ELECTRONIC DEVICE, METHOD FOR CONSTRUCTING SCORING MODEL OF RETAIL OUTLETS, SYSTEM, AND COMPUTER READABLE MEDIUM

ABSTRACT

The present disclosure provides an electronic device, a method for constructing a scoring model of retail outlets, a system and a computer readable medium. The method includes: crawling POI data of a predetermined map website by a crawler system; acquiring surrounding POI data based on a location of each retail outlet, and constructing POI relevant outlet features based on the surrounding POI data; acquiring surrounding LBS information based on the location of each retail outlet, and constructing client relevant features based on the surrounding LBS information; scoring each retail outlet based on a number of new clients increased in a predetermined time period and a revenue index; and constructing the scoring model by performing supervised learning of a preset classification algorithm model using the POI relevant outlet feature, the client relevant feature, and a score of the retail outlet. The scoring model of the retail outlets is constructed in objective and integral conjunction with surrounding factors.

Fig. 2