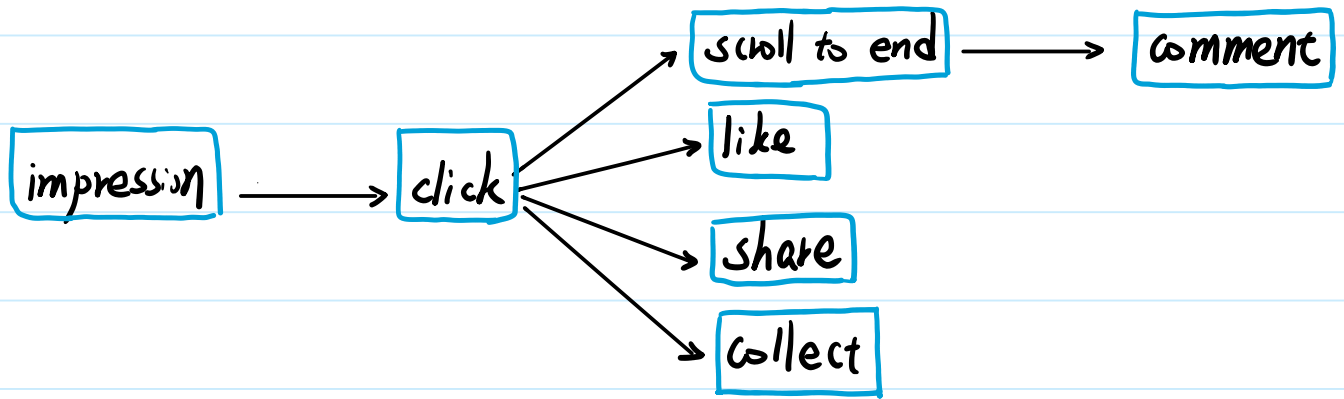


# Introduction

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小红书:



Performance metrics:

click rate = # of click / # of impression

like rate = # of like / # of click

collect rate = # of collect / # of click

share rate = # of share / # of click

read completion rate = # of scroll end / # of click

business metrics:

- ① daily active user / monthly active user
- ② average using time
- ③ average publishing rate

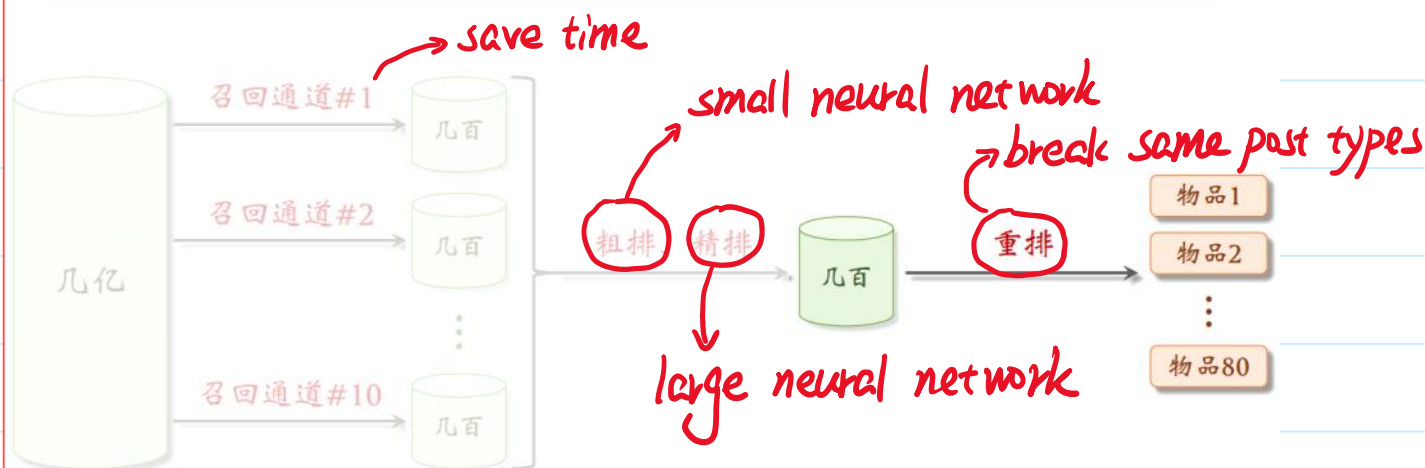
# Work flow

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排序: [几千] → 粗排 → [几百] → 精排 → [几百] → 重排 → [几十]



(Picture is extracted from Shusen Wang on YouTube/Bilibili)

# A/B Test

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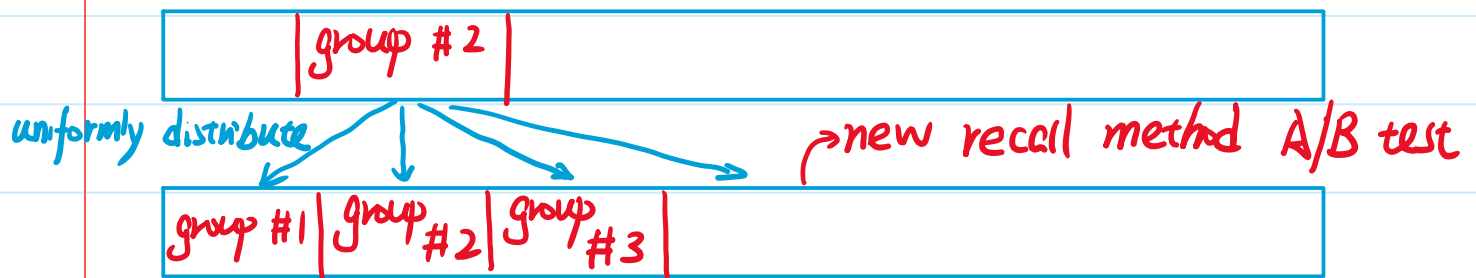
Split by "bucket/bin"

{ user group # 1 → experiment  
user group # 2 → control  
⋮  
user group # N → experiment

Split by "layer"

- ① different layer for different independent test
- ② in the layer, bins need to be no overlapping

→ user interface A/B test



→ new pre-ranking method test

# A/B test

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Hold-out group: do nothing; keep as it is.

test new user interface (GUI)

10% users

90% users

hold out

test new recall methods

hold out

test new pre-ranking

hold out

test new ranking

hold out

test new re-ranking

difference: how much new system improves.

90% users: A/B test; apply new method

10% users: Hold out; Do not apply any method.  
(performance review)