

[illegible]

The diagram is divided into two main sections: **Product Search Relevance** and **Knowledge Graph**.

Product Search Relevance is further divided into **Queries** and **Products**.

- Queries** (red rounded rectangle):
 - KFC Burger
 - McDonald's beef burger
- Products** (green rounded rectangle):
 - Budweiser 450ml*18
 - KFC chicken krisper burgers
 - Tsingtao beer 500ml*24

Knowledge Graph is a hierarchical structure:

- Root** (circle)
 - Food** (oval)
 - Fast food** (oval)
 - Burger** (oval)
 - Hamburger** (oval)
 - Beef burger, ...** (green rounded rectangle)
 - Budweiser 450ml*18** (blue line)
 - KFC chicken krisper burgers** (blue line)
- Drinks** (oval)
 - Milk** (oval)
 - Juice** (oval)
 - Liquor** (oval)
 - Wine** (oval)
 - Vino, ...** (green rounded rectangle)
 - Budweiser 450ml*18** (blue line)
 - Beer** (oval)
 - Tsingtao beer 500ml*24** (blue line)

Relationships (indicated by arrows):

- isA** (solid blue arrow): Root to Food/Drinks; Food to Fast food; Fast food to Burger; Burger to Hamburger; Drinks to Milk/Juice/Liquor; Liquor to Wine/Beer; Wine to Vino, ...; Beer to Tsingtao beer.
- related_to** (dotted blue arrow): KFC Burger to Burger; McDonald's beef burger to Beef burger, ...; Tsingtao beer to Beer.
- synonym** (orange arrow): dumpling to jiaozi, gyoza, ...; Junk food to Hamburger; Beef burger, ... to Wine.

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 - Milk** (oval)
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 - Wine** (oval)
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Relationships between Queries and Knowledge Graph:

- KFC Burger** is **related_to** **Food**.
- McDonald's beef burger** is **related_to** **Burger**.

Relationships between Products and Knowledge Graph:

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