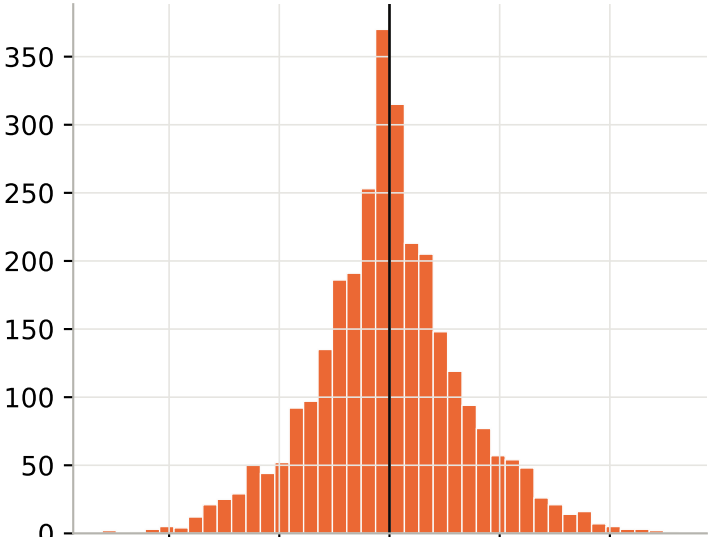

clientes
200
150
100
50
0
−2
−1
0
1
2
ln(g_B/g_A) — fator de gasto


200
150
100
50
0
−1.0
−0.5
0.0
0.5
1.0
1.5
ln(λ_B/λ_A) — frequência


350
300
250
200
150
100
50
0
−0.50
−0.25
0.00
0.25
0.50
$p_B - p_A$ — probabilidade de CNP