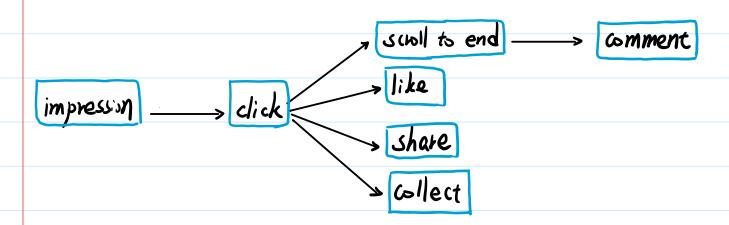
Introduction

Sunday, February 25, 2024 8:40 PM

小红书:



l'enformance metrics:

click rate = # of click / # of impression like rete = # of like / # of click collect rate = # of allect / # of click share rate = # of share / # of click read completion rete = # of schill end /# of click

business metrics:

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

```
Workflow
                  8:40 PM
           select ~ 1000 posts from ~ 100 million posts
 Recal
pre-ranking ranks top ~100 posts
                ranks top v/00 posts
ranking
                randomly chouse ~ 10 posts
re-ranking.
           [\Pi + ] \rightarrow  粗排 \rightarrow [\Pi + ] \rightarrow  精排 \rightarrow [\Pi + ] \rightarrow  重排 \rightarrow [\Pi + ]
    排序
                        save time
                                      small neural network
           召回通道#1
                                                      abreck some post types
           召回通道#2
                                                                 物品2
                                                                 物品80
          召回通道#10
    (Picture is extracted from Shusen Wang on YouTube/Bilibili)
```

A/B Test

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Split by "bucket/bin"

(user group #1
$$\longrightarrow$$
 experiment

User group #2 \longrightarrow control

user group #N \longrightarrow experiment

Split by "layer"

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

> user interfece A/B test

group #2 uniformly distribute

new recall method A/B test

s new pre-ranking method test

A/B test Sunday, February 25, 2024 8:40 PM

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

test new user interface (GUI) 10% 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 imploves. 90% users: A/B test; apply new method
10% users: Hold out; Do not apply any method.

(performance review)