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[54] A.I. MOVING BAR 客制化商業智能滾動欄

[57] The present utility model composes of company server, data collection module, browsing information module and analysis module. The present utility model provides a moving bar for the client to easily seen what they are interested and information that they need. This utility model allows the user with the information provided to their preference without using their time to build up and gathered information.

本發明公開了一種客制化智能滾動欄系統，包括客戶端：提供滾動欄系統運行服務的載體；數據採集模塊，對頁面點擊數、頁面停留時間及頁面引用次數進行數據採集；數據分析處理模塊，對數據採集模塊採集的數據進行分析，並結合市場交易額以及各類技術指標進行加權計算；數據生成模塊，將數據分析處理模塊處理之後的數據生成指定數目推薦項於滾動欄中顯示；滾動欄模塊，將數據生成模塊生成的數據通過客戶端呈現出來供用戶查看。採用本方案，能夠節省主頁空間的界面模塊，根據用戶訪問歷史偏好推薦用戶潛在偏好投資選項。