

CLAIMS

What is claimed is:

1. A data display method, applied in a terminal device, the method comprising:
transmitting a transaction note request of a target user to a server;

5 receiving a transaction note file fed back by the server, wherein the transaction note file is generated by the server based on transaction note data after the server performs an identity authentication on the target user based on the transaction note request and searches a predetermined security domain database for the transaction note data in response to a successful identity authentication, and wherein the transaction note data comprises stock transaction data
10 of the target user, scoring and evaluation information of scoring and evaluation performed by the target user on a stock transaction, and comment information of commenting performed by the target user on the stock transaction;

displaying transaction note data in the transaction note file; and

calculating, based on scoring and evaluation information and comment information of the
15 target user regarding a stock transaction of a target stock, a first satisfaction level of the target user with respect to the stock transaction, and determining a target recommendation value based on the first satisfaction level and an average satisfaction level regarding the stock transaction of the target stock fed back by the server, wherein the target recommendation value is used to determine other stocks similar to the target stock and to be recommended to the target user.

20 2. The method according to claim 1, wherein the transaction note file comprises at least one transaction note sub-file comprising at least one note module, and wherein said displaying the transaction note data in the transaction note file comprises:

determining at least one group of same-type note modules in the at least one transaction note sub-file, wherein the same-type note modules comprise note modules of a same type from
25 different transaction note sub-files;

determining a first control type based on a data type of the same-type note modules;

adding view controls corresponding to the same-type note modules based on a view control template corresponding to the first control type;

determining a second control type based on a data type of a non-same-type note module in the at least one transaction note sub-file other than the at least one group of same-type note modules;

5 adding a view control corresponding to the non-same-type note module based on the second control type;

obtaining filled view controls by filling note data corresponding to the same-type note modules to the view controls corresponding to the same-type note modules based on a filling order corresponding to the same-type note modules and filling note data corresponding to the non-same-type note module to the view control corresponding to the non-same-type note
10 module; and

generating a transaction note view based on the filled view controls, and displaying the transaction note view on a user interface.

3. The method according to claim 1 or 2, further comprising, prior to said transmitting the transaction note request of the target user to the server:

15 obtaining a transaction data range of the target user;

collecting the stock transaction data of the target user based on the transaction data range, wherein the stock transaction data is transaction data generated by a stock transaction of the target user;

generating the transaction note data based on the stock transaction data; and

20 transmitting the transaction note data to the server, wherein the transaction note data is stored by the server in the security domain database after the server performs the identity authentication on the target user.

4. The method according to claim 3, further comprising, subsequent to said collecting the stock transaction data of the target user based on the transaction data range:

25 collecting the scoring and evaluation information of scoring and evaluation performed by the target user on the stock transaction and the comment information of commenting performed by the target user on the stock transaction; and

generating the transaction note data based on the stock transaction data, the scoring and evaluation information, and the comment information.

30 5. The method according to claim 3, wherein the transaction data range comprises a

transaction time range and a stock target range, and said collecting the stock transaction data of the target user based on the transaction data range comprises:

obtaining transaction data generated by a stock transaction of the target user within the transaction time range; and

5 obtaining from a stock transaction system a run chart related to the stock transaction in the stock target range.

6. The method according to claim 4, wherein said calculating, based on the scoring and evaluation information and the comment information of the target user regarding the stock transaction of the target stock, the first satisfaction level of the target user with respect to the stock transaction, and determining the target recommendation value based on the first
10 satisfaction level and the average satisfaction level regarding the stock transaction of the target stock fed back by the server comprises:

calculating, based on the scoring and evaluation information and the comment information of the target user regarding the stock transaction of the target stock, the first satisfaction level
15 of the target user with respect to the stock transaction;

transmitting a satisfaction level request to the server;

receiving the average satisfaction level regarding the stock transaction of the target stock fed back by the server, wherein the average satisfaction level is an average value of all satisfaction levels counted by the server regarding at least one stock transaction of the target
20 stock within a first predetermined time period;

determining a first recommendation value corresponding to the first satisfaction level in accordance with a predetermined mapping relation between satisfaction levels and recommendation values;

determining a second recommendation value corresponding to the average satisfaction
25 level in accordance with the predetermined mapping relation between the satisfaction levels and the recommendation values;

determining the target recommendation value based on a first predetermined weight value corresponding to the first recommendation value, a second predetermined weight value corresponding to the second recommendation value, the first recommendation value, and the
30 second recommendation value; and

determining, when the target recommendation value is greater than a first predetermined value, at least one similar stock with a greater similarity to the target stock than a predetermined similarity, and recommending the at least one similar stock to the target user.

7. The method according to claim 6, wherein said determining the at least one similar stock with the greater similarity to the target stock than the predetermined similarity comprises:

obtaining a list of buyers of the target stock, wherein the list of buyers comprises at least one buyer, and the at least one buyer comprises the target user;

obtaining position information of the at least one buyer;

determining at least one first similarity between position information of the at least one buyer other than the target user and position information of the target user;

determining target position information corresponding to a first similarity greater than a second predetermined value;

extracting at least one candidate stock from the target position information;

determining at least one second similarity between stock information of the at least one candidate stock and stock information of the target stock; and

determining a second similarity greater than the predetermined similarity, and determining a candidate stock corresponding to the second similarity among the at least one candidate stock.

8. The method according to claim 7, wherein said extracting the at least one candidate stock from the target position information comprises:

obtaining at least one number of occurrences by counting a number of occurrences of at least one stock in the target position information within a second predetermined time period;

determining at least one occurrence frequency based on the at least one number of occurrences and the second predetermined time period; and

selecting an occurrence frequency greater than a predetermined frequency threshold, and determining at least one candidate stock corresponding to the occurrence frequency greater than the predetermined frequency threshold.

9. The method according to claim 6, wherein said calculating, based on the scoring and evaluation information and the comment information of the target user regarding the stock transaction of the target stock, the first satisfaction level of the target user with respect to the stock transaction comprises:

determining a first satisfaction index of the target user based on a scoring value or an evaluation level given by the target user for the stock transaction in the scoring and evaluation information;

performing a semantic analysis on text comments in the comment information to obtain a semantic analysis result, and determining a second satisfaction index of the target user based on the semantic analysis result; and

determining the first satisfaction level of the target user with respect to the stock transaction based on the first satisfaction index and the second satisfaction index.

10. The method according to claim 6, wherein said determining the target recommendation value based on the first predetermined weight value corresponding to the first recommendation value, the second predetermined weight value corresponding to the second recommendation value, the first recommendation value, and the second recommendation value comprises:

obtaining a first calculation result by calculating a product of the first recommendation value and the first weight value;

15 obtaining a second calculation result by calculating a product of the second recommendation value and the second weight value; and

determining the target recommendation value based on a sum of the first calculation result and the second calculation result.

11. The method according to claim 3, wherein said generating the transaction note data based on the stock transaction data comprises:

extracting key transaction data of a predetermined type from the stock transaction data as the transaction note data.

12. The method according to claim 11, wherein said extracting the key transaction data of the predetermined type from the stock transaction data as the transaction note data further comprises:

performing a statistic analysis, calculation or merging operation on the key transaction data, to obtain the transaction note data.

13. The method according to claim 2, wherein said generating the transaction note view based on the at least one filled view control comprises:

30 stitching at least one filled view control corresponding to at least one same-type note

module of the at least one transaction note sub-file in accordance with a same positional relation;
and

stitching the filled view control corresponding to the non-same-type note module with at least one stitched view control corresponding to at least one same-type note module belonging
5 to a same transaction note sub-file, to obtain the transaction note view.

14. A data display apparatus, applied in a terminal device, the apparatus comprises:

a transmitting unit configured to transmit a transaction note request of a target user to a server;

a receiving unit configured to receive a transaction note file fed back by the server, wherein
10 the transaction note file is generated by the server based on transaction note data after the server performs an identity authentication on the target user based on the transaction note request and searches a predetermined security domain database for the transaction note data in response to a successful identity authentication, and wherein the transaction note data comprises stock transaction data of the target user, scoring and evaluation information of scoring and evaluation
15 performed by the target user on a stock transaction, and comment information of commenting performed by the target user on the stock transaction;

a display unit configured to display transaction note data in the transaction note file; and

a recommendation unit configured to calculate, based on scoring and evaluation information and comment information of the target user regarding a stock transaction of a target
20 stock, a first satisfaction level of the target user with respect to the stock transaction, and configured to determine a target recommendation value based on the first satisfaction level and an average satisfaction level regarding the stock transaction of the target stock fed back by the server, wherein the target recommendation value is used to determine other stocks similar to the target stock and to be recommended to the target user.

25 15. A terminal device, comprising:

one or more processors; and

a memory configured to store one or more programs,

wherein the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the method according to any one of claims 1 to 13.

30 16. A computer-readable storage medium, having a computer program for electronic data

exchange stored thereon, wherein the computer program causes a computer to implement the method according to any one of claims 1 to 13.