Construction of Intelligent Evaluation Model for Electric Power Marketing Inspection Status Based on Cloud Measurement

Yanli Zhang[1](✉), Xinlei Zhang[1], Lisai Wang[1], Renkai Niu[1], Wei Guo[1], and Chuangji Zhang[2]

[1] Metering Center of Jibei Power Grid Co., Ltd., Beijing 100045, China
waterlily0813@sina.com

[2] Guangzhou Huali Science and Technology Vocational College, Guangzhou 511325, China

Abstract. The reform of electricity market and the acceleration of the construction of smart grid impel electric power enterprises to change the traditional marketing mode, realize the low loss conversion between complex information, and reduce the loss in the process of information cognition. An intelligent evaluation model of electric power marketing inspection status based on cloud measurement is proposed. Based on the overview of cloud measure, this paper analyzes the audit risk of electric power marketing, determines the index weight of electric power marketing audit state by constructing the evaluation index system of electric power marketing audit state, and realizes the intelligent evaluation of electric power marketing audit state by constructing the early warning model of electric power marketing audit state. The results of the example show that the model in this paper has certain feasibility and practicability in evaluating the electric power marketing inspection status. Through the cloud measurement analysis based on the cloud center of gravity, the objective expression of the electric power marketing status evaluation and early warning conclusion is obtained, which provides a new idea for the electric power marketing management decision-making.

Keywords: Cloud Measure · Power Marketing · Audit Status · Evaluation Model · Risk Analysis

1 Introduction

With the deepening of power system reform, power marketing has changed from production-oriented to consumer-oriented, and the service mode of power enterprises is bound to change accordingly [1]. Power supply enterprises are basic and public welfare enterprises involving the national economy and people's livelihood. Under the new situation, with the deepening of power enterprise reform, power supply enterprises should not only improve the quality of power products, but also provide high-quality, universal and differentiated services. Service is the basic attribute of power supply enterprises, and providing quality services to customers is the key to their current and future development. The natural monopoly background of power supply enterprises and the "seller's

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market" in which the power market is in short supply for a long time make power supply enterprises form a style of not paying attention to users' needs, which leads to the existence of production-oriented power marketing concept in enterprises [2]. In the future competitive power market environment, in order to achieve rapid development and establish a good corporate image, we must improve the service level. Therefore, under this background, the marketing business of power supply enterprises shoulders the heavy responsibility related to the future development of enterprises. Perfecting business processes, improving service quality and strengthening risk management are the future development directions of power marketing.

Li Dongsheng et al. [3] proposed an offensive and defensive CNN network intrusion detection model to address the network security problem after the increase of network traffic at the power marketing terminal under the mobile Internet. Aiming at the problem that traditional intrusion detection models only have a single classifier, which leads to low accuracy, the concept of base classifier is proposed. In order to find the optimal weight of each base classifier, a mathematical model of Stackelberg game is established, and genetic algorithm is used to find the optimal solution in the model. In the experimental simulation, the NSL-KDD dataset is used to verify the effectiveness of the model. Zheng Qian et al. [4] put forward a comprehensive evaluation method of comprehensive AHP Entropy and fuzzy comprehensive evaluation method to solve the problem of low efficiency of investment analysis of power grid marketing service outlets, which is limited to subjective experience or only to objective data evaluation. Aiming at the comprehensive evaluation goal of the rationality of investment in power grid marketing service outlets, they designed a complete set of evaluation index system, and used the method of combining subjective and objective AHP Entropy to calculate the index weight, A set of multi-objective fuzzy mathematical model suitable for evaluating the investment rationality of power grid marketing service outlets is established. This model can provide effective support for the evaluation of the investment rationality of marketing service outlets, and can provide effective auxiliary support for the merger and withdrawal of marketing service outlets. Wang P et al. [5] to solve these problems, according to the control accuracy of UAV, the point cloud data in flight space is segmented by using ArcGIS software and grid method. By extracting the grid coordinate information and mapping it into the three-dimensional matrix, the model can be built accurately. Taking the minimum energy consumption as the objective function, a path planning model based on UAV performance and natural wind constraints is established. The improved ant colony algorithm and A algorithm are used to design the algorithm to obtain faster solutions. In other words, the improved ant colony algorithm is used to quickly find a near optimal trajectory covering all viewpoints with the minimum energy consumption. The improved A algorithm will be used for local planning of adjacent orbits passing through obstacles. Under the designed simulation environment, the simulation results show that the improved algorithm can save 62.88% energy compared with manual shooting of aerial transmission line UAV inspection images under the condition of ensuring the same components. In addition, it can save 9.33% energy compared with the shortest track. In addition, ACO-A * algorithm saves 96.6% time compared with A * algorithm.

In today's booming market economy society, the competition among enterprises is becoming more and more fierce, and no enterprise can always sit idly by and ignore the development of the market and the changes in the competitive environment. Marketing is very important for every modern enterprise. Without good marketing work, it is very difficult for enterprises to improve market share, sales growth rate and sustainable development ability. Although most enterprises realize the importance of marketing and vigorously carry out marketing work, few enterprises identify and manage the risks in marketing work accordingly, thus making enterprises face great risks. The power marketing work of power supply enterprises is very different from other enterprises. Because of the particularity of the industry, its operation and development are related to the good economic operation of the country and the security and stability of the society. Therefore, the quality of its marketing work and the response to marketing risks have extraordinary economic, social and political significance. Based on the above research background, this paper applies cloud measurement to the construction of intelligent evaluation model of power marketing inspection status, so as to adapt to China's power grid construction and power system reform. The innovation of the research content is to put forward an overview of cloud measurement, which reveals the dynamic development law of electric power marketing audit state. Based on this law, the state evaluation and early warning analysis of all factors with non-zero aggregation degree can be realized, which provides a convenient means for internal marketing management and peer benchmarking of electric power enterprises and has certain practical value.

2 Design of Intelligent Evaluation Model for Electric Power Marketing Inspection Status

2.1 Overview of Cloud Measurement

First of all, suppose that x is a random production of the finalized concept D on the quantitative universe V represented by an accurate numerical value, then the certainty of x for D is $v(x) \in [0, 1]$, where the distribution of x on V is the cloud model, and the separate x is the cloud entropy. Cloud uses expected Ex, entropy En and super entropy He as characteristics to quantitatively characterize qualitative concepts, in which expected Ex is the domain value relative to cloud gravity center Z; Entropy En is composed and determined by the fuzziness and randomness of concepts, which can reflect the number field range accepted by qualitative concepts in the universe; Hyperentropy He is the uncertainty measure of entropy En.

According to the theory, there are many forms of cloud models, among which the most representative is the normal cloud form established on the basis of normal distribution. This form has very good practicability in terms of natural and social phenomena [6]. On this basis, this paper mainly studies the normal cloud model. Figure 1 shows a quantitative example of the qualitative concept of normal cloud.

2.2 Analyze the Risk of Electric Power Marketing Inspection

Power marketing means that in the changing power market, focusing on the requirements of power customers, through the relationship between power supply and consumption, power users can use safe, reliable, qualified and economic power commodities, get

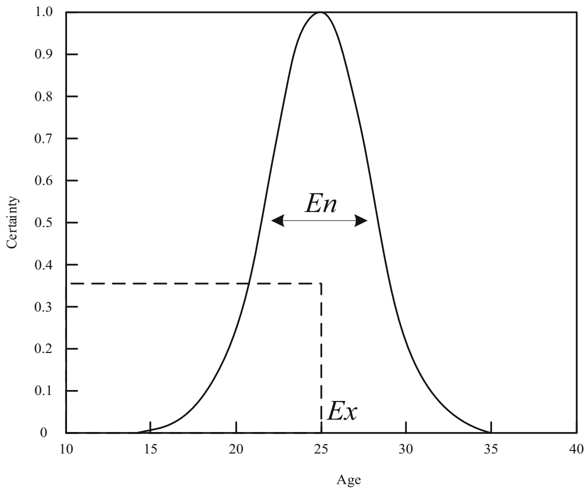

Fig. 1. Quantification of qualitative concepts by normal clouds

thoughtful and satisfactory services, and return as much profit as possible to meet the needs of enterprise survival and development. Among them, the changing power market, the contradiction between power supply and demand, the process of establishing the relationship between power supply and consumption, the quality of power commodities, the link of verification and collection [7, 8], and the level of service will all bring certain risks to power marketing. Therefore, it is necessary to conduct in-depth and detailed analysis of power marketing risks.

The marketing management of power supply enterprises is sorted out and analyzed by using the analytic hierarchy process, and the evaluation index system of electric power marketing inspection status is established as shown in Table 1.

2.3 Determine the Weight of Power Marketing Inspection Status Evaluation Index

According to the established evaluation index system of electric power marketing inspection status, the probability quantitative method of electric power marketing inspection status is proposed, and the system is processed to obtain the importance of each node of electric power marketing inspection status [9]. Through the importance value obtained, the weight of the power marketing inspection status is calculated. The specific operations are as follows:

According to the evaluation index system of electric power marketing inspection status, the weight information of electric power marketing inspection status is obtained:

$$p_n = u_1 \times V_{os} + u_2 \times V_{sor} + u_3 \times V_{vul} \tag{1}$$

In Formula (1), u_1, u_2 and u_3 respectively represent the weight vector of power marketing inspection status, and V_{os}, V_{sor} and V_{vul} respectively represent the inspection status of power marketing under different importance.

Table 1. Evaluation Index System of Power Marketing Inspection Status

Target layer	Main criteria layer	Subcriteria layer	Factor layer
Power marketing inspection status evaluation	Competitive power	Market share A11	Market share A111
			Market share change A112
			Price competitiveness A113
			Competitive concentration A114
			Industry entry difficulty A115
			Market demand intensity A116
		Sales A12	Cost performance ratio of alternative energy A121
			Growth rate of electricity sales A122
			Growth rate of electricity sales revenue A123
			Sales profit margin A124
			Average price compliance rate A125
			Electricity selling expense rate A126
			Charge recovery rate A127
			Growth rate of green energy sales A128
			Growth rate of green energy sales revenue A129
			Average green energy price compliance rate A1210
			Proportion of green energy in total electricity sales A1211
		Product quality A13	Line loss compliance rate A131
			Frequency qualification rate A132
			Voltage qualification rate A133

According to the calculation result of the above formula, the predicted value of the importance of the electric power marketing inspection status is:

$$r_{i,j} = b_n(i, d) \times b_n(d, l) \ldots b_n(k, j) \tag{2}$$

$$g(i, d), g(d, l), \ldots, g(k, j) = g_{\min}(i, j) \tag{3}$$

wherein, b_n is described as the predictive value of the importance of the electric power marketing inspection status, and the calculated value of the importance of the electric power marketing inspection status is obtained by using formula (4):

$$u_{i,j} = \begin{cases} p_i \times k \times r_{i,j}, i \neq j \\ p_i \times k, i = j \end{cases} \tag{4}$$

According to the above calculation results, the importance information value of the electric power marketing inspection status is obtained, and the corresponding results are obtained by weighting according to the relevant indexes. By comparing the influence of the importance on the electric power marketing inspection status, the equation for predicting the electric power marketing inspection status is judged:

$$e_j = \sum_{i=g}^{m} u_{i,j} \tag{5}$$

On the basis of formula (5), the following formula is used to calculate the inspection status of power marketing, namely:

$$S_{aj} = r_j \times a_j \tag{6}$$

In the formula, r_j is described as the physical data in power marketing, and the actual status of the inspection in power marketing is calculated:

$$T = \{t_1, t_2, \ldots t_n\} \tag{7}$$

Through calculation, the inspection status of each power marketing stage can be obtained:

$$Q_{EYI} = \left(q_{eyi,1}, q_{eyi,2}, \ldots, q_{eyi,3}\right) \tag{8}$$

After obtaining the inspection status of electric power marketing, the importance of the inspection status can be calculated:

$$p_n = u_1 \times V_{os} + u_2 \times V_{SoT} + u_3 \times V_{CON} \tag{9}$$

In Formula (9), V_{os}, V_{SoT} and V_{CON} respectively represent the correlation between the power marketing inspection states.

According to the calculation result of formula (9), the weight of power marketing inspection status is obtained:

$$\omega = lb\left(\frac{u_1 \times 2^c + u_2 \times 2^i + u_3 \times 2^a}{3}\right) \tag{10}$$

In Formula (10), c represents the level of electric power marketing inspection status, i represents the integrity of electric power marketing inspection status, and ω and $W = (u_1, u_2, u_3)$ describe the weight of electric power marketing inspection status in different situations.

Using the result of formula (10), the power marketing inspection status weight is calculated.

According to the established evaluation index system of electric power marketing inspection status, the weight information of electric power marketing inspection status is obtained, and the importance of electric power marketing inspection status is predicted. By calculating the actual inspection status of electric power marketing, the importance of the inspection status is calculated, and the weight of the evaluation index of electric power marketing inspection status is determined.

2.4 Building the Early Warning Model of Electric Power Marketing Inspection State Evaluation

In this paper, the electric power marketing status is first graded, and then seven different electric power marketing statuses are obtained, which are extremely poor, poor, poor, good, better, excellent, and excellent. Considering the convenience, this is corresponding to 1 to 7 figures. On the basis of the evaluation set of the cloud model, the evaluation factors of the electric power marketing state are unified, so that the duality of the random and fuzzy factors is unified as a whole. In this way, the soft differentiation of different levels is realized, and on this basis, the actual distribution of data can be met.

Under the 1–7 electric power marketing state system, the mathematical statistical analysis method will be used to divide the factors of each grade, among them, mathematical statistics analysis is a branch of mathematics. Based on probability theory, statistical methods are used to analyze the data and study and derive its conceptual regularity, and the qualitative factors and the comprehensive state will be defined as Z. After the grade division is completed, cloud model description shall be carried out for the evaluation set of sub sections with bilateral constraints, which is based on the randomness and fuzziness of the boundary and moderately expanded [10, 11]; For the partition interval with a single boundary, half cloud is mainly used for description, so that the constraint values at the left and right ends are taken as their respective expected values Ex, and 1/2 of the corresponding symmetrical cloud entropy value is taken as their respective entropy En. The comprehensive evaluation cloud generator obtained from the normal cloud model is shown in Fig. 2.

In this paper, the qualitative factor is directly used as the input of the comprehensive evaluation cloud, and the cloud digital eigenvalue number corresponding to the evaluation result is obtained; The quantitative factor directly takes the quantitative value as the input of its own evaluation cloud. On the basis of the maximum correlation theory, the qualitative evaluation is obtained, and then the comprehensive evaluation cloud digital characteristic value of the quantitative factor is obtained through the qualitative factor measurement method. The intelligent evaluation steps of power inspection status are shown in Fig. 3.

Assume that x is the number of power marketing inspection states to be evaluated, and y is the importance of the power marketing inspection states to be evaluated. Based

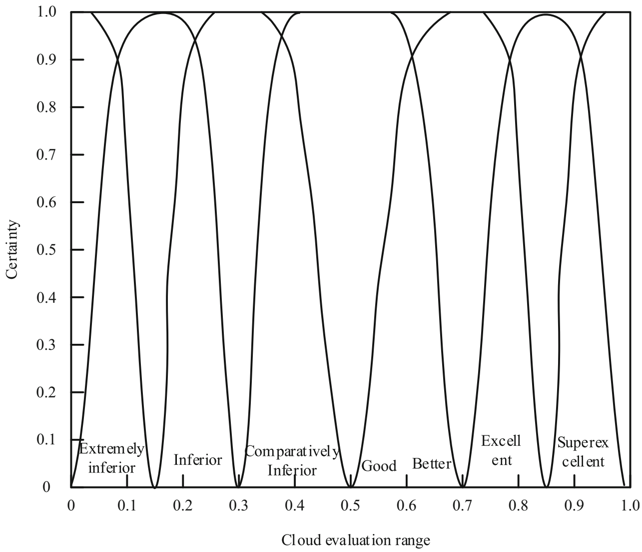

Fig. 2. Cloud Generator for Power Marketing Comprehensive Evaluation

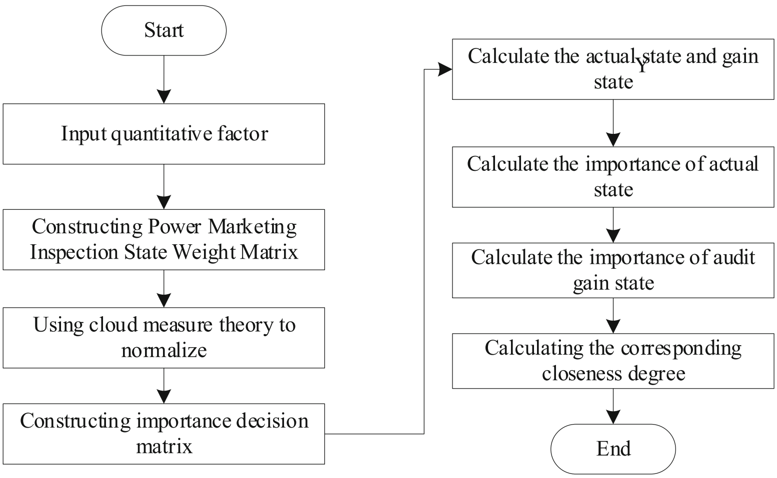

Fig. 3. Flow chart of intelligent evaluation of electric power inspection status

on the comprehensive evaluation cloud digital eigenvalue, the steps to evaluate the power marketing inspection states are as follows:

Step 1: Take the quantitative factor as the input of its own evaluation cloud, and build the power marketing inspection status weight matrix.

Let i_{ab} represent the evaluation value of the $a(a = 1, 2, \cdots, x)$ th power marketing inspection status under $b(b = 1, 2, \cdots, y)$ importance indicators, and the calculation formula of the power marketing inspection status weight matrix is as follows:

$$I = \begin{bmatrix} i_{11} & i_{12} & \cdots & i_{1y} \\ i_{21} & i_{22} & \cdots & i_{2y} \\ \cdots & \cdots & \cdots & \cdots \\ i_{x1} & i_{x2} & \cdots & i_{xy} \end{bmatrix} \tag{11}$$

Step 2: Use cloud measurement theory to normalize all indicators:

$$j_{ab} = i_{ab} \tag{12}$$

In electric power marketing, each indicator of the importance of electric power marketing inspection status evaluation is normalized through the qualitative factor calculation method, and the expression is as follows:

$$S_{ab} = \frac{j_{ab}}{\sqrt{\sum_{a=1}^{x} j_{ab}^2}} \tag{13}$$

Step 3: Quantifying the importance of inspection status in power marketing;

In order to reduce the impact of indicators on the electric power marketing inspection status, the cloud measure is used to reveal the dynamic development law of the electric power marketing inspection status. Based on this law, the electric power marketing inspection status is quantized, and the expression is as follows:

Step 4: Construction of Decision Matrix for Importance of Power Marketing Inspection Status;

Let u_n represent the importance weight of the entropy method, then the expression of the importance decision matrix of the power marketing inspection status is as follows:

$$Q_{ab} = u_b S_{ab} \tag{14}$$

Step 5: Calculate the actual status and gain status of power marketing inspection;

Set $v^+ = \left(v_1^+, v_2^+, \cdots, v_y^+\right)$ to represent the set of actual state coefficients of power marketing inspection. The calculation formula of the actual state of power marketing inspection is as follows:

$$v_b^+ = \max\{v_{ab}\}(b = 1, 2, \cdots, y) \tag{15}$$

Set $v^- = \left(v_1^-, v_2^-, \cdots, v_y^-\right)$ to represent the gain state coefficient set of electric power marketing inspection. The calculation formula of electric power marketing inspection gain state is as follows:

$$v_b^- = \min\{v_{ab}\}(b = 1, 2, \cdots, y) \tag{16}$$

Step 6: Calculate the importance of the actual status of the electric power marketing inspection. The formula is:

$$D_a^+ = \sqrt{\sum_{b=1}^{y} u_a \left(v_{ab} - v_b^+\right)^2}, (a = 1, 2, \cdots, x) \tag{17}$$

Step 7: Calculate the importance of the electric power marketing inspection gain state, and the formula is:

$$D_a^- = \sqrt{\sum_{b=1}^{y} u_a\left(v_{ab} - v_b^-\right)^2}, (a = 1, 2, \cdots, x) \tag{18}$$

Step 8: Calculate the closeness corresponding to the importance of the electric power marketing inspection status;

The higher the importance of the electric power marketing inspection status, the better the electric power marketing inspection status is, and the better the comprehensive evaluation result of the electric power marketing inspection status is. The calculation formula of the closeness degree corresponding to the importance of the electric power marketing inspection status is as follows:

$$W_b = \frac{D_b^-}{D_b^+ + D_b^-} \tag{19}$$

To sum up, the intelligent evaluation of power marketing inspection status has been completed, and the evaluation of power marketing inspection status is realized according to this principle.

3 Example Analysis

This paper takes an electric power enterprise as the research object, and uses the original data shown in Table 2 to analyze the power marketing competitiveness for half a year. The raw data comes from the OpenCorporates data set, which is the largest enterprise open database in the world. It contains the records of more than 170 million companies, covering diversified enterprise information, including basic enterprise registration information and announcements of important enterprise information, including financial situation, high-level changes, investment and financing, etc. All announcement documents can be found in the details. The database supports web-based search, and provides many tools for data investigators through its application programming interface to help them find, obtain and connect various enterprises in automated workflow.

According to the original data in Table 2, the correlation function and each factor evaluation cloud are used to obtain the status values of each factor, as shown in Table 3.

The improved AHP method is used to determine the weight value of each factor of power marketing competitiveness. To facilitate the flexible combination analysis of marketing competitiveness from multiple levels, the calculation results of the evaluation factor weight values are shown in Table 4.

For any target object, the value of each evaluation factor in the ideal state has been determined, so the integrated cloud gravity center vector $W^0 = \left(W_1^0, W_2^0, \cdots, W_m^0\right)$ in the ideal state can be calculated, the integrated cloud gravity center vector $W^t = \left(W_1^t, W_2^t, \cdots, W_m^t\right)$ in the actual state of the target object at time t can be calculated, and the integrated cloud gravity center vector W_i^T at time t can be normalized to obtain:

$$W_i^T = \begin{cases} \left(W_i^0 - W_i^t\right)/W_i^0; W_i^t < W_i^0 \\ \left(W_i^t - W_i^0\right)/W_i^0; W_i^t > W_i^0 \end{cases} i = 1, 2, \cdots, m \tag{20}$$

Table 2. Raw Data

Evaluation factors	Raw Data					
	January	February	March	April	May	June
A111	78.51	70.12	53.24	49.93	5512	66.26
A112	4.25	3.02	-1.32	-2.21	-0.98	3.43
A113	1.83	1.27	1.54	1.12	1.28	1.12
A114	General	General	Lower	Lower	Low	Low
A115	Difficulty	Difficulty	Difficult	General	General	General
A116	Strong	Strong	General	General	General	General
A121	General	General	Lower	Low	Low	Lower
A122	19.87	16.46	11.87	3.24	2.21	-1.08
A123	28.98	27.16	19.33	3.23	0.98	-4.13
A124	High	Low	Low	General	General	Higher
A125	117.21	122.01	101.32	96.04	89.09	93.17
A126	6.17	8.43	2.74	1.57	5.45	3.21
A127	96.97	87.98	86.86	84.21	80.98	82.16
A128	-2.98	-3.05	3.22	3.21	4.79	4.76
A129	-3.48	-4.59	1.09	0.98	1.16	1.08
A1210	812.34	809.12	802.27	805.14	796.13	799.27
A1211	0.54	1.01	2.21	4.22	3.98	4.76
A131	102.4	98.6	102.2	106.4	104.6	99.8
A132	98.21	99.18	96.24	97.51	98.17	99.22
A133	99.02	97.89	98.99	99.87	98.65	98.24

The difference between the sum of the weighted values of the normalized integrated cloud barycenter vector and the ideal integrated cloud barycenter is the integrated cloud measure of the target object. The larger the comprehensive cloud measurement value is, the less the object deviates from the ideal state, and the more the actual state tends to the ideal state. The cloud measure is calculated as:

$$\vartheta = 1 - \sum_{i=1}^{m} \left(\omega_i \times W_i^{\mathrm{T}} \right) \tag{21}$$

Among them, i is the weight value of the i th evaluation factor, and W_i^{T} is the normalized value of the cloud gravity center of the i th dimension.

According to the above calculation, the comprehensive cloud measurement results of power marketing competitiveness are shown in Table 5.

According to Table 5, the comprehensive cloud measure value of power marketing competitiveness is 0.610216192, input the comprehensive cloud measurement value (ϑ

Table 3. Status Values of Evaluation Factors of Power Marketing Competitiveness

Evaluation factors	Status value of each evaluation factor					
	January	February	March	April	May	June
A111	Excellent	Excellent	Excellent	Better	Excellent	Excellent
A112	Superexcellent	Excellent	Inferior	Extremely inferior	Inferior	Excellent
A113	Superexcellent	Good	Excellent	Good	Good	Good
A114	Good	Good	Better	Better	Excellent	Excellent
A115	Excellent	Excellent	Better	Good	Good	Good
A116	Better	Better	Good	Good	Good	Good
A121	Good	Good	Better	Excellent	Excellent	Better
A122	Superexcellent	Superexcellent	Superexcellent	Inferior	Inferior	Better
A123	Superexcellent	Superexcellent	Excellent	Superexcellent	Inferior	Better
A124	Excellent	Inferior	Inferior	Good	Good	Better
A125	Superexcellent	Excellent	Good	Inferior	Inferior	Inferior
A126	Better	Good	Better	Excellent	Inferior	Inferior
A127	Superexcellent	Superexcellent	Excellent	Good	Good	Good
A128	Inferior	Inferior	Better	Better	Good	Better
A129	Inferior	Inferior	Good	Good	Good	Good
A1210	Excellent	Excellent	Good	Good	Good	Extremely inferior
A1211	Extremely inferior	Inferior	Inferior	Superexcellent	Better	Superexcellent
A131	Good	Inferior	Good	Good	Good	Inferior
A132	Better	Excellent	Good	Better	Better	Excellent
A133	Better	Better	Better	Excellent	Good	Better

= 0.610216192) into the power marketing comprehensive evaluation cloud generator, activate the two cloud objects of level 4 and 5 (i.e., “good” and “better” status), and finally determine that the comprehensive status of the power marketing competitiveness of this example is “better” (i.e., level 5) according to the principle of great relevance, and its early warning status is indicated by “green light”, the model can realize the state evaluation and early warning analysis of all factors with non-zero aggregation degree, and has good results.

Table 4. Power Marketing Competitiveness Evaluation Factor Weight Value

Criteria level evaluation factor	Weight value	Factor level evaluation factor	Weight value
A11	0.1219	A111	0.2169
		A112	0.3715
		A113	0.1872
		A114	0.0745
		A115	0.043
		A116	0.1078
A12	0.5584	A121	0.0195
		A122	0.1641
		A123	0.1531
		A124	0.2023
		A125	0.1225
		A126	0.0586
		A127	0.0954
		A128	0.0548
		A129	0.0436
		A1210	0.0388
		A1211	0.0474
A13	0.3197	A131	0.1428
		A132	0.4286
		A133	0.4286

Table 5. Comprehensive Cloud Measurement Analysis Results of Power Marketing Competitiveness

Evaluation factors	Cloud digital characteristics of each factor		Normalization of cloud barycenter	Integrated cloud measure
	Ex	*En*		
A111	0.86356	0.1836	0.003607	0.610216192
A112	0.69101	0.1836	0.013993	
A113	0.46227	0.22	0.012271	
A114	0.5	0.3068	0.004541	
A115	0.66799	0.2802	0.00174	
A116	0.63488	0.3068	0.004798	
A121	0.553059	0.3334	0.002786	

(*continued*)

Table 5. (*continued*)

Evaluation factors	Cloud digital characteristics of each factor		Normalization of cloud barycenter	Integrated cloud measure
	Ex	*En*		
A122	0.834904	0.2822	0.008661	
A123	0.713101	0.1248	0.014043	
A124	0.5	0.3068	0.322338	
A125	0.487188	0.2767	0.020083	
A126	0.428014	0.3334	0.010716	
A127	0.649524	0.2417	0.010689	
A128	0.552365	0.3467	0.007842	
A129	0.431223	0.3467	0.007928	
A1210	0.521157	0.255	0.00594	
A1211	0.475969	0.2116	0.007941	
A131	0.48314	0.3467	0.041243	
A132	0.65962	0.2718	0.081463	
A133	0.5942	0.3201	0.097119	

4 Conclusion

This paper studies the application of cloud measurement to the construction of the intelligent evaluation model of power marketing inspection status. The power marketing status evaluation and early warning model based on cloud measurement can analyze the quantitative results and qualitative conclusions of the status evaluation and early warning according to the principle of bottom-up and level by level evaluation, and can realize the status evaluation and early warning analysis of all factors with a degree of aggregation, It provides a convenient means for electric power enterprises to carry out internal marketing management and peer benchmarking, and has certain practical value. The example verifies the feasibility and rationality of the evaluation and early warning model proposed in this paper, and provides a new idea for the comprehensive state analysis of power marketing. However, there are still many deficiencies in this study. In future research, we hope that this model can be applied to customer risk and supply risk, and expand the scope of application of this model.

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