ABSTRACT

The present solution provides a target customer identification method and a device, an electronic device and a medium, which is applicable to the field of information processing. The method includes: obtaining personal characteristics data of potential customers; calculating a customer conversion rate of a telephone sales representative during each working time period according to the total number of customers who have made a transaction and the total number of marketing target customers of the telephone sales representative in each of working time periods; inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristics data of the potential customers into a pre-established random forest model to output product purchase probabilities of the potential customers; and determining a potential customer whose product purchase probability is greater than a preset threshold as a target customer of the telephone sales representative in the current working time period. In the present solution, the consideration factor of the real-time marketing capability of the telephone sales representative is added, so that the telephone sales representative can accurately find out the target customers at the current time, thereby improving customer conversion rate, marketing efficiency and target customer identification accuracy.

FIG. 1