Outline

- ◆ Introduction to Taobao
- Data
- Search Results Page Raw list level data
- View Item Page Listing level data
 - •Taobao/Tmall Sellers difference
 - Structured data
 - Unstructured data (dictionary system for accessory)
- Similar Examples from other categories
- Results

百万红巴一承包你的看夏衣柜





童鞋新品上市





Theme of the

market

WomenMen Shoes Bags > Baby Beauty food jewelry> Decoration Stores >

home

digital applian@smes Learnin@ropertymarried

OutdoorRecreatizind >

Featured Shopping

Women Taobao Taobao men

aged

worldwide

Poly cost

Lynx

家电疯抢季

Supermarket

Headlines

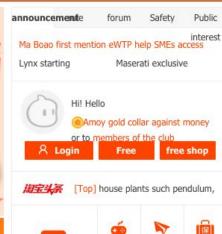
49吋4K电视

新品低至1999



即刻整妆焕新













Fear of

Motivation



or



Highlight of Findings





Bundle Premium in Other Categories

Phone PS4







Canon 700D



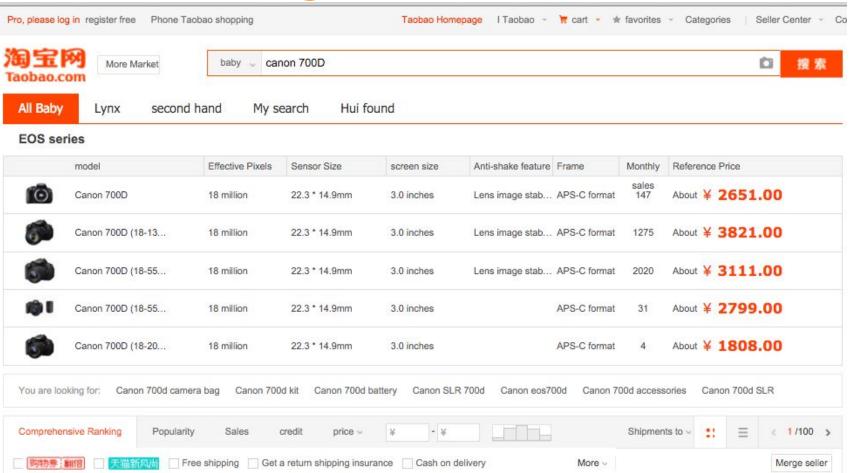
Data

- Search Results Page
- View Item Page
 - Structured Data
 - Number of Bundles and Pricing
 - Seller Reputation
 - Aggregate Demand
 - Transaction Records (no longer available after Jan 25, 2016)
 - Cumulative Review as a proxy
 - Unstructured Data
 - Bundle Content

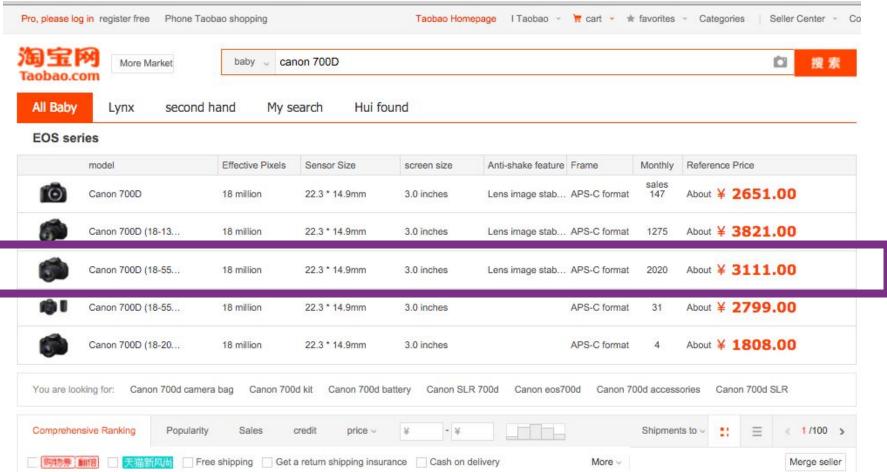
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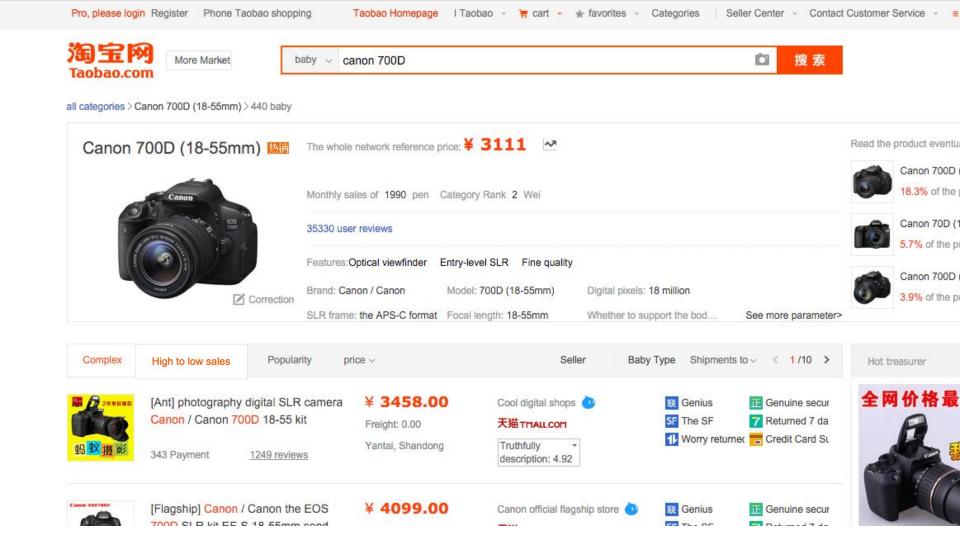
Raw list level data

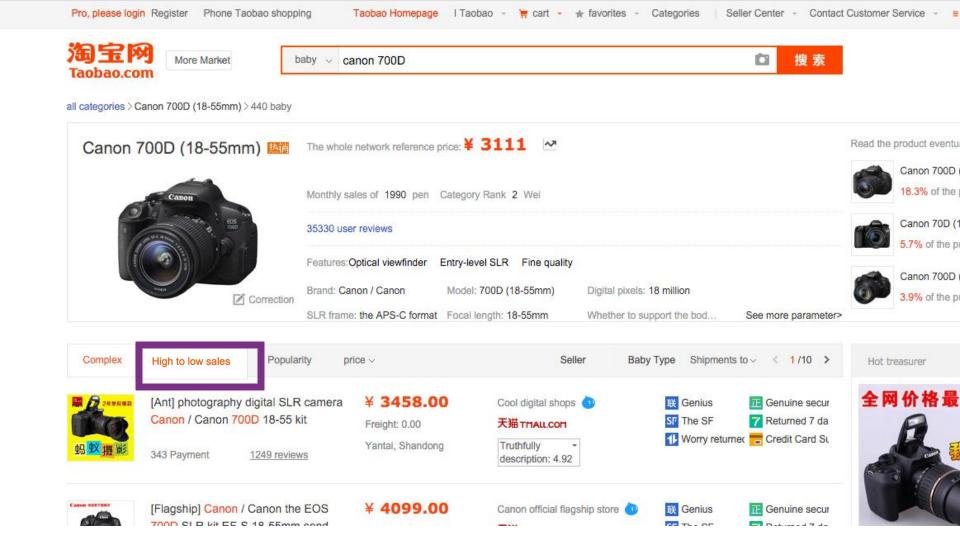
Search Results Page

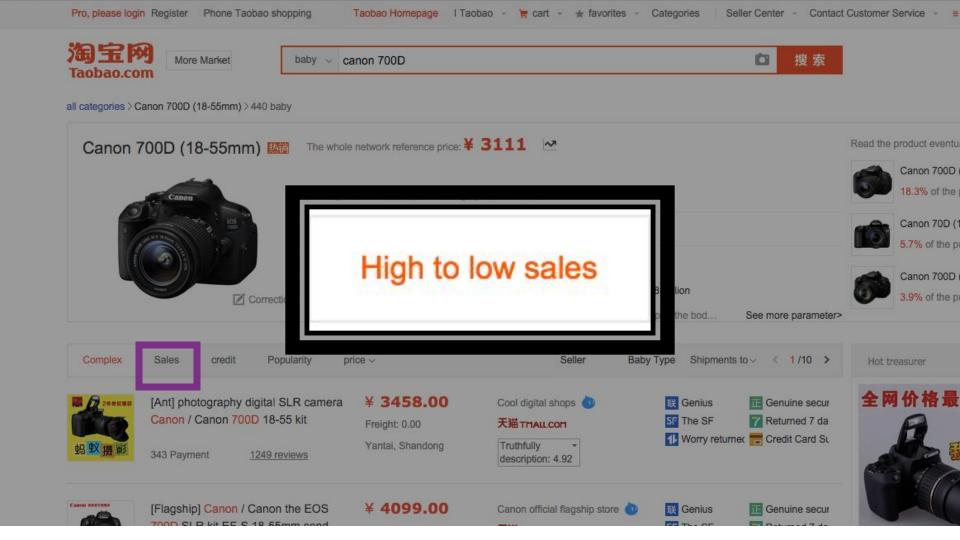


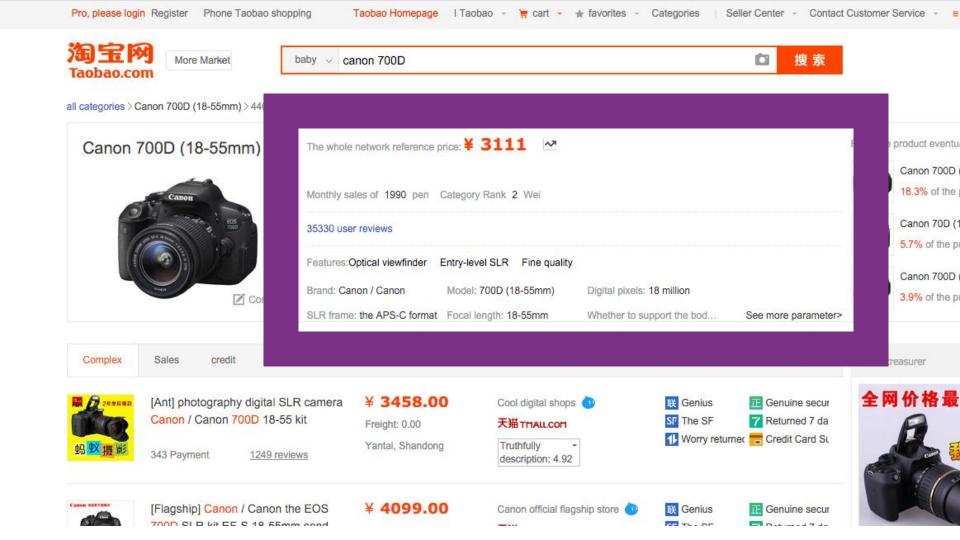
Search Results Page

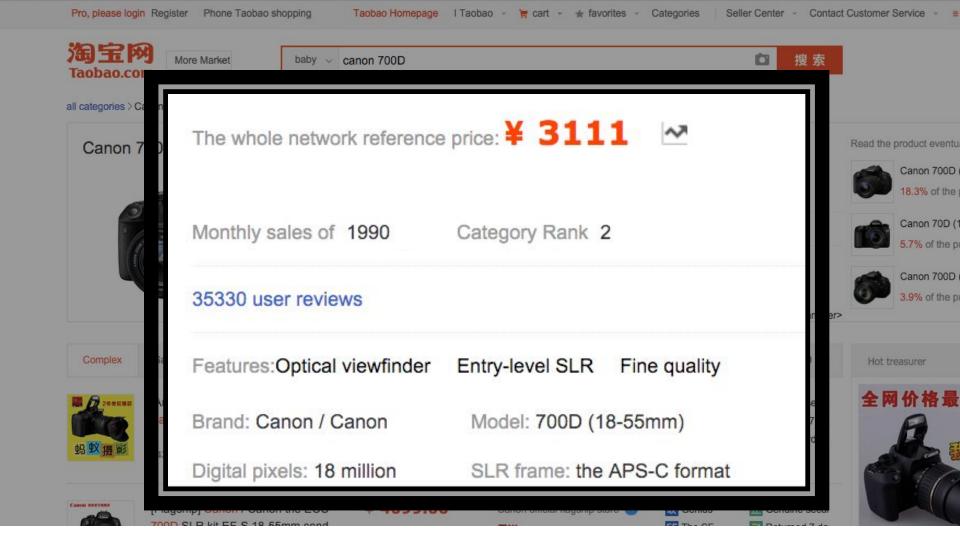


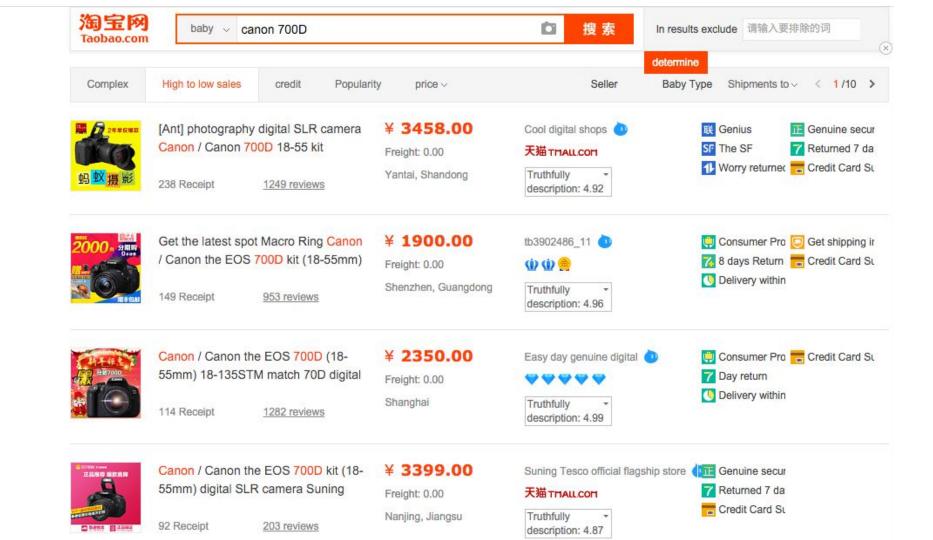


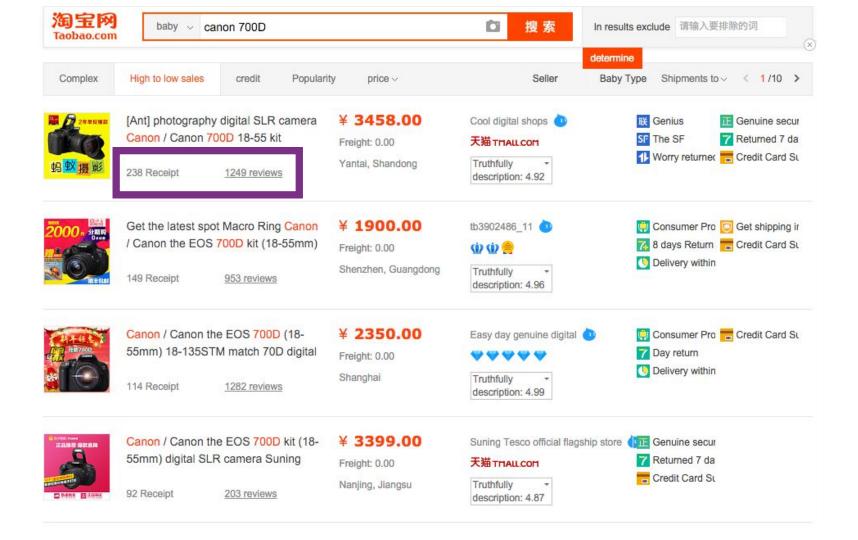


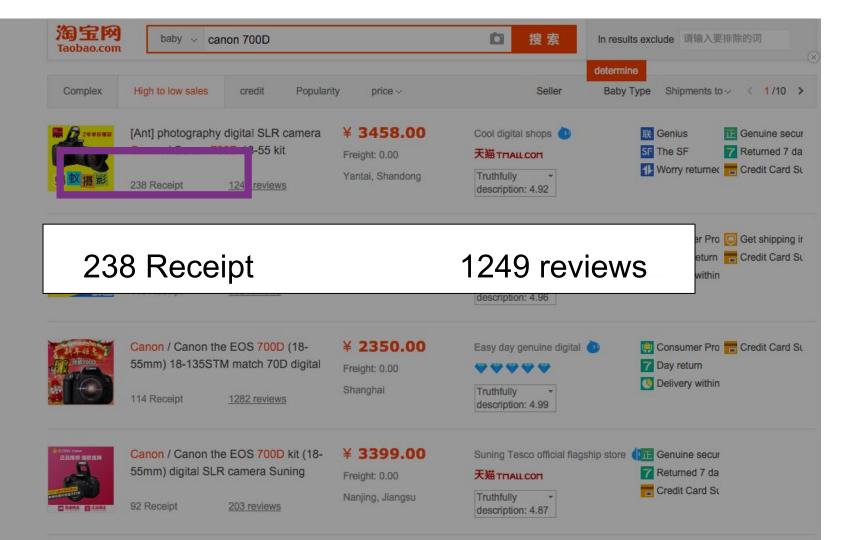


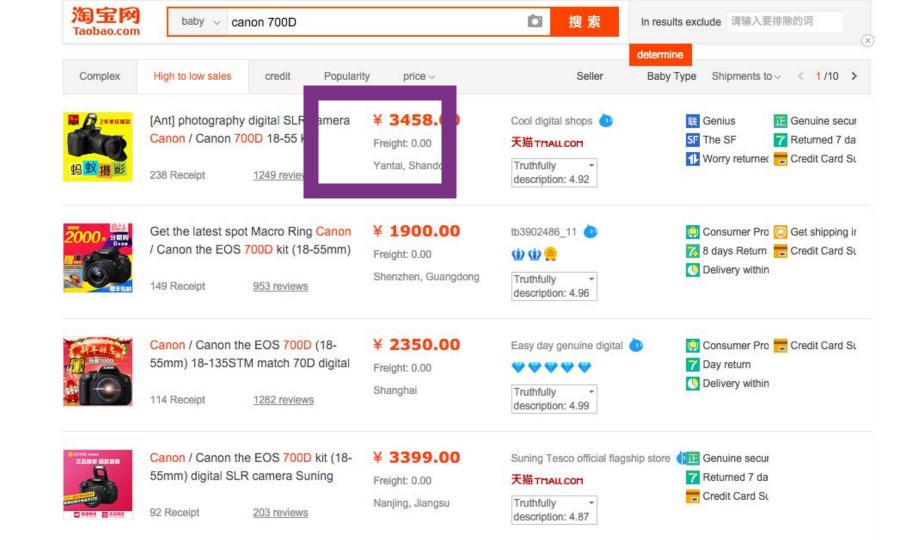


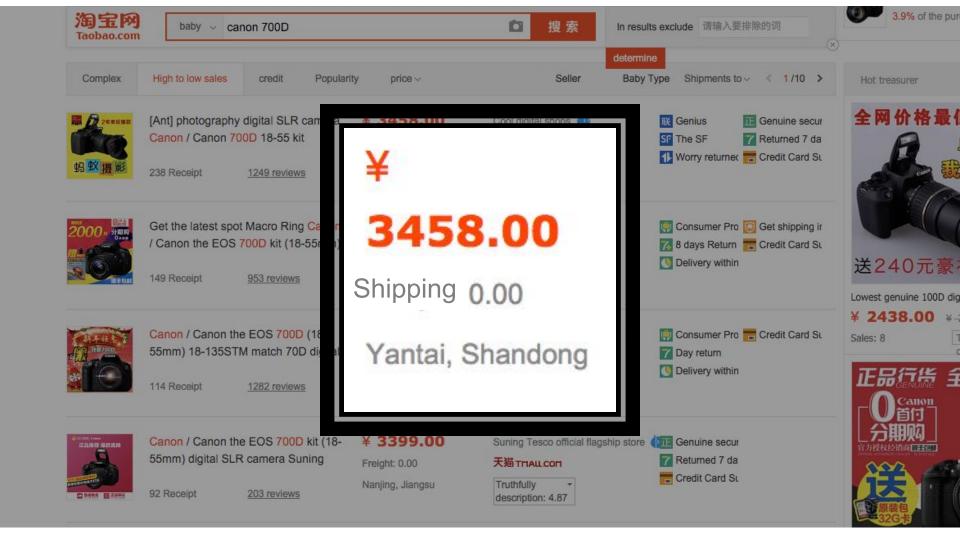


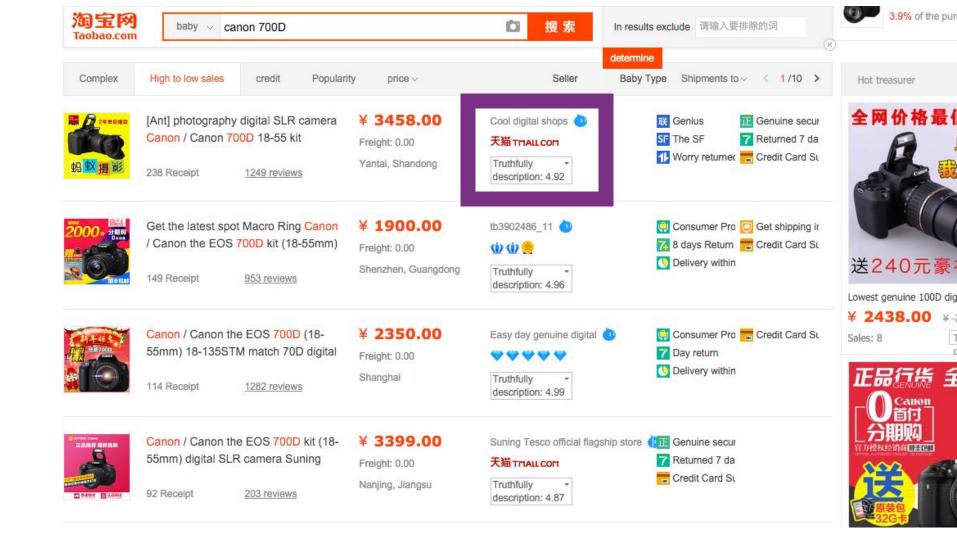


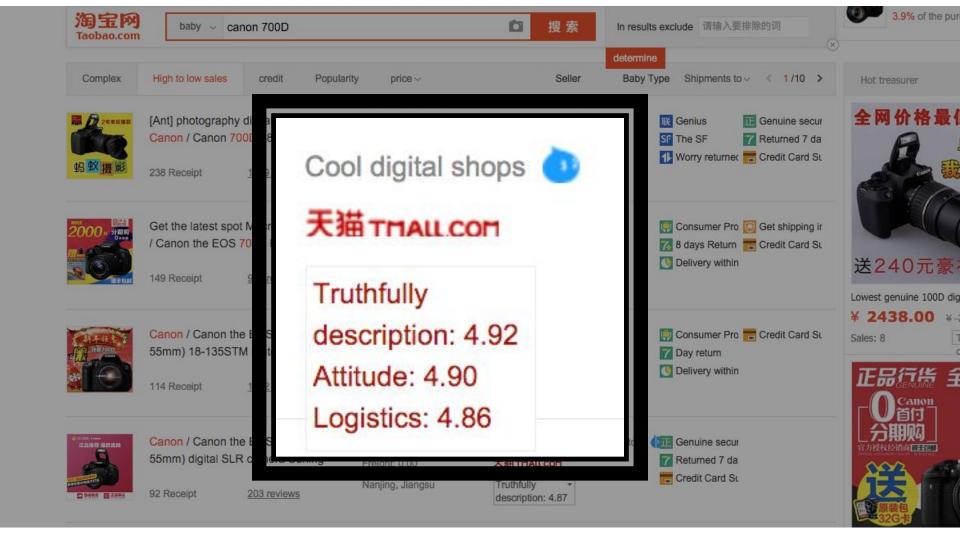


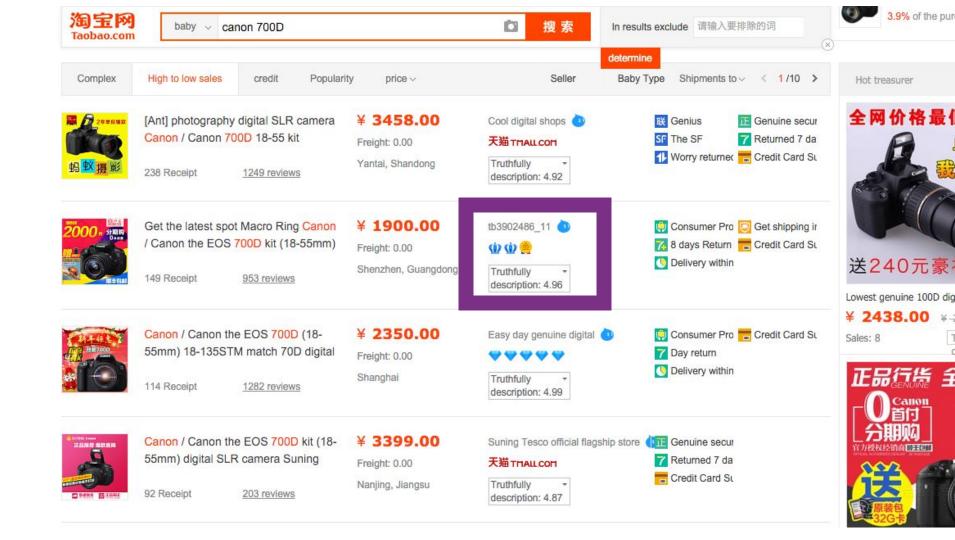


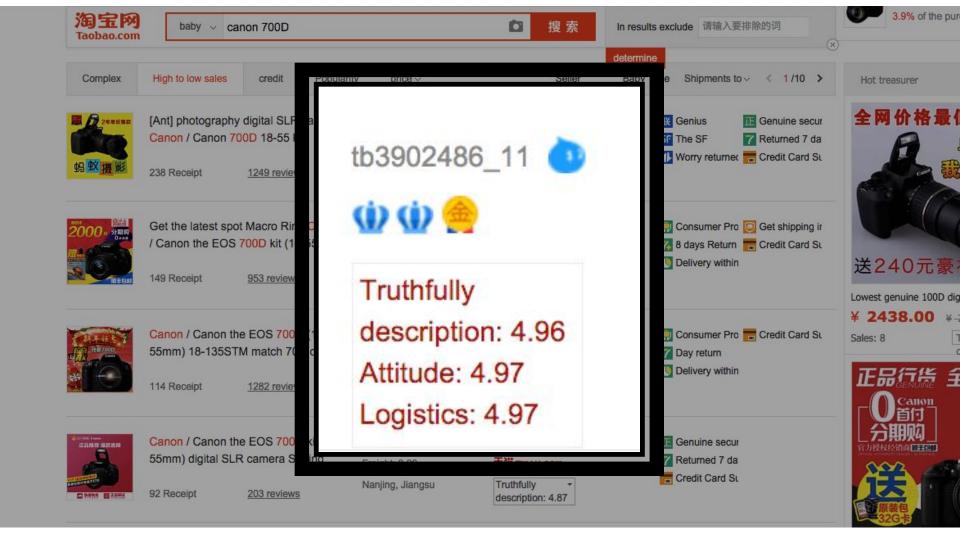


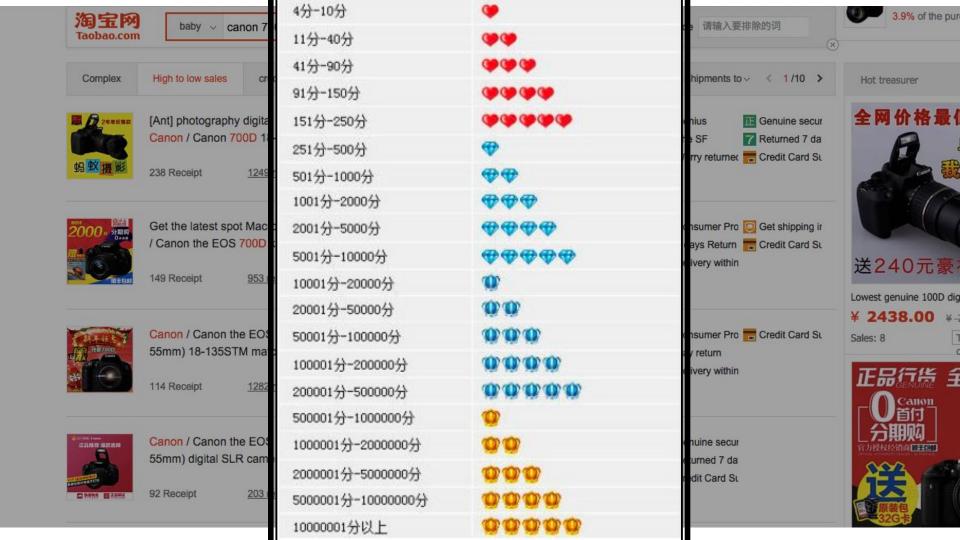


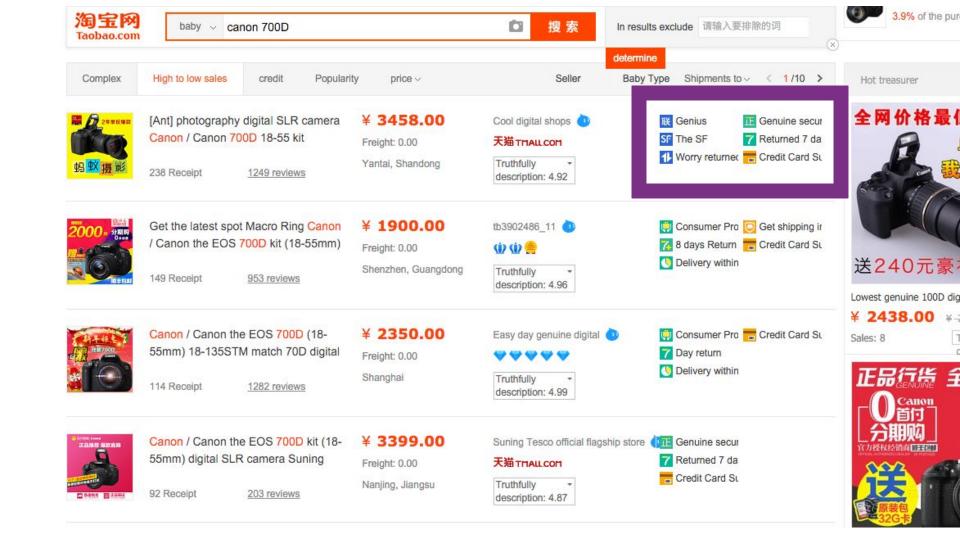


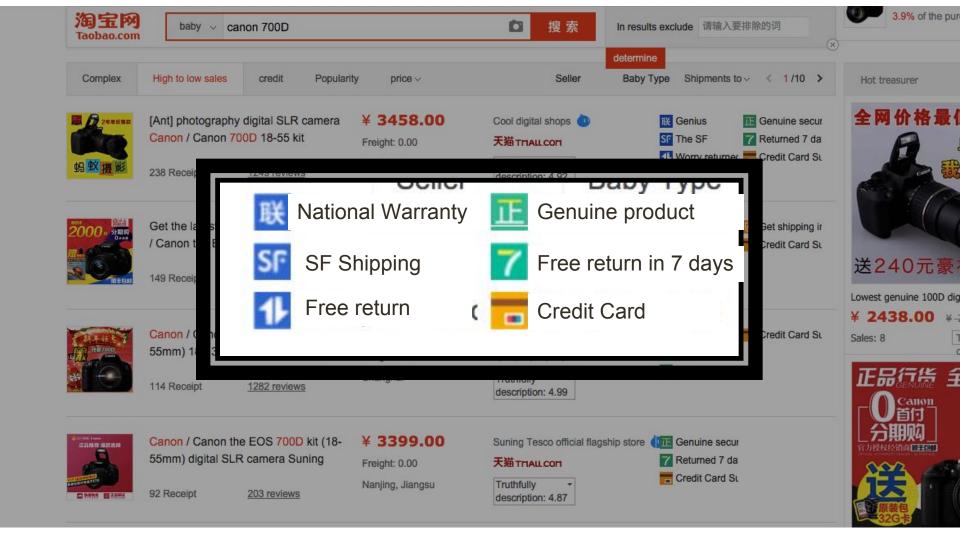












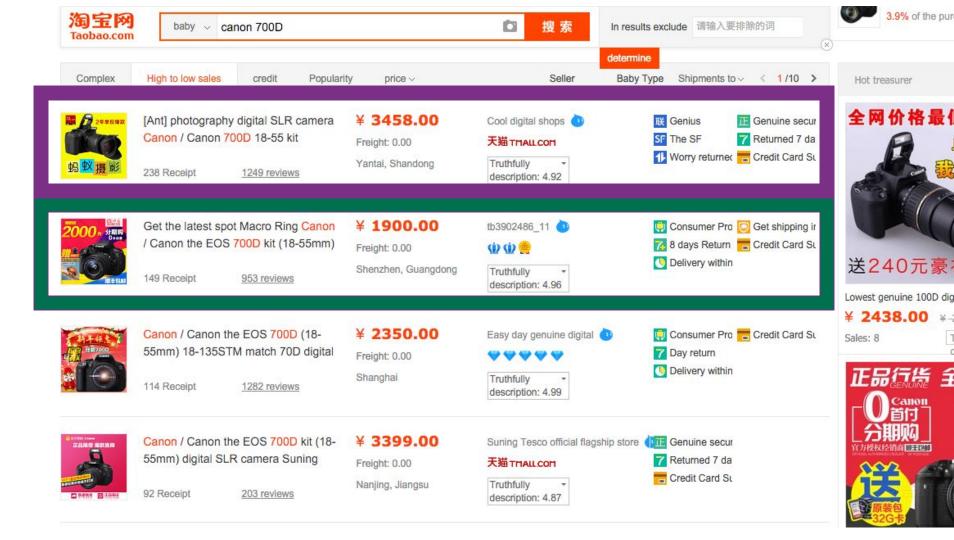
Raw List Data

Only look at those listings w 30-day quantity sold $> 0 \& \ge 2$ bundles

- Item_id: uniquely identifying a listing
- Tmall/Taobao
- Quantity sold (30-day)
- Price
- Number of Bundles -> Collected from View Item Page

View Item Page

Listing level data

















Value-

added

Pledge

Flower

chant stage T1-4 letter

services

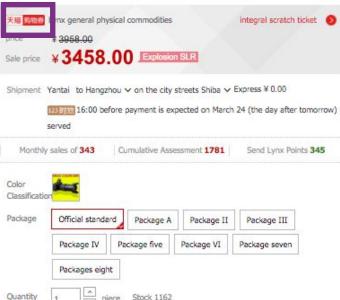


Cool digital shops

descriptienvice Logistic: 4.9 ↑ 4.9 ↑ 4.8 ↑

[Ant] photography digital SLR camera Canon / Canon 700D 18-55 kit licensed UNPROFOR

Get SLR wrist strap 2 years explosion models Japanese pin 15



Tmall VIP

Buy now

Extended warranty for two years ¥ 268.00 >

Log confirm whether the service enjoys what is spent chanting stage

Genius worry-free return policy

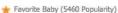
Add to Shopping





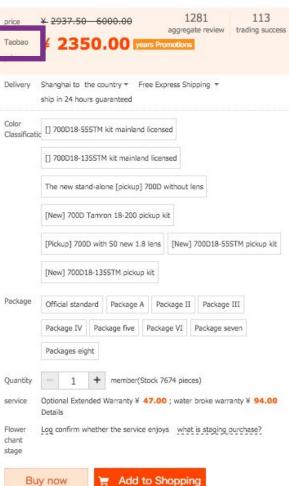








Canon / Canon EOS700D (18-55mm) 18-135STM match 70D digital SLR camera D5300 seconds



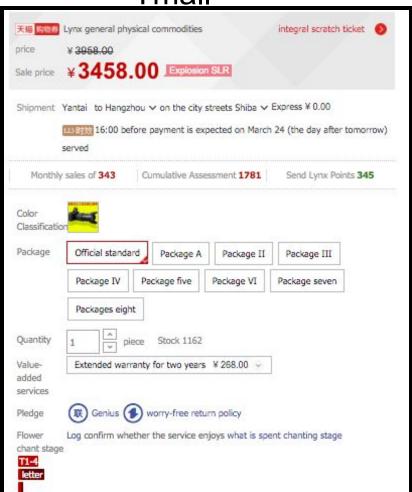


Taobao VIP

View Item Page

Structured Data

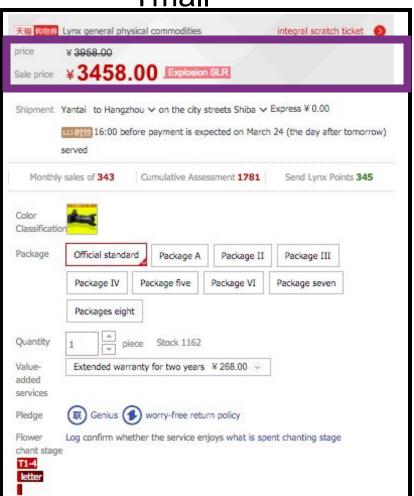
Tmall



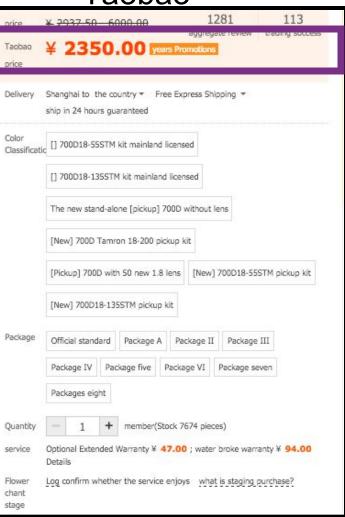
Taobao



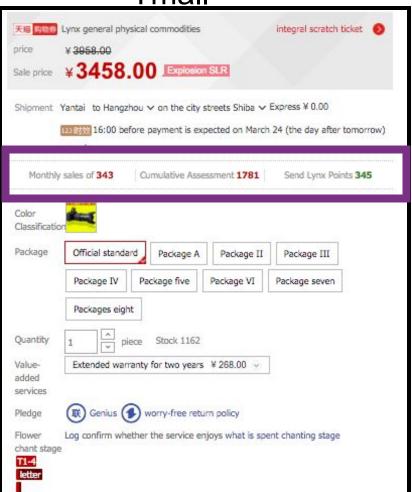
Tmall



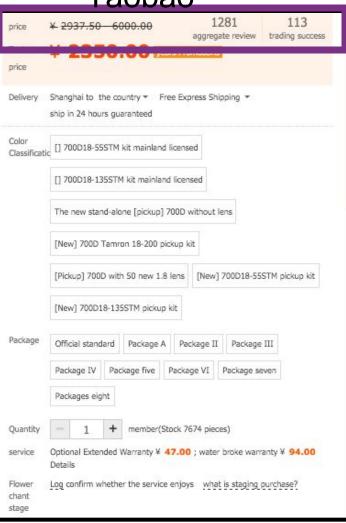
Taobao

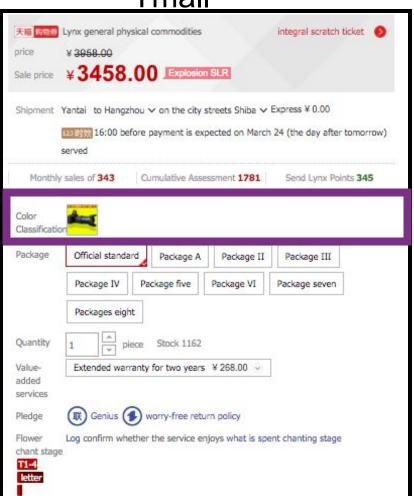


Tmall



Taobao

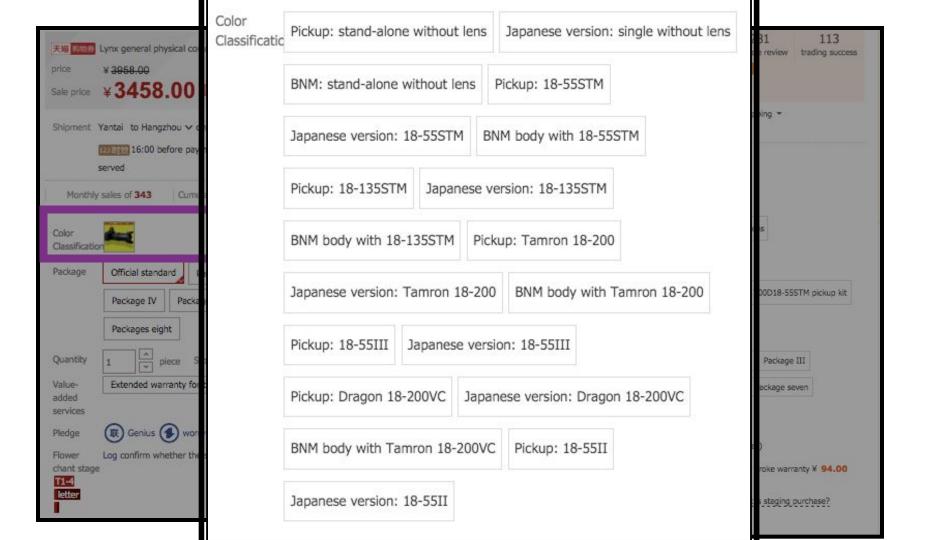


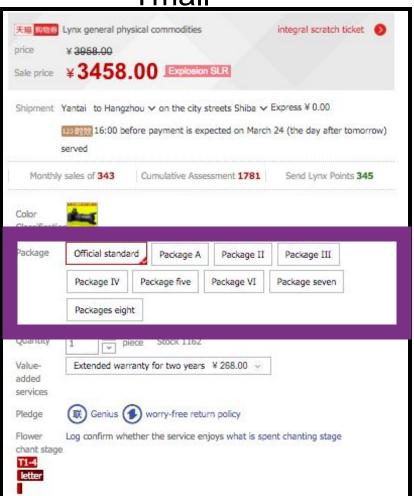


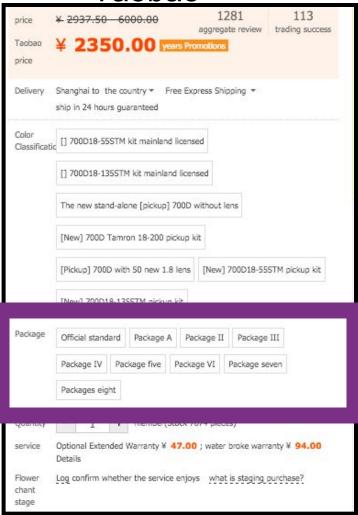


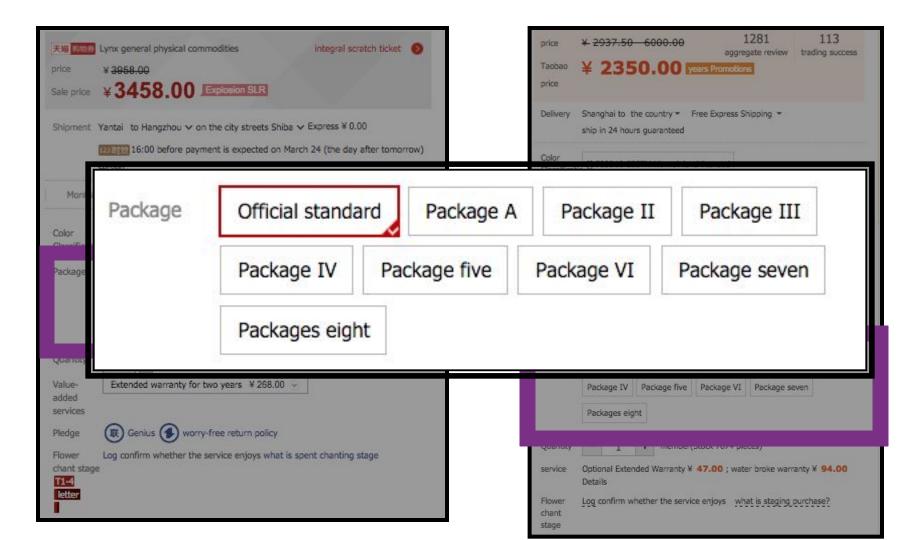










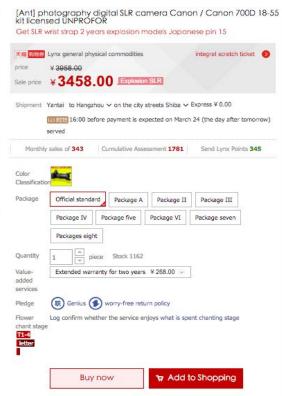


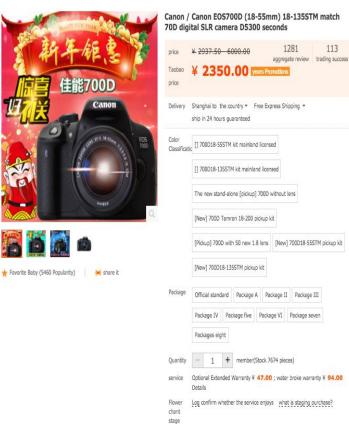
Seller Reputation



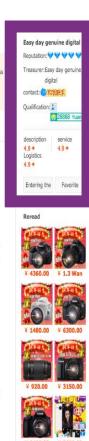


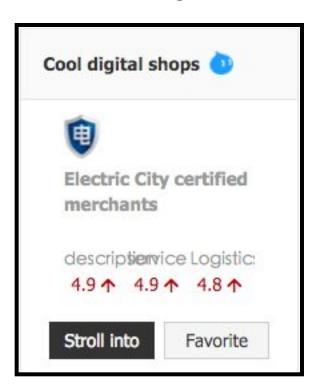


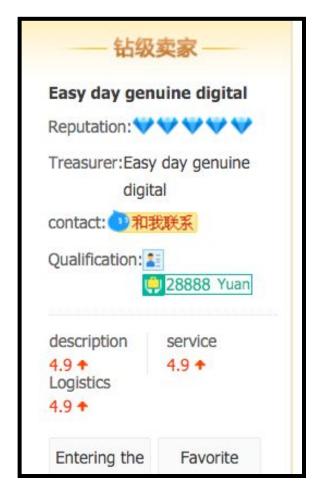




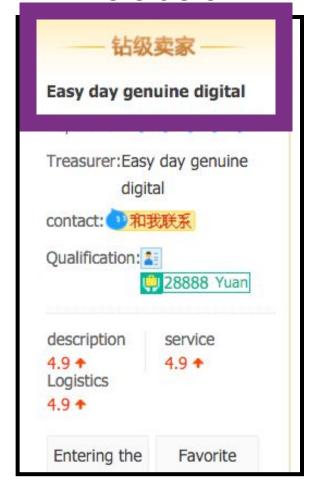
Add to Shopping



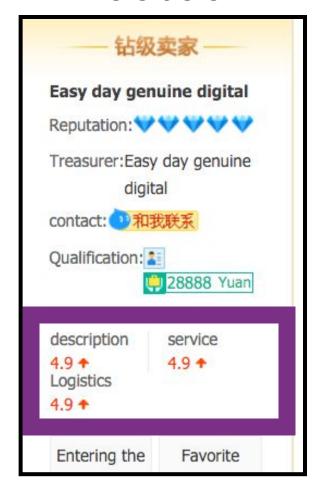


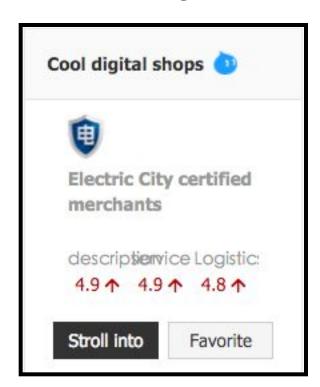


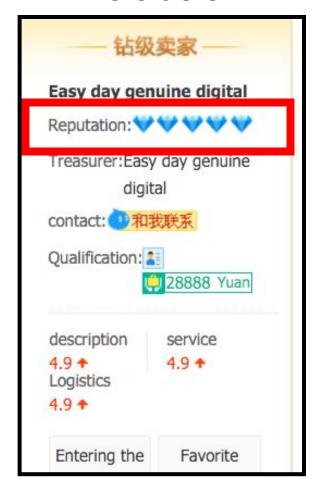


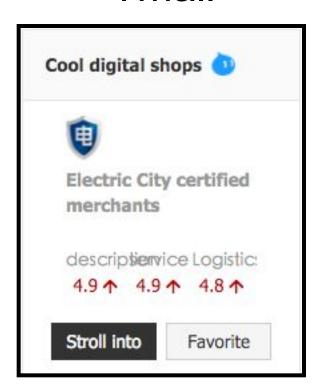


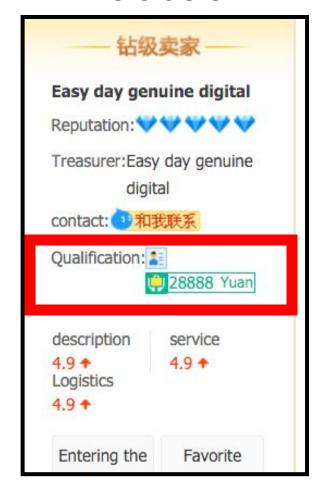




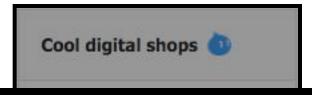








Taobao







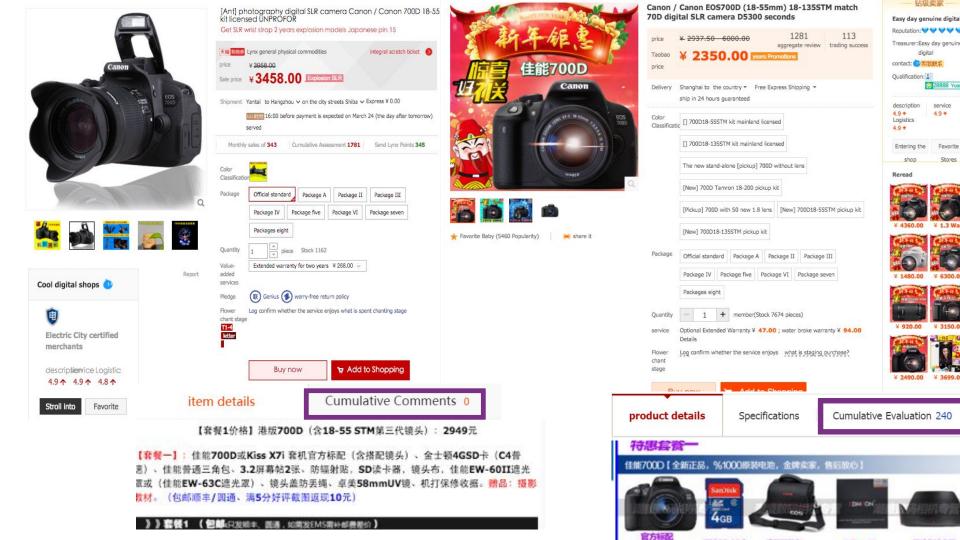
Consumer protection service

Consumer protection service is signed by the seller Taobao consumer protection service agreement, commitment to provide consumers with transaction security services. When buyers use Alipay secured transactions and services purchased in Taobao baby, if they receive the goods have quality problems or online description does not match without payment or receipt of goods, if the seller does not fulfill its commitments, the buyer may, according to page and rights launched Taobao rules, determined by the success of the rights, Taobao sellers margin will be deducted liquidated damages, in order to protect the interests of buyers.

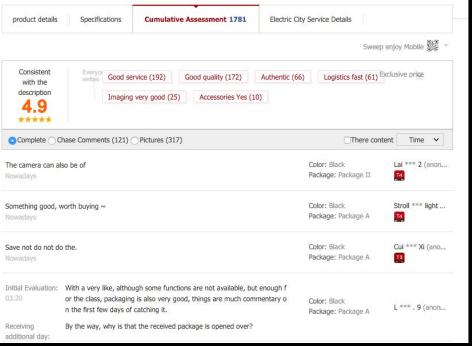
Stroll into Favorite

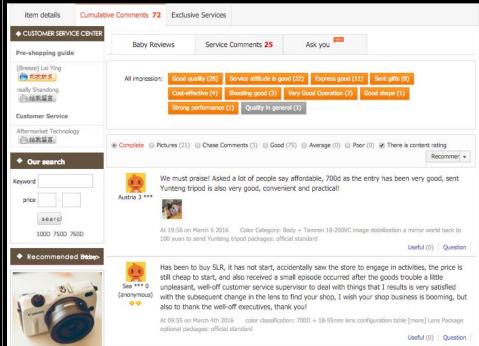


Disaggregate Reputation Rating For each Transaction

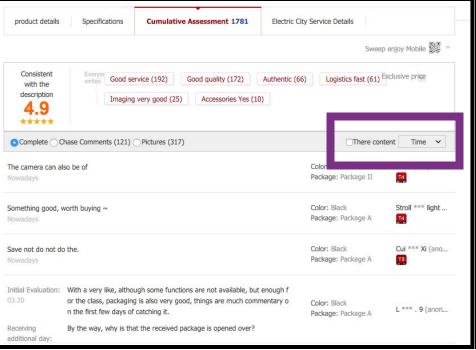


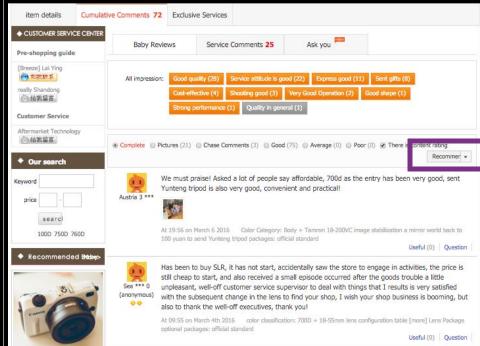
Tmall



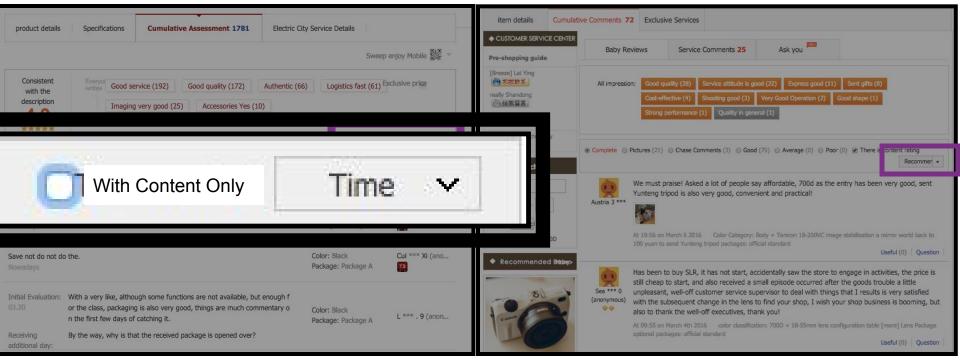


Tmall

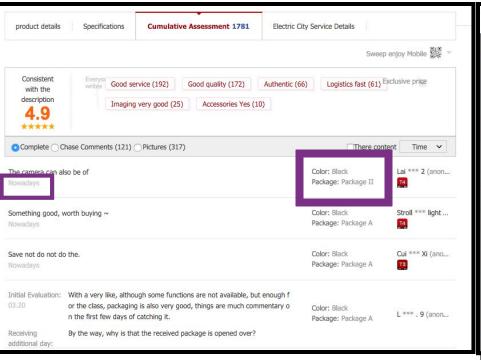


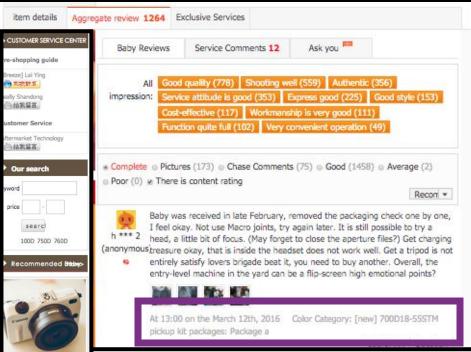


Tmall Taobao



Tmall





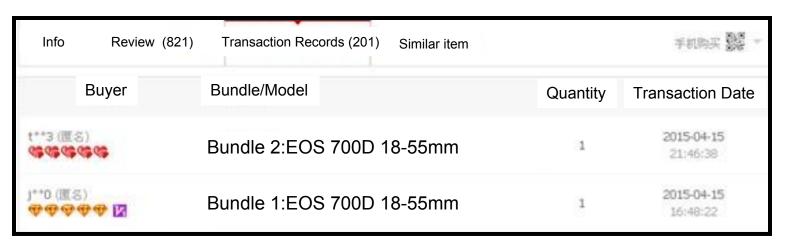
Taobao **Tmall**



Useful (0) Ouestion

Transaction Records (Aggregate Demand)

Transaction Records (No longer exist after Jan 25,2016)

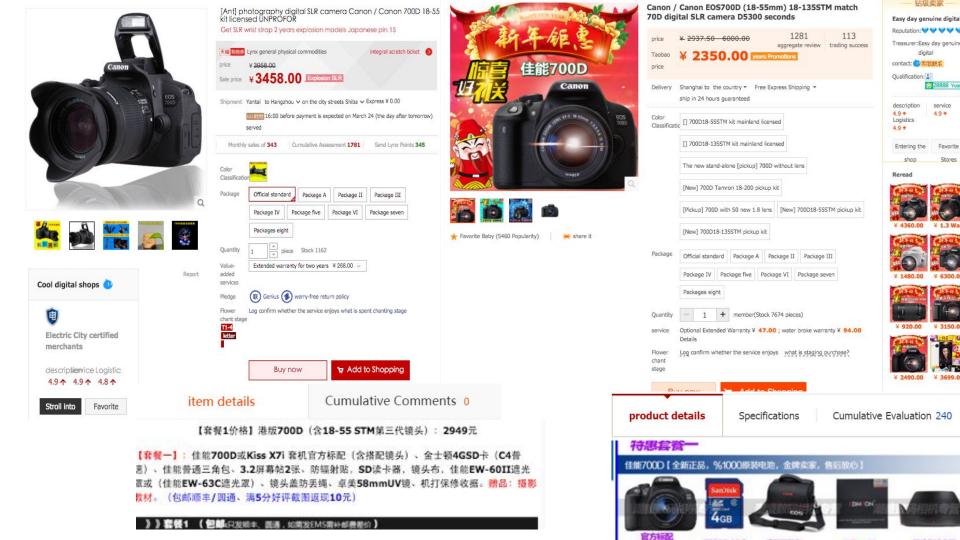


Tmall



View Item Page

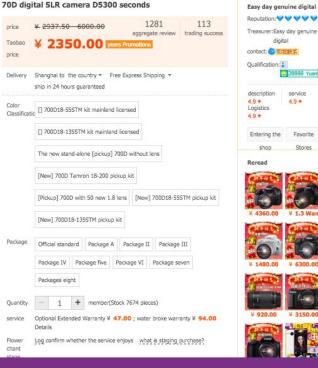
Unstructured Data







* Favorite Baby (5460 Popularity)



digital

Cumulative Evaluation 240

28888 Yuan

service

Favorite



descriptienvice Logist 4.9 ↑ 4.9 ↑ 4.8 ↑

Favorit

Stroll into

item details

Cumulative Comments 0

【套餐1价格】港版700D(含18-55 STM第三代镜头): 2949元

【春餐一】:佳能700D或Kiss X7i 套机官方标配(含搭配镜头)、金士顿4GSD卡(C4普 佳能普通三角包、3.2屏幕帖2张、防辐射贴,SD读卡器、镜头布、佳能EW-60II遮光 【或(佳能EW-63C遮光罩)、镜头盖防丢绳、卓美58mmUV镜、机打保修收据。赠品:摄影 (包邮順丰/圆通、满5分好评截图返现10元)

符思套置一 住能700D【全新正品,%1000原装电池、金牌卖家、售后放心】 DAK ON

Specifications

product details









Listing-level Structured & Unstructured Data

- Item ID (key)
- Bundle Index
- Bundle Price
- Accessory Name
- Indicator of Gift
- Dictionary Index

Dictionary for Accessories

Set up a Dictionary system (around 25 categories)

Most Frequently appeared Categories

```
oMemory Card > CC
```

Battery > DC

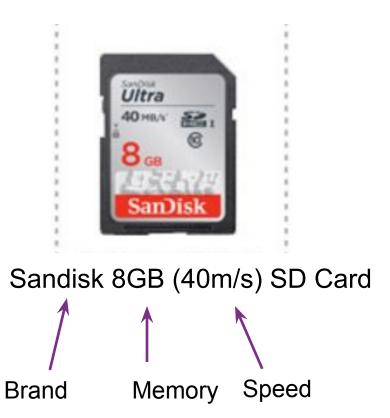
UV filter > UV

Stand > SJ

Camera Bags > XB



Information Filter





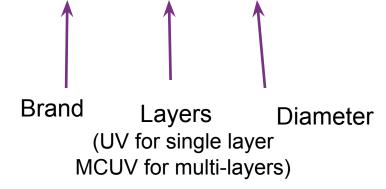




Information Filter



Green Leave UV(58mm) Lense



Information Filter - Dictionary



Green Leave UV (58mm) Lense

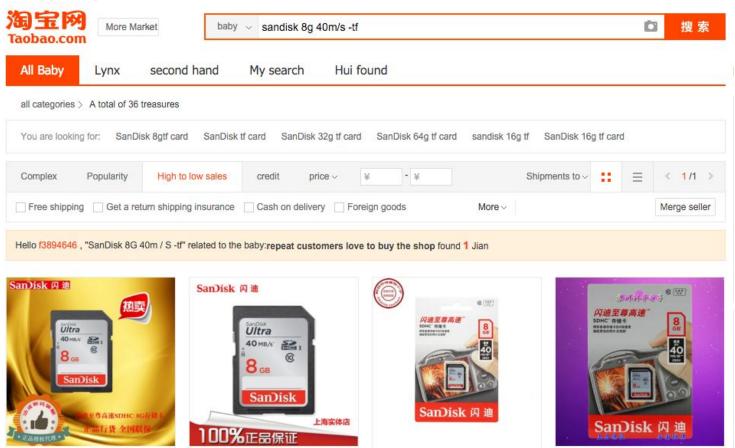


Dict_index	product_catego	url_example	title_acc	alternativ	url_scrape	search_keyword
UV20	UV	http://world.taoba	Greenleave UV		https://s.taobao.c	Greenleave UV 58mm

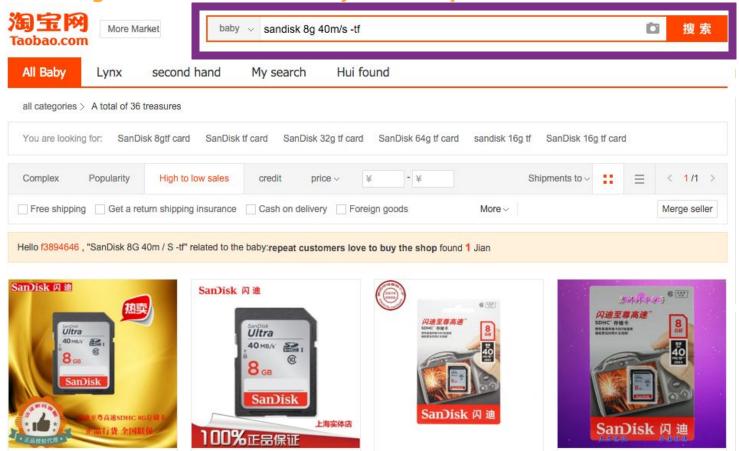
Graph

Accessory Street Price







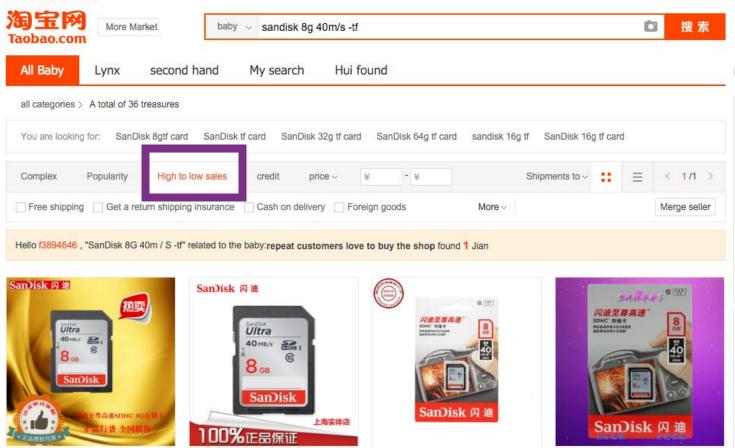






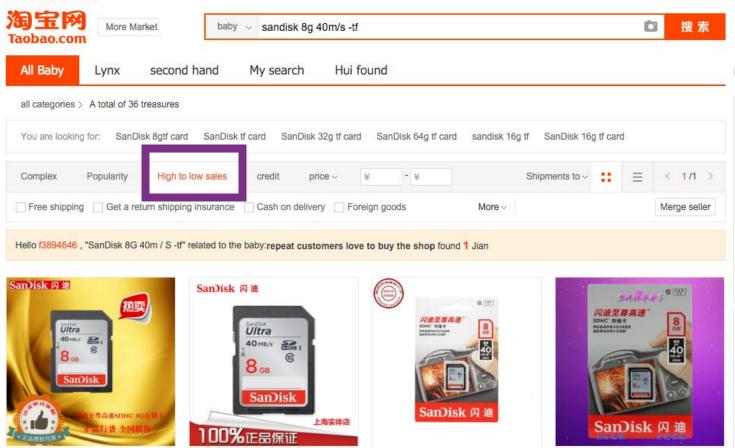








































¥18

Sandisk 8GB 40m/s

SD Card



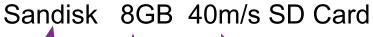






Information Filter



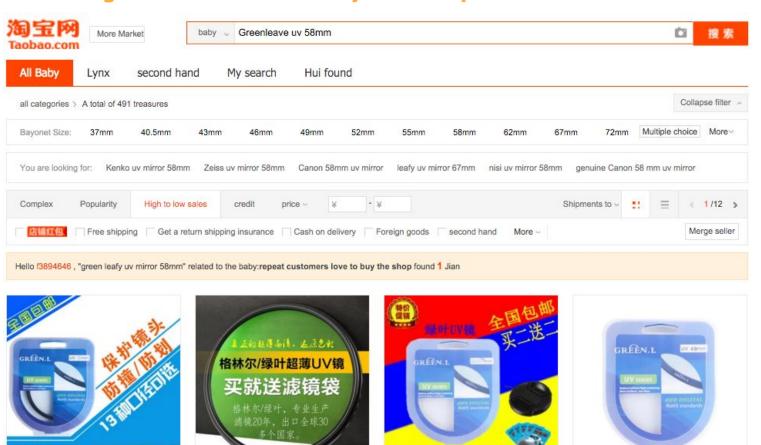


Brand Memory Speed

Α	В	С	D	→ E	F	G	Н	
num_srp	item_title	item_url	ind_filter	ind_brand	ind_memory	ind_speed	item_price	
1	Sandisk/闪迪SD8G 16G 30M 40M 尼康包装	//item.taobac	2	1	1	0	16	
1	闪迪16G内存卡 SD卡16G相机卡 CLASS10	//item.taobac	1	-1	1	1	29.9	
1	SanDisk闪迪16G sd大卡 40m/s 卡16g 相机	//item.taobac	1	1	1	1	30	
1	闪迪16g相机内存卡 class10高速SD卡 80M/	https://click.s	2	1	1	0	32.9	

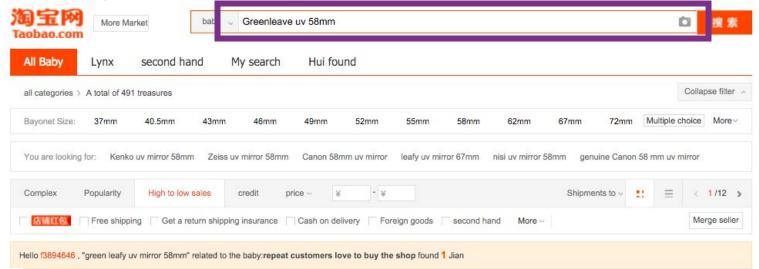


Green Leave UV 58mm Lense





Green Leave UV 58mm Lense













baby 🗸

Greenleave uv 58mm









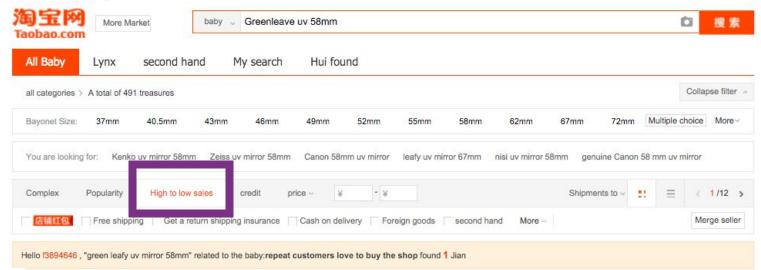
Greenleave uv 58mm ← 58mm is the lense diameter







Green Leave UV 58mm Lense

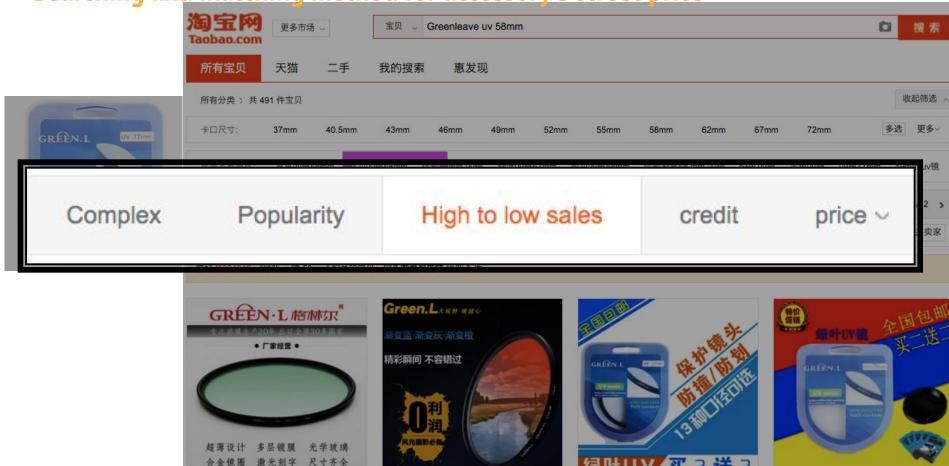






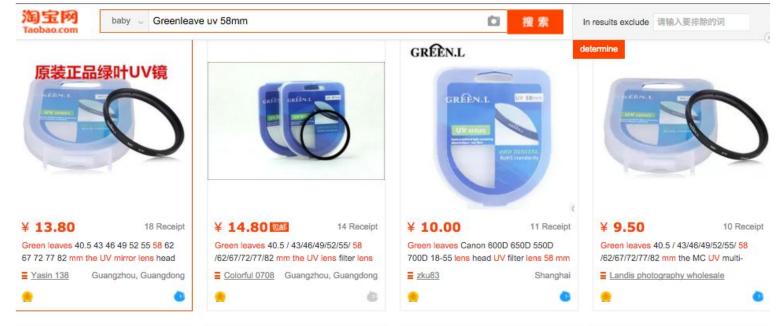








Green Leave UV 58mm Lense







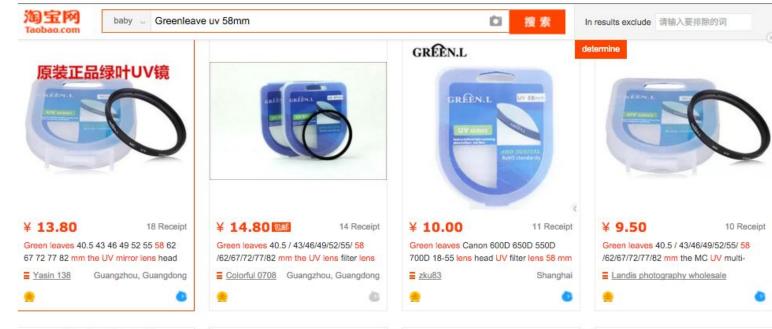






Green Leave UV 58mm Lense

¥10







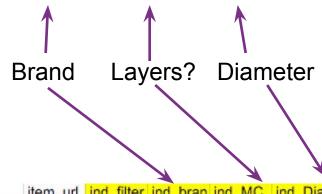




Information Filter



Green Leave UV 58mm Lense



num_srp item_title	item_url	ind_filter	ind_b	ran ind	MC_	ind_Dia	an item_	pric	Price_co	Correcte	index	totalCour
1 GREEN.L绿叶 62mm UV镜 镜头保护镜	//item.tac	0		1	0		0	5.8			UV20	126

Observation





Thank You

Primary Premium Contributing Accessories



Memory Card ¥35-41



UV Filter ¥89-92