

CLAIMS

1. A method for determining a deployment need for a point of interest (POI), wherein the method comprises:

determining, by a server and based on acquired geographic location information of multiple users, multiple target users covered by an area to be inspected;

determining, by the server and for each of the multiple target users, a deployment need index of the target user for a POI having a preset function, wherein the deployment need index of the target user is determined according to a number of POIs having the preset function deployed within a set distance from the target user; and

determining, by the server, a total deployment need index corresponding to the area to be inspected, wherein the total deployment need index is determined according to the deployment need index of each of the target users.

2. The method of claim 1, wherein the area to be inspected is determined according to the following step:

dividing a target geographic area range into a plurality of grid areas of a same size, and taking each of the divided grid areas as an area to be inspected.

3. The method of claim 2, wherein after a total deployment need index corresponding to each grid area in the target geographic area range is determined, the method further comprises:

indicating the determined total deployment need index corresponding to each grid area to a POI server of a set service provider, such that the set service provider determines, based on the total deployment need index corresponding to each grid area, addresses for deploying POIs having the preset function in the target geographic area range.

4. The method of claim 1, wherein the step of determining a deployment need index of the target user for a POI having the preset function comprises:

determining, according to the number N of the POIs having the preset function deployed in the set range of distances from the target user, that the deployment need index of the target user for a POI having the preset function is $k_1/(N+k_2)$, wherein N is a positive integer, and k_1 and k_2 are positive real numbers.

5. The method of claim 1, wherein the step of determining, according to the deployment need index of each of the target users covered by the area to be inspected for a POI having the preset function, a total deployment need index corresponding to the area to be inspected comprises:

determining the sum of deployment need indexes of the target users covered by the area to be inspected for a POI having the preset function as the total deployment need index corresponding to the area to be inspected.

6. The method of any one of claims 1 to 5, wherein the step of determining target users covered by an area to be inspected comprises:

filtering out non-target users from the users covered by the area to be inspected, and taking the remaining users as the target users;

wherein the non-target users each satisfy one or more of the following conditions:

there is no need to use the preset function;

a POI having the preset function of the set service provider has already been deployed in the set range of distances from the non-target user; and

a POI having the preset function of a common service provider has already been deployed in the set range of distances from the non-target user, wherein the common service provider interacts with the user most frequently as compared with other service providers of the POI having the preset function.

7. The method of any one of claims 1 to 6, wherein a target user covered by an area to be inspected comprises a target user that frequently uses an address that is within the area to be inspected.

8. The method of any one of claims 1 to 7, wherein the acquired geographic location information of users comprises address information extracted from network interaction data of multiple users.

9. The method of claim 8, wherein address information extracted from network interaction data comprises address information extracted when a user uses the internet or delivery address information.

10. The method of claim 2 or 3, further comprising rendering a map including the target geographic area according to the total deployment need index corresponding to each grid area, wherein a grid area having a smaller total deployment need index is rendered in a lighter color and is more transparent than a grid area having a greater total deployment need index.

11. The method of claim 8, wherein determining the deployment need index of a target user according to a number of POIs having the preset function deployed within a set distance from the target user comprises determining a deployment need index of a target user according to the number of points of interest having a preset function deployed within a set distance from addresses specified by the address information.

12. An apparatus for determining a deployment need for a point of interest (POI), wherein the apparatus comprises multiple modules configured to perform the method of any one of claims 1 to 11.