CLAIMS

1. A method for presenting a recommended object, comprising:

presenting, in a first area of a page, object information and an order entry control for each of at least one recommended object in response to detecting that the page is presented, the at least one recommended object being determined to be selected from a set of objects for which a user has initiated a historical order based on a first data set, wherein the first data set comprises:

historical behavior data related to a plurality of objects, the historical behavior data indicating that a predetermined type of interaction behavior is performed on the plurality of objects, and/or

historical order data of a user group, the historical order data indicating a condition of the user group initiating orders for the objects in the set of objects; and

switching from the page to an object page corresponding to a recommended object in the at least one recommended object in response to detecting that the order entry control for the recommended object is triggered, wherein an entry to initiate an order request for the recommended object is provided in the object page.

2. The method of claim 1, further comprising determining the at least one recommended object by:

determining a first recommendation score corresponding to each object in the set of objects based on the historical behavior data, the first recommendation score indicating a probability of the user re-initiating an order for a corresponding object;

determining a second recommendation score corresponding to each object in the set of objects based on the historical order data, the second recommendation score indicating a probability of the user group re-initiating an order for the object; and

selecting the at least one recommended object from the set of objects based on the first recommendation score and the second recommendation score corresponding to each object in the set of objects.

3. The method of claim 2, wherein determining the first recommendation score corresponding to each object in the set of objects based on the historical behavior data comprises:

determining a predicted score corresponding to each of the plurality of objects based on the historical behavior data, each predicted score indicating a purchase probability of the user for a corresponding object;

determining at least one candidate object for the user from the plurality of objects based on the predicted score corresponding to each of the plurality of objects; and

determining a first recommendation score corresponding to each object in the set of objects based on a similarity between each object in the set of objects and the at least one candidate object.

4. The method of claim 2, wherein determining the second recommendation score corresponding to each object in the set of objects based on the historical order data comprises:

determining an estimated order initiation period and/or an estimated order initiation frequency of each object in the set of objects based on the historical order data; and

determining the second recommendation score corresponding to each object in the set of objects based

on the estimated order initiation period and/or the estimated order initiation frequency of each object in the set of objects.

5. The method of claim 1, wherein the at least one recommended object is further selected from the set of objects based on historical order data of each object in the set of objects, the historical order data indicating a number of historical orders, an initiation frequency, and/or a time at which a historical order is initiated, corresponding to each object.

6. The method of any of claims 1 to 5, wherein the object information corresponding to the at least one recommended object comprises at least one of:

attribute information of a corresponding object, or

information related to available virtual resources associated with the corresponding object.

7. The method of any of claims 1 to 6, wherein the page comprises a home page or a personal page of the user, and/or

wherein the object page comprises an order initiation page corresponding to the recommended object, the order initiation page providing a direct order initiation control for the recommended object.

8. The method of any of claims 1 to 7, wherein the first area comprises a detail entry associated with the at least one recommended object, the method further comprising:

switching from the page to an object detail page of the object in response to detecting a trigger of the detail entry for the recommended object.

9. The method of any of claims 1 to 8, further comprising determining the at least one recommended object by:

receiving a plurality of recommended objects to be presented in the first area; and

selecting, from the plurality of recommended objects, the at least one recommended object different from an object presented in a second area.

10. An apparatus for presenting a recommended object, comprising:

a query module configured to present, in a first area of a page, object information and an order entry control for each of at least one recommended object in response to detecting that the page is presented, the at least one recommended object being determined to be selected from a set of objects for which a user has initiated a historical order based on a first data set, wherein the first data set comprises:

historical behavior data related to a plurality of objects, the historical behavior data indicating that a predetermined type of interaction behavior is performed on the plurality of objects, and/or

historical order data of a user group, the historical order data indicating a condition of the user group initiating orders for the objects in the set of objects; and

an object page switching module configured to switch from the page to an object page corresponding to

a recommended object in the at least one recommended object in response to detecting that the order entry control for the recommended object is triggered, wherein an entry to initiate an order request for the recommended object is provided in the object page.

11. An electronic device, comprising:

at least one processor; and

at least one memory, the at least one memory being coupled to the at least one processor and storing instructions executable by the at least one processor, the instructions, when executed by the at least one processor, causing the electronic device to perform the method of any of claims 1 to 9.

12. A computer-readable storage medium having stored thereon computer-executable instructions executable by a processor to implement the method of any of claims 1 to 9.

13. A computer program product tangibly stored in a computer storage medium and comprising computer-executable instructions, the computer-executable instructions, when executed by a device, causing the device to perform the method of any of claims 1 to 9.