

ABSTRACT

The present disclosure is related to systems and methods for determining an optimal strategy. The method includes classify one or more users into a first user group and a second user group using an optimization model, wherein the first user group and the second user group correspond to two strategies, respectively. The method also includes obtain behavior data from terminals of the one or more users in the first user group and the second user group. The method further includes determine a first value of a parameter regarding the first user group and a second value of the parameter regarding the second user group using the optimization model. The method further includes determine a strategy based on the first value and the second value.

(FIG. 6)