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(54) Title: METHOD FOR EVALUATING STORE BY COMBINING RELATED INDEXES OF SURROUNDING ENVIRONMENT OF STORE

(54) 发明名称: 一种结合门店周围环境的相关指数对门店进行评估的方法

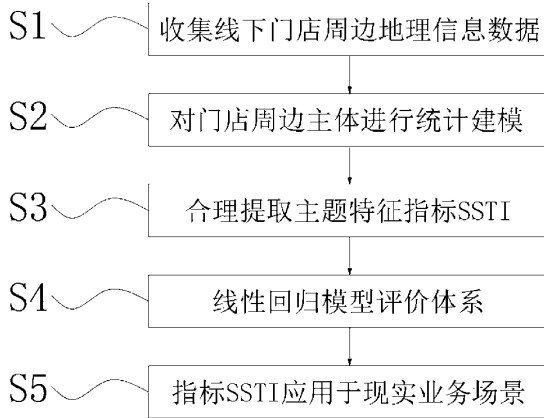


图 1

S1 Collect geographic information data around an offline store
S2 Perform statistical modeling on main bodies around the store
S3 Reasonably extract a theme feature index SSTI
S4 Linear regression model evaluation system
S5 Apply the index SSTI to a real service scenario

(57) Abstract: Disclosed in the present invention is a method for evaluating a store by combining related indexes of the surrounding environment of the store, comprising: collecting geographic information data around an offline store; performing statistical modeling on main bodies around the store; reasonably extracting a theme feature index SSTI; a linear regression model evaluation system; and applying the index SSTI to a real service scenario. According to the present invention, the geographic information and natural environment around a target area point are quantified into values of eight dimensions, so that users can conveniently, quickly and

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efficiently master the surrounding environment state; by combining the geographic information and the related natural features as index scores, the capability of store operation conditions or operation demands is evaluated, and a reference basis is provided for store site selection, store grouping, and store management; the eight indexes can also be used as prediction features of store operation conditions, and whether the surrounding environment has significant impact on indexes of concern such as customer flow, and the degree of impact generated are observed by using a regression model, so that guiding significance is provided for services.

(57) 摘要: 本发明公开了一种结合门店周围环境的相关指数对门店进行评估的方法, 收集线下门店周边地理信息数据; 对门店周边主体进行统计建模; 合理提取主题特征指标SSTI; 线性回归模型评价体系; 指标SSTI应用于现实业务场景, 本发明通过将目标区域点周边的地理信息及自然环境量化成八个维度的数值, 方便使用者快速高效地掌握周围环境状态, 结合地理信息和相关自然特征为指标分数, 对门店经营状况或经营需求的评估能力, 对门店选址、门店分群、门店管理提供参考依据, 八大指标还可作为门店经营情况的预测特征, 运用回归模型观察周边环境是否对客流量等关注指标产生显著性影响, 以及产生的影响大小, 因此对业务也具有指导意义。