

CLAIMS

1. A region arrangement method, comprising:

respectively acquiring association degree data between a first region and each of a plurality of second regions, wherein the first region and the plurality of second regions

5 are located in a first site;

obtaining a region arrangement analysis result by analyzing, according to the association degree data, arrangement between the first region and the plurality of second regions in the first site; and

10 based on the region arrangement analysis result, performing region arrangement on a second site or outputting region arrangement information of the second site.

2. The method according to claim 1, wherein respectively acquiring association degree data between the first region and each of the plurality of second regions comprises:

15 acquiring a plurality of video images of the first site within a predetermined time range;

performing pedestrian identification processing on the plurality of video images to obtain, based on the identification result, a customer counting result for each of the first region and the plurality of second regions; and

20 determining, based on customer counting results, association degree data between the first region and each of the plurality of second regions, respectively.

3. The method according to claim 2, wherein the region arrangement analysis result comprises ranking of the association degree data.

4. The method according to claim 3, wherein performing region arrangement on the second site based on the region arrangement analysis result comprises:

arranging at least part of the plurality of second regions on two sides of the first region according to the ranking of the association degree data and a position of the first region in the second site.

5 5. The method according to claim 4, wherein for each of the at least part of the plurality of second regions, a distance between the second region after arrangement and the first region is positively correlated with an association degree between the second region and the first region.

10 6. The method according to any one of claims 1 to 5, wherein in a case that the first site and the second site are of a same type, the first region comprises an entrance and exit region, and the plurality of second regions comprise store regions.

7. The method according to any one of claims 1 to 5, wherein in a case that the first site and the second site are of different types, the first region comprises an entrance and exit region, and the plurality of second regions comprise store regions, or the first region and the plurality of second regions comprise store regions.

15 8. The method according to any one of claims 1 to 7, wherein after performing region arrangement on the second site, the method further comprises:

acquiring association degree data between two adjacent regions after arrangement;
and

20 determining an arrangement position of a temporary booth according to types of the two adjacent regions and association degree data between the two adjacent regions.

9. The method according to any one of claims 1 to 8, wherein in a case that the first site and the second site are of the same type, the first site comprises a plurality of first regions, and the plurality of first regions comprise entrance and exit regions,

for each of the plurality of first regions, the region arrangement analysis result comprises a sum of association degree data between the first region and each of the plurality of second regions.

10. The method according to claim 9, wherein performing region arrangement on
5 the second site based on the region arrangement analysis result comprises:

according to ranking of sums of association degree data, determining to open at least part of entrances and exits in the plurality of first regions, and close entrances and exits other than the at least part of entrances and exits in the plurality of first regions.

11. The method according to claim 10, wherein the sum of the association degree
10 data for the first region corresponding to an opened entrance and exit is greater than or equal to the sum of the association degree data for the first region corresponding to a closed entrance and exit.

12. The method according to any one of claims 1 to 11, wherein the region
arrangement analysis result comprises target association degree data in which
15 association degree data is greater than a predetermined threshold.

13. The method according to claim 12, further comprising:

placing at least part of commodities sold in the second region corresponding to the target association degree data in the first region for sale.

14. The method according to claim 12 or 13, further comprising:

20 placing a commodity with the same type as the at least part of the commodities sold in the second region corresponding to the target association degree data in the first region for sale.

15. The method according to any one of claims 12 to 14, further comprising:

pushing promotion data of the second region corresponding to the target association degree data through a promotion device deployed in the first region.

16. A region arrangement apparatus, comprising:

5 an acquisition module configured to respectively acquire association degree data between a first region and each of a plurality of second regions, wherein the first region and the plurality of second regions are located in a first site;

an analyzing module configured to obtain a region arrangement analysis result by analyzing, according to the association degree data, arrangement between the first region and the plurality of second regions in the first site; and

10 an arrangement module configured to: perform region arrangement on a second site based on the region arrangement analysis result or output region arrangement information of the second site based on the region arrangement analysis result.

17. The apparatus according to claim 16, wherein the acquisition module is configured to:

15 acquire a plurality of video images of the first site within a predetermined time range;

perform pedestrian identification processing on the plurality of video images to obtain, based on the identification result, a customer counting result for each of the first region and the plurality of second regions; and

20 determine, based on customer counting results, association degree data between the first region and each of the plurality of second regions, respectively.

18. A region arrangement apparatus, comprising: a memory, a processor, and a computer program stored on the memory and executable on the processor;

wherein when the computer program is executed by the processor, the region arrangement method according to any one of claims 1-15 is implemented.

19. A computer storage medium storing a computer program, when the computer program is executed by a processor, the processor is caused to perform the region
5 arrangement method according to any one of claims 1-15.

20. A computer program, wherein the computer program causes a computer to perform the region arrangement method according to any one of claims 1-15.