

METHOD AND APPARATUS FOR MINING USER INTENTION BASED ON USER TRANSACTION DATA

ABSTRACT

Embodiments of this specification provide a method and an apparatus for mining
5 a user intention based on user transaction data. The method includes: obtaining a pre-constructed time-sequence transaction graph, where the time-sequence transaction graph is constructed based on user transaction data of each user, the time-sequence transaction graph includes a node and a connection edge, a single node corresponds to a single fund container of a single user, and each connection edge corresponds to one
10 transaction; obtaining a user intention sub-graph corresponding to a specific user intention, where the user intention sub-graph has a specified target graph structure, and each node in the target graph structure has a specified fund container type; matching the user intention sub-graph with the time-sequence transaction graph to obtain a first transaction sub-graph included in the time-sequence transaction graph, where the first
15 transaction sub-graph has the target graph structure; and determining, based on the specific user intention, a user intention of a target user to whom the first transaction sub-graph relates. Requirements for efficiency and accuracy can be satisfied.

FIG. 5

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