Canon 700D

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

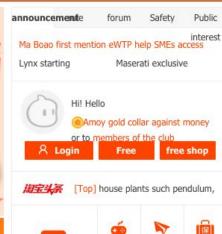
49吋4K电视

新品低至1999



即刻整妆焕新













Fear of

Highlight of Findings







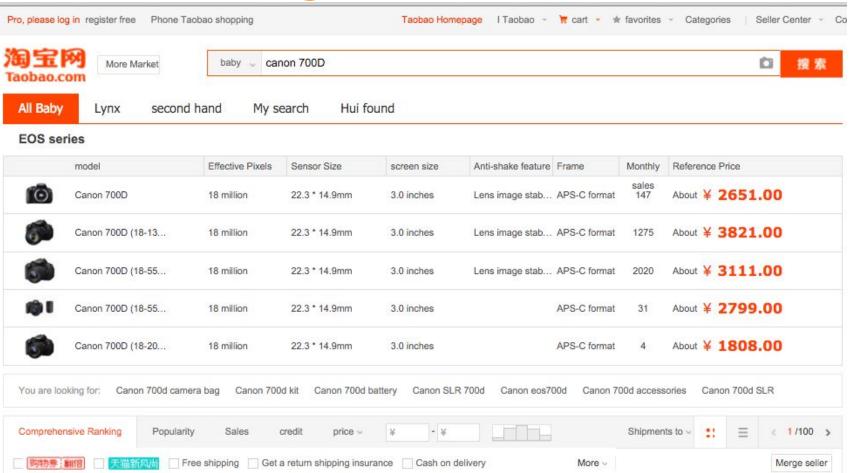


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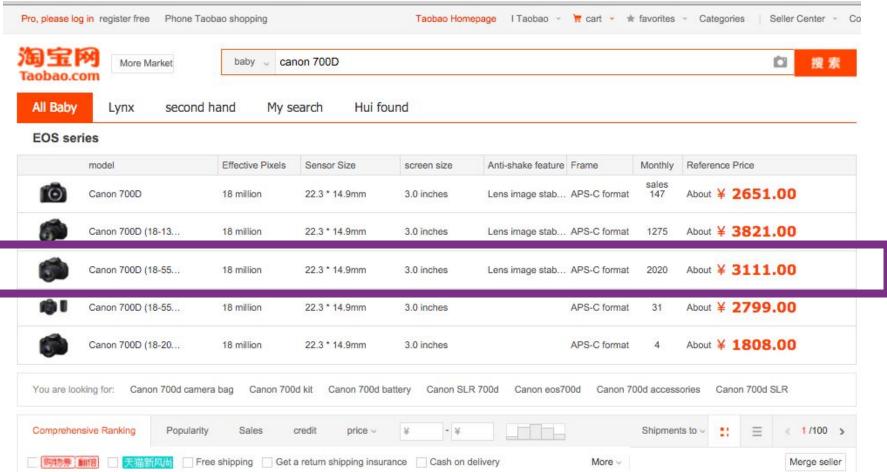
Search Results Page

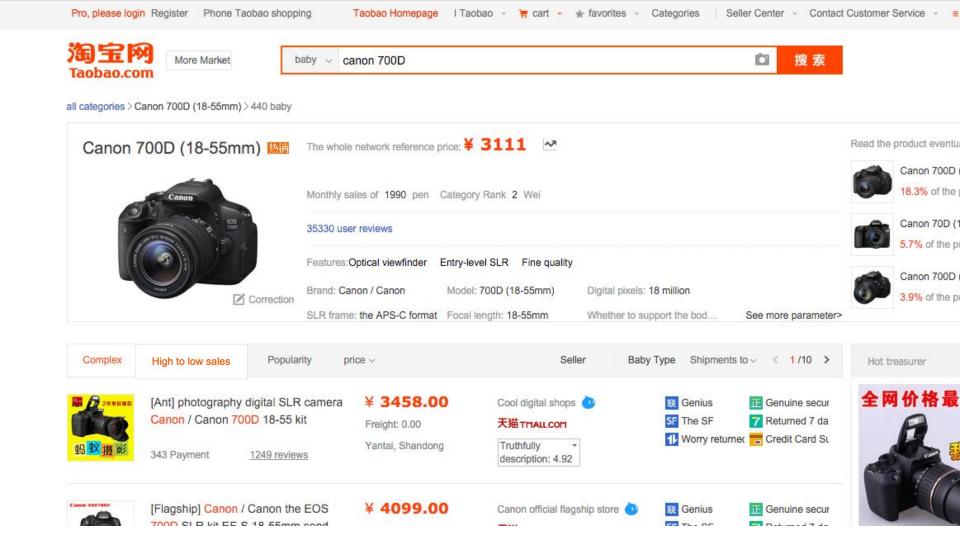
Raw list level data

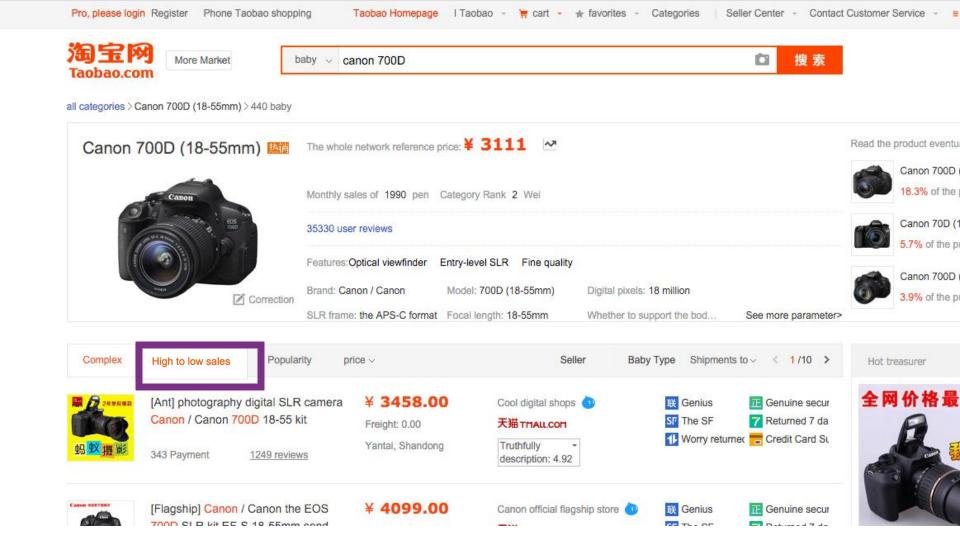
Search Results Page

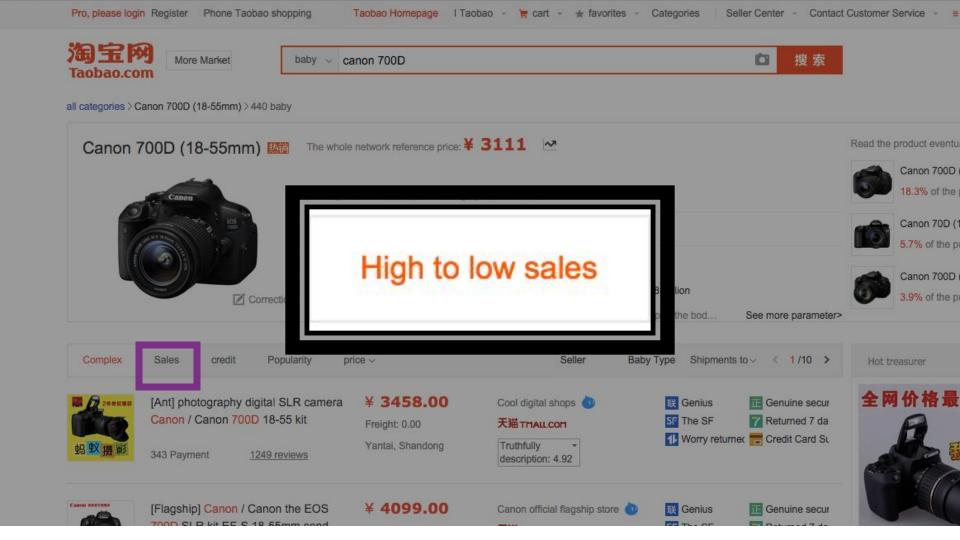


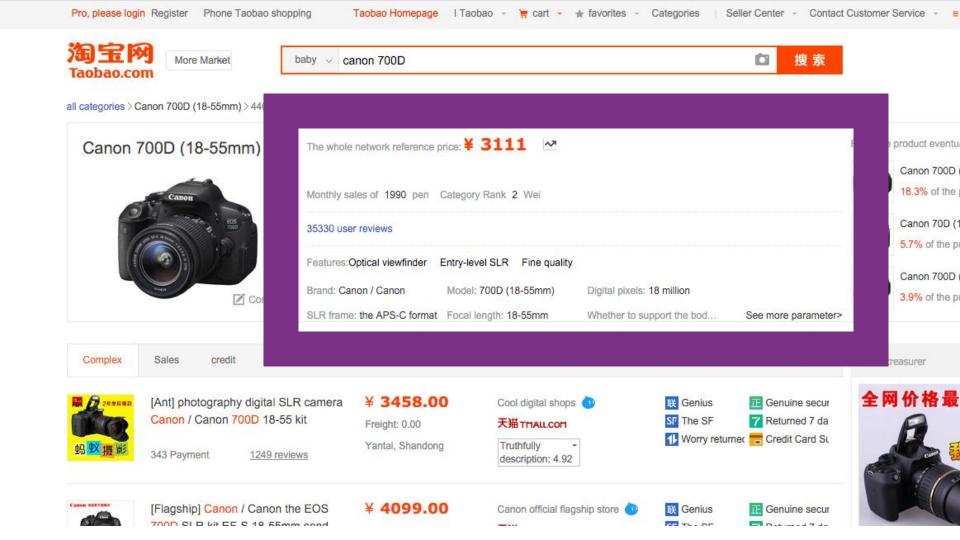
Search Results Page

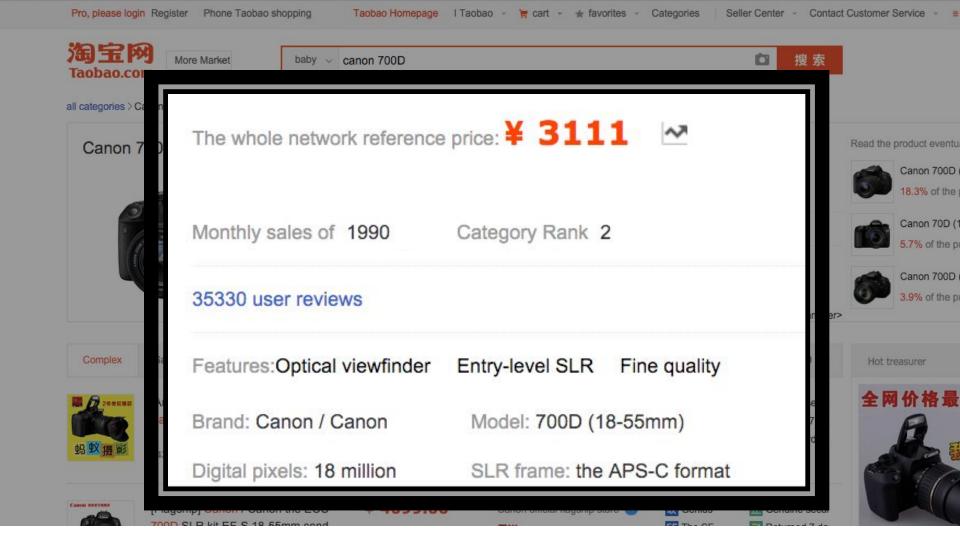


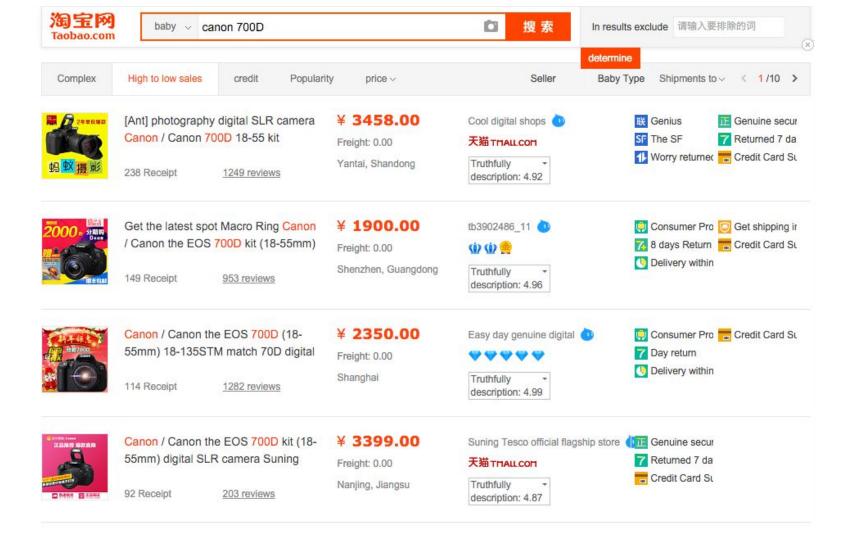


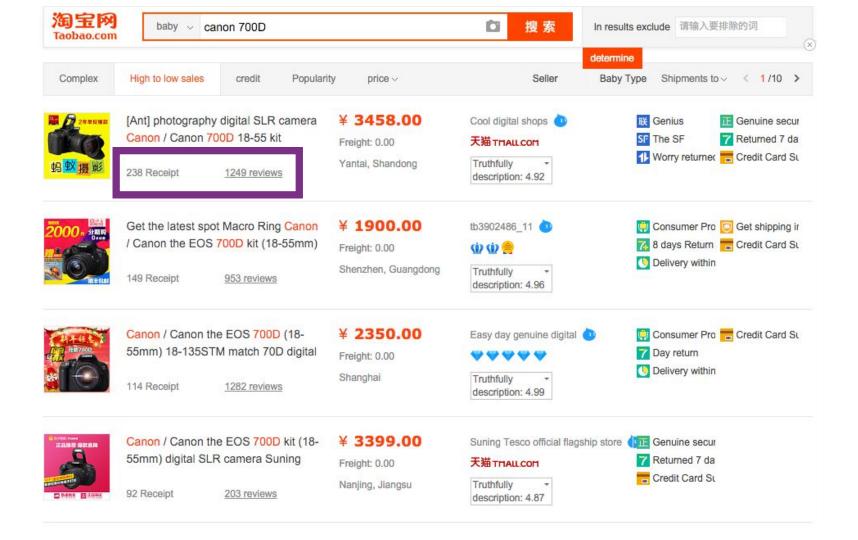


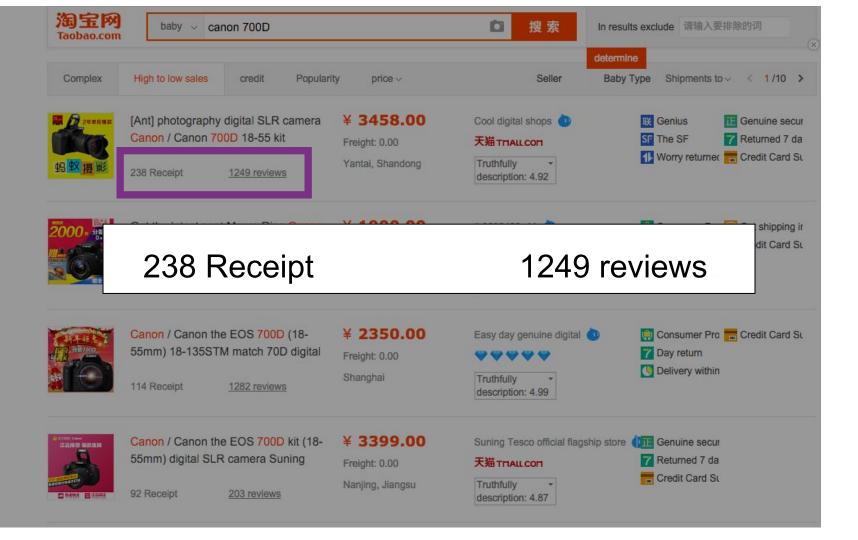


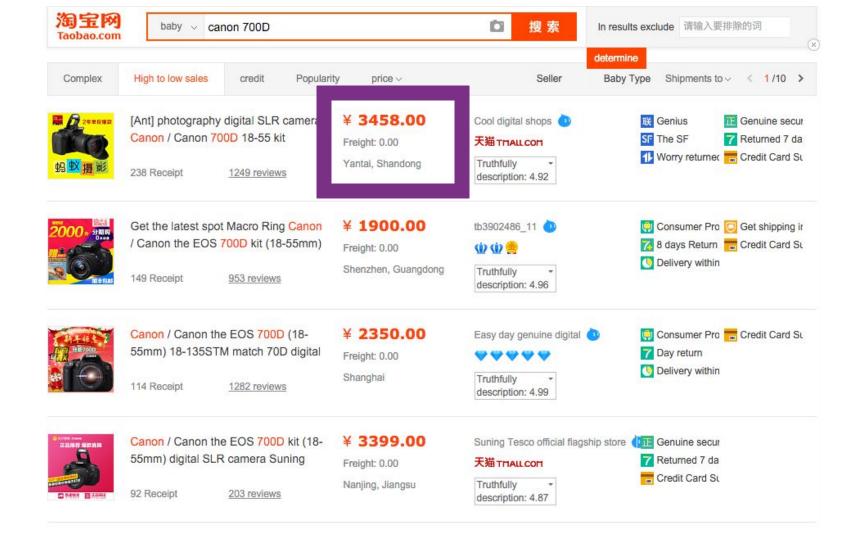


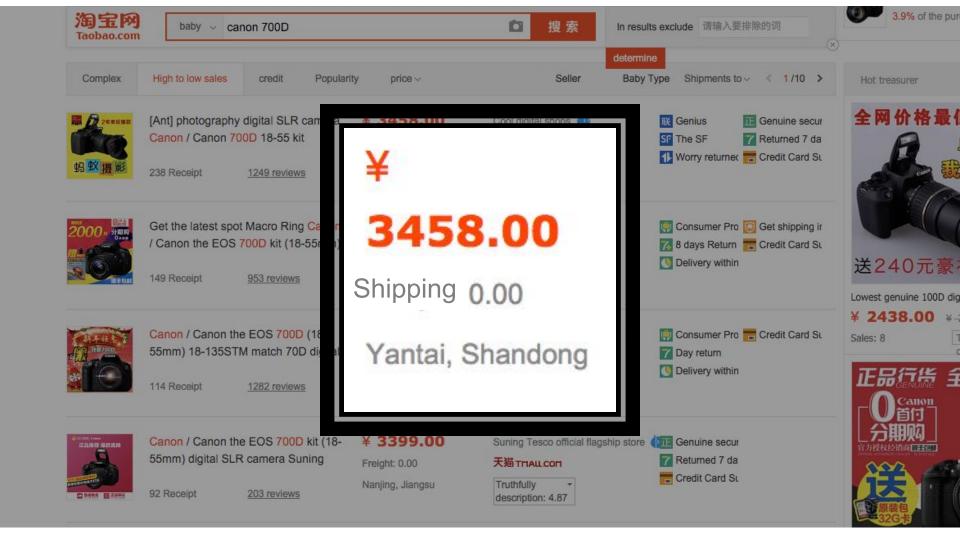


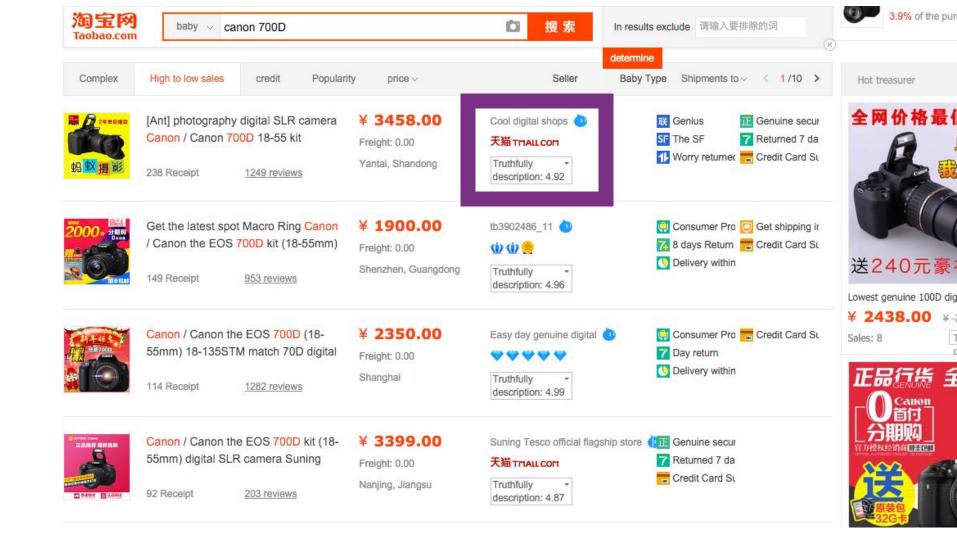


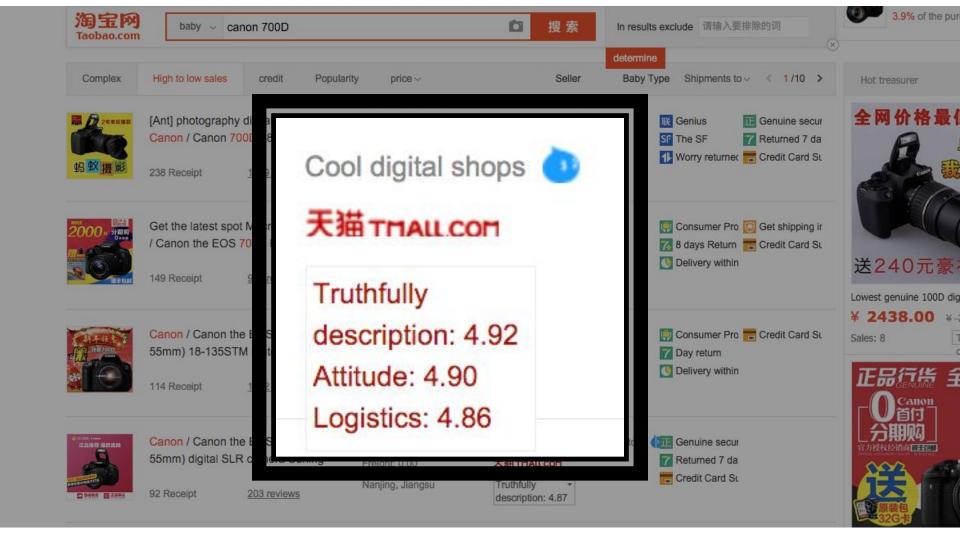


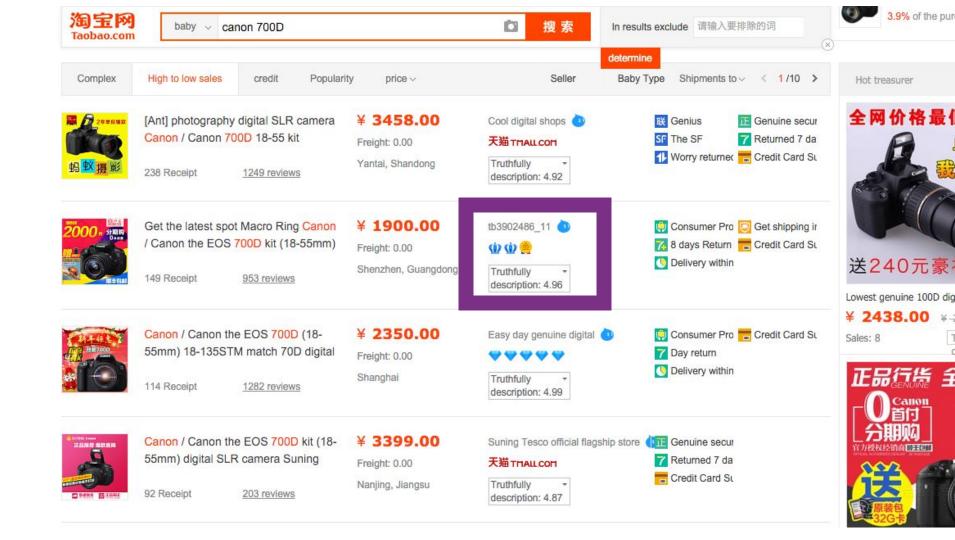


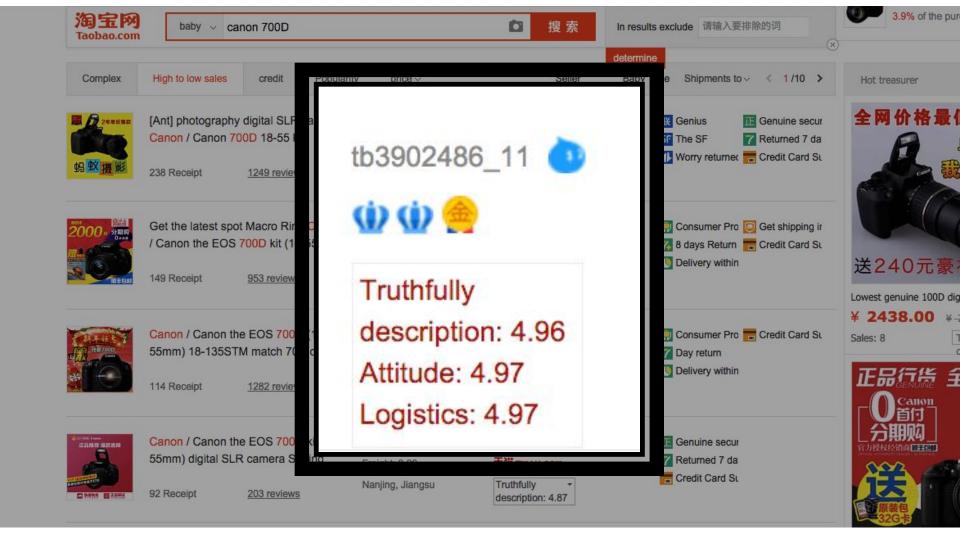


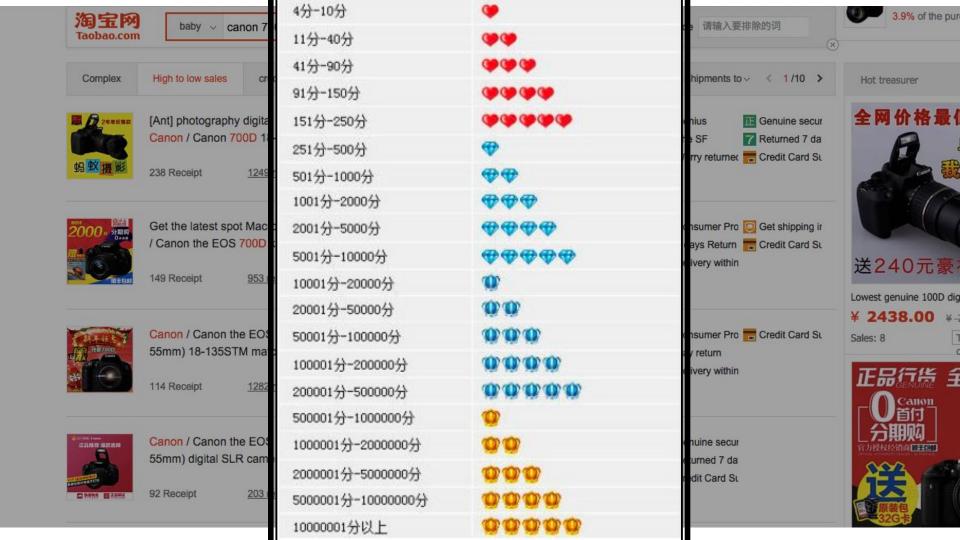


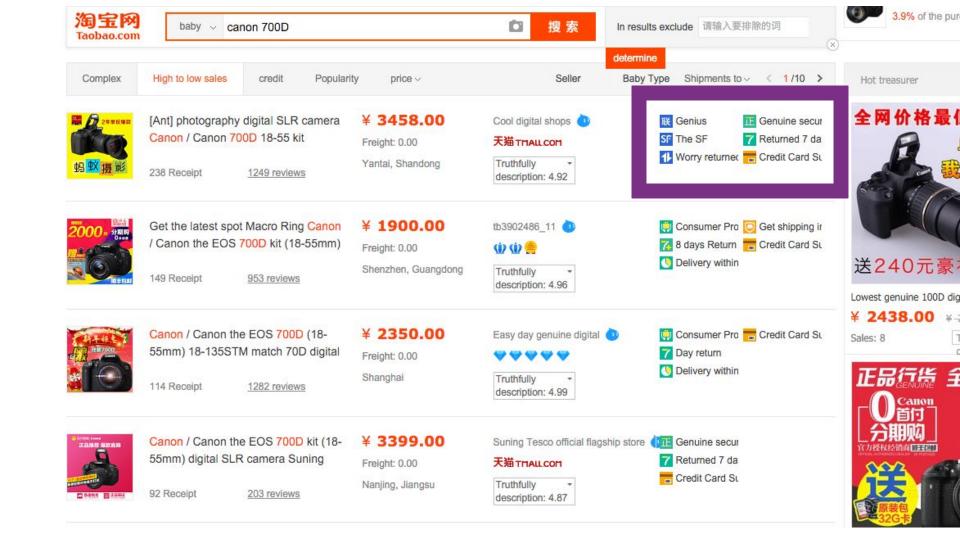


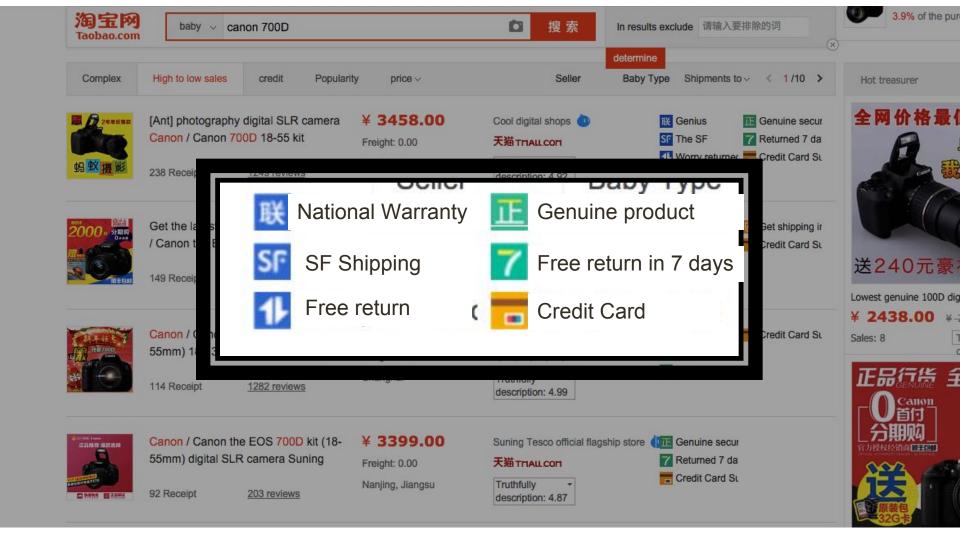












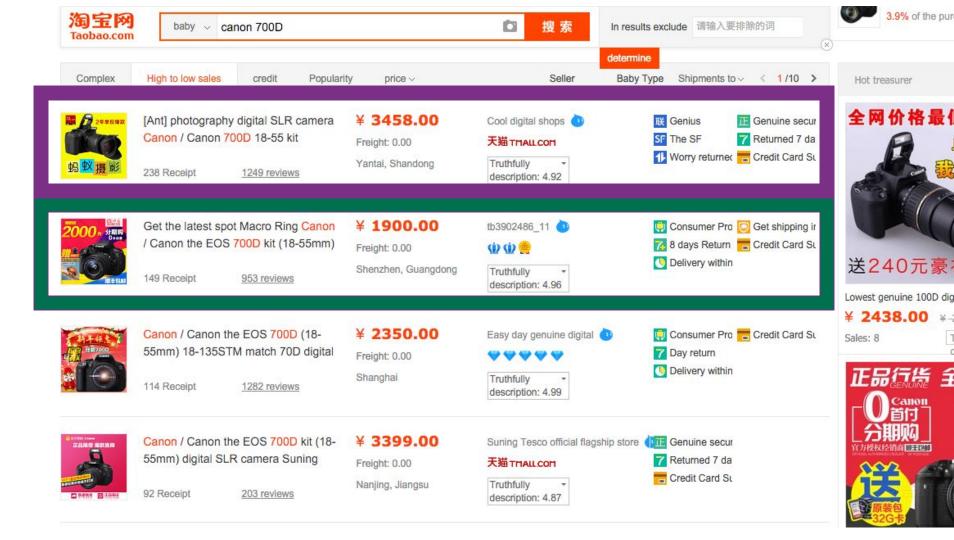
Raw List Data

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













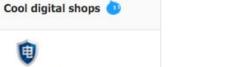


services

Pledge

Flower

T1-4 letter

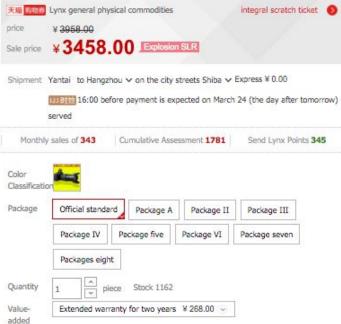


Electric City certified merchants

descriptienvice Logistic:

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

Get SLR wrist strap 2 years explosion models Japanese pin 15



Log confirm whether the service enjoys what is spent chanting stage

Genius worry-free return policy

Buy now

Tmall VIP

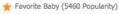
Add to Shopping













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

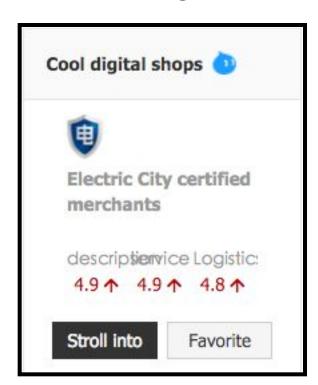


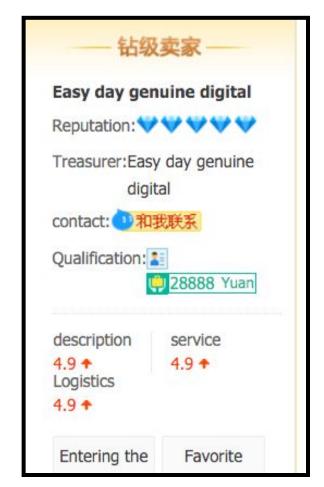


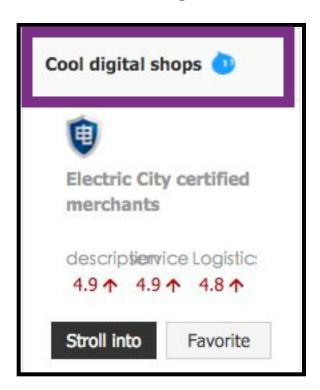
Taobao VIP

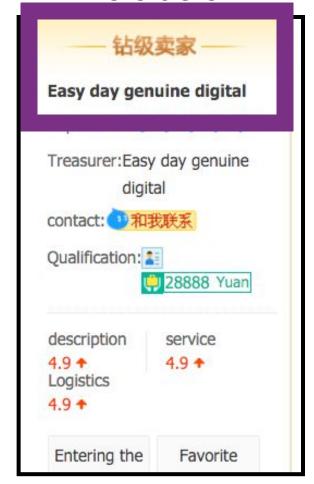
View Item Page

Structured Data

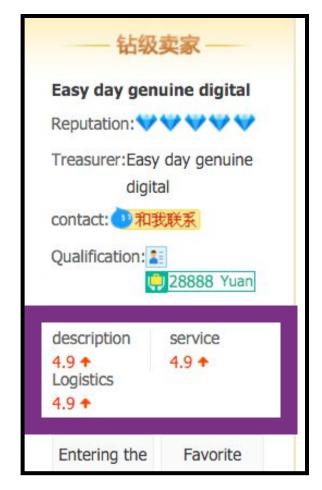


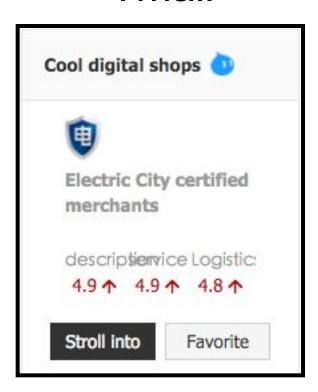


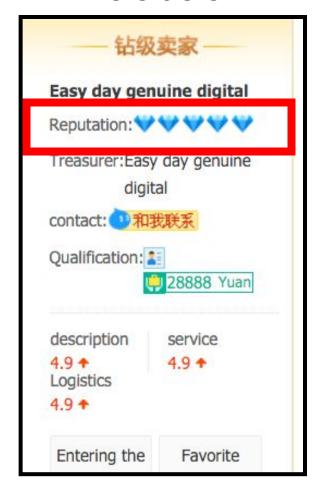


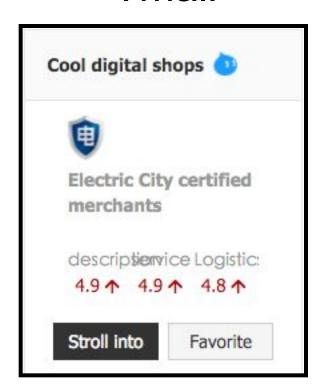


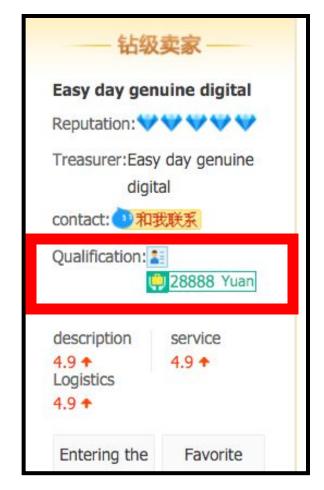




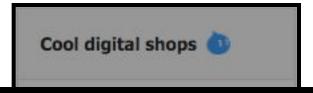








Taobao



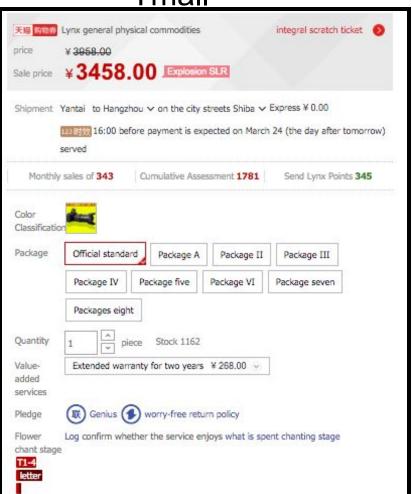


Consumer protection service

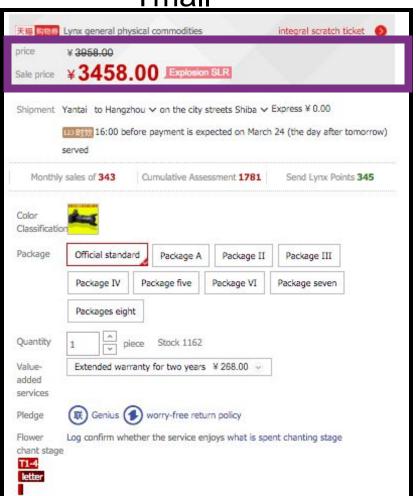
Consumer protection service is signed by the seller Taobao consumer protection service agreement, commitment to provide consumers with transaction security services. When buyers use Alipay secured transactions and services purchased in Taobao baby, if they receive the goods have quality problems or online 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.

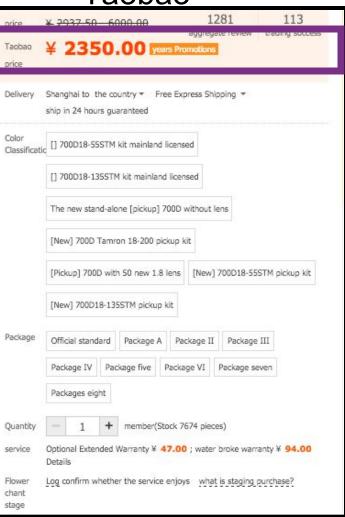
Stroll into Favorite

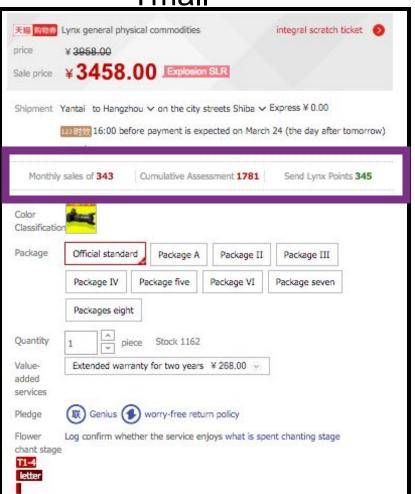


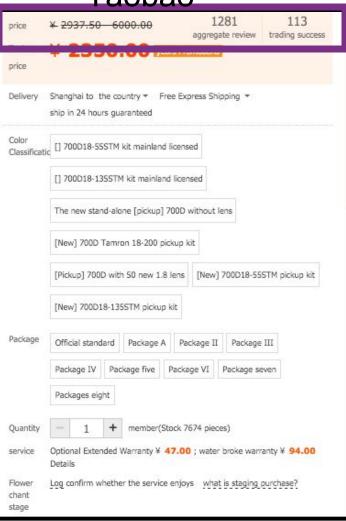


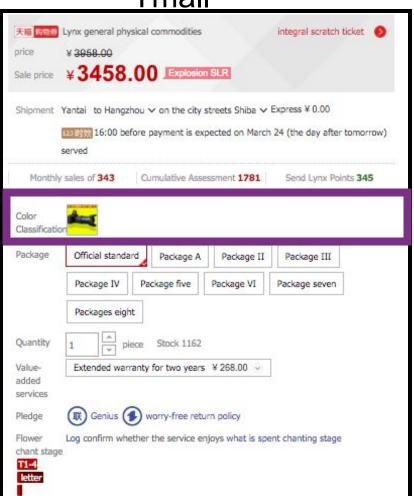








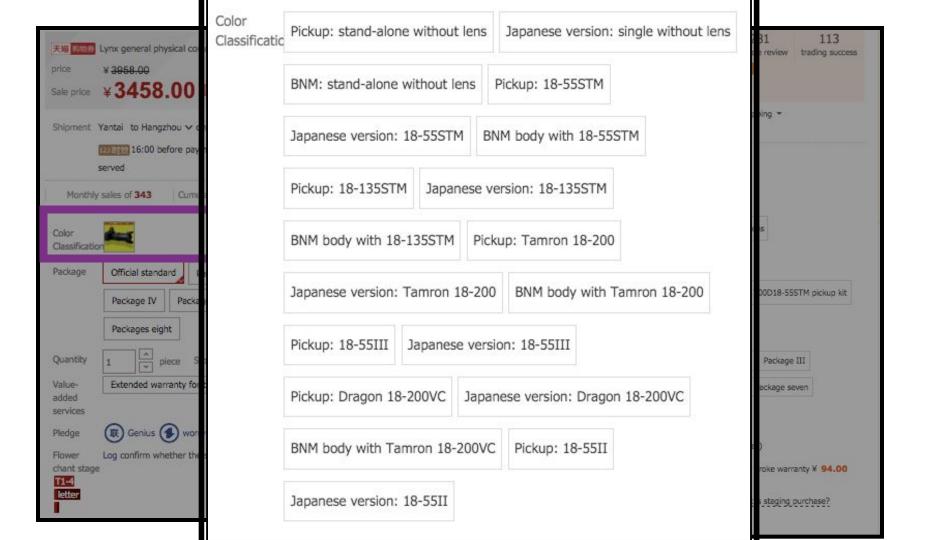


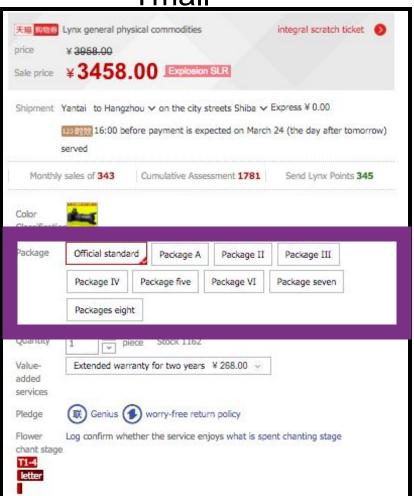


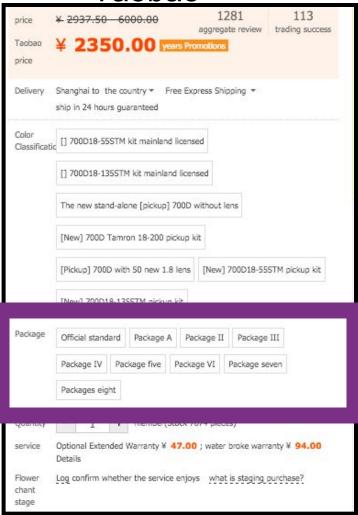


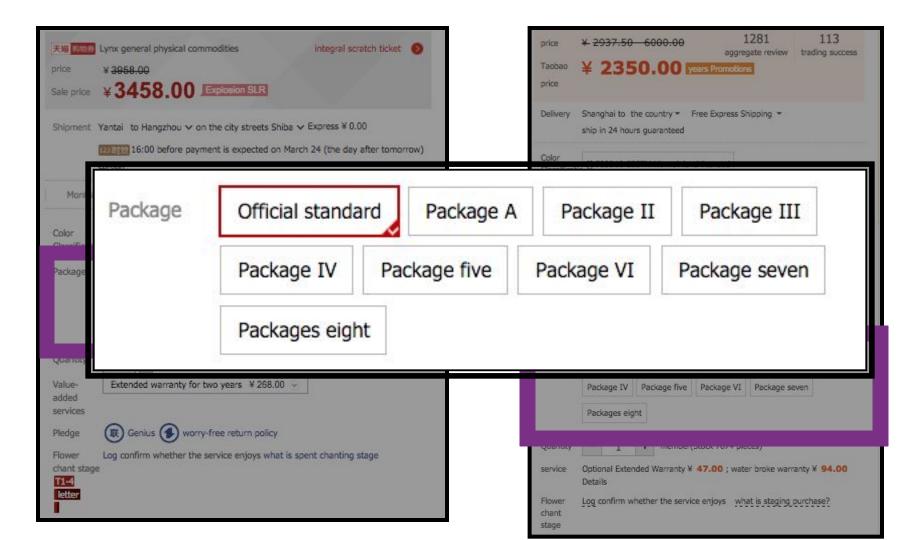




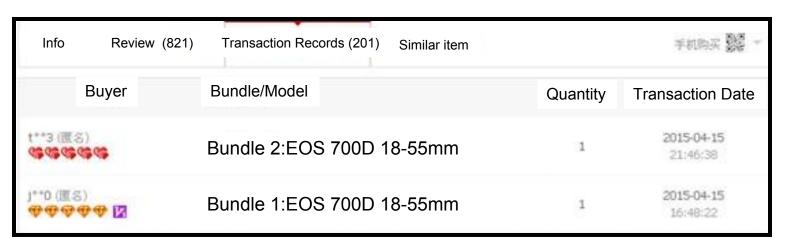








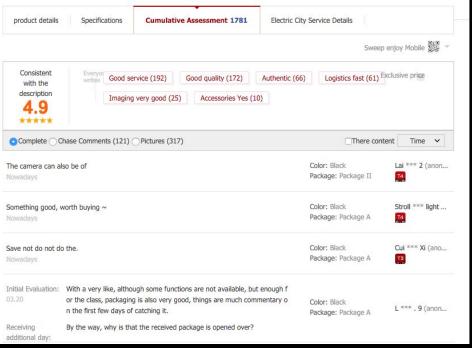
Transaction Records (No longer exist after Jan 25,2016)

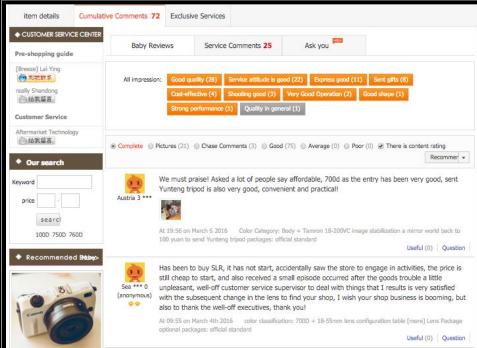


Tmall

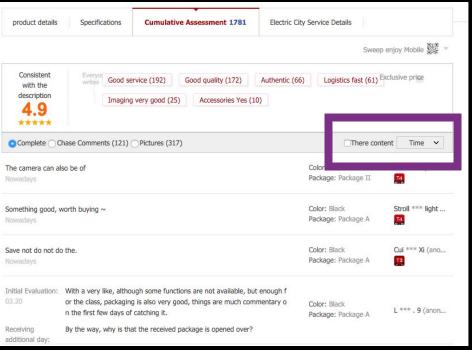


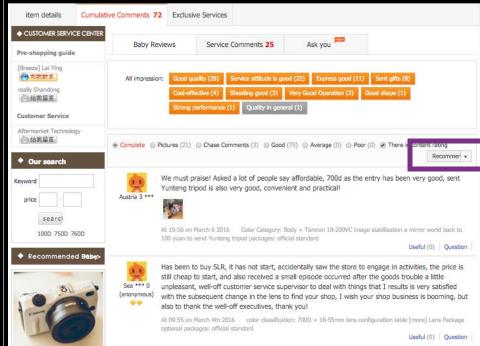
Tmall





Tmall

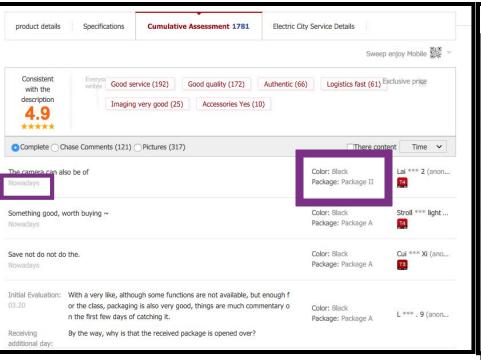


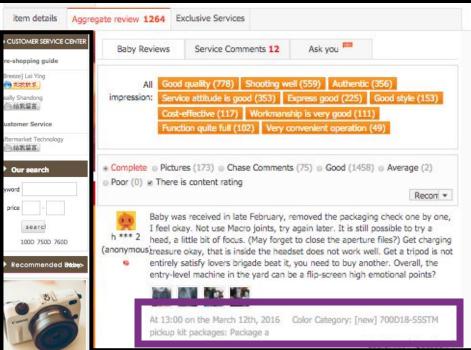


Tmall Taobao

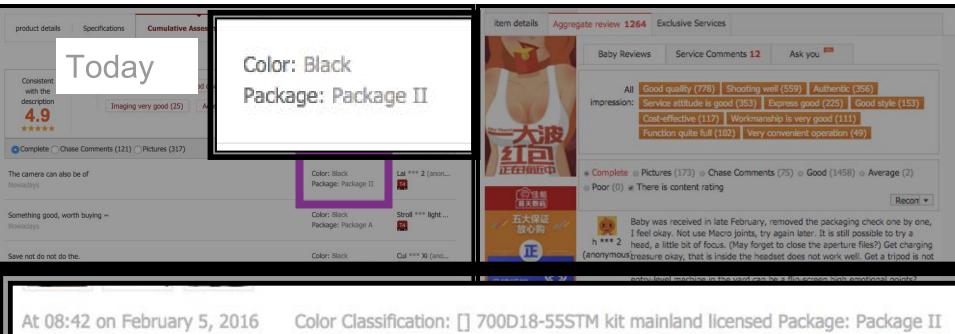


Tmall





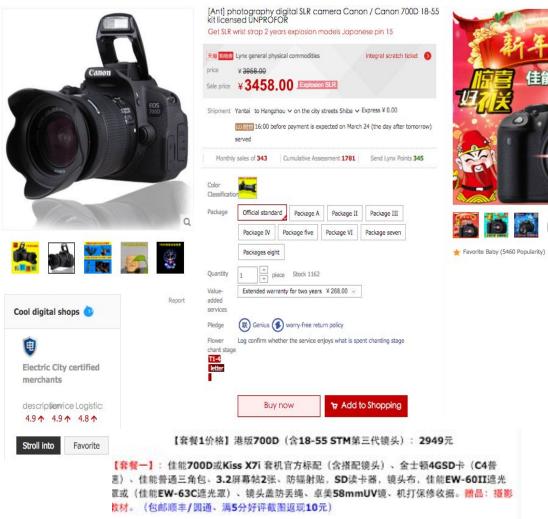
Tmall Taobao



Useful (0) Question

View Item Page

Unstructured Data





Buy now

佳能7000【全新正品,%1000原装电池,金牌卖家,售后放心】

Add to Shopping







Easy da

Reputati

Treasure

contact:

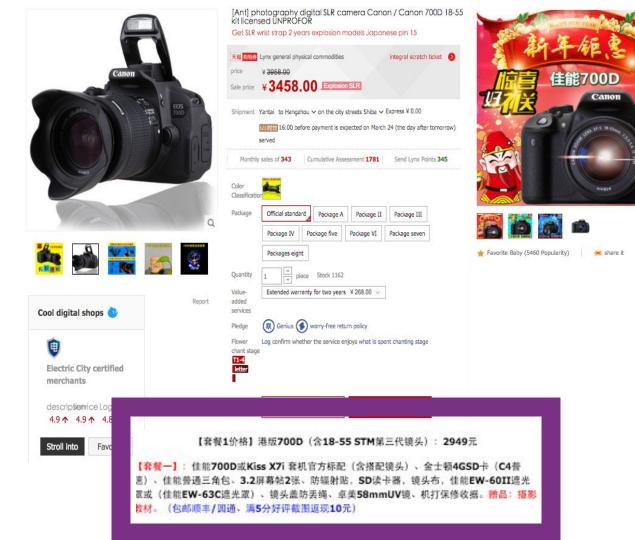
Qualifica

descripti

Logistics

Entering

Reread



70D digital SLR camera D5300 seconds 1281 113 ¥ 2037.50 6000.00 aggregate review trading success ¥ 2350.00 years Promotions price Delivery Shanghai to the country ▼ Free Express Shipping ▼ ship in 24 hours guaranteed [] 700D18-55STM kit mainland licensed Classificatio [] 700D18-135STM kit mainland licensed The new stand-alone [pickup] 700D without lens [New] 700D Tamron 18-200 pickup kit [Pickup] 700D with 50 new 1.8 lens [New] 700D18-55STM pickup kit [New] 700D18-135STM pickup kit Official standard Package A Package III Package III Package IV Package five Package VI Package seven Packages eight + member(Stock 7674 pieces) Optional Extended Warranty ¥ 47.00; water broke warranty ¥ 94.00 Details Log confirm whether the service enjoys what is staging purchase? chant stage Add to Shopping Buy now

Canon / Canon EOS700D (18-55mm) 18-135STM match



佳能7000【全新正品,%1000原装电池、金牌卖家、售后勤也】







Easy da

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descripti 4.9 + Logistics

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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 for different categories

- Around 25 categories
- Most Frequently appeared Categories

oMemory Card > CC

Battery > DC

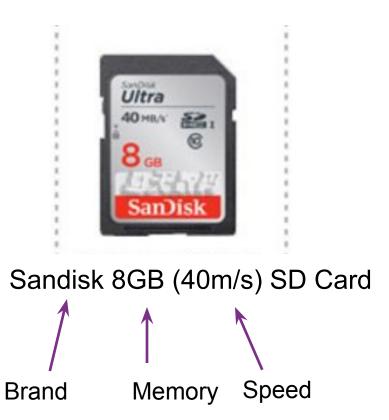
UV filter > UV

Stand > SJ

Camera Bags > XB



Information Filter





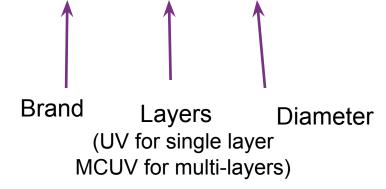




Information Filter



Green Leave UV(58mm) Lense



Information Filter - Dictionary



Green Leave UV (58mm) Lense



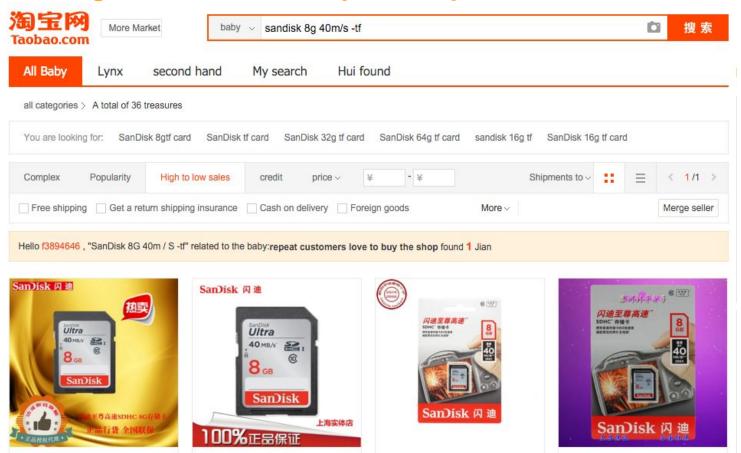
Dict_index	product_catego	url_example	title_acc	alternativ	url_scrape	search_keyword
UV20	UV	http://world.taoba	Greenleave UV		https://s.taobao.c	Greenleave UV 58mm

Graph

Accessory Street Price

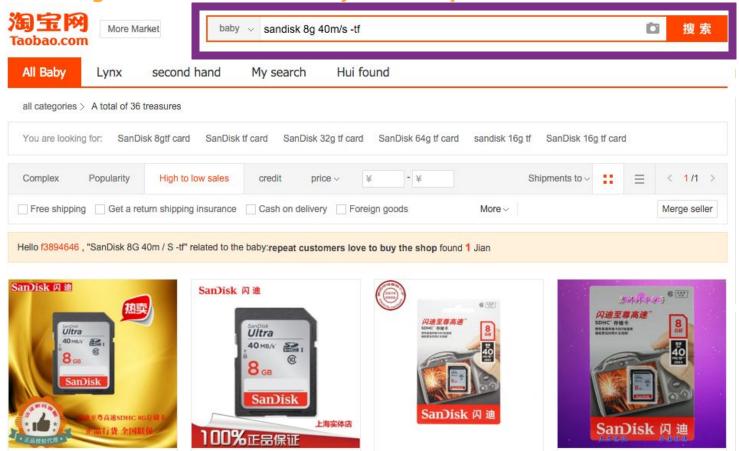


Sandisk 8GB 40m/s SD Card



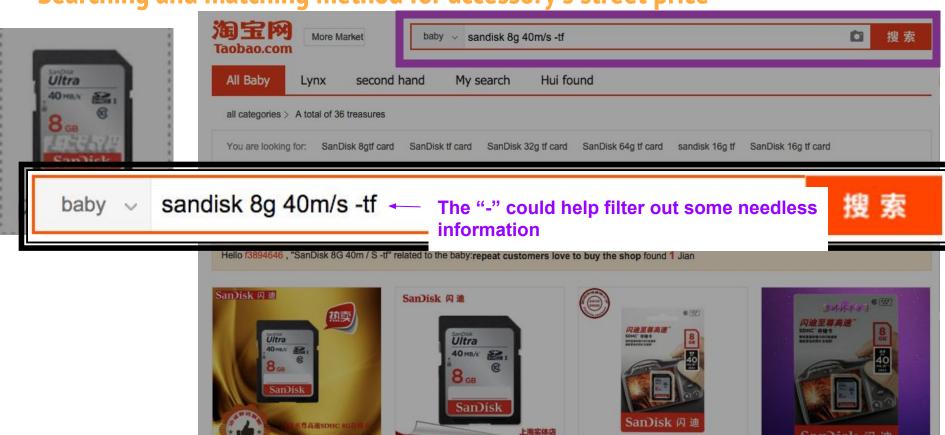


Sandisk 8GB 40m/s SD Card







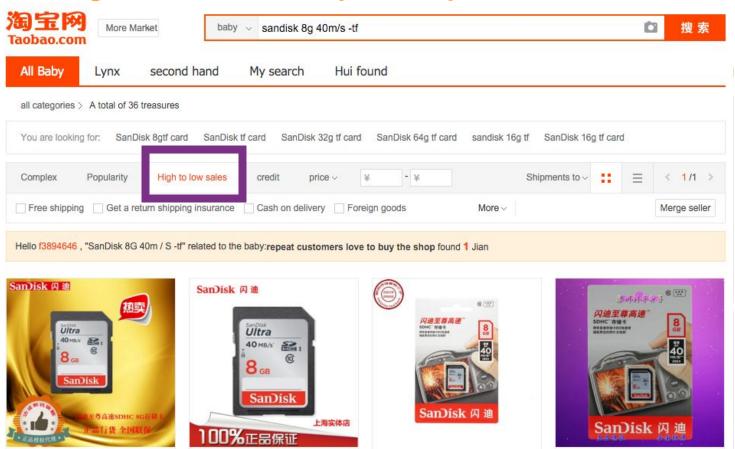


10%正品保证

SanDisk 闪迪



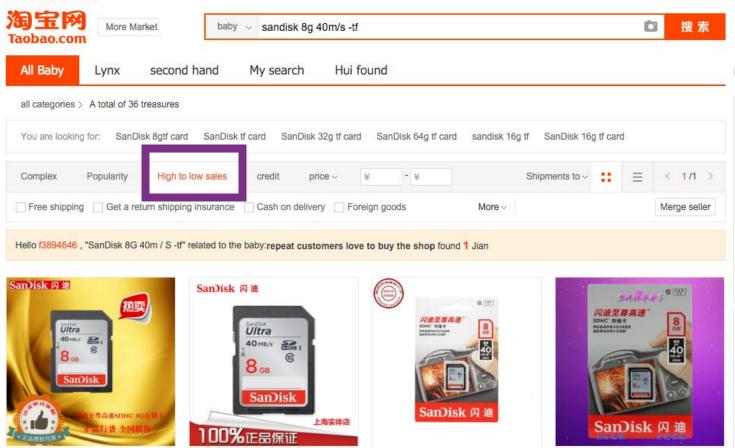
Sandisk 8GB 40m/s SD Card







Sandisk 8GB 40m/s SD Card





Sandisk 8GB 40m/s SD Card



























¥18

Sandisk 8GB 40m/s

SD Card



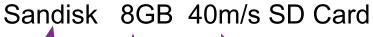






Information Filter



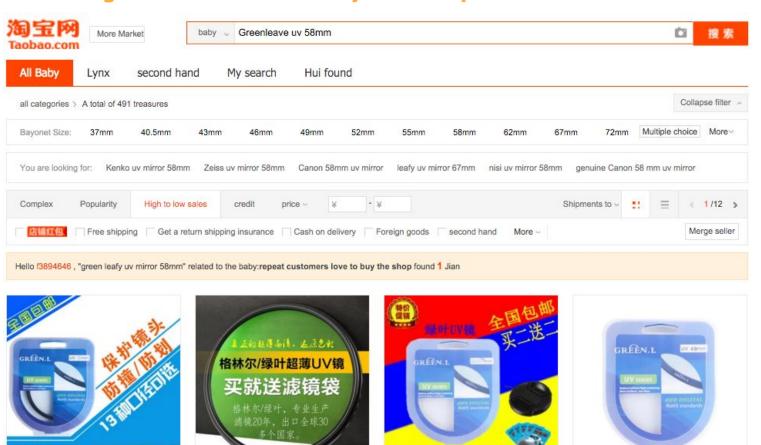


Brand Memory Speed

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

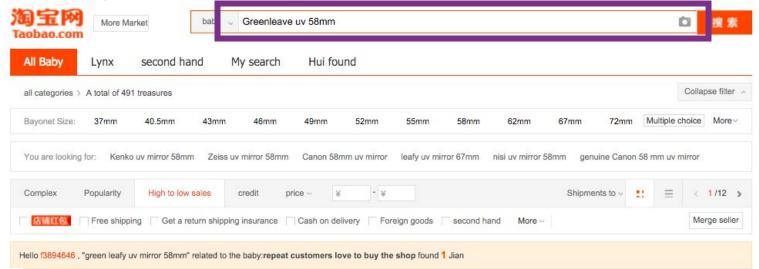


Green Leave UV 58mm Lense





Green Leave UV 58mm Lense













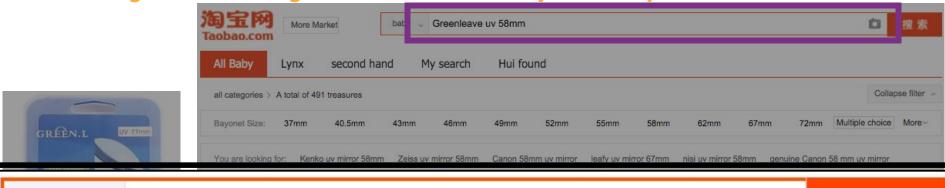
baby 🗸

Greenleave uv 58mm









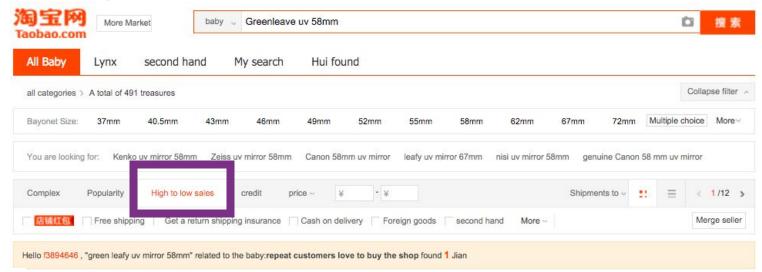
Greenleave uv 58mm ← 58mm is the lense diameter







Green Leave UV 58mm Lense

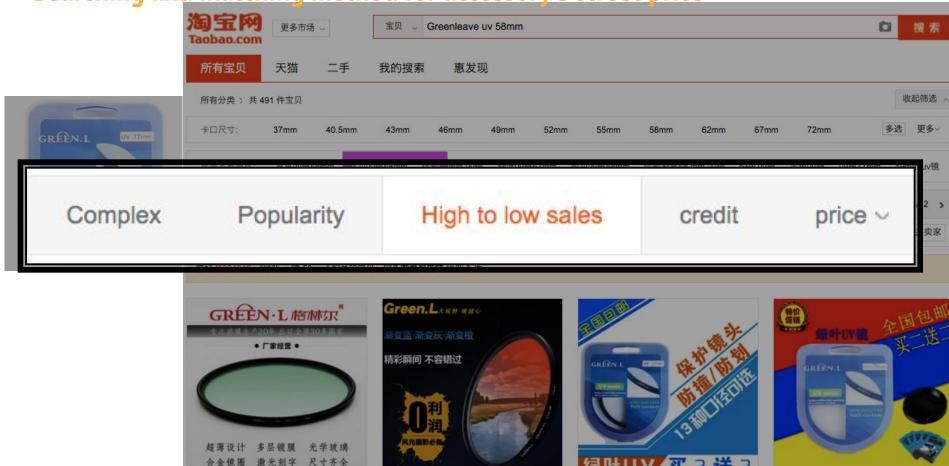






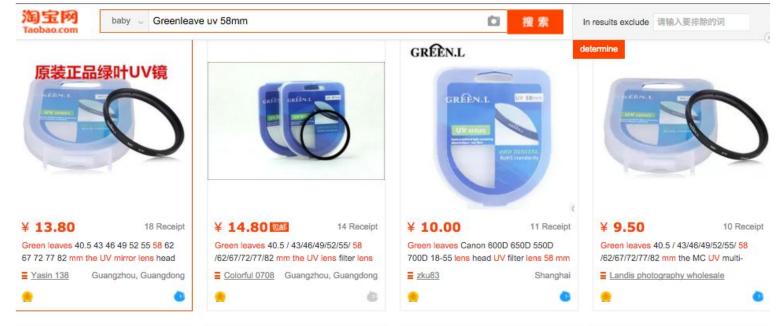








Green Leave UV 58mm Lense







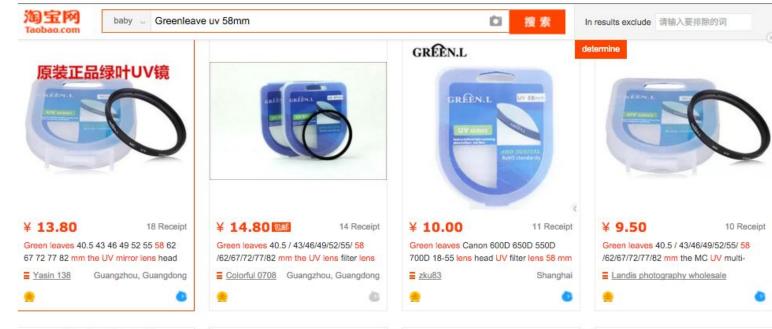






Green Leave UV 58mm Lense

¥10







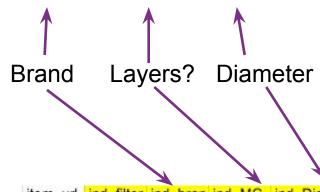




Information Filter



Green Leave UV 58mm Lense



num_srp item_title	item_url	ind_filter	ind_brar	ind_MC	ind_Dia	n 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	(5.8		UV20	126

Observation





Bundle Premium in Other Categories



Thank You