

MICES 2019

MIX-CAMP E-COMMERCE SEARCH

Welcome at myToys!

MYTOYS GROUP

reBuy

>TUDOCK

OTTO

OpenSource  Connections

ESEMOS

And 'Thank you!' to our sponsors!

Schedule

9:30 Sessions

12:45 Lunch

13:45 Sessions

15:40 Open Space

Ca. 18:15 Informal get together and drinks

Ca. 19:15 MICES 2019 ends

Feedback in response to MICES 2018



Semantosoph @semantosoph · Jan 20

The @M_I_C_E_S is like gathering around a beach campfire with friends after the big @berlinbuzzwords party has come to an end. Everyone is a bit tired, but the mood and stories are amazing.



Berlin Buzzwords @berlinbuzzwords

Have you heard of @M_I_C_E_S? It is a one-day event on e-commerce search right after #BBuzz 19! There will be a mix of scheduled talks and self-organising sessions, so you are welcome to submit a proposal for your talk...



E-commerce search Slack

<http://ecom-search.slack.com>

Feedback in response to MICES 2018

Thank you for organising this event it was very insightful and I was looking for this kind of community for a long time

Keep up with the good work

scheduling & voting process of the barcamp could be improved

A barcamp session summary would be great

perfect event for networking!

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Barcamp becomes Open Space!

15:40 - All

Introduction/setup Open Space (10 mins)

Suggesting topics / planning (15 mins)

'Marketplace' - finalising planning (10 mins)

16:15 - Groups

Group sessions (105 mins ~ 3 x 20 mins)

18:00 - All

Share outcomes (15 mins)

MICES 2019

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



Volkswagen Golf Variant 7 VII 1.2 TSI BMT Winterpaket Klim

13.443 €

19,00% MwSt.

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Fairer Preis

EZ 05/2016, 37.877 km, 63 kW (86 PS)
Kombi, Benzin, Schaltgetriebe, HU Neu, 4/5 Türen
≈ 5,0 l/100km (komb.), ≈ 115 g CO₂/km (komb.)



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Sehr guter Preis

EZ 09/2015, 25.848 km, 81 kW (110 PS)
Limousine, Benzin, Schaltgetriebe, HU 09/2020, 4/5
Türen
≈ 4,9 l/100km (komb.), ≈ 114 g CO₂/km (komb.)

✓ Scheckheftgepflegt



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Richard Knox
Architecture of relevancy search at mobile.de
Berlin Buzzwords 2019



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Fairer Preis

Data Scientist: +++

Car Dealer: +++++



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The seller perspective on search

Business Goals: margin, units sold,
brand reputation, ...

The seller perspective on search

Subject matter expert

The seller perspective

Let us make sure we include the seller perspective in our efforts to optimise search and to become better search teams!