

# MICES 2017

MIX-CAMP E-COMMERCE SEARCH

# Welcome at myToys!

**MYTOYS** GROUP



**TUDOCK**

OpenSource  Connections

And 'Thank you!' to our sponsors!

# Schedule

- 9:30 Sessions
- 11:20 Coffee break
- 11:45 Sessions
- 12:50 Lunch
- 14:00 Sessions
- 15:05 Setup self-organising sessions
- 15:30 Self-organising sessions, Breakout session 'Implementing Search'
- 18:00 MICES 2017 ends

# Approaching E-Commerce Search

Documents tend to be small and structured and to represent a single ‘thing’

- Product name, description
- Price, availability, date
- Product type (category)
- Brand
- Target Audience (Gender, Age)
- Colour, Size, Material, ...
- Image

# Approaching E-Commerce Search

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- Image

=> Yet, common information retrieval models that we use in e-commerce were developed for larger and less structured documents

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- Price, availability, date
- Product type (category)
- Brand
- Target Audience (Gender, Age)
- Colour, Size, Material, ...
- **Image - crucial for ‘perceived relevancy’**

=> Yet, we hardly explore imagery in our retrieval models

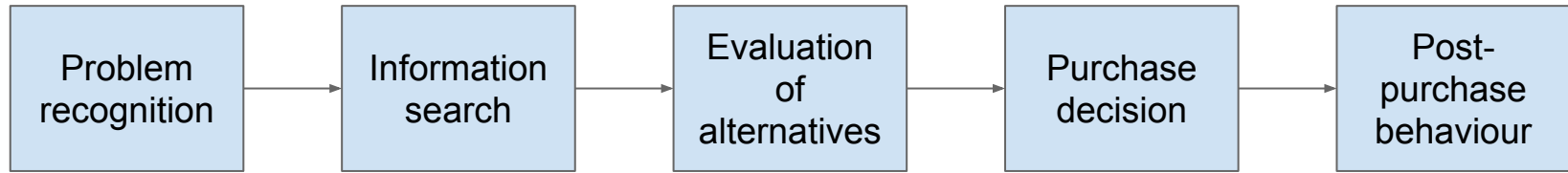
# Approaching E-Commerce Search

We typically develop e-commerce search for the 'anonymous' user

- Vocabulary mismatch => search query distribution: (very) long tail
- Observing user behaviour through analytics is our most important feedback channel
- We heavily depend on running tests in a production environment

# Approaching E-Commerce Search

Philip Kotler, Kevin Lane  
Marketing Management  
1997  
Peter Morville  
Ambient Search, 2005

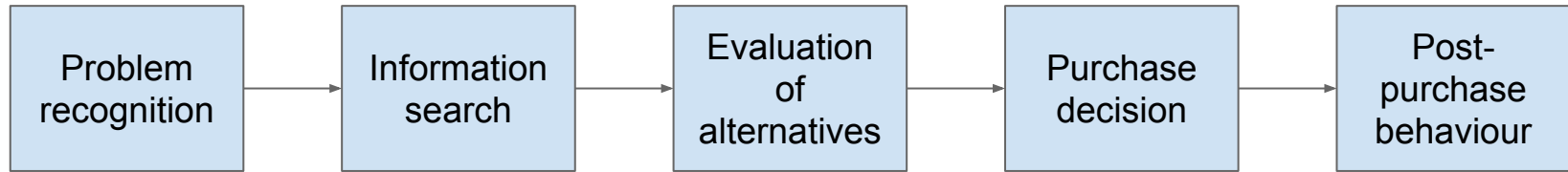


E-Commerce Search as part of the 'buying decision process'



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E-Commerce Search as part of the 'buying decision process'

- Search can/should be optimised towards the different stages of the buying decision process
- Purchase as a signal of a successful search

# MICES 2017



A word cloud of search-related terms. The words are arranged in a roughly rectangular shape, with 'search' being the largest and most prominent. Other large words include 'product', 'ranking', 'relevance', 'interested', and 'learning'. Smaller words include 'algorithms', 'applied', 'attributes', 'better', 'build', 'business', 'categories', 'cleansing', 'content', 'data', 'details', 'discovery', 'ecommerce', 'experience', 'federated', 'feedback', 'fun', 'idea', 'improvements', 'input', 'keep', 'keywords', 'mainly', 'matching', 'measuring', 'metrics', 'organising', 'perishable', 'personalisation', 'personalization', 'precision', 'presentation', 'quality', 'related', 'result', 'retrieval', 'richer', 'scalability', 'simple', 'super', 'talk', 'text', 'tf-idf', and 'tuning'.

algorithms applied attributes better build business categories cleansing content data details  
discovery ecommerce experience federated feedback fun idea improvements input  
interested learning measuring  
metrics organising perishable personalisation personalization precision  
presentation product ranking relevance  
result retrieval richer scalability search simple super talk text tf-idf tuning