Invited Talk

Automatic Text Processing to Enhance Product Search for On-line Shopping

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Abstract

The growing eCommerce business requires an advanced way of searching for products. Buyers today are not only using the web to accomplish transactions but also to search for and select products that fit their needs. The products are now global but the users want a site that uses their language when shopping. This talk will describe how Kelkoo built a solution used across. The multiple European languages have been addressed with a simple linguistic approach combined with machine learning technologies. In this talk we will put the emphasis on the use of machine learning to address local diversity.

Biographical Notes

Gilles Vandelle is project director at Kelkoo http://www.kelkoo.com a European based subsidiary of Yahoo specialized in product search and price comparison. He is responsible for searching and adapting new technology to enhance the Kelkoo products. Gilles is a graduate from Ecole Central de Paris in 1982. He co-founded in 1986 a company specialized in artificial intelligence and offering services to large financial organizations. Since 1997 he has worked on web-based solutions in both France and California.