CLAIMS

1. A method for determining a location of a mobile device comprising:
for each order of a service, wherein the order is made by means of a respective mobile terminal, generating a training data element from a wireless radio fingerprint observed by the respective mobile terminal at the time of the order and a location of the order;
training a machine learning model with training data elements by using wireless radio fingerprints as inputs and respective locations of orders as ground truth for the wireless radio fingerprints; and
determining the location of the mobile device by acquiring a wireless radio fingerprint observed by the mobile device and feeding the wireless radio fingerprint to the trained machine learning model.

2. The method of claim 1, further comprising getting, for at least some of the training data elements, an estimate of the mobile terminal's location by means of Global Positioning System and evaluating the trained machine learning model by comparing, for the at least some training data elements, the estimate of the mobile terminal's location and a location prediction for by the mobile terminal by the machine learning model.

3. The method of claim 2, comprising continuing training of the machine learning model depending on the evaluation.

4. The method of any one of claims 1 to 3, wherein the machine learning model is a neural network.

5. The method of any one of claims 1 to 4, wherein each training data element comprises additional machine learning model input data related to the respective mobile terminal, comprising at least one of an indication of a time when the respective mobile terminal has observed the wireless radio fingerprint and information about the mobile terminal and wherein the location of the mobile device is determined by

feeding corresponding input data related to the mobile device to the machine learning model.

6. The method of claim 4, comprising, using the trained neural network, providing localization for a further service.

7. The method of claim 6, wherein the further service is one of transportation, delivery, shopping, payment and advertising.

8. The method of claim 6 or claim 7, comprising evaluating a performance difference between the further service when being provided with localization by the neural network and the service when using Global Positioning System-based localization.

9. The method of claim 8, comprising performing the further service by using localization by the neural network depending on a result of the evaluation of the performance difference.

10. The method of any one of claims 4 and 6 to 9, wherein the neural network is trained to provide a latitude and a longitude and/or a geohash from its input.

11. A localization server configured to perform the method of any one of claims 1 to 10.

12. A computer program element comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 10.

13. A computer-readable medium comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 10.