

ABSTRACT

The disclosure provides a method for evaluating a store by combining relevant indexes of surrounding environment of the store, which includes: collecting geographic information data around an off-line store; statistically modeling subjects around the off-line store; reasonably extracting a thematic feature index SSTI; establishing a linear regression model evaluation system; and applying the theme feature index SSTI to real business scenarios. In the disclosure, by quantifying the geographical information and natural environment around a target area into data in eight dimensions, it is convenient for users to quickly and efficiently grasp the surrounding environment, and combined with the geographical information and related natural features as index scores, to evaluate the store's operating conditions or operating requirements, and provide reference for store location, store grouping and store management. The eight indexes can also serve as a prediction feature of a store operation, and the regression model can be used to observe whether the surrounding environment has significant impact on a focused index such as a passenger flow and a size of generated impact, and also have guiding significance to the business.

FIG. 1