ABSTRACT

Disclosed are a method and an apparatus for determining a deployment need for a point of interest (POI), to objectively and automatically determine a deployment need of a user for a POI, and then improve the efficiency and accuracy of POI address selection. The method for determining a deployment need for a POI provided in an embodiment includes: determining, by a server based on acquired geographic location information of users, target users covered by an area to be inspected (S101); determining, for each of the target users according to the number of POIs having a preset function deployed in a set range of distances from the target user, a deployment need index of the target user for a POI having the preset function (S102); and determining, according to the deployment need index of each of the target users covered by the area to be inspected for a POI having the preset function, a total deployment need index corresponding to the area to be inspected (S103).