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(54) Title (EN): DATA PROCESSING METHOD AND APPARATUS BASED ON ELECTRONIC COMMERCE

(54) Title (FR): PROCÉDÉ ET APPAREIL DE TRAITEMENT DE DONNÉES BASÉS SUR LE COMMERCE ÉLECTRONIQUE

(54) Title (ZH): 基于电子商务的数据处理方法与装置

(57) Abstract:

(EN): The present invention provides a data processing method and apparatus based on electronic commerce. The data processing method comprises: obtaining data, which comprises a user search log and logistics information; obtaining rankings in descending order of region-based keyword weight values according to the data; obtaining characteristic values of a keyword in multiple regions according to the rankings in descending order of region-based keyword weight values; and marking a hot region corresponding to the keyword according to the characteristic values. The data processing method based on electronic commerce provided by the present invention is able to mine regional characteristics of keywords.

(FR): La présente invention concerne un appareil et un procédé de traitement de données basés sur le commerce électronique. Le procédé de traitement de données consiste : à obtenir des données, qui comprennent un journal de recherche d'utilisateur et

des informations de logistique ; à obtenir des classements dans l'ordre décroissant de valeurs de poids de mot-clé basées sur une région selon les données ; à obtenir des valeurs caractéristiques d'un mot-clé dans de multiples régions selon les classements dans l'ordre décroissant de valeurs de poids de mots-clés basées sur des régions ; et à marquer une région chaude correspondant au mot-clé selon les valeurs caractéristiques. Le procédé de traitement de données basé sur le commerce électronique selon la présente invention est susceptible d'extraire des caractéristiques régionales de mots-clés.

(ZH): 本公开提供一种基于电子商务的数据处理方法与装置。数据处理方法包括:获取数据,所述数据包括用户搜索日志和物流信息;根据所述数据获取基于地域的关键词权重值降序排名;根据所述基于地域的关键词权重值降序排名获取关键词在各地域的特征值;根据所述特征值标注关键词对应的热点地域。本公开提供的基于电子商务的数据处理方法能够挖掘出关键词的地域特征。

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