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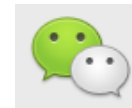
QCon全球软件开发大会

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正在改变世界!

唯快不破

推荐系统时效性的实践与思考

Tianjian Chen

Baidu Inc.



About Me

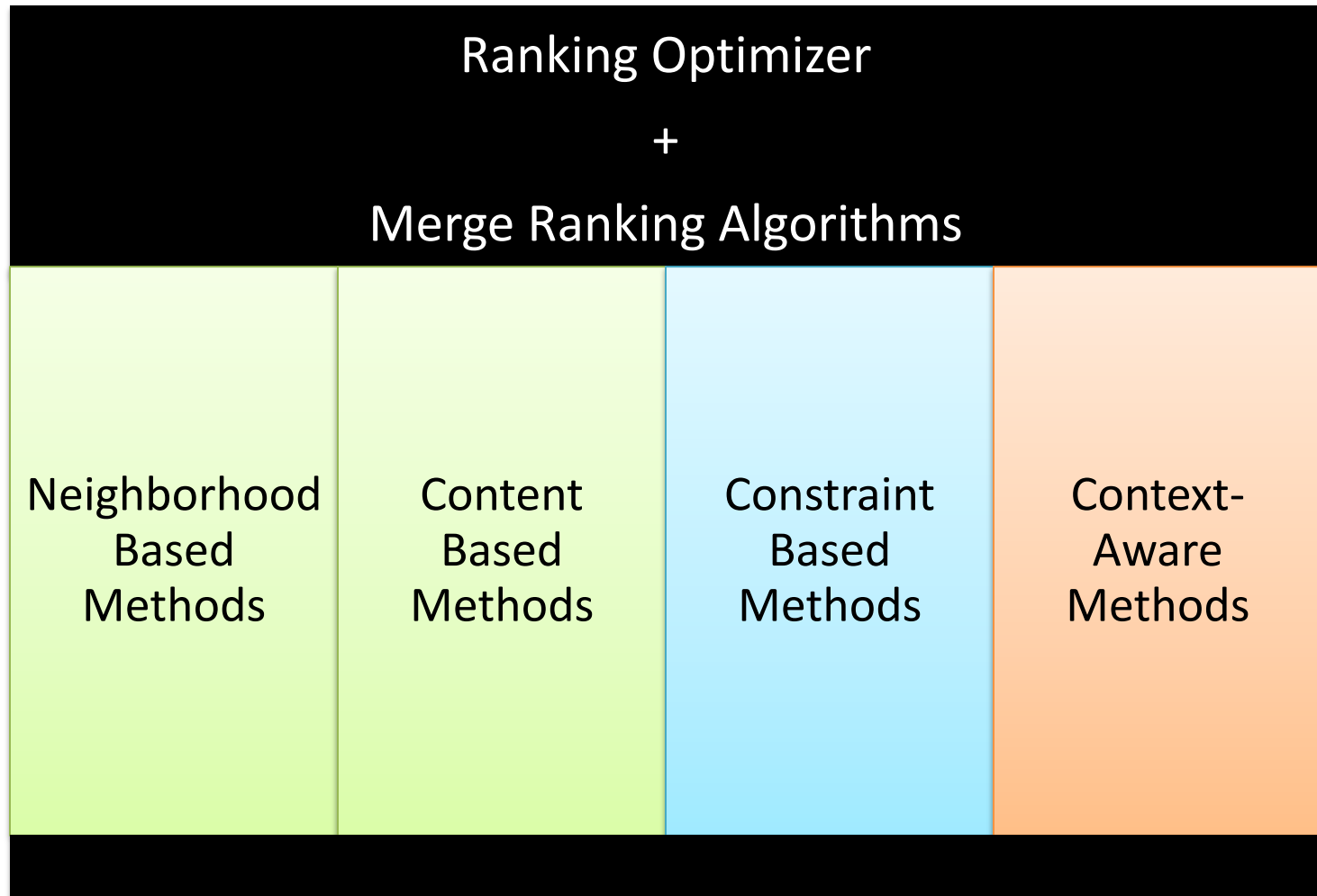


- Principal Architect @ Baidu Inc.
- C/C++/Python Programmer
- RecSys Designer
- Engineer Psychological Trauma
Therapist

推荐系统概要

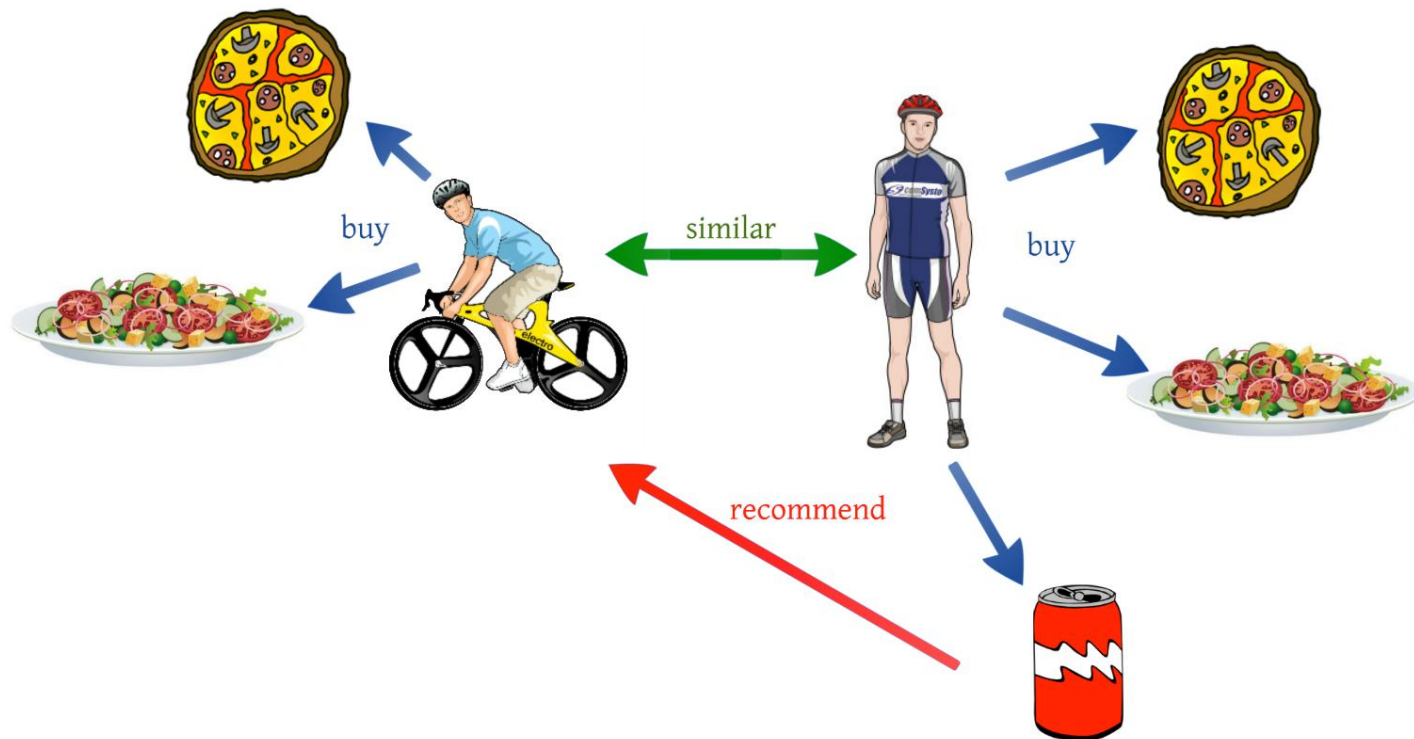
RecSys Overview

Algorithm Family



Neighborhood Based Recommendation

- X Based Collaborative Filtering
 - X can be user, item, model, etc.



Content Based Recommendation

- Mr. John Doe likes “Cars”
- “Ferrari” is a car
- John Doe may like “Ferrari”

Constraint Based Recommendation



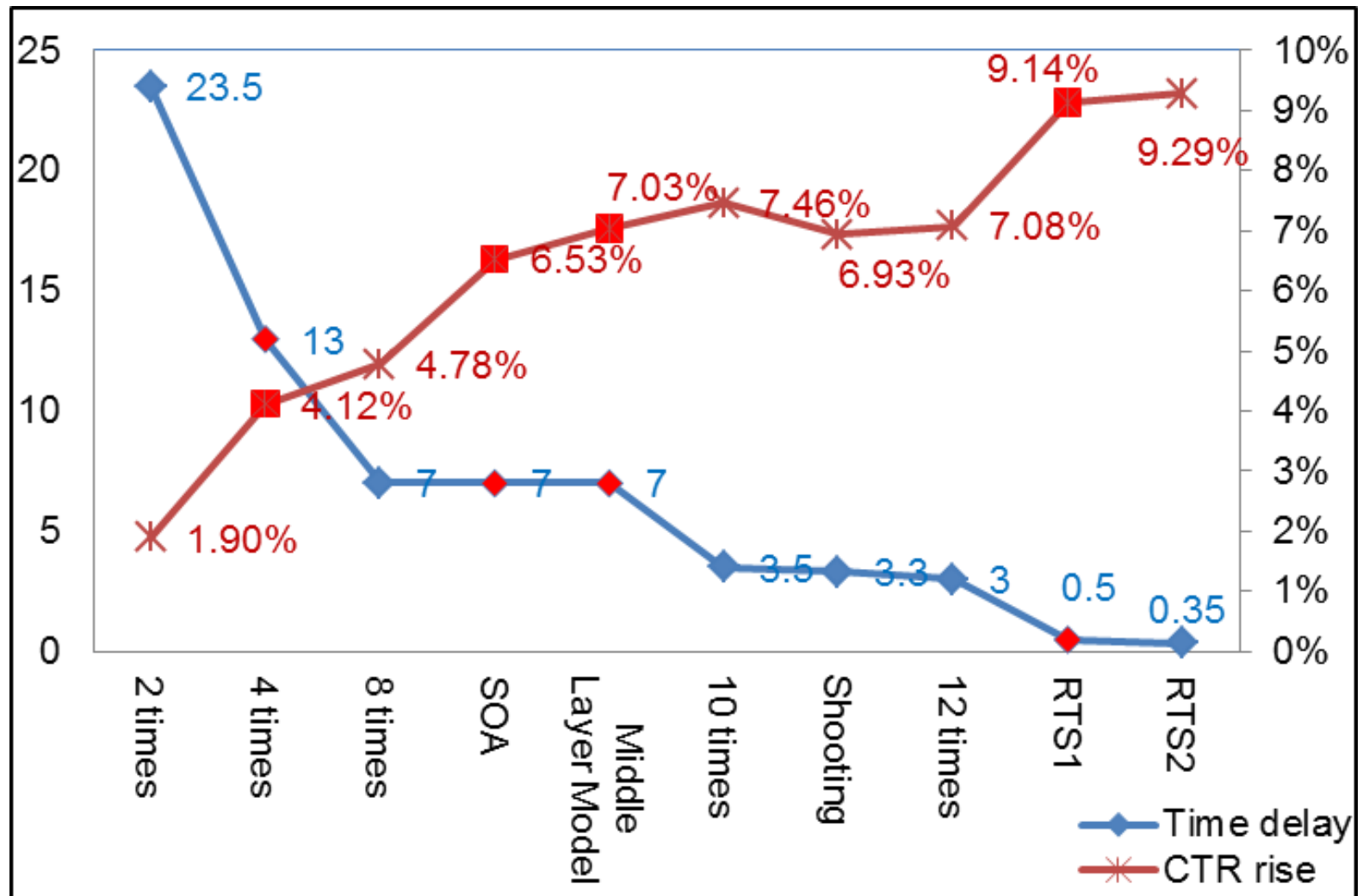
为什么要变快

Why RecSys needs to be faster?

Technology Section

- More Accurate User Profile
- More Accurate Ranking Model

CTR Model Time-Efficiency



Product Section

- 1st Scenario



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Product Section

- 1st Scenario
- 2nd Item Quality



vs.



Product Section

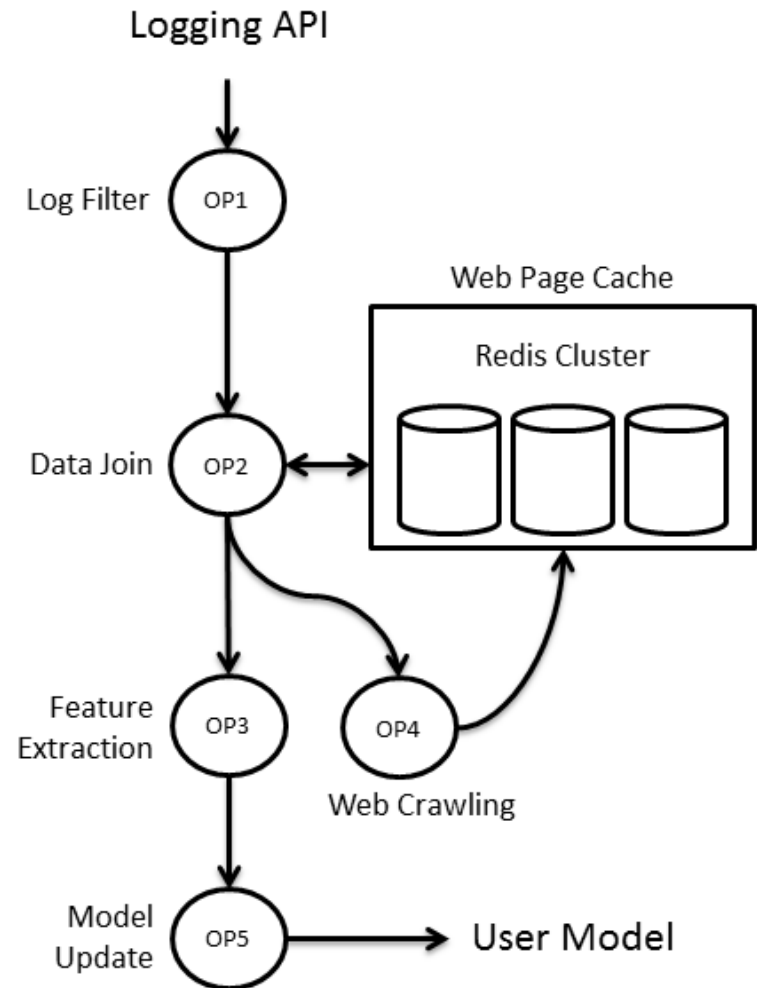
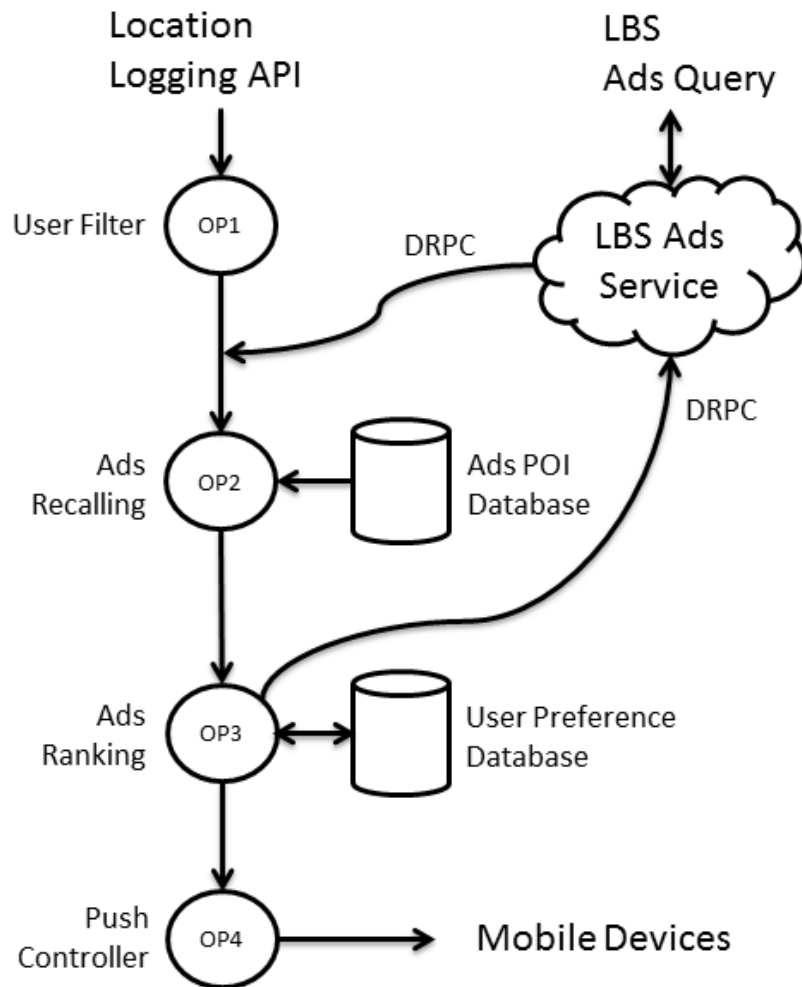
- 1st Scenario
- 2nd Item Quality
- 3rd Time-Efficiency

如何变快

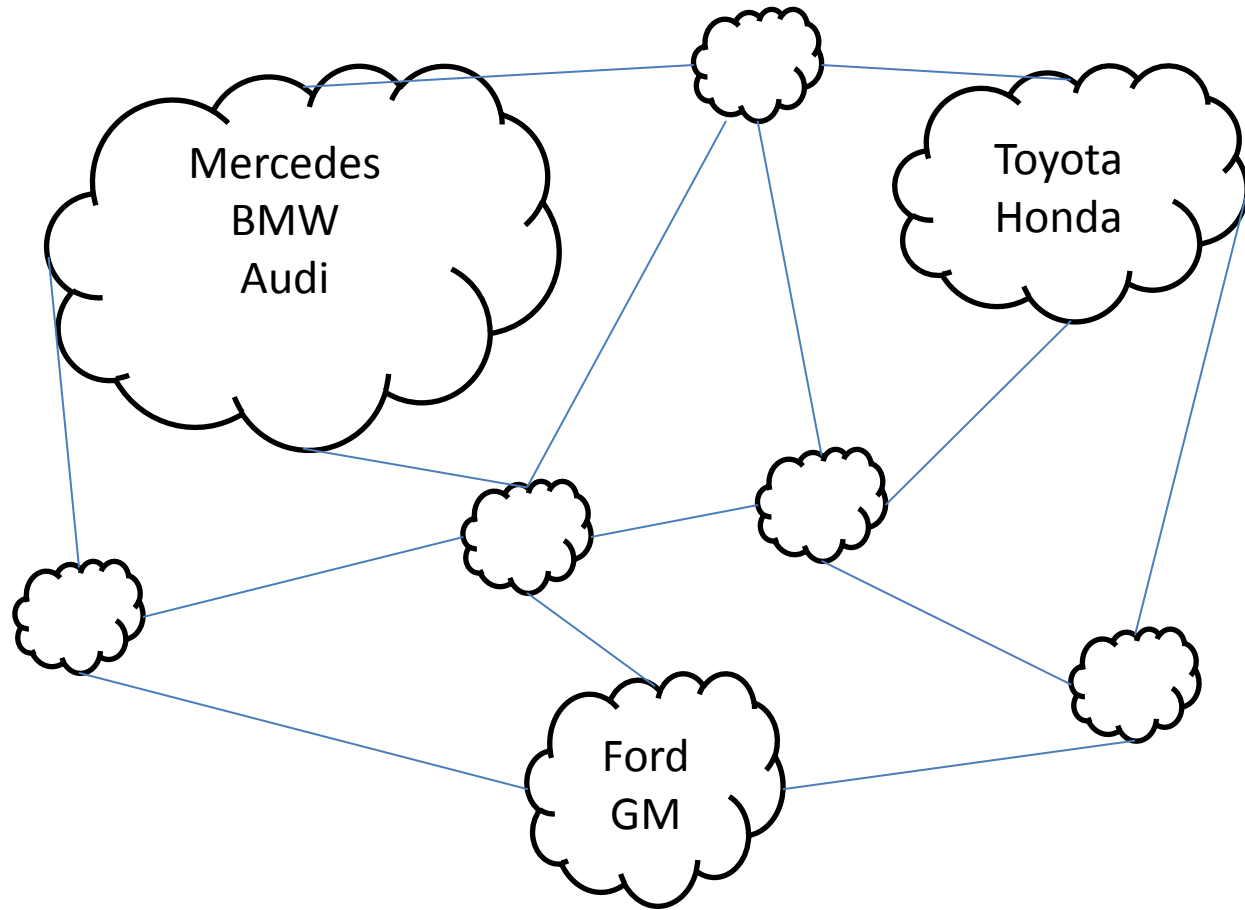
How to accelerate your RS?

Stream computing

makes your RS fast and flexible



Type Based C-F



Thank U!

- Email: chentianjian@baidu.com



特别感谢合作伙伴



特别感谢媒体伙伴（部分）

