

CLAIMS

1. A method for determining attribute information of a geographical location, the method comprising:

receiving a user input comprising a name of a geographical location;

determining a geographical feature of the geographical location from a navigation server based on the name of the geographical location (S101);

retrieving previously stored historical data comprising statistical data associated with a population of the geographical location;

determining a behavior feature and a population feature of the geographical location based on the historical data (S102); and

determining attribute information of the geographical location based on at least one of the geographical feature, the behavior feature, and the population feature (S103).

2. The method according to claim 1, wherein the attribute information of the geographical location comprises commercial value of the geographical location.

3. The method according to claim 2, wherein the geographical feature comprises at least one of historical query frequency information of the geographical location, population distribution information of the geographical location, basic geographical information of the geographical location, and category information of the geographical location.

4. The method according to claim 3, wherein the behavior feature comprises online information and offline information, wherein the online information comprises historical payment information of the geographical location, and wherein the offline information comprises historical offline transaction information of the geographical location and evaluation information of the geographical location.

5. The method according to claim 4, wherein the population feature comprises consumption feature information and age distribution information of users in the geographical location.

6. The method according to claim 2, wherein determining the attribute of the geographical location based on at least one of the geographical feature, the behavior feature, and the population feature comprises:

determining a score of information comprised in each of the geographical feature, the behavior feature, and the population feature;

determining a weight of the information comprised in each of the geographical feature, the behavior feature, and the population feature; and

performing a weighting calculation on the obtained scores to determine the commercial value of the geographical location.

7. The method according to claim 6, wherein determining the weight of the information comprised in each of the geographical feature, the behavior feature, and the population feature comprises:

determining authenticity and integrity of any information comprised in the geographical feature, the behavior feature, and the population feature; and

determining a weight of the information based on the authenticity and the integrity of the information.

8. The method according to claim 2, wherein the method further comprises:

providing the commercial value of the geographical location for the navigation server, so that the navigation server displays the commercial value of the geographical location on an electronic map provided for a user;

providing the commercial value of the geographical location for a credit service platform, so that the credit service platform performs a loan service based on the commercial value of the geographical location; or

providing the commercial value of the geographical location for a user.

9. The method according to claim 1, wherein the attribute information of the geographical location comprises a density of a service provided to the population of the geographical location.

10. A device for determining attribute information of a geographical location, the device comprising a plurality of modules configured to perform the method of any one of claims 1 to 9.