

MICES 2018

MIX-CAMP E-COMMERCE SEARCH

Welcome at myToys!

MYTOYS GROUP

OpenSource  Connections

>TUDOCK

ESEMOS

And 'Thank you!' to our sponsors!

Schedule

9:30 Sessions

12:45 Lunch

13:45 Sessions

15:40 Barcamp

Ca. 18:15 Informal closing session and drinks

Ca. 19:15 MICES 2018 ends

Shaping the E-Commerce Search Domain

We are probably on the way to a great
E-Commerce Search community

Feedback in response to MICES 2017

Superb, would definitely come back!

Clearer talk submission process and barcamp voting!

More case studies!

More about analytics and search quality metrics!

No vendor sales talk!

Chairs please - no benches!

Better coffee!

Feedback in response to MICES 2017

Superb, would definitely come back!

Clearer talk submission process and barcamp voting!

More case studies!

More about analytics and search quality metrics!

No vendor sales talk!

Chairs please - no benches!

~~Better coffee!~~

Feedback in response to MICES 2017

Superb, would definitely come back!

Clearer talk submission process and barcamp voting!

More case studies!

More about analytics and search quality metrics!

No vendor sales talk!

Chairs please - no benches!

~~Better coffee!~~

MICES 2018

ai best business case constant converting customers **data** dynamic
e-commerce experience history **improving** industry input
insights interested learning ltr **machinelearning**
management **measurement** metrics nlp optimization
personalisation perspective poor processes product **quality**
query ranking **relevance** result rich scalable scale
search semantic solutions sorting **technology** testing
things understanding user ux **voice** well-structured

Shaping the E-Commerce Search Domain

There are many more challenges to understand and concepts to establish in E-commerce Search...

Shaping the E-Commerce Search Domain

Search result ranking factors in e-commerce search

- Topicality - identify the product (type) that the user is searching for ('laptop' vs 'laptop backpack')
- User's relevance criteria (e-commerce/non-ecommerce - such as price/value, brand reputation, delivery time)
- Seller's interests (maximise profit)
- Personalisation & individualisation (brand affinity, age, ...)

Shaping the E-Commerce Search Domain

What are common patterns in query reformulation in e-commerce search?

Should we consider business KPIs in spelling correction/auto-completion? How?

How can we incorporate dynamic pricing into search?

...

Shaping the E-Commerce Search Domain

Let us create and share an understanding of the challenges and concepts that are specific to e-commerce search!

Consider sharing your solution!

(The 'secret sauce' can remain in your cupboard.)