Los Propios Vectores

Smart Customer Research
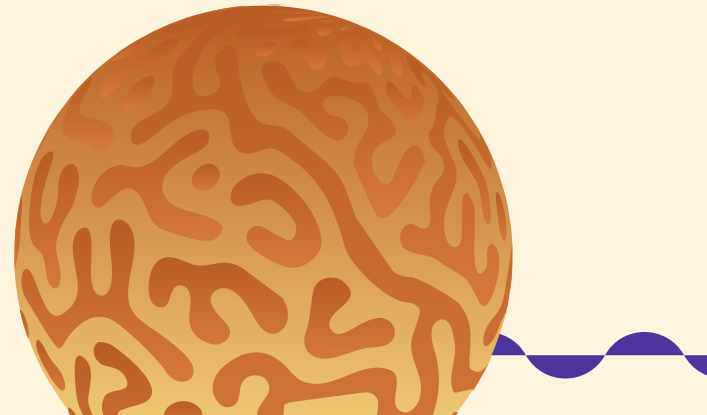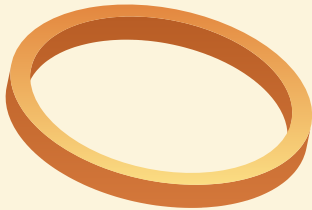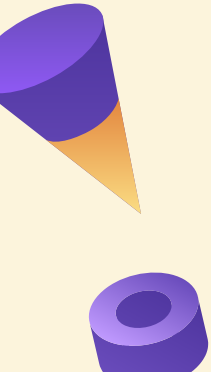
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Casio
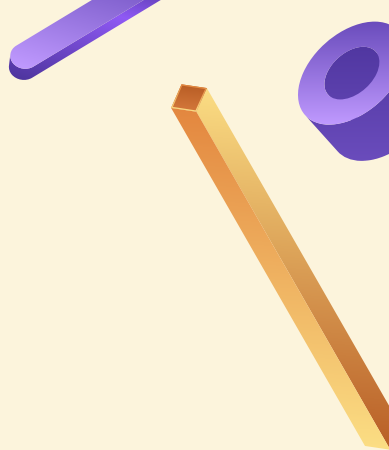
What it means a 4 stars review?
Too much information

Is there something as too much information?
- Users and Brands want to harness comments and reviews made by people on the web about products.
- Comments sections are flooded with information that overwhelms people and leave people and brands unsatisfied
- We propose harnessing the power of embeddings, vector DB and ML to create a product that crawls and deliver the correct reviews for natural questions
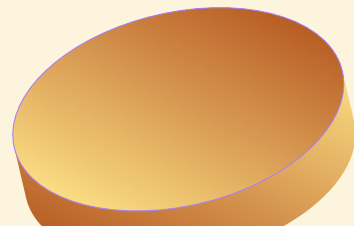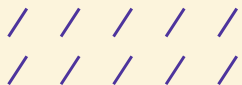
Status Quo (Not good!)

Regex

Today's feature is just a simple pattern matching! (some sort of)

Users and brands would have to know what exactly to ask and how people write about the brand

Solution

API/Batch hosted solution that allow users to explore just top comments associated to real questions rather than Regexp

API

Batch

Vector Review PoC

Ask us anything!

Write the Brand

❖ Question
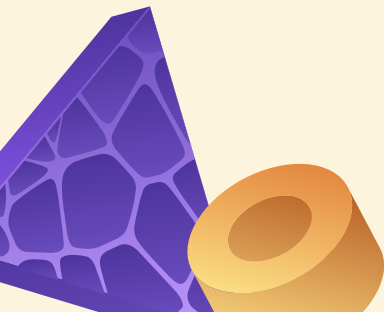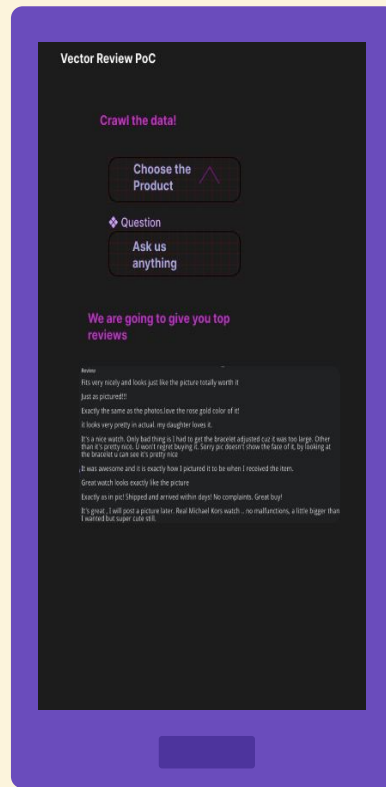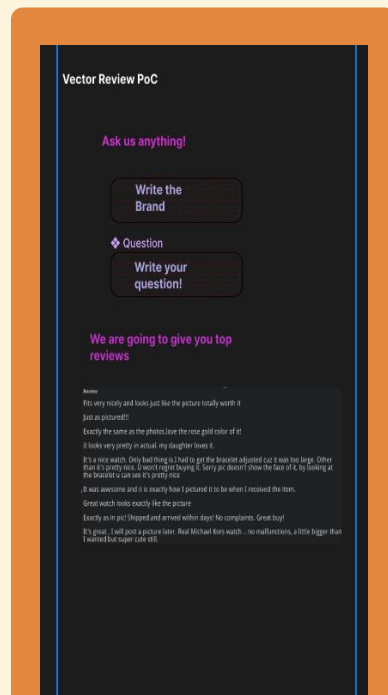
Write your question!

We are going to give you top reviews

Review
Fits very nicely and looks just like the picture totally worth it
Just as pictured!!
Exactly the same as the photos.love the rose gold color of it
It looks very pretty in actual. my daughter loves it.
It's a nice watch. Only bad thing is I had to get the bracelet adjusted cuz it was too large. Other than it's pretty nice. U won't regret buying it. Sorry pic doesn't show the face of it, by looking at the bracelet u can see it's pretty nice
,It was awesome and it is exactly how I pictured it to be when I received the item.
Great watch looks exactly like the picture
Exactly as in pic! Shipped and arrived within days! No complaints. Great buy!
It's great , I will post a picture later. Real Michael Kors watch .. no malfunctions, a little bigger than I wanted but super cute still.

Vector Review PoC

Crawl the data!

Choose the Product ∧

❖ Question

Ask us anything

We are going to give you top reviews

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How we do it?

01

Semantic Search

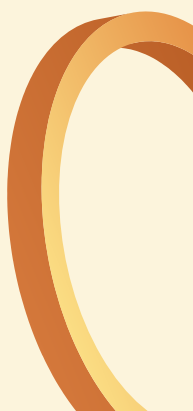How we look for an answer in a infinite list of comments?

02

Evaluation

Precision@10: We performed a manual check of our results with nearly 100% precision!

03

Serve options

- Batch: Predefined questions from the the user
- Online: The user can ask any question

3. Deployment

API (Streaming)

- User sends ASIN + Question
- We gave them back the top K similar reviews

Database (Batch)

- Brand defines questions.
- We run a batch update to create a score for all the pairs reviews-question
- The brand get access to the database so that they can query according the user predefined question

Readme for more information

Casio Example

People say that you should not change a Rolex for a Casio. So what you should change for a Casio?
 Lets ask the hivemind!

- Is it functional?

  "Bought this watch (Kate's Husband) for work (Fire/EMS). Had and old Casio G-Shock but it was a little too bulky and didn't care for the style. I really like the look of the watch, it keeps good time and is fairly comfortable. The buttons can dig into the back of my hand. "

- Does it fits?

  "It's very small. It's probably the smallest watch you can buy. It also keeps perfect time and is fairly comfortable. The band could be a little more comfortable. For the price this is a fantastic small watch"