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(54) Title: USER PROFILE-BASED OBJECT RECOMMENDATION METHOD AND DEVICE

(54) 发明名称: 一种基于用户画像的物品推荐方法和装置

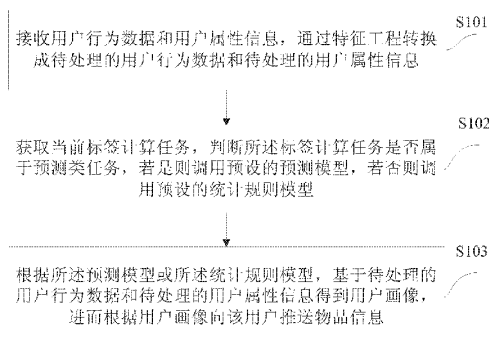


图 1

S101 RECEIVE USER BEHAVIOR DATA AND USER ATTRIBUTE INFORMATION, AND CONVERT, BY MEANS OF FEATURE ENGINEERING, SAME INTO USER BEHAVIOR DATA TO BE PROCESSED AND USER ATTRIBUTE INFORMATION TO BE PROCESSED

S102 OBTAIN A CURRENT TAG COMPUTING TASK, DETERMINE WHETHER THE TAG COMPUTING TASK IS A PREDICTION TYPE TASK, IF YES, INVOKING A PRESET PREDICTION MODEL, OTHERWISE, INVOKING A PRESET STATISTIC RULE MODEL

S103 ACCORDING TO THE PREDICTION MODEL OR THE STATISTIC RULE MODEL, OBTAIN A USER PROFILE ON THE BASIS OF THE USER BEHAVIOR DATA TO BE PROCESSED AND THE USER ATTRIBUTE INFORMATION TO BE PROCESSED, THEREBY RECOMMENDING OBJECT INFORMATION TO THE USER ACCORDING TO THE USER PROFILE

(57) Abstract: The present disclosure relates to the technical field of computers, and provides a user profile-based object recommendation method and device. A specific embodiment of the method comprises: receiving user behavior data and user attribute information, and converting, by means of feature engineering, same into user behavior data to be processed and user attribute information to be processed; obtaining a current tag computing task, determining whether the tag computing task is a prediction type task, if yes, invoking a preset prediction model, otherwise, invoking a preset statistic rule model; and according to the prediction model or the statistic rule model, obtaining a user profile on the basis of the user behavior data to be processed and the user attribute information to be processed, thereby recommending object information to the user according to the user profile. In this case, embodiments of the present disclosure can solve the problem of low marketing campaign efficiency caused by existing user profiles having low accuracy.

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本国际公布:

— 包括国际检索报告(条约第21条(3))。

(57) 摘要: 本公开提供基于用户画像的物品推荐方法和装置, 涉及计算机技术领域。该方法的一具体实施方式包括接收用户行为数据和用户属性信息, 通过特征工程转换成待处理的用户行为数据和待处理的用户属性信息; 获取当前标签计算任务, 判断所述标签计算任务是否属于预测类任务, 若是则调用预设的预测模型, 若否则调用预设的统计规则模型; 根据所述预测模型或所述统计规则模型, 基于待处理的用户行为数据和待处理的用户属性信息得到用户画像, 进而根据用户画像向该用户推送物品信息。从而, 本公开的实施方式能够解决现有精准度低的用户画像所造成的营销活动效率不高的问题。