

NLP KIHÍVÁSOK EGY E-COMMERCE KERESŐBEN

PREFIXBOX

ECOMMERCE SEARCH DEDICATED TO YOU

JÁNOSI GYÖRGY
Relevance team lead



Industry: DIY



Industry: Drugstore



Industry: FMCG (grocer)



Industry: Consumer electronics



Industry: Toys



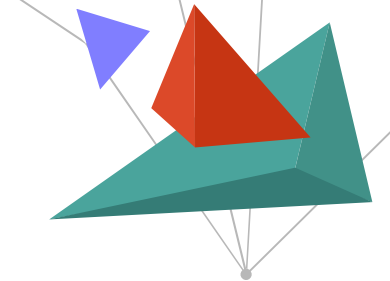
Industry: DIY



Industry: Books

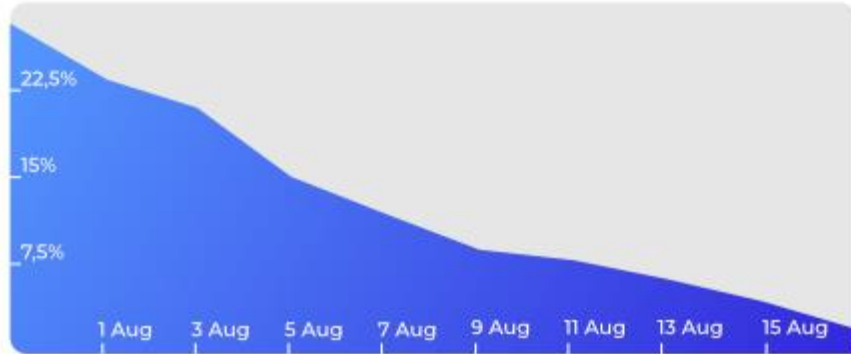


Industry: Consumer electronics

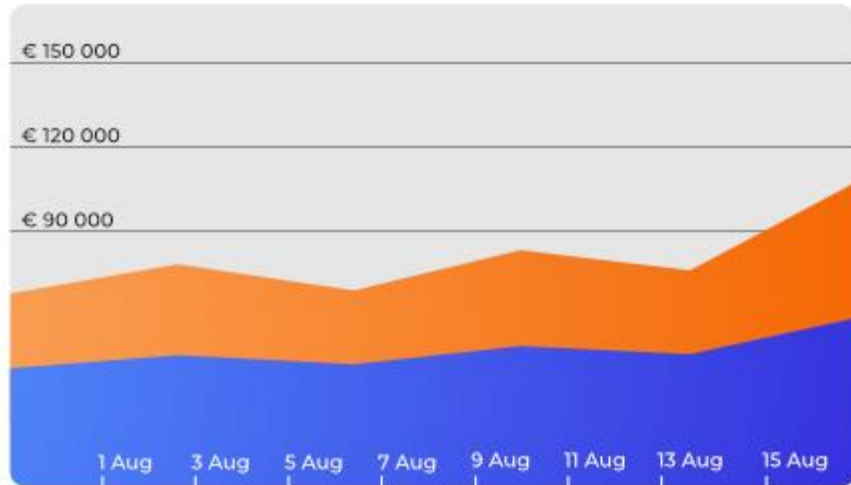


1 PREFIXBOX ANALYTICS

Searches with 0-results

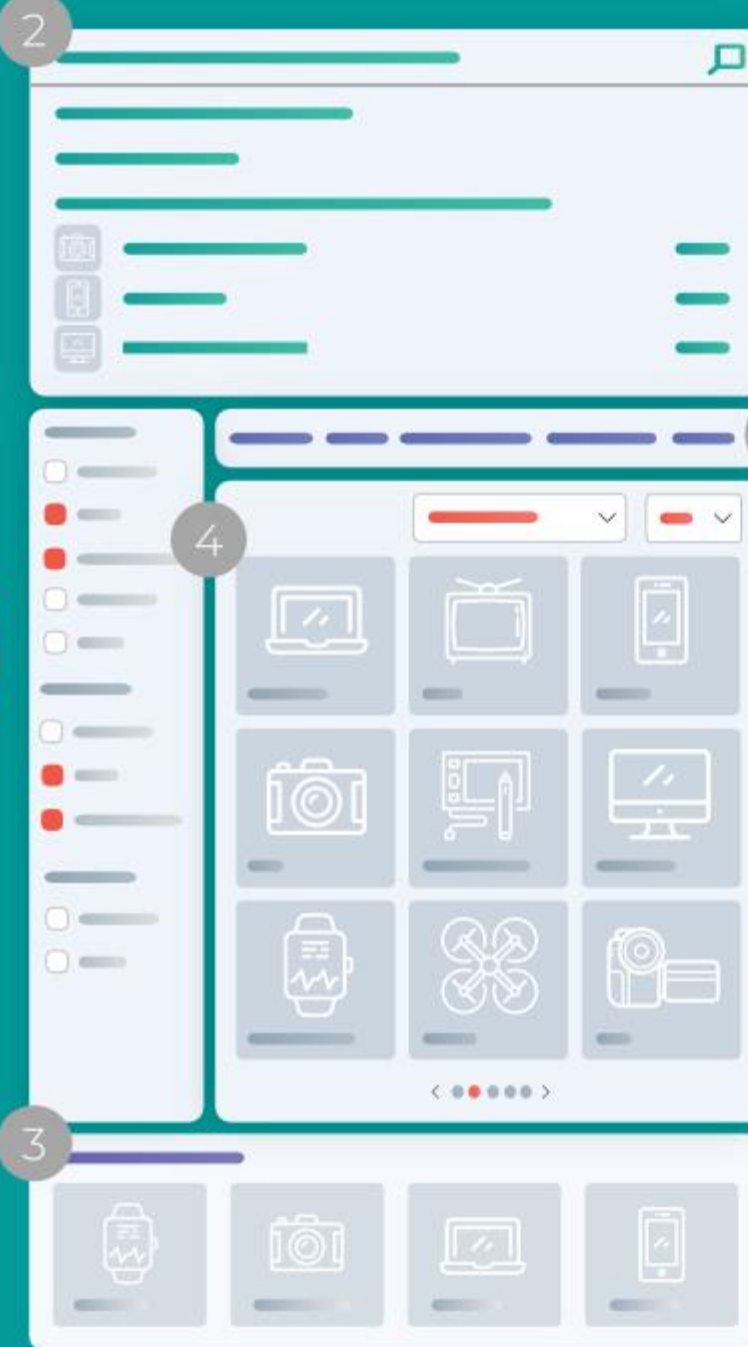


Search revenue



● Search users
● Other

A/B
Testing



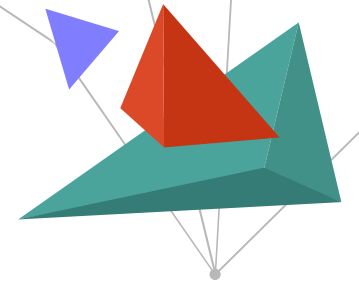
PREFIXBOX
SEARCH
MODULES

AUTOCOMPLETE

RELATED
SEARCHES

SEARCH ENGINE

E-COMMERCE SEARCH



Price

1234 Min - Max 5678

Avg. Customer Review

Computer Processor Type

Categories

Electronics Computers & Accessories Laptop Computers

Intel Core i5

Intel Celeron

Intel Core i7

AMD A-Series

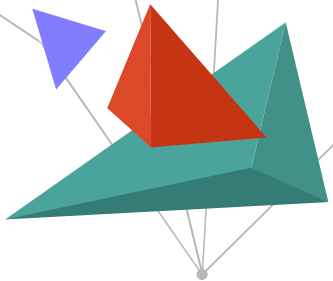
CTR=5%

CTR=41%

Includes:

- Relevant results
- Synonym Management
- Popularity score
- Dynamic filters
- Scalability
- Low latency (<1s)

SITE SEARCH FAILS



0-RESULTS FOUND

[Shop Toys](#) [Plush](#) [Vehicles](#) [Creativity](#) [STEM](#) [Holiday](#) [Gift Guide](#) [Favorite Brands](#)

Search



0 results

Your search for "exotic stuffed animals" did not yield any results.

NOT RELEVANT RESULTS

TESCO direct

[Technology & Gaming](#) [Home Electrical](#) [Home & Garden](#) [DIY & Car](#) [Toys](#) [Sports & Leisure](#) [Baby & Toddler](#) [Gifts & Jewellery](#) [Entertainment & Books](#) [Health & Beauty](#) [Clothing](#) [Offers](#)

Home > Search results for "camera"

Offer Extended

Save £10 when you spend £100 or Save £20 when you spend £200*

enter TDX-JWPX & Save £10 or TDX-PTYW & Save £20

*Excludes Sellers at Tesco Offer ends 06/05/13

3268 results for "camera"

sort by: Relevance

views

Filter by:

Category

Baby & Toddler (1)

Clothing (2)

DIY & Car (206)

Entertainment & Books (23)

Gifts & Jewellery (13)

Home & Garden (5)

Home Electrical (234)

Special Offers (32)

Sports & Leisure (1)

Technology & Gaming (3165)

Toys (250)

Price

☐ Under £5 (42)

☐ £5 to £10 (379)

☐ £10 to £20 (773)

☐ £20 to £30 (466)

☐ £30 to £40 (264)

☐ £40 to £50 (183)

☐ £100 to £120 (154)

☐ £200 to £300 (164)

More

E: to £:

Type

☐ Camera (163)

☐ Camera protectors (56)

☐ Camera-Accessories (40)

☐ Compact (139)

Black Rapid RS-DR-1 Double Camera Strap

Buy from Trove

£114.36

View Special Offers

Add to basket

Add to compare

Krusell Pink Active Multidapt Case for Motorola V3

Buy from Trove

£5.14

View Special Offers

Add to basket

Add to compare

Hama Lipstick Lens Brush

Buy from Trove

£6.12

View Special Offers

Add to basket

Add to compare

Kenro MR116 Silver Digital Camera Neck Strap

Buy from Trove

£6.82

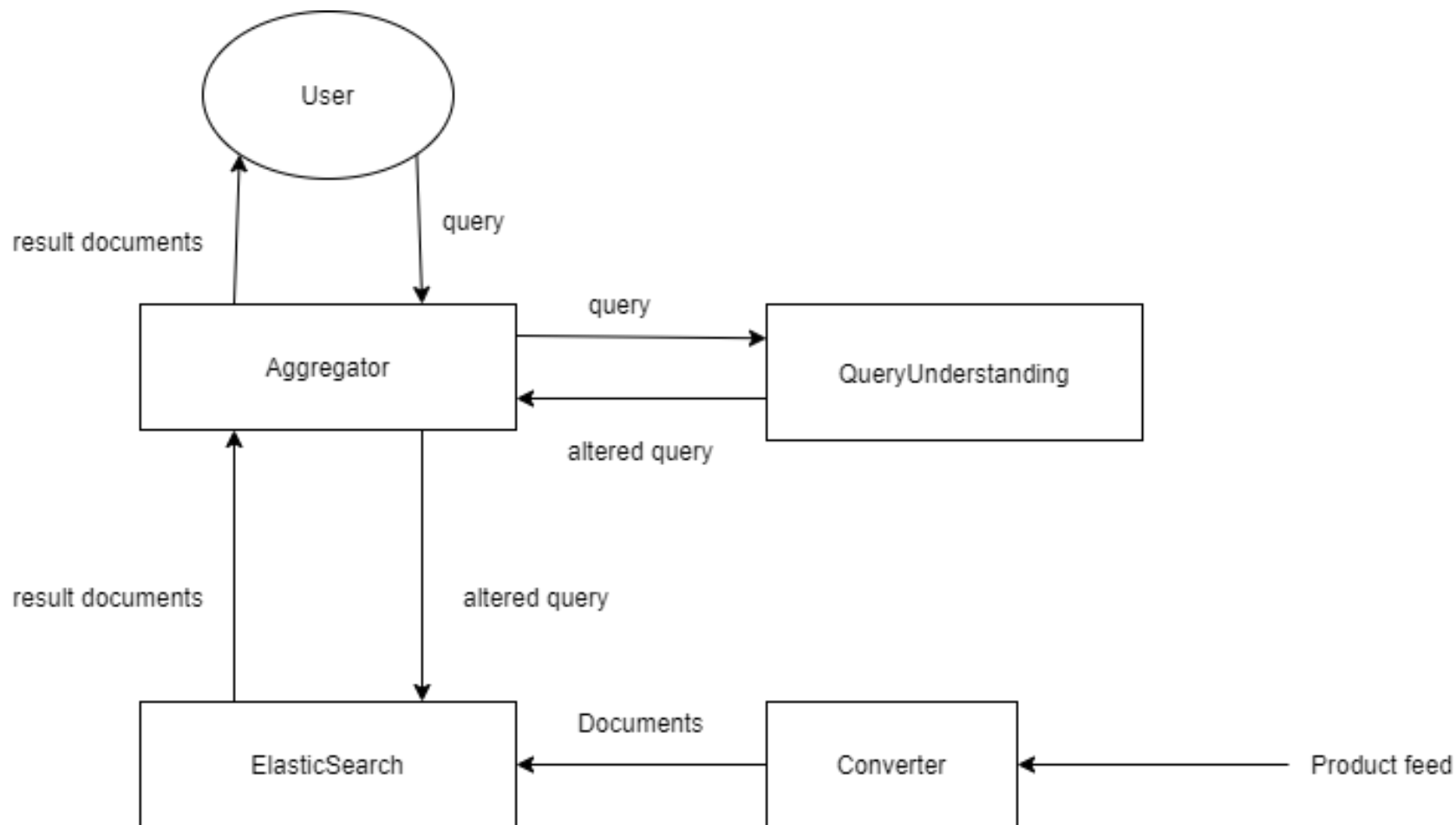
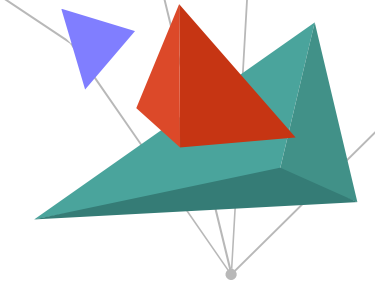
View Special Offers

Add to basket

Add to compare

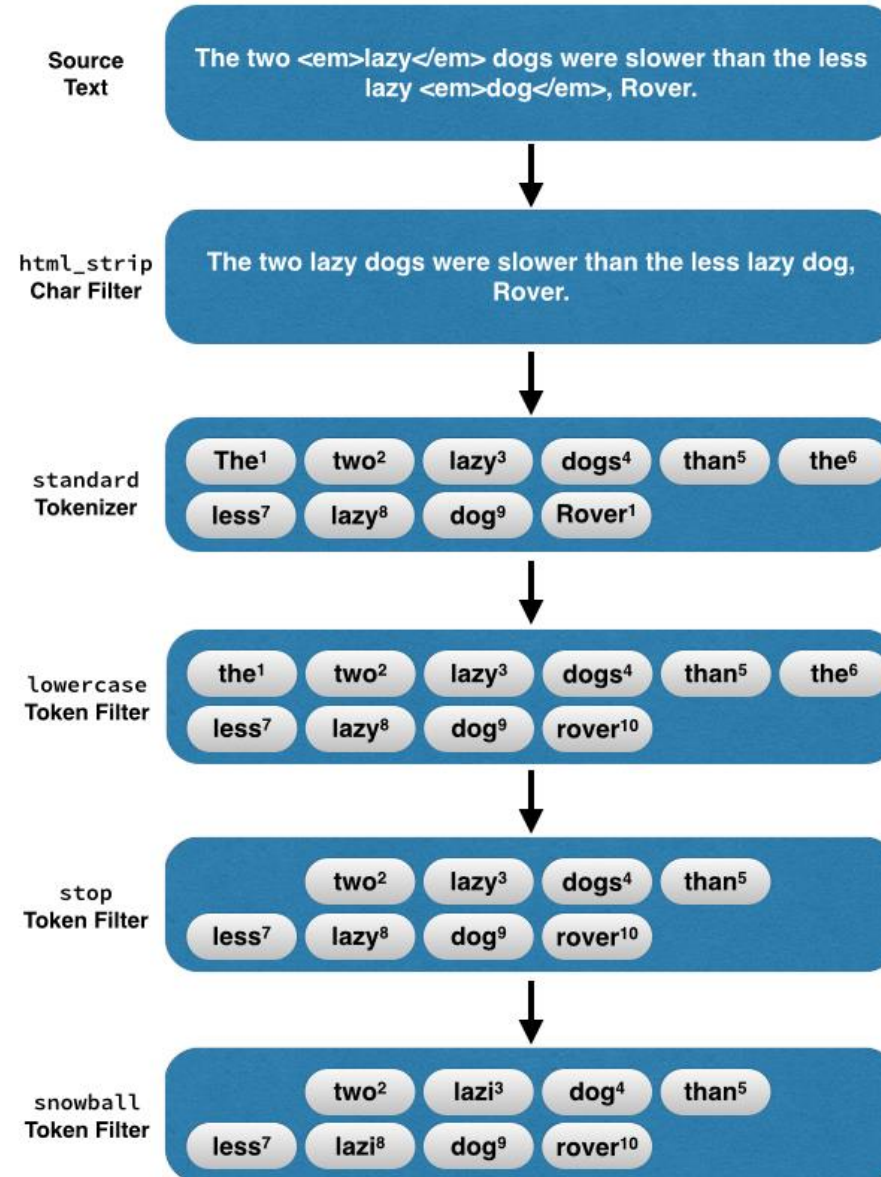
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ARCHITEKTÚRA

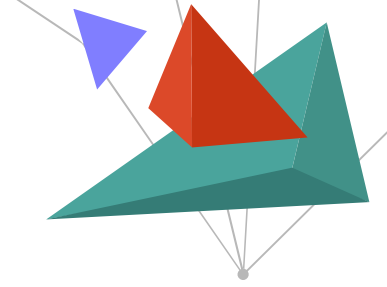


LANGUAGE ANALYZER

- Tokenizer
- Filtering
- Stemmer



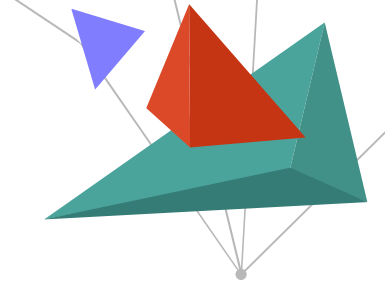
QUERY UNDERSTANDING



- Extra réteg az elasticsearch fölött
- Különböző feature-ök segítségével átírja a keresőkifejezést

Feature	Input	Output
Word join	mű fű	műfű
Word break	magasnyomású	magas nyomású
Spell correction	szekrny	szekrény
Synonym	bicikli	kerékpár
Plural alteration	virágok	virág

SZINONÍMÁK



Query pattern: **kindle**

PREDICTIONS

#	Keyword	Actions
1	ebook olvasó	+
2	ebook	+
3	amazon	+
4	e-book olvasó	+
5	kind le	+
6	ebook olvasó tok	+
7	bluetooth hangszóró	+
8	e-book	+
9	ebook tok	+
10	bookeen	+

PREDICTIONS

	Name	Actions
	PocketBook Touch Lux 3 626 ebook olvasó, fehér	+
	PocketBook Touch Lux 3 626 ebook olvasó, szürke	+
	Alcor Myth ebook olvasó	+
	Alcor Myth LED ebook olvasó beépített háttérvilágítással	+

EVENT TRACKING

track

bicikli

track

142 termék a következő kulcsszóra: **bicikli**

☐ Csak az akciós termékek Népszerűség Oldalanként 50



GYEREK KERÉKPÁR 12" PIROS PO-GYK01

12.990 Ft Raktáron 12.990,00 Ft / db 298707

Kosárba rakom



TREKKING 28-AS FÉRFI KERÉKPÁR

~~44.990 Ft~~ **42.990 Ft** Raktáron 42.990,00 Ft / db 283792

Érvényes: 2017.03.23 - 2017.04.05.

Kosárba rakom



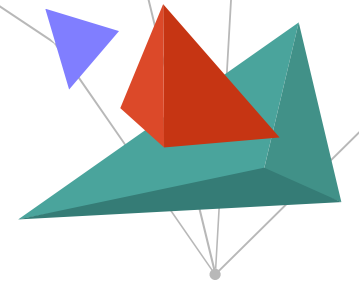
CITY KERÉKPÁR V-BIKE 26-OS

~~46.990 Ft~~ **39.990 Ft** Raktáron 39.990,00 Ft / db 281081

Érvényes: 2017.03.23 - 2017.04.05.

Kosárba rakom

RANKING



Star Wars: Hero Mashers - Darth Vader

★★★★★ >



Akciós ár: **4 079 Ft**

✓ Készleten van

Eredeti ár: 4 799 Ft (15 % megtakarítás)

Akciónk **2017. április 11-ig** tart

Készleten van: március 29-én, szerdán kiszállítjuk
(Díja: 799 Ft)

Személyesen: akár még aznap átvehető

Pick Pack vagy PostaPonton: 1-3 munkanapon belül
(Díja: 599 Ft)

KOSÁRBA TESZEM 

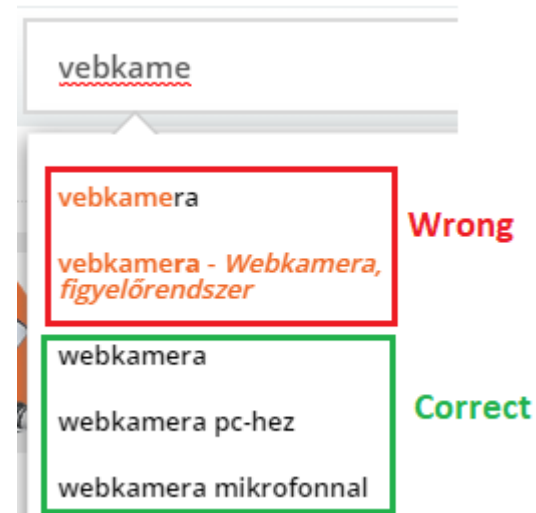


[Termékleírás és további információk ▼](#)

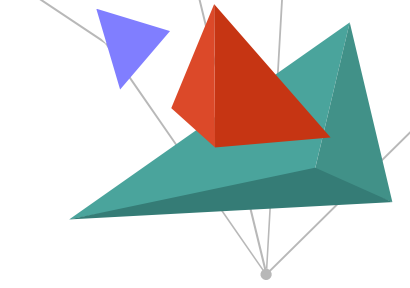
1. Pageviews
2. SERP Clicks
3. Cart
4. Order
5. Time!

OFFLINE SPELLER

- Az autocomplete modul kulcsszavai a felhasználói keresésekből generálódnak
- Probléma: a gyakori elgépeléseket eltanulhatjuk
- Szeretnénk megtalálni az eredeti szándékot

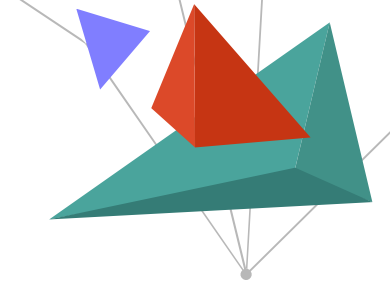


OFFLINE SPELLER



- Error model
- Az újrakeresések alapján készítünk datasetet
- Figyelembe veszi az elgépelés típusát

$$\hat{w} = \operatorname{argmax}_{w \in \mathcal{C}} \underbrace{P(x|w)}_{\text{channel model}} \underbrace{P(w)}_{\text{prior}}$$



János György

Relevance team lead



 gyuri0@prefixbox.com

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