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(54) **Title:** GEOGRAPHIC TRAFFIC DATA PROCESSING METHOD AND APPARATUS, AND ELECTRONIC DEVICE

(54) 发明名称: 一种地理交通数据处理方法、装置和电子设备

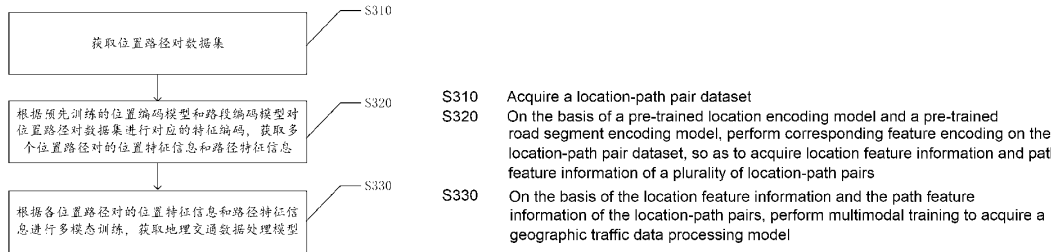


图7

(57) **Abstract:** Disclosed in the embodiments of the present application are a geographic traffic data processing method and apparatus, and an electronic device. In the embodiments of the present application, a location-path pair dataset comprising a plurality of pairs of location information and path information that have a correspondence therebetween is acquired; on the basis of a pre-trained location encoding model and a pre-trained road segment encoding model, corresponding feature encoding is performed on the location-path pair dataset, so as to acquire location feature information and path feature information of a plurality of location-path pairs; and on the basis of the location feature information and the path feature information of the location-path pairs, multimodal training is performed to acquire a geographic traffic data processing model. Thus, in the present embodiments, a plurality of downstream tasks can be processed by means of a geographic traffic data processing model obtained by means of multimodal training, and location features and path features in geographic traffic data are subjected to unified representation by means of a location encoding model, a road segment encoding model and the geographic traffic data processing model, thereby enhancing the effect and performance of the plurality of downstream tasks and also improving the resource utilization rate.

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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: 本申请实施例公开了一种地理交通数据处理方法、装置和电子设备。其中, 本申请实施例通过获取包括多对具有对应关系的位置信息和路径信息的位置路径对数据集, 并根据预先训练的位置编码模型和路段编码模型对位置路径对数据集进行对应的特征编码, 获取多个位置路径对的位置特征信息和路径特征信息, 根据各所述位置路径对的位置特征信息和路径特征信息进行多模态训练, 获取地理交通数据处理模型。由此, 本实施例可以通过多模态训练地理交通数据处理模型实现多下游任务的处理, 通过位置编码模型、路段编码模型和地理交通数据处理模型将地理交通数据中的位置特征和路径特征进行统一表达, 提高了多个下游任务的效果和性能, 同时提高了资源利用率。