ABSTRACT

The present disclosure discloses a router address type identification method and apparatus. The method includes: obtaining network interaction data collected by a server, where the network interaction data includes user MAC address data and router MAC address data; determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data; counting, based on the relationship, an access parameter obtained after a user MAC address accesses a router within a predetermined period; and identifying a router MAC address type based on a comparison between a counting result and a predetermined threshold. The present disclosure resolves technical problems of deficient data, low data coverage, a relatively high difficulty in distinguishing a business from a residential, etc. in a router MAC address type identification scheme in a related technology in which a MAC address type identification scheme has deficient data, low data coverage, and a relatively high difficulty in distinguishing a business from a residential.