USER MAINTENANCE SYSTEM AND METHOD

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims priority of Chinese Application No. 201410747783.X filed on December 9, 2014, Chinese Application No. 201410748736.7 filed on December 9, 2014, Chinese Application No. 201510073140.6 filed on February 11, 2015, Chinese Application No. 201510075387.1 filed on February 12, 2015, Chinese Application No. 201510079224.0 filed on February 13, 2015, Chinese Application No. 201510209565.5 filed on April 28, 2015, and Chinese Application No. 201510373596.4 filed on June 30, 2015, the entire contents of each of which are hereby incorporated by reference.

TECHNICAL FIELD

[0002] This application relates generally to a system and method for maintaining a user, and in particular, to a system and method for maintaining a user by using mobile Internet technologies and data processing technologies.

BACKGROUND

[0003] With a rapid development of the city, transportation services are in high demand for people from different sectors of society. Meanwhile, with a rapid development of mobile Internet technology and smart devices, especially intelligent navigation systems and smart phones, taxi platforms have become more and more popular, which may bring great convenience for people to travel. More and more users may use taxi applications provided by different companies. Therefore, for each company, maintaining users is of great significance. It is important to seek an improved solution to maintain users and to enhance user experience to attract and maintain more users.

SUMMARY

[0004] In some examples of the present disclosure, a method for predicting an order value is provided. The method may include obtaining information, wherein the

information includes information of a historical order; determining an attribute feature of the historical order based on the information; and predicting a value of a target order based on the attribute feature of the historical order.

[0005] In some examples of the present disclosure, a system for predicting an order value is provide. The system may include a non-transitory computer-readable storage medium configured to store an executable module, comprising: a receiving module configured to receive information, wherein the information includes information of a historical order; a processing module configured to determine an attribute feature of the historical order and to predict a value of a target order; and a processor configured to execute the executable module stored in the non-transitory computer-readable storage medium.

[0005a] According to an aspect of the present disclosure, there is provided a method for predicting a value of a target order for a transport service. The method comprises: obtaining information of the target order, wherein the information of the target order comprises a starting location, a destination location, and time information; obtaining a plurality of historical orders based on the information of the target order; for each of the plurality of historical orders, obtaining feature information of the historical order, and determining a value of the historical order based on the feature information of the historical order that includes at least one correlation feature; and predicting the value of the target order based on a plurality of values of the plurality of historical orders.

[0005b] According to another aspect of the present disclosure, there is provided a system for predicting a value of a target order for a transport service. The system comprises: a non-transitory computer-readable storage medium configured to store an executable module, comprising: a receiving module configured to receive information of the target order, wherein the information of the target order comprises a starting location, a destination location, and time information; a processing module configured to: obtain a plurality of historical orders based on the information of the target order; for each of the plurality of historical orders, obtain feature information of the historical order, and determine a value of the historical order based on the feature

information of the historical order that includes at least one correlation feature, and predict the value of the target order based on a plurality of values of the plurality of historical orders; and a processor configured to execute the executable module stored in the non-transitory computer-readable storage medium.

[0006] In some embodiments, the attribute feature of the historical order may include at least one of a value of historical order (also referred to herein as a "historical order value")，an activity of order (also referred to herein as an "order activity" or an “order activity feature”), or a feature relating to an order (also referred to herein as an "order-related feature").

[0007] In some embodiments, the determining of the attribute feature of the historical order may include: obtaining a plurality of users submitting order requests for the historical order; obtaining the number of order requests submitted by each of the plurality of users within a predetermined time period; and determining the value of the historical order based on the number of order requests submitted by each of the plurality of users.

[0008] In some embodiments, the determining of the attribute feature of the historical order may include: determining an initial order value for each of a plurality of historical orders based on the order activity feature; determining a final order value for each of the plurality of historical orders based on the initial order value and the attribute feature; and determining the historical order value based on the final order value of each of the plurality of orders.

[0009] In some embodiments, the determining of the initial order value of each of

WHAT IS CLAIMED IS

1. A method for predicting a value of a target order for a transport service, comprising:

obtaining information of the target order, wherein the information of the target order comprises a starting location, a destination location, and time information;

obtaining a plurality of historical orders based on the information of the target order;

for each of the plurality of historical orders,

obtaining feature information of the historical order, and

determining a value of the historical order based on the feature information of the historical order that includes at least one correlation feature; and

predicting the value of the target order based on a plurality of values of the plurality of historical orders.

2. The method of claim 1, wherein the feature information of the historical order further comprises at least one of at least one activity feature, at least one attribute feature, or at least one order-related feature.

3. The method of claim 2, wherein determining the value of the historical order based on the feature information of the historical order comprises:

obtaining a plurality of users submitting order requests for the historical order;

obtaining the number of order requests submitted by each of the plurality of users within a predetermined time period; and

determining the value of the historical order based on the number of order requests submitted by each of the plurality of users.

4. The method of claim 2, wherein determining the value of the historical order based on the feature information of the historical order comprises:

determining an initial order value of the historical order based on the at least one activity feature of the historical order; and

determining a final order value of the historical order based on the initial order value and the at least one attribute feature of the historical order.

5. The method of claim 4, wherein determining the initial order value of the historical order comprises:

weighting the at least one activity feature of the historical order;

smoothing one or more activity features of the at least one activity feature of the historical order, wherein the one or more smoothed activity features are associated with a greater weight; and

determining the initial order value of the historical order based on the one or more smoothed activity features.

6. The method of claim 4, wherein determining the final order value of the historical order comprises:

weighting the at least one attribute feature of the historical order;

smoothing one or more attribute features of the at least one attribute feature of the historical order, wherein the one or more smoothed attribute features are associated with a greater weight; and

determining the final order value of the at least one historical order based on the initial order value and the one or more smoothed attribute features.

7. The method of claim 1, further comprising:

determining a sum value of the plurality of historical orders based on a quality factor and a consumption factor.

8. The method of claim 2, wherein the predicting the value of the target order comprising using a mapping model.

9. The method of claim 8, wherein the value of the target order is determined based on a weighted average value of the mileages of the plurality of historical orders and a weighted average value of the prices of the plurality of historical orders associated with the target order..

10. A system for predicting a value of a target order for a transport service, comprising:

a non-transitory computer-readable storage medium configured to store an executable module, comprising:

a receiving module configured to receive information of the target order, wherein the information of the target order comprises a starting location, a destination location, and time information;

a processing module configured to:

obtain a plurality of historical orders based on the information of the target order;

for each of the plurality of historical orders, obtain feature information of the historical order, and determine a value of the historical order based on the feature information of the historical order that includes at least one correlation feature, and

predict the value of the target order based on a plurality of values of the plurality of historical orders; and

a processor configured to execute the executable module stored in the non-transitory computer-readable storage medium.

11. The system of claim 10, wherein the feature information of the historical order comprises at least one of at least one activity feature, at least one attribute

feature, or at least one order-related feature.

12. The system of claim 11, wherein, to determine the value of the historical order based on the feature information of the historical order, the processing module is further directed to:

obtain a plurality of users submitting order requests for the historical order;

obtain the number of order requests submitted by each of the plurality of users within a predetermined time period; and

determine the value of the historical order based on the number of order requests submitted by each of the plurality of users.

13. The system of claim 11, wherein, to determine the value of the historical order based on the feature information of the historical order, the processing module is further directed to:

determine an initial order value of the historical order based on the at least one activity feature of the historical order; and;

determine a final order value of the historical order based on the initial order value and the at least one attribute feature of the historical order.

14. The system of claim 13, wherein, to determine the initial order value of the historical order, the processing module is further directed to:

weight the at least one activity feature of the historical order;

smooth one or more activity features of the at least one activity feature of the historical order, wherein the one or more smoothed activity features are associated with a greater weight; and

determine the initial order value of the historical order based on the one or more smoothed activity features.

15. The system of claim 13, wherein, to determine the final order value of the

historical order, the processing module is further directed to:

weight the at least one attribute feature of the historical order;

smooth one or more attribute features of the at least one attribute feature of the historical order, wherein the one or more smoothed attribute features are associated with a greater weight; and

determine the final order value of the at least one historical order based on the initial order value and the one or more smoothed attribute features.

16. The system of claim 10, wherein the processing module is further directed to:

determine a sum value of the plurality of historical orders based on a quality factor and a consumption factor.

17. The system of claim 11, wherein, to predict the value of the target order, the processing module is further directed to use a mapping model.

18. The system of claim 17, wherein the value of the target order is determined based on a weighted average value of the mileages of the plurality of historical orders and a weighted average value of the prices of the plurality of historical orders associated with the target order..