CLAIMS

1. A method including:

obtaining, by a computing device:

a first set of event reports, wherein each event report in the first set of event reports represents a respective event occurring with respect to a first object; and

a second set of event reports, wherein each event report in the second set of event reports represents a respective event occurring with respect to a second object different from the first object;

generating, by the computing device and using the first set of event reports and the second set of event reports, a list of events occurring with respect to a composite object including the first object and the second object; and

generating, by the computing device and using the list of events, an analysis of user activity with respect to the composite object by performing an analysis process with respect to the events in the list of events.

2. The method of claim 1, wherein:

the event reports in the first set of event reports and the event reports in the second set of event reports are indicative of respective times of occurrence of the events represented by the event reports in the first set of event reports and the event reports in the second set of event reports; and

the generating the list of events includes ordering the events based on the respective times of occurrence of the events.

3. The method of claim 1 or 2, wherein the analysis process includes:

performing a clustering process with respect to the events in the list of events to generate one or more clusters of events; and

analyzing the clusters to generate the analysis of the user activity with respect to the composite object.

4. The method of claim 3, wherein the clustering process includes generating the one or more clusters of events based on respective times of occurrence of the events.

5. The method of claim 3 or 4, wherein the analyzing the clusters includes:

performing a classification process to determine respective classifications of the one or more clusters of events, wherein a given classification of a given cluster of events is indicative of an estimation of whether the given cluster of events represents a given type of user activity.

6. The method of claim 5, wherein the classification process includes:

computing respective features of the one or more clusters of events; and

determining the respective classifications of the one or more clusters of events based on their respective features by use of a classification model.

7. The method of any one of claims 3 to 6, wherein the clustering process is based on a given type of the analysis of the user activity to be generated, and wherein the analyzing the clusters includes analyzing the clusters based on the given type of the analysis of the user activity.

8. The method of any one of the preceding claims, wherein one or more features of the analysis process are based on a given type of the analysis of the user activity to be generated.

9. The method of any one of the preceding claims, including:

performing a selection process to select, from a plurality of sets of event reports including the first set of event reports and the second set of event reports, the first set of event reports and the second set of event reports for the obtaining and the generating the list of events.

10. The method of claim 9, wherein the selection process includes:

performing a first analysis process with respect to the events represented by the event reports in the first set of event reports to generate a first analysis of user activity with respect to the first object;

performing a second analysis process with respect to the events represented by the event reports in the second set of event reports to generate a second analysis of user activity with respect to the second object; and

selecting, based on the first analysis and the second analysis, the first set of event reports and the second set of event reports.

11. The method of claim 10, wherein:

the first analysis process includes performing a clustering process with respect to the events represented by the event reports in the first set of event reports to generate a first set of clusters of events;

the second analysis process includes performing a clustering process with respect to the events represented by the event reports in the second set of event reports to generate a second set of clusters of events; and

the selecting of the first set of event reports and the second set of event reports is based on a comparison between one or more clusters of the first set of clusters and one or more clusters of the second set of second clusters, wherein the one or more clusters of the first set of clusters and the one or more clusters of the second set of clusters each span a respective time period, and wherein the comparison between the one or more clusters of the first set of clusters and the one or more clusters of the second set of clusters includes:

a determination of whether a respective time period of the one or more clusters of the first set of clusters overlaps in time with a respective time period of the one or more clusters of the second set of clusters;

determining respective classifications of a given cluster of the first set of clusters and a given cluster of the second set of clusters which overlaps in time with the given cluster of the first set of clusters; and

determining if the respective classification of at least one of the overlapping clusters satisfies a pre-determined criterion.

12. The method of any one of the preceding claims, wherein the events occurring with respect to the first object and the events occurring with respect to the second object are events occurring over a same pre-determined elapsed period.

13. The method of any one of the preceding claims, wherein the analysis of the user activity with respect to the composite object includes an indication of an estimation of whether the user activity corresponds to a particular user behavior.

14. A tangible computer-readable storage medium including instructions that, when executed, cause a computing device to:

obtain:

a first set of event reports, wherein each event report in the first set of event reports represents a respective event occurring with respect to a first object; and

a second set of event reports, wherein each event report in the second set of event reports represents a respective event occurring with respect to a second object different from the first object;

generate, using the first set of event reports and the second set of event reports, a list of events occurring with respect to a composite object including the first object and the second object; and

generate, using the list of events, an analysis of user activity with respect to the composite object by performing an analysis process with respect to the events in the list of events.

15. A computing device including:

a report obtainer to obtain:

a first set of event reports, wherein each event report in the first set of event reports represents a respective event occurring with respect to a first object; and

a second set of event reports, wherein each event report in the second set of event reports represents a respective event occurring with respect to a second object different from the first object;

a list generator to generate, using the first set of event reports and the second set of event reports, a list of events occurring with respect to a composite object including the first object and the second object; and

an analyzer to generate, using the list of events, an analysis of user activity with respect to the composite object by performing an analysis process with respect to the events in the list of events.