ABSTRACT

The embodiments of the specification provide a merchant evaluation method. Firstly, by setting evaluation indexes in multiple dimensions, all-round evaluation can be conducted on a merchant to be evaluated; secondly, starting from data analysis, for example, obtaining, by calculation based on standard normal distribution, a health portrait of the merchant to be evaluated and obtaining, by calculation based on a geometric mean, a health score of the merchant to be evaluated, the driving effect on data is strengthened and the human experience is weakened, making the evaluation results more credible; and in addition, by not only providing the health score but also providing the health portrait based on normal distribution, the distribution of the merchant in historical evaluation results can be more intuitively seen.