# AI推荐-深北莫

## 所有特征说明

```
  1   requestid string
  2   ,user_id string
  3   ,combination_un_id string,
  4   dpa_type STRING COMMENT 'dpa投放来源标识',
  5   dpa_title STRING COMMENT 'dpa投放素材标题',
  6   dpa_creative_image STRING COMMENT 'dpa投放素材图片',
  7   dpa_commodity_id STRING COMMENT 'dpa投放商品id',
  8   brand_name STRING COMMENT 'dpa商品品牌',
  9   first_category STRING COMMENT 'dpa商品类目一级分类',
 10   second_category STRING COMMENT 'dpa商品类目二级分类',
 11   annual_vol STRING COMMENT '年销量或评论数',
 12   shop_id STRING COMMENT 'dpa店铺id',
 13   shop_name STRING COMMENT 'dpa店铺名称',
 14   shop_source STRING COMMENT 'dpa店铺来源   淘联系：卖家类型，0表示淘宝，1表示天猫，3表
      示特价版   京东 g=自营，p=pop',
 15   reserve_price STRING COMMENT 'dpa投放商品一口价',
 16   final_promotion_price STRING COMMENT 'dpa投放商品预估到手价',
 17   commission STRING COMMENT 'dpa投放商品佣金',
 18   commission_rate STRING COMMENT 'dpa投放商品佣金率',
 19   title_sem_id STRING COMMENT 'dpa投放商品标题语义id',
 20   image_sem_id STRING COMMENT 'dpa投放商品图片语义id',
 21   is_self_pay STRING COMMENT '自有dsp电商付费label'
 22
 23   ,adx_adslot_id STRING COMMENT 'ADX广告位ID'
 24   ,ssp_adslot_id string   COMMENT '媒体广告位id'
 25   ,adslot_id string
 26   ,channel_id string
 27   ,app_pkg_src string
 28   ,adslot_id_type STRING COMMENT '广告位分类：激励视频、开屏、原生、banner、插屏',
 29   source_adslot_type STRING COMMENT '媒体类型 快应用、快游戏、应用、游戏等',
 30   bid_floor STRING COMMENT '底价（分）',
 31   city_level STRING COMMENT '城市等级',
 32   app_src_first_type STRING COMMENT '来源包名一级分类，媒体类型',
 33   app_src_second_type STRING COMMENT '来源包名一级分类',
 34   model_type STRING COMMENT 'scene场景 商店/信息流/联盟/非商店',
 35   dispatch_center_id STRING COMMENT 'ocpx公共服务调度中心表id',
 36   promotion_type STRING COMMENT '推广类型:1.应用 2.快应用 3.落地页 4.小程序',
```

```
37    target_type STRING COMMENT '交互方式(1落地页 2.应用下载 3.Deeplink+落地页
      4.Deeplink+应用下载，5.微信小程序)',
38    device_size STRING COMMENT '广告模板尺寸device_screen_height和
      device_screen_width'
39
40    ,network string
41    ,ip_region string COMMENT '行为发生时ip所属省份'
42    ,ip_city string COMMENT '行为发生时ip所属城市'
43    ,device_brand string
44    ,device_model string
45    ,device_screen_height string
46    ,device_screen_width string
47    ,day_h bigint COMMENT '行为发生在当天的第几小时'
48    ,is_click BIGINT
49
50    ,ad_idea_id string
51    ,ad_unit_id string
52    ,template_id string
53    ,template_type string
54    ,is_new_item bigint
55    ,package_name STRING COMMENT '包英文名'
56    ,app_first_type STRING COMMENT '应用一级分类'
57    ,app_second_type STRING COMMENT '应用二级分类'
58    ,rta_type STRING COMMENT '是否开启rta，1=否，2=是'
59    ,crowd_type STRING COMMENT '是否使用人群包，1=否，2=是'
60
61    ,item__clk_div_imp_cnt_7d string  --item__clk_cnt_7d
62    ,item__imp_user_id_dcnt_7d bigint
63    ,item__clk_user_id_dcnt_7d bigint
64    ,item__kv_adslot_id_clk_div_imp_cnt_7d string
65    ,item__kv_app_pkg_src_clk_div_imp_cnt_7d string
66    ,item__kv_network_clk_div_imp_cnt_7d string
67    ,item__kv_device_brand_clk_div_imp_cnt_7d string
68    ,item__kv_day_h_clk_div_imp_cnt_7d string
69    ,item__kv_adslot_id_clk_div_imp_cnt_15d string
70    ,item__kv_app_pkg_src_clk_div_imp_cnt_15d string
71    ,item__kv_network_clk_div_imp_cnt_15d string
72    ,item__kv_device_brand_clk_div_imp_cnt_15d string
73    ,item__kv_day_h_clk_div_imp_cnt_15d string
74    ,item__kv_adslot_id_clk_div_imp_cnt_30d string
75    ,item__kv_app_pkg_src_clk_div_imp_cnt_30d string
76    ,item__kv_network_clk_div_imp_cnt_30d string
77    ,item__kv_device_brand_clk_div_imp_cnt_30d string
78    ,item__kv_day_h_clk_div_imp_cnt_30d string
79
80    ,user__imp_combination_un_id_dcnt_1d bigint
81    ,user__clk_cnt_1d bigint
```

```
 82    ,user__clk_combination_un_id_dcnt_1d bigint
 83    ,user__kv_adslot_id_clk_cnt_1d string
 84
 85    ,user__clk_div_imp_cnt_7d string  --user__clk_cnt_7d
 86    ,user__imp_combination_un_id_dcnt_7d bigint
 87    ,user__clk_combination_un_id_dcnt_7d bigint
 88    ,user__clk_div_imp_cnt_30d string  --user__clk_cnt_30d
 89    ,user__imp_combination_un_id_dcnt_30d bigint
 90    ,user__clk_combination_un_id_dcnt_30d bigint
 91
 92    ,user__kv_day_h_clk_div_imp_cnt_7d string
 93    ,user__kv_ad_idea_id_clk_div_imp_cnt_7d string
 94    ,user__kv_template_id_clk_div_imp_cnt_7d string
 95    ,user__kv_adslot_id_clk_div_imp_cnt_7d string
 96    ,user__kv_ad_unit_id_clk_div_imp_cnt_7d string
 97
 98    ,user__kv_day_h_clk_div_imp_cnt_15d string
 99    ,user__kv_ad_idea_id_clk_div_imp_cnt_15d string
100    ,user__kv_template_id_clk_div_imp_cnt_15d string
101    ,user__kv_adslot_id_clk_div_imp_cnt_15d string
102    ,user__kv_ad_unit_id_clk_div_imp_cnt_15d string
103
104    ,user__kv_day_h_clk_div_imp_cnt_30d string
105    ,user__kv_ad_idea_id_clk_div_imp_cnt_30d string
106    ,user__kv_template_id_clk_div_imp_cnt_30d string
107    ,user__kv_adslot_id_clk_div_imp_cnt_30d string
108    ,user__kv_ad_unit_id_clk_div_imp_cnt_30d string
109
110    ,user__clk_dpa_commodity_id_dcnt_1d bigint
111    ,user__clk_dpa_commodity_id_dcnt_7d bigint
112    ,user__clk_dpa_commodity_id_dcnt_15d bigint
113    ,user__clk_dpa_commodity_id_dcnt_30d bigint
114    ,user__kv_first_category_imp_cnt_1d STRING
115    ,user__kv_first_category_clk_cnt_1d STRING
116    ,user__kv_first_category_clk_div_imp_cnt_1d STRING
117    ,user__kv_first_category_imp_cnt_7d STRING
118    ,user__kv_first_category_clk_cnt_7d STRING
119    ,user__kv_first_category_clk_div_imp_cnt_7d STRING
120    ,user__kv_first_category_imp_cnt_15d STRING
121    ,user__kv_first_category_clk_cnt_15d STRING
122    ,user__kv_first_category_clk_div_imp_cnt_15d STRING
123    ,user__kv_first_category_imp_cnt_30d STRING
124    ,user__kv_first_category_clk_cnt_30d STRING
125    ,user__kv_first_category_clk_div_imp_cnt_30d STRING
126
127    ,skuid__key_one__kv_ip_city_clk_div_imp_cnt_1d string
128    ,skuid__key_one__kv_day_h_clk_div_imp_cnt_1d string
```

```
129    ,skuid__key_one__kv_ip_city_clk_div_imp_cnt_7d string
130    ,skuid__key_one__kv_day_h_clk_div_imp_cnt_7d string
131    ,skuid__key_one__kv_ip_city_clk_div_imp_cnt_15d string
132    ,skuid__key_one__kv_day_h_clk_div_imp_cnt_15d string
133    ,skuid__key_one__kv_ip_city_clk_div_imp_cnt_30d string
134    ,skuid__key_one__kv_day_h_clk_div_imp_cnt_30d string
135    ,skuid__key_two__kv_ip_city_clk_div_imp_cnt_1d string
136    ,skuid__key_two__kv_day_h_clk_div_imp_cnt_1d string
137    ,skuid__key_two__kv_ip_city_clk_div_imp_cnt_7d string
138    ,skuid__key_two__kv_day_h_clk_div_imp_cnt_7d string
139    ,skuid__key_two__kv_ip_city_clk_div_imp_cnt_15d string
140    ,skuid__key_two__kv_day_h_clk_div_imp_cnt_15d string
141    ,skuid__key_two__kv_ip_city_clk_div_imp_cnt_30d string
142    ,skuid__key_two__kv_day_h_clk_div_imp_cnt_30d string
143    ,skuid__key_three__kv_ip_city_clk_div_imp_cnt_1d string
144    ,skuid__key_three__kv_day_h_clk_div_imp_cnt_1d string
145    ,skuid__key_three__kv_ip_city_clk_div_imp_cnt_7d string
146    ,skuid__key_three__kv_day_h_clk_div_imp_cnt_7d string
147    ,skuid__key_three__kv_ip_city_clk_div_imp_cnt_15d string
148    ,skuid__key_three__kv_day_h_clk_div_imp_cnt_15d string
149    ,skuid__key_three__kv_ip_city_clk_div_imp_cnt_30d string
150    ,skuid__key_three__kv_day_h_clk_div_imp_cnt_30d string
151    ,skuid__key_four__kv_ip_city_clk_div_imp_cnt_1d string
152    ,skuid__key_four__kv_day_h_clk_div_imp_cnt_1d string
153    ,skuid__key_four__kv_ip_city_clk_div_imp_cnt_7d string
154    ,skuid__key_four__kv_day_h_clk_div_imp_cnt_7d string
155    ,skuid__key_four__kv_ip_city_clk_div_imp_cnt_15d string
156    ,skuid__key_four__kv_day_h_clk_div_imp_cnt_15d string
157    ,skuid__key_four__kv_ip_city_clk_div_imp_cnt_30d string
158    ,skuid__key_four__kv_day_h_clk_div_imp_cnt_30d string
159    ,skuid__key_five__kv_ip_city_clk_div_imp_cnt_1d string
160    ,skuid__key_five__kv_day_h_clk_div_imp_cnt_1d string
161    ,skuid__key_five__kv_ip_city_clk_div_imp_cnt_7d string
162    ,skuid__key_five__kv_day_h_clk_div_imp_cnt_7d string
163    ,skuid__key_five__kv_ip_city_clk_div_imp_cnt_15d string
164    ,skuid__key_five__kv_day_h_clk_div_imp_cnt_15d string
165    ,skuid__key_five__kv_ip_city_clk_div_imp_cnt_30d string
166    ,skuid__key_five__kv_day_h_clk_div_imp_cnt_30d string
167    --商品id特征
168    ,skuid__clk_div_imp_cnt_1d string
169    ,skuid__kv_day_h_clk_div_imp_cnt_1d string
170    ,skuid__kv_app_pkg_src_clk_div_imp_cnt_1d string
171    ,skuid__kv_adslot_id_clk_div_imp_cnt_1d string
172    ,skuid__clk_div_imp_cnt_7d string
173    ,skuid__kv_day_h_clk_div_imp_cnt_7d string
174    ,skuid__kv_app_pkg_src_clk_div_imp_cnt_7d string
175    ,skuid__kv_adslot_id_clk_div_imp_cnt_7d string
```

```
176    ,skuid__kv_day_h_clk_div_imp_cnt_15d string
177    ,skuid__kv_app_pkg_src_clk_div_imp_cnt_15d string
178    ,skuid__kv_adslot_id_clk_div_imp_cnt_15d string
179    ,skuid__kv_day_h_clk_div_imp_cnt_30d string
180    ,skuid__kv_app_pkg_src_clk_div_imp_cnt_30d string
181    ,skuid__kv_adslot_id_clk_div_imp_cnt_30d string
182    --多模态语义特征，tsd: title多模态emb的语义id，isd图片多模态emb的语义id
183    ,tsd__clk_div_imp_cnt_1d string    --主键需要做四位codebook码截取前两位
184    ,tsd__clk_div_imp_cnt_7d string
185    ,tsd__clk_div_imp_cnt_15d string
186    ,tsd__clk_div_imp_cnt_30d string
187    ,isd__clk_div_imp_cnt_1d string
188    ,isd__clk_div_imp_cnt_7d string
189    ,isd__clk_div_imp_cnt_15d string
190    ,isd__clk_div_imp_cnt_30d string,
191    --用户序列特征
192    user_seq_launch_15d STRING COMMENT '用户15日启动序列',
193    user_seq_commodity_id_clk_30d STRING COMMENT '用户30日点击商品序列',
194    user_seq_commodity_id_pay_30d STRING COMMENT '用户30日付费商品序列',
195    user_seq_shop_id_clk_30d STRING COMMENT '用户30日点击店铺序列',
196    user_seq_title_sem_id_expo_15d STRING COMMENT '用户15日曝光标题语义id序列',
197    user_seq_title_sem_id_clk_30d STRING COMMENT '用户30日点击标题语义id序列',
198    user_seq_image_sem_id_expo_15d STRING COMMENT '用户15日曝光图片语义id序列',
199    user_seq_image_sem_id_clk_30d STRING COMMENT '用户30日点击图片语义id序列',
200    user_seq_second_category_clk_30d STRING COMMENT '用30日点击商品二级类目序列',
201    user_seq_second_category_awke_30d STRING COMMENT '用户30日唤醒商品二级类目序列',
202    user_seq_second_category_pay_30d STRING COMMENT '用户30日付费商品二级类目序列',
203
204    user_seq_title_expo_15d   array<STRING> COMMENT "用户15日曝光标题序列",
205    user_seq_title_clk_30d    array<STRING> COMMENT "用户30日点击标题序列",
206    user_seq_image_expo_15d   array<STRING> COMMENT "用户15日曝光图片序列",
207    user_seq_image_clk_30d    array<STRING> COMMENT "用户30日点击图片序列"
```

## 数据解析列
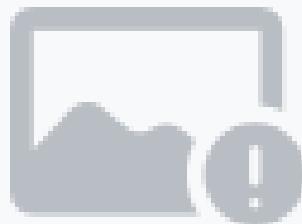
```
代码块

1    user_id STRING COMMENT '用户id',
2    requestid STRING COMMENT 'requestid<>adslot_id',
3    combination_un_id STRING COMMENT '广告唯一id',
4    dpa_commodity_id STRING COMMENT 'dpa投放商品id',
5    title_sem_id STRING COMMENT 'dpa投放商品标题语义id',
6    image_sem_id STRING COMMENT 'dpa投放商品图片语义id',
7    is_click BIGINT COMMENT '是否点击',
8    is_self_pay BIGINT COMMENT '自有dsp电商付费label',
9    features STRING COMMENT '特征',
```

```
10    user_seq_launch_15d STRING COMMENT '用户15日启动序列',
11    user_seq_commodity_id_clk_30d STRING COMMENT '用户30日点击商品序列',
12    user_seq_commodity_id_pay_30d STRING COMMENT '用户30日付费商品序列',
13    user_seq_shop_id_clk_30d STRING COMMENT '用户30日点击店铺序列',
14    user_seq_second_category_clk_30d STRING COMMENT '用30日点击商品二级类目序列',
15    user_seq_second_category_awke_30d STRING COMMENT '用户30日唤醒商品二级类目序列',
16    user_seq_second_category_pay_30d STRING COMMENT '用户30日付费商品二级类目序列',
17    user_seq_title_expo_15d   STRING COMMENT '用户15日曝光标题序列',
18    user_seq_title_clk_30d    STRING COMMENT '用户30日点击标题序列',
19    user_seq_image_expo_15d   STRING COMMENT '用户15日曝光图片序列',
20    user_seq_image_clk_30d    STRING COMMENT '用户30日点击图片序列'
```

## 训练数据中features的schema



schema_v2.conf