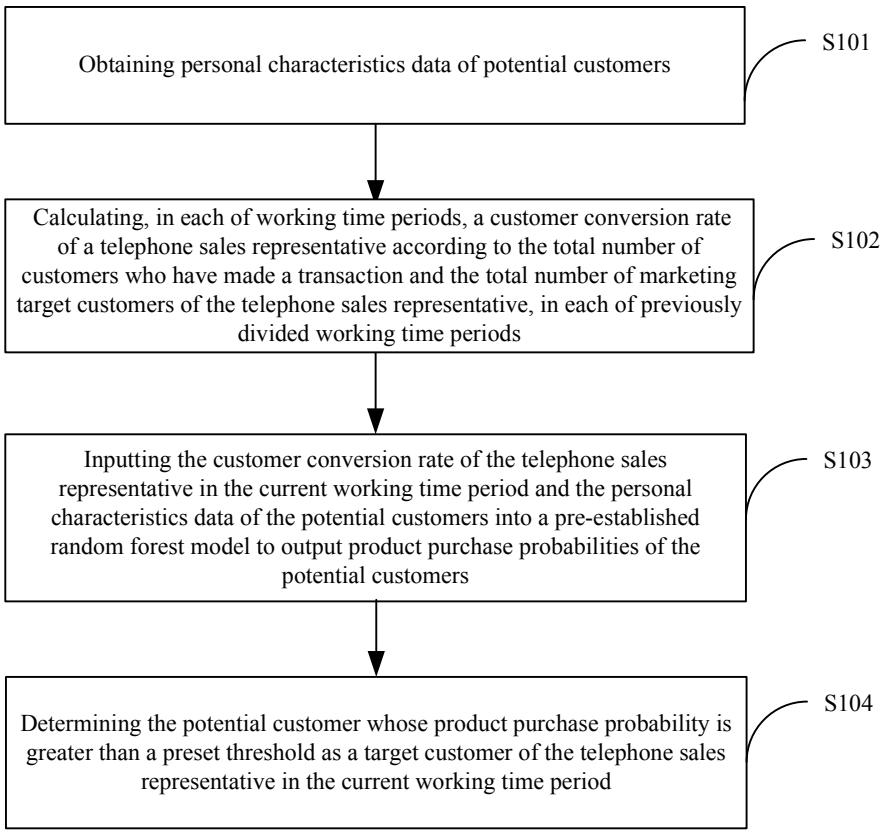

Obtaining personal characteristics data of potential customers
S101
Calculating, in each of working time periods, a customer conversion rate of a telephone sales representative according to the total number of customers who have made a transaction and the total number of marketing target customers of the telephone sales representative, in each of previously divided working time periods
S102
Inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristics data of the potential customers into a pre-established random forest model to output product purchase probabilities of the potential customers
S103
Determining the potential customer whose product purchase probability is greater than a preset threshold as a target customer of the telephone sales representative in the current working time period
S104

FIG. 1

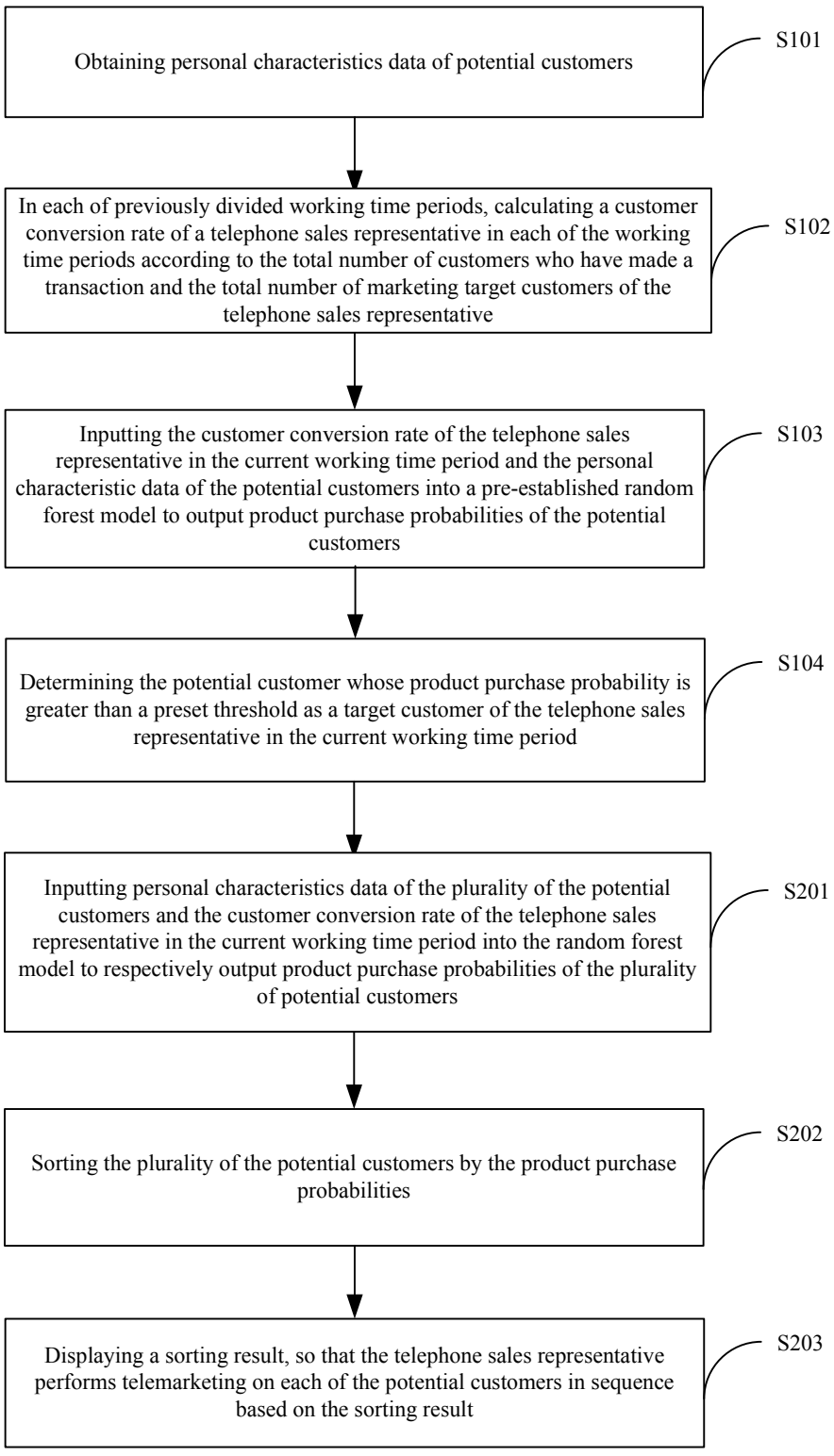

Obtaining personal characteristics data of potential customers
S101
In each of previously divided working time periods, calculating a customer conversion rate of a telephone sales representative in each of the working time periods according to the total number of customers who have made a transaction and the total number of marketing target customers of the telephone sales representative
S102
Inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristic data of the potential customers into a pre-established random forest model to output product purchase probabilities of the potential customers
S103
Determining the potential customer whose product purchase probability is greater than a preset threshold as a target customer of the telephone sales representative in the current working time period
S104
Inputting personal characteristics data of the plurality of the potential customers and the customer conversion rate of the telephone sales representative in the current working time period into the random forest model to respectively output product purchase probabilities of the plurality of potential customers
S201
Sorting the plurality of the potential customers by the product purchase probabilities
S202
Displaying a sorting result, so that the telephone sales representative performs telemarketing on each of the potential customers in sequence based on the sorting result
S203

FIG. 2

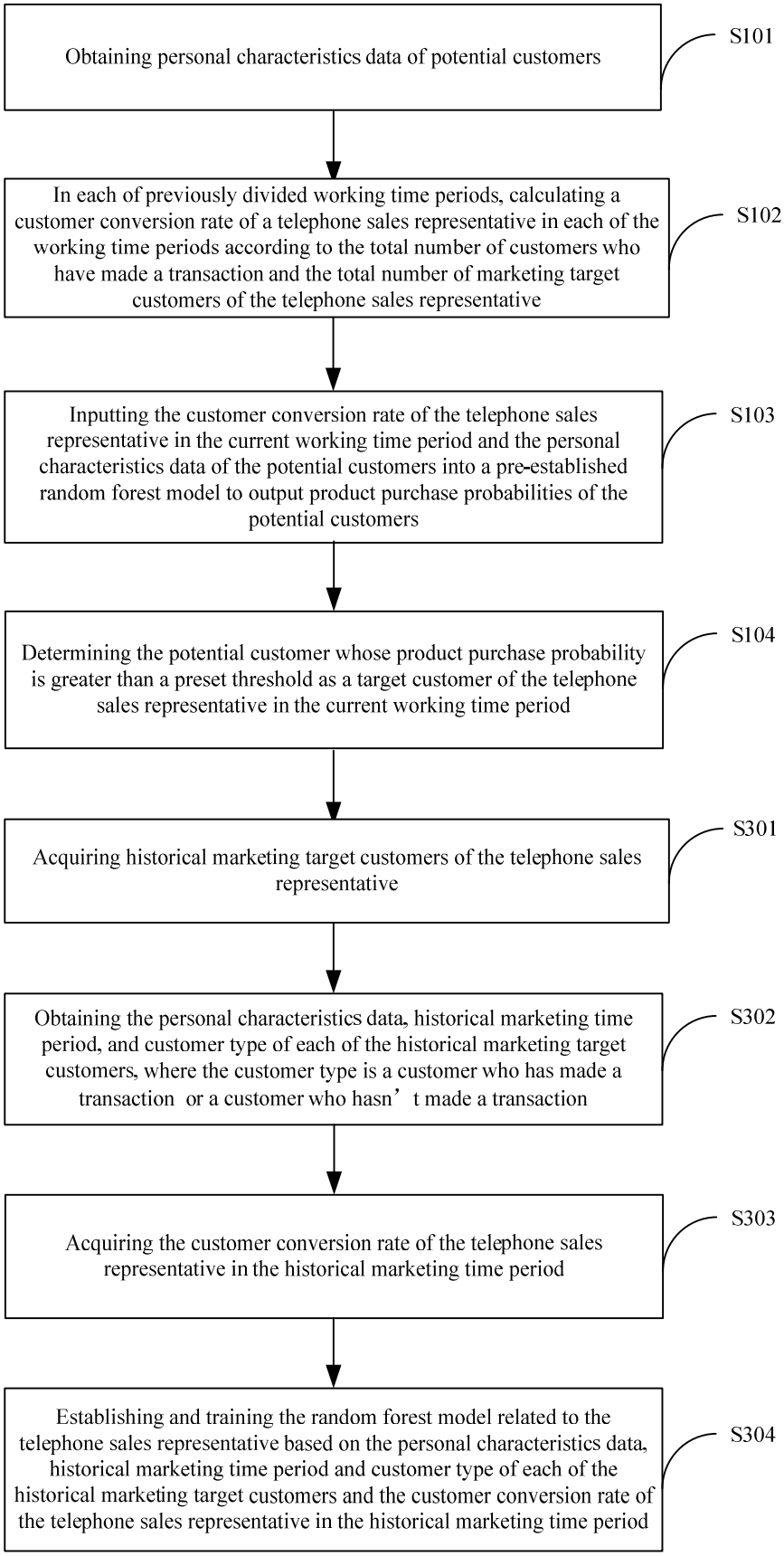

Obtaining personal characteristics data of potential customers
S101
In each of previously divided working time periods, calculating a customer conversion rate of a telephone sales representative in each of the working time periods according to the total number of customers who have made a transaction and the total number of marketing target customers of the telephone sales representative
S102
Inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristics data of the potential customers into a pre-established random forest model to output product purchase probabilities of the potential customers
S103
Determining the potential customer whose product purchase probability is greater than a preset threshold as a target customer of the telephone sales representative in the current working time period
S104
Acquiring historical marketing target customers of the telephone sales representative
S301
Obtaining the personal characteristics data, historical marketing time period, and customer type of each of the historical marketing target customers, where the customer type is a customer who has made a transaction or a customer who hasn't made a transaction
S302
Acquiring the customer conversion rate of the telephone sales representative in the historical marketing time period
S303
Establishing and training the random forest model related to the telephone sales representative based on the personal characteristics data, historical marketing time period and customer type of each of the historical marketing target customers and the customer conversion rate of the telephone sales representative in the historical marketing time period
S304

FIG. 3

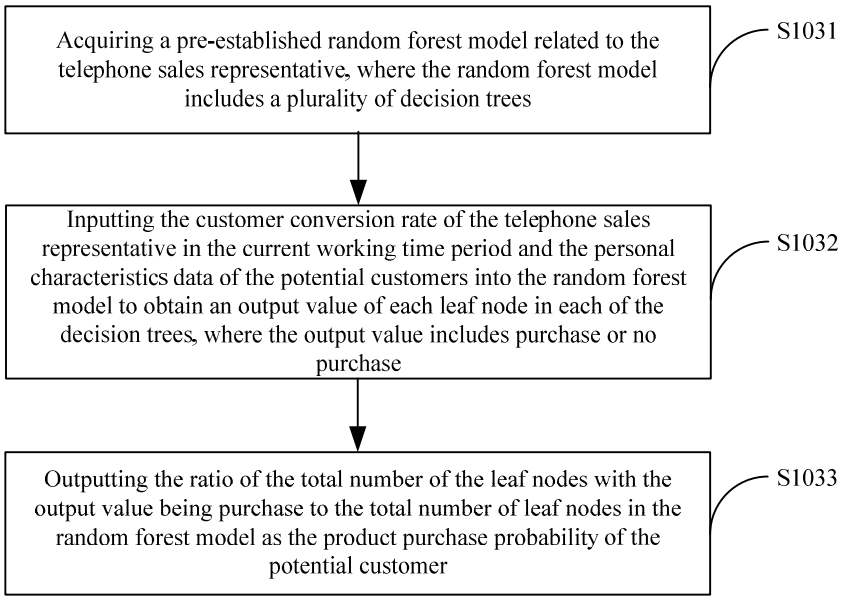

Acquiring a pre-established random forest model related to the telephone sales representative, where the random forest model includes a plurality of decision trees
S1031
Inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristics data of the potential customers into the random forest model to obtain an output value of each leaf node in each of the decision trees, where the output value includes purchase or no purchase
S1032
Outputting the ratio of the total number of the leaf nodes with the output value being purchase to the total number of leaf nodes in the random forest model as the product purchase probability of the potential customer
S1033

FIG. 4

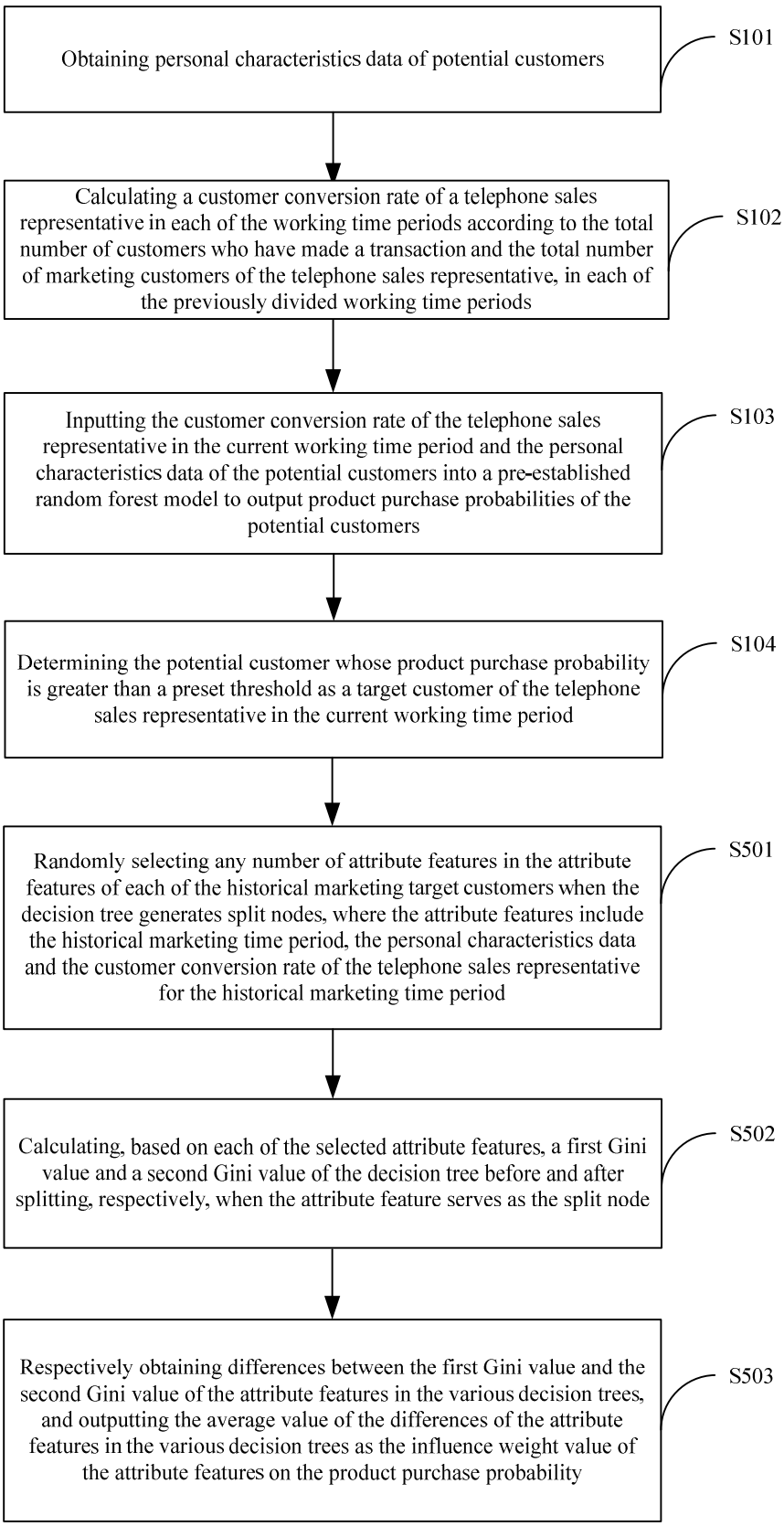

Obtaining personal characteristics data of potential customers
S101
Calculating a customer conversion rate of a telephone sales representative in each of the working time periods according to the total number of customers who have made a transaction and the total number of marketing customers of the telephone sales representative, in each of the previously divided working time periods
S102
Inputting the customer conversion rate of the telephone sales representative in the current working time period and the personal characteristics data of the potential customers into a pre-established random forest model to output product purchase probabilities of the potential customers
S103
Determining the potential customer whose product purchase probability is greater than a preset threshold as a target customer of the telephone sales representative in the current working time period
S104
Randomly selecting any number of attribute features in the attribute features of each of the historical marketing target customers when the decision tree generates split nodes, where the attribute features include the historical marketing time period, the personal characteristics data and the customer conversion rate of the telephone sales representative for the historical marketing time period
S501
Calculating, based on each of the selected attribute features, a first Gini value and a second Gini value of the decision tree before and after splitting, respectively, when the attribute feature serves as the split node
S502
Respectively obtaining differences between the first Gini value and the second Gini value of the attribute features in the various decision trees, and outputting the average value of the differences of the attribute features in the various decision trees as the influence weight value of the attribute features on the product purchase probability
S503

FIG. 5

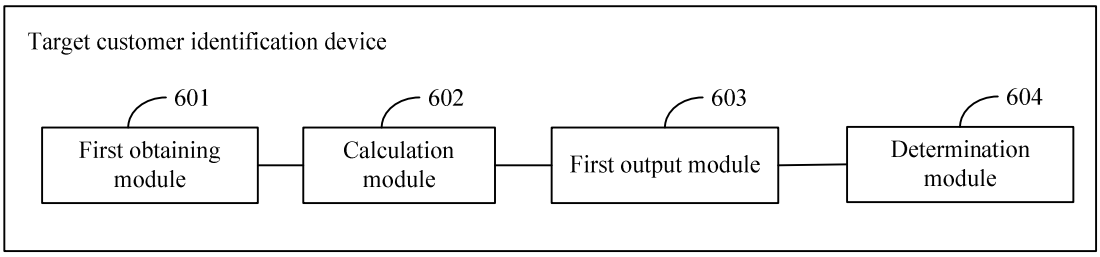


FIG. 6

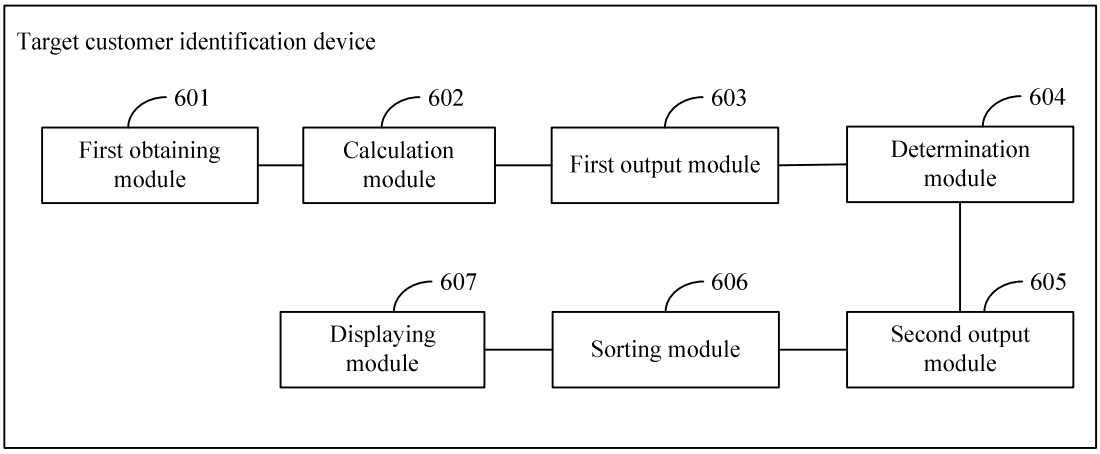


FIG. 7

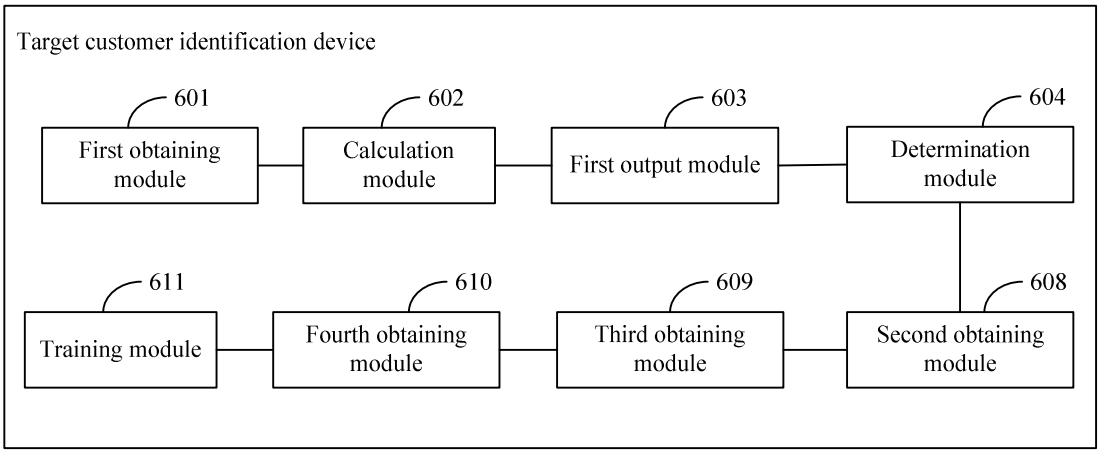


FIG. 8

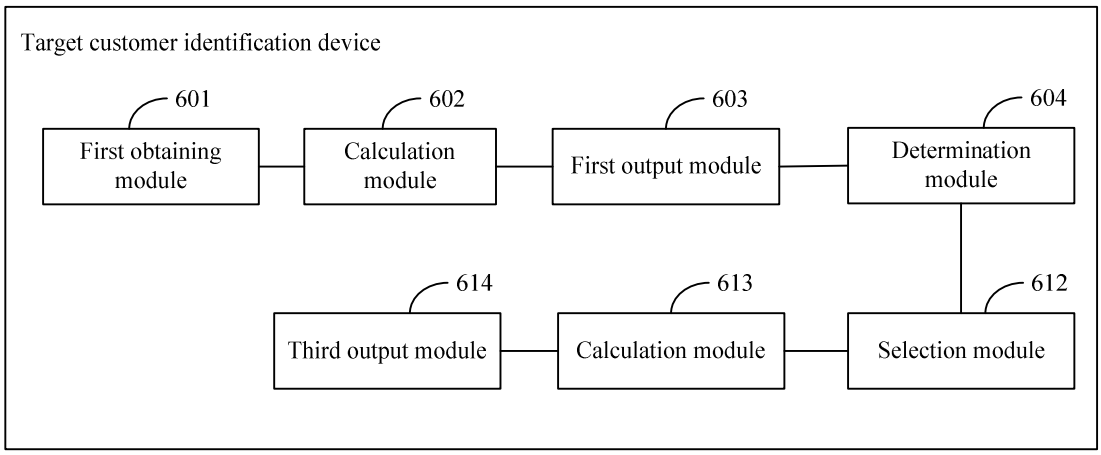

Target customer identification device
601
First obtaining module
602
Calculation module
603
First output module
604
Determination module
614
Third output module
613
Calculation module
612
Selection module

FIG. 9

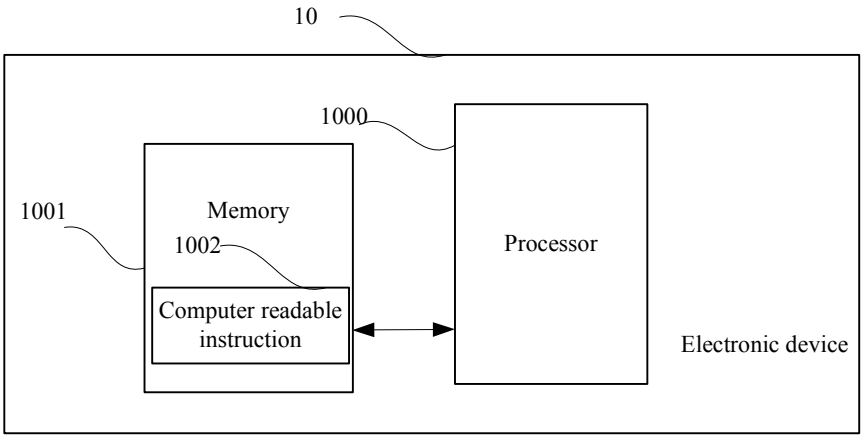

10
1000
Processor
1001
Memory
1002
Computer readable instruction
Electronic device

FIG. 10