ABSTRACT

The present solution provides a method and apparatus for predicting a customer purchase intention, an electronic device and a medium, which is applicable to the field of information processing. The method includes: obtaining personal characteristics data of a customer; inputting the personal characteristic data into a pre-established random forest model, to output an objective purchase tendency value of the customer; obtaining a subjective purchase tendency value of the customer according to an emotional tendency of the customer in a historical telemarketing process; weighting the objective purchase tendency value and the subjective purchase tendency value, and outputting the weighted result as an actual purchase tendency degree of the customer; and determining the customer whose actual purchase tendency degree is greater than a preset threshold as a potential customer, so that a telephone sales person makes a telephone call back to the potential customer and market a telemarketed product. According to the present solution, the potential customer is determined by integrating multi-aspect consideration factors, and therefore the forecast accuracy of the potential customer is improved; by weighting the objective purchase tendency value and the subjective purchase tendency value, the quantitative calculation of the customer purchase intention is achieved.

[Fig. 1]