

CLAIMS

1. A computer-implemented method comprising:
 - receiving a user input comprising a name of a geographical location;
 - determining a geographical feature of the geographical location from a navigation server based on the name of the geographical location;
 - retrieving previously stored historical data comprising statistical data associated with a population of the geographical location;
 - determining a behavior feature and a population feature of the geographical location based on the historical data; and
 - determining attribute information of the geographical location based on at least one of the geographical feature, the behavior feature, and the population feature, wherein the attribute information of the geographical location comprises commercial value of the geographical location; and wherein determining the attribute information of the geographical location based on at least one of the geographical feature, the behavior feature, and the population feature comprises:
 - determining authenticity of information comprised in each of the geographical feature, the behavior feature, and the population feature by comparing keywords in the features based on a natural language similarity determining algorithm; and
 - determining integrity of the information comprised in each of the geographical feature, the behavior feature, and the population feature by comparing a pre-estimated data volume with an actually obtained data volume.
2. The computer-implemented method according to claim 1, wherein the geographical feature comprises at least one of historical query frequency information of the geographical location, population distribution information of the geographical location, basic geographical information of the geographical location, and category information of the geographical location.
3. The computer-implemented method according to claim 1 or 2, wherein the behavior feature comprises online information and offline information, wherein the online information comprises

historical payment information of the geographical location, and wherein the offline information comprises historical offline transaction information of the geographical location and evaluation information of the geographical location.

4. The computer-implemented method according to any one of claims 1 to 3 , wherein the population feature comprises consumption feature information and age distribution information of users in the geographical location.

5. The computer-implemented method according to any one of claims 1 to 4, wherein determining the attribute information of the geographical location based on at least one of the geographical feature, the behavior feature, and the population feature further comprises:

determining a score of information comprised in each of the geographical feature, the behavior feature, and the population feature;

determining a weight of the information comprised in each of the geographical feature, the behavior feature, and the population feature; and

performing a weighting calculation on the obtained scores to determine the commercial value of the geographical location.

6. The computer-implemented method according to claim 5, wherein determining the weight of the information comprised in each of the geographical feature, the behavior feature, and the population feature comprises:

determining a weight of the information based on the authenticity and the integrity of the information.

7. The computer-implemented method according to any one of claims 1 to 6, wherein the method further comprises:

providing the commercial value of the geographical location for the navigation server, so that the navigation server displays the commercial value of the geographical location on an electronic navigation map provided for a user; or

providing the commercial value of the geographical location for a credit service platform, so that the credit service platform performs a loan service based on the commercial value of the

geographical location; or

providing the commercial value of the geographical location for a user.

8. The computer-implemented method according to claim 7, wherein the commercial value of the geographical location on the electronic navigation map is rendered in varying colors to reflect a degree of the commercial value.

9. The method according to any one of claims 1 to 8, wherein the attribute information of the geographical location further comprises a density of a service provided to the population of the geographical location.

10. A device comprising a plurality of modules configured to perform the method of any one of claims 1 to 9.