

ENTER ELASTIC NINJA

Product Search and More with Elastic Stack

Charin Polpanumas
Lead Data Scientist @ Central



Product search in one sentence

Give a search term, show the products that user will most likely buy

CENTRAL X ເຂົ້າສູ່ຮະບບ | ລົກທະບຽນ ♡ ບັນດາ

ແບບນັດ ຄວາມຈານ ຜູ້ທັງໝົງ ຜູ້ຍາຍ ເຕັກແລະຂອງເສັນ ບ້ານ ແກຄນໂລຢີ ທັກ ໂປຣໂນຫັນ GIFTS **CENTRAL AT YOUR HOME**

ພລກາຄົນຫາສໍາເລັບ
'HELLO KITTOO'

ເຮືອງ (ສົບຄ້າແບບປ່າ)	ຊັ່ງຮາຄາ	Brand Name	Color	ໄອຫີ
ວັສດຸເສື່ອຜ້າ	ວັສດຸ	ຊັ່ງອາຍ	ປະເທດກໍລຳບອງເກົາ	ປະເທດກໍຮະເປົາເດີນກາງ

1205 ສົບຄ້າທີ່ຄັນພບ ແລດ 50



SANRIO
ຮອງເກົາແຕະ Hello Kitty
From ₧350
From ₧590 **save - ₧240**



SANRIO
ຮອງເກົາແຕະແບບສວນ Hello Kitty
From ₧350
From ₧590 **save - ₧240**



HELLO KITTY
ຮອງເກົາແຕະແບບສັບ
From ₧299



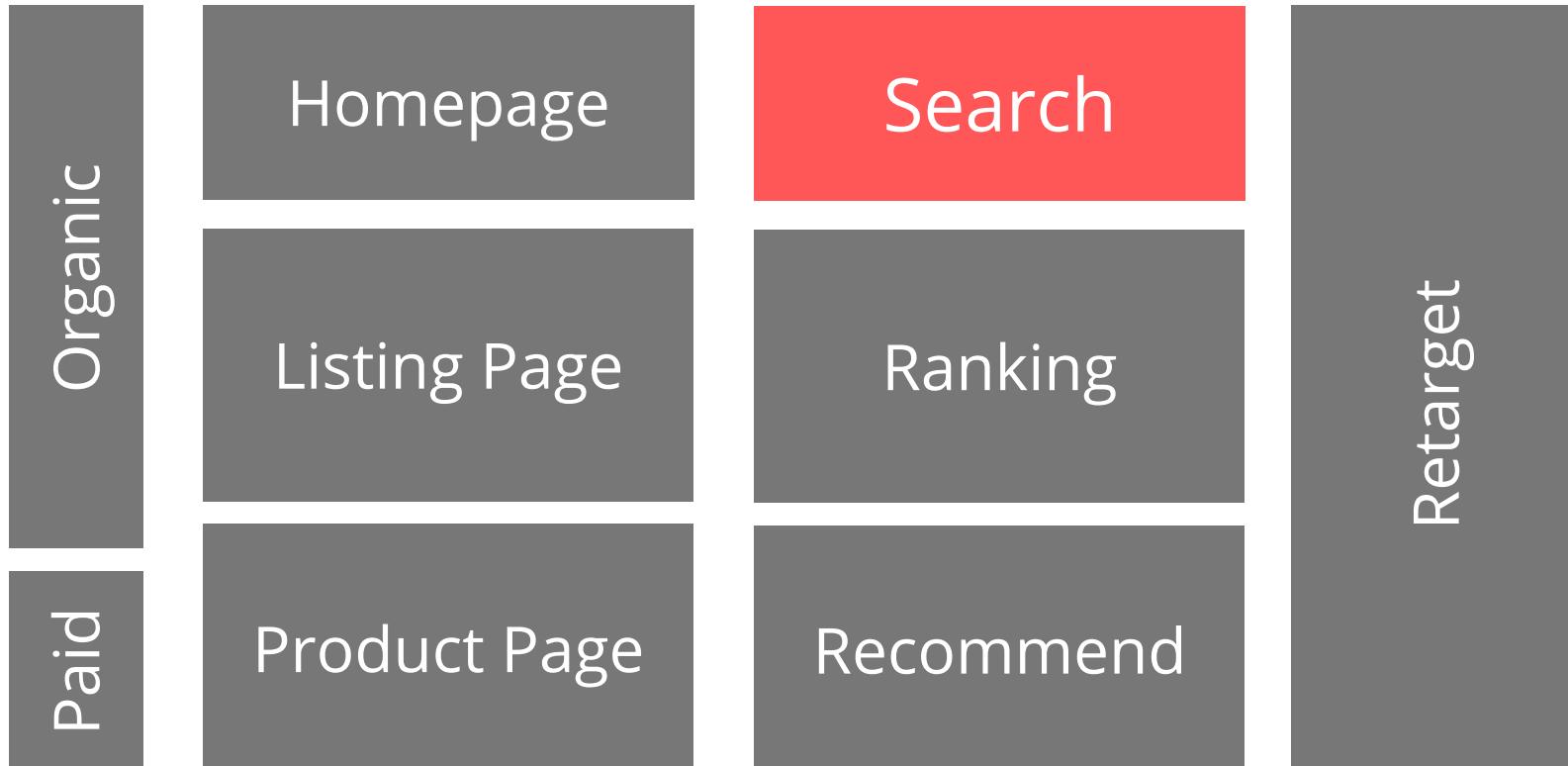
SANRIO
ຮອງເກົາແຕະແບບສວນ Hello Kitty
From ₧350
From ₧590 **save - ₧240**



SANRIO
ຊຸດນອນ Hello Kitty
From ₧899
From ₧1,890 **save - ₧991**

Why people care about product search

Search is 10-20% of traffic but often has 5-10x conversion rate vs average



Layers of product search

What we will specifically cover today

Business Logic

You can find `chanel` on Central but not Robinson because of an exclusive deal

Re-ranking Model

Models that re-rank full-text search results to optimize for CTR/CR

Full-text Search

Match products purely based on texts of names, brand names, categories and other possible metadata

Why use Elasticsearch instead of regex or `sklearn`

Distributed, open source search and analytics engine for all types of data



Expression

```
/([A-Z])\w+/g
```

Text Tests NEW

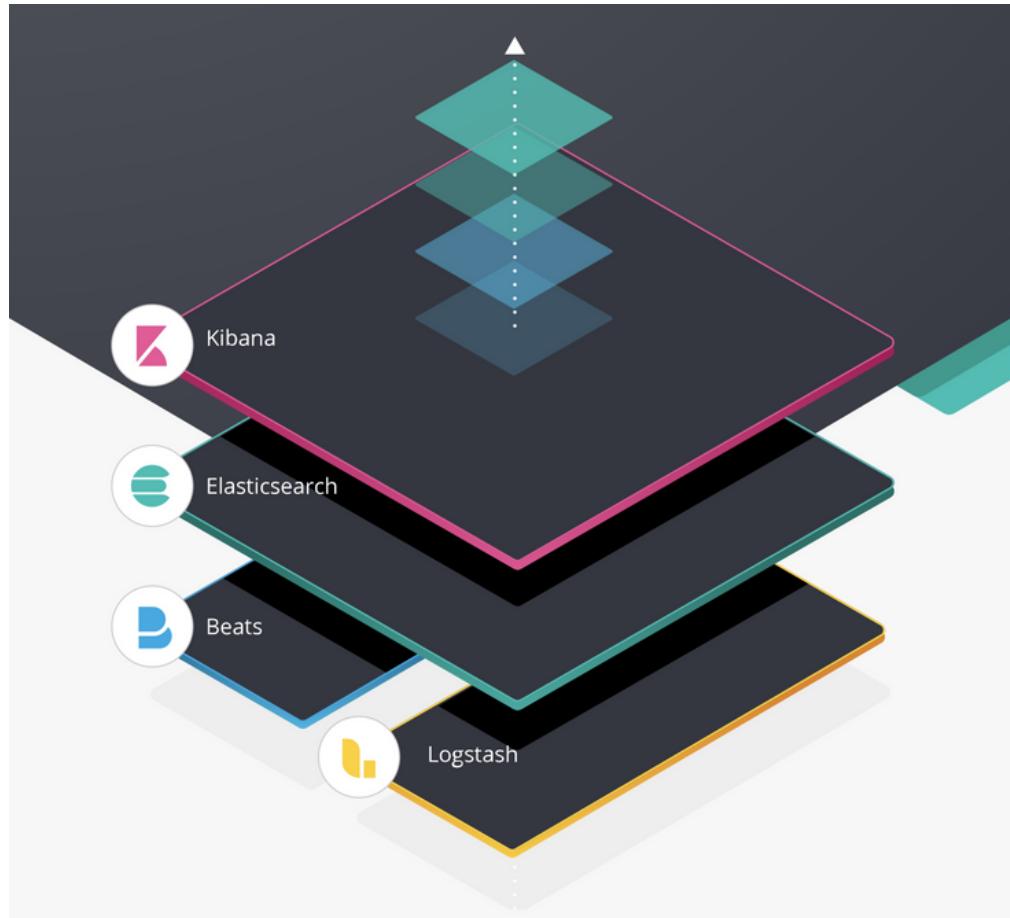
RegExr was created by gskinner.c
Edit the Expression & Text to see
are supported. Validate your exp
The side bar includes a Cheatsheet
create or favorite in My Pattern
Explore results with the Tools b
expression in plain English.

```
from sklearn.feature_extraction.text import
corpus = [
    'This is the first document.',
    'This document is the second document.'
    'And this is the third one.',
    'Is this the first document?',
]
vectorizer = TfidfVectorizer()
X = vectorizer.fit_transform(corpus)
print(vectorizer.get_feature_names())
nd', 'document', 'first', 'is', 'one', 'sec
print(X.shape)
9)
```

- Natively Distributed; built on Apache Lucene
- Fast
- Scalable
- Resilient
- Rich in features
- Platform independent with REST APIs
- Excellent documentation and ease of use
- Largest community of any full-text search software

What is the Elastic Stack

Logstash and Beat, Elasticsearch, Kibana



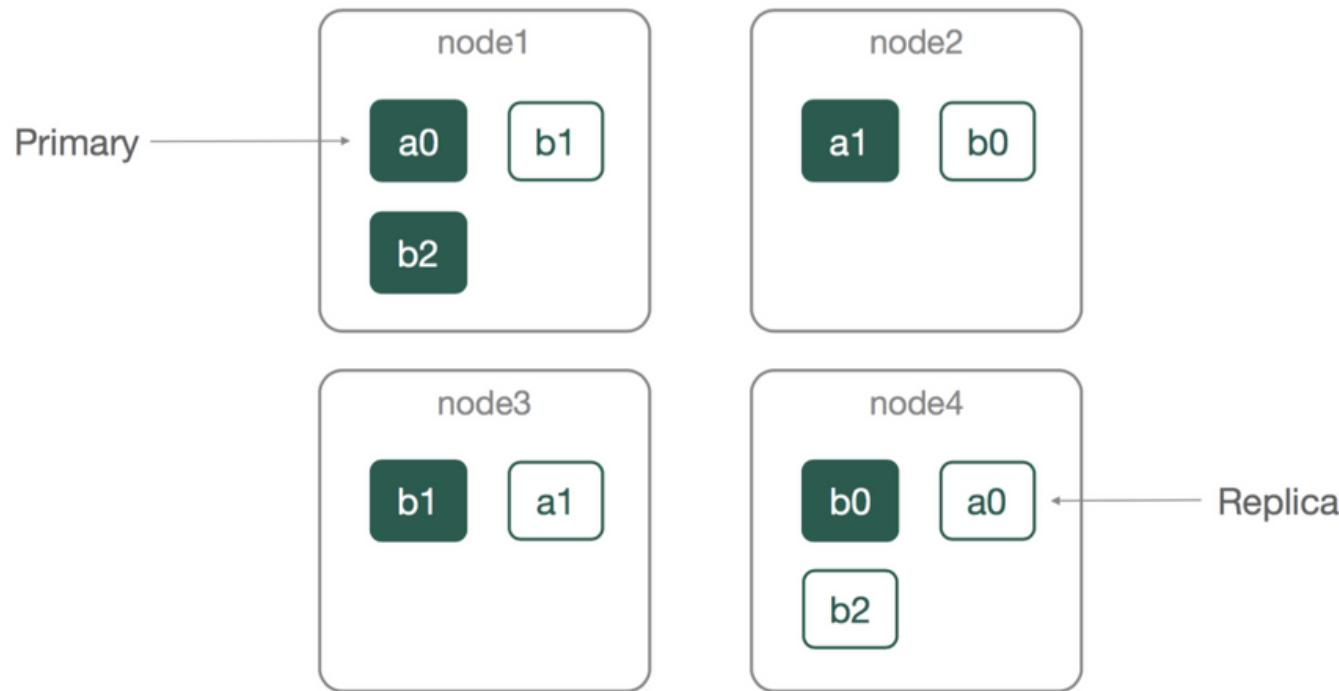
The Elastic stack is obviously useful more much more than full-text product search but we will use only these components for our purpose today:

- Logstash - ingest data (csv, json, ...)
- Elasticsearch - full-text search engine
- Kibana - console and visualization

See more at <https://www.elastic.co/what-is/elk-stack>

Elastic stack as an architecture

What we will NOT cover today - nodes, shards, replicas

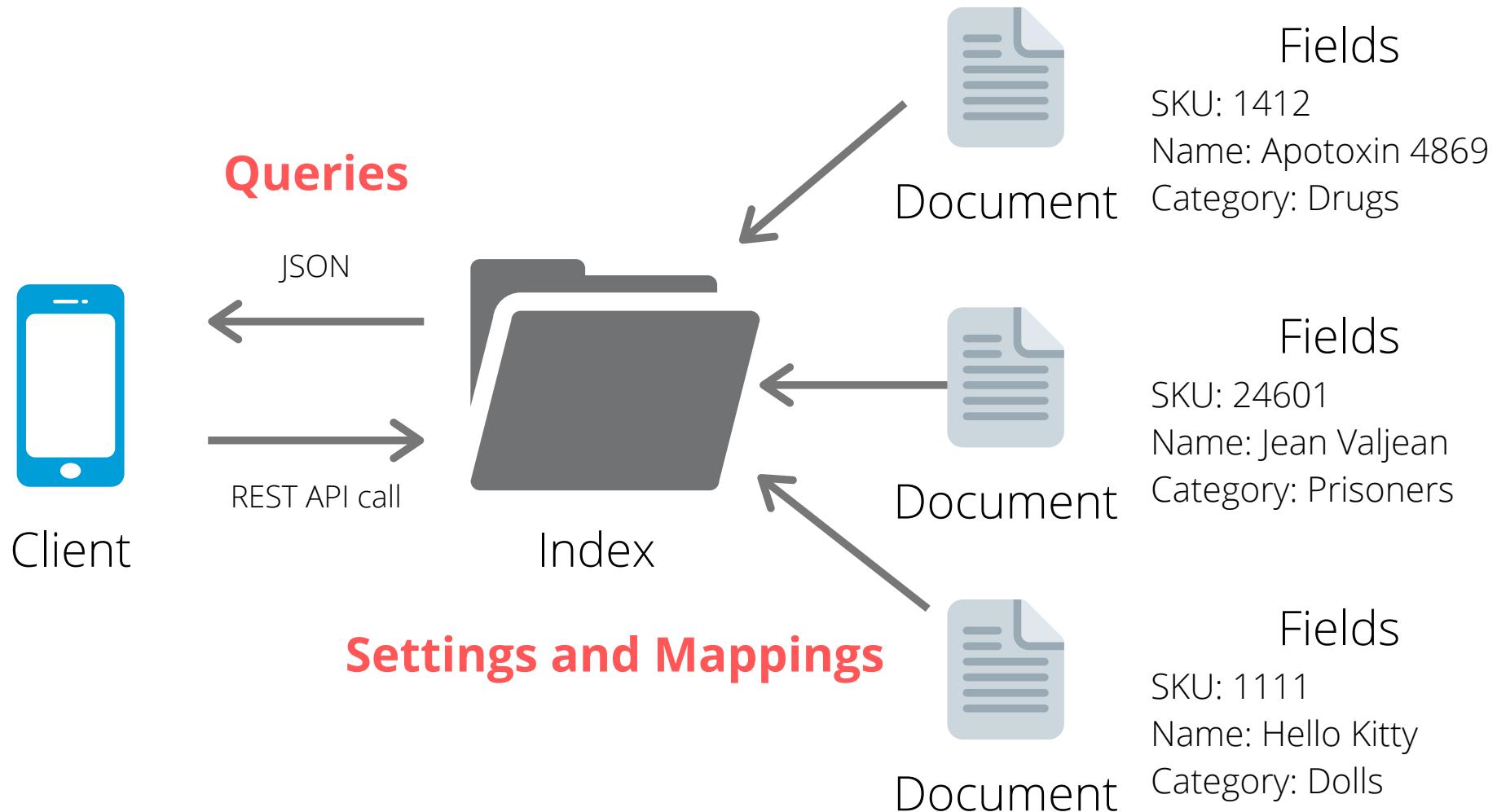


See more at

- <https://www.elastic.co/blog/every-shard-deserves-a-home>
- <https://thoughts.t37.net/designing-the-perfect-elasticsearch-cluster-the-almost-definitive-guide-e614eabc1a87>

Elastic stack vocabulary

What you need to know to configure full-text search like a ninja



Part I

Ingest data with logstash

HOW TO TURN CSV/JSON INTO
DISTRIBUTED INDICES

Always perform quality check before ingestion

Example from TOPS Supermarket; see tops_sample_qc.ipynb

	name_en	brand_en	category_en	subcategory_en	class_en	long_desc_en
0	Chicken Pie(B	MY CHOICE	Fresh Food & Bakery	Bakery	Danish & Puff Pastry	พายไส้ไก่ หอย อร่อย ...
1	Heinz Pickled Onions 440g.	HEINZ	Fruit & Vegetables	Preserved Fruit & Ve...	Preserved Vegetables	heinz pickled onions...
2	PC Tuna Salmon Flake 70g.	PC TUNA	Pantry & Ingredients	Canned Food	Instant Meals	nan
3	Malee Pasteurized Mandarin Orange Ju...	MALEE	nan	nan	nan	nan
4	Frontline Plus Kills Fleas And Tick For B...	FRONTLINE	Household & Pet	Pet Care	Pet Health Care	nan
5	ST. Ives Even and Bright Pink Lemon a...	ST.IVES	Health & Beauty Care	Facial Care	Facial Cleanser	nan
6	Sengheng Fresh Tofu Skin 100g.	SENGHENG	Fresh Food & Bakery	Tofu & Fresh Noodle	Tofu	เส่งเชงฟองเต้าหู้ คุณก...
7	Brands Essence of Chicken Original 42...	BRANDS	Beverages	Health Tonics	Essence of Chicken	แบรนด์ชูกไปสกัดรสตัน...
8	Tops Brand Fish Maw 50g.	TOPS	Pantry & Ingredients	Dried Ingredients	Dried Soup Ingredients	nan
9	My Choice Thai Seasoned & Rolled Cut...	MY CHOICE THAI	Meat & Seafood	Marinated Meat	Processed Seafood	นายช้อยส์ไทยปลาหมี่...
10	Cathy Doll Tsum Tsum Oil Control Pact ...	CATHY DOLL	International Products	KOREA	Health & Beauty Care	nan
11	Dr. Hiratake Mushroom 150g.	DOCTOR VEGETAB...	Fruit & Vegetables	Vegetables	Mushroom	ชิตาเกะ หรือเห็ดหอม ...
12	Healthy Boy Black Soy Sauce 400g.	HEALTHY BOY	Pantry & Ingredients	Sauces	Soy Sauce	nan
13	Tops Spicy Stir Fried Vegetarian Protein...	TOPS	Fresh Food & Bakery	Frozen Food	Frozen Meals	ท็อปส์ข้าวกระเพราเจ ผ...
14	Attack Easy Quick Happy Love Powder...	ATTACK	Household & Pet	Laundry	Powder Detergent	แอ๊กแทค อีซี่คิว๊กแอนด์ปี้...
15	Boontiang Toffee 200g.	BOONTIANG	Fruit & Vegetables	Preserved Fruit & Ve...	Fruit Desserts	บุญเทียงทอฟฟี่กะทิใส...

Import csv the hard way

Create config file for logstash; see tops_sample.conf

```
input {
  file {
    path => "/Users/admin/projects/esninja/data/tops_sample.csv"
    start_position => "beginning"
    sincedb_path => "/Users/admin/projects/esninja/data/logs.txt"
  }
}
filter {
  csv {
    separator => ","
    columns => ["sku", "created_at", "name_en", "name_th", "brand_en",
    "brand_th", "category_en", "subcategory_en", "class_en",
    "category_th", "subcategory_th", "class_th", "long_desc_th", "long_desc_en"]
  }
}
output {
  elasticsearch {
    hosts => ["http://localhost:9200/"]
    index => "tops_sample"
  }
  stdout {}
}
```

See more at <https://www.elastic.co/guide/en/logstash/current/configuration.html>

Import csv the painless way

Use `ML > data visualizer` on kibana for up to 100 MB

The screenshot shows the Kibana interface for importing a CSV file. At the top, there's a summary of the analyzed data:

- Number of lines analyzed: 1000
- Format: delimited
- Delimiter: ,
- Has header row: true
- Time field: effective_date
- Time format: ISO8601

Below the summary is a "File stats" section with four panels:

- sku**: 998 documents (100%), 939 distinct values. Top values include CDS16171329 (0.4%), CDS13227685 (0.3%), and CDS15430267 (0.3%).
- name_en**: 998 documents (100%), 934 distinct values. Top values include Women's Casual (0.4%), 2 Pack Maternity (0.3%), and Embroidered High (0.3%).
- name_th**: 984 documents (98.6%), 919 distinct values. Top values include รองเท้าลำลองผู้หญิง สี (0.41%), รองเท้าหุ้มข้อ สี (0.3%), and กางเกงยีนส์ รุ่น LE1 (0.3%).
- brand_en**: 880 documents (88.18%), 251 distinct values. Top values include Marks & Spencer (8.86%), SANRIO (5.45%), and NIKE (3.41%).

At the bottom left are "Import" and "Cancel" buttons.

In your local browser: <http://localhost:5601/app/ml#/filedatavisualizer>

Part II

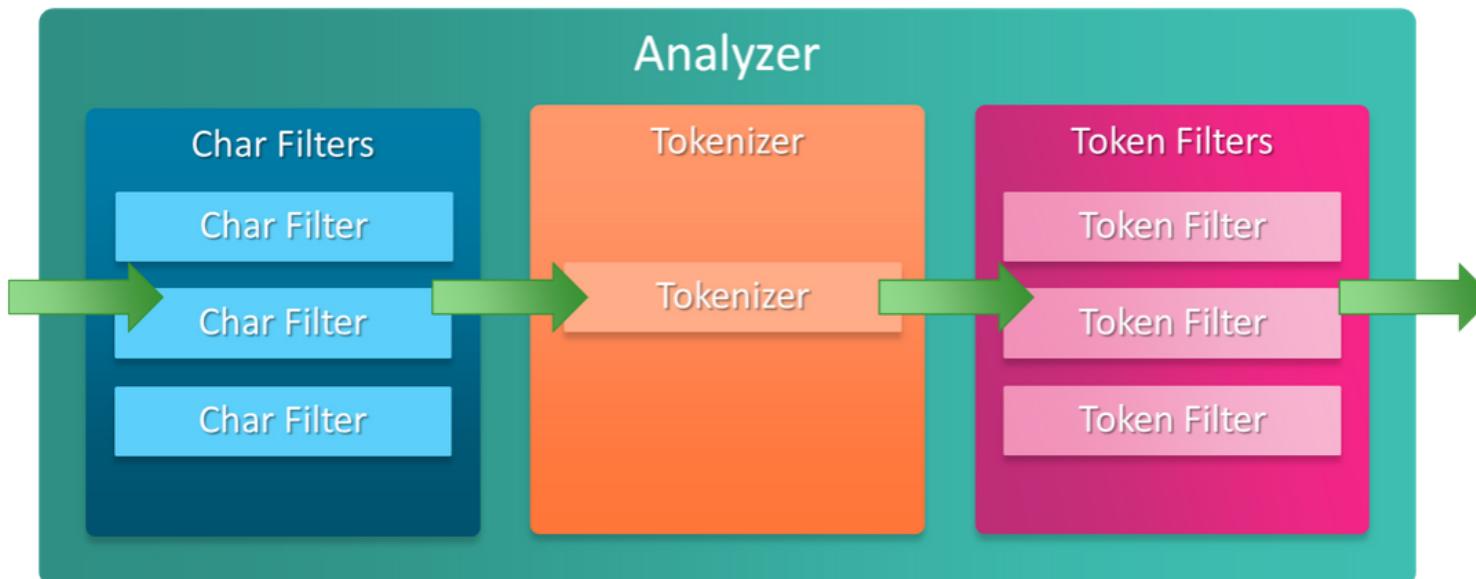
Settings and Mappings

TEACH ELASTICSEARCH HOW TO TREAT
YOUR TEXTS

Settings

The tools that elasticsearch can use to process texts

- Analyzer - a text processing function comprise of:
 - Character Filter - process at character level
 - Tokenizer - tokenize characters to tokens
 - (Token) Filter - process at token level



See more at <https://www.elastic.co/guide/en/elasticsearch/reference/current/analysis-custom-analyzer.html>

Some noteworthy character filters

HTML stripping, connector stripping, number delimiter

```
"char_filter": {  
    "connector_flt": {  
        "type": "pattern_replace",  
        "pattern": "[-'_]",  
        "replacement": ""  
    },  
    "numeric_delim_flt": {  
        "type": "pattern_replace",  
        "pattern": "( [0-9]*\\.[0-9]+)",  
        "replacement": " $1 "  
    }  
},
```

Personally I only use:

- `html_strip` to replace HTML tags

and two custom char filters:

- **connector filter** to remove things like `` in `l'oreal`
- **numeric delimiter filter** to break things like `pm2.5` to [`pm` , `2.5`]
 - * Elasticsearch also has its own `word_delimiter` at token level but I found this works better for my purpose

What tokenizers to use

`thai`, `standard`, `icu_tokenizer`, or none of them

Built-in tokenizers of Elasticsearch

- **standard** - cannot tokenize Thai words at all
- **thai** - pretty bad e.g. `ຄົກປຳດຳ` (black clips) to [`ຄ`, `ົ`, `ກ`, `ປ`, `ດຳ`] (k, li, p, black)
- **icu_tokenizer** - mostly correct but does not take into account the needs for product search e.g. `ຫຼັງຟິ້ນ` (earphones) to [`ຫຼັ`, `ົງ`, `ຟິ້ນ`] (ear, listen) so it will match also [`ຕ່າງ`, `ຫຼັ`] (earrings tokenized as different, ear)

The solution is to have either

- **Custom dict-based tokenizer plugin in Java** - faster, easier to maintain
- **Tokenize all Thai texts before indexing** with a special character such as pipe - adds another moving part to your system

Analyzer that almost always work

If you have no idea what to do, just start with this

```
"word_stem_anl": {  
    "char_filter": [  
        "html_strip",  
        "connector_flt",  
        "numeric_delim_flt"  
    ],  
    "filter": [  
        "lowercase",  
        "asciifolding",  
        "trim",  
        "decimal_digit",  
        "snowball_flt",  
        "synonym_flt"  
    ],  
    "tokenizer": "icu_tokenizer"  
},
```

A generic analyzer that works for most product search use cases have:

- Tokenization by ICU or better your own custom tokenizer
- `lowercase`
- `asciifolding` to handle things like `Lancôme`
- `trim` to get rid of surrounding spaces
- `decimal_digit` in case someone wants to use Thai numerals
- Snowball stemming to match words at their root forms
- Synonyms

List of things this usually solve

If you have no idea what to do, just start with this

ผลการค้นหาคำเรียบ
'PORO SHATSU'

▼ ราคา ▼ Brand Name ▼ Color

1831 ผลิตภัณฑ์น้ำดื่ม



U.S. POLO ASSN.
เสื้อโปโล

U.S. POLO ASSN.
เสื้อโปโล

U.S. POLO ASSN.
เสื้อโปโล รุ่น UKT333

Q เช็คราคา shishado X

▼ ช่วงราคา ▼ แบบเดิม ▼ Color



SHISEIDO
สีลิปดูโอ M Whipped
Powder Blush ปริมาณ 5
From ₧1,080
From ₧1,200 save - ₧120

SHISEIDO
ลิปสติก Facial Cotton
จำนวน 165 Sheets
₩153
₩170 save ₩17

SHISEIDO
แผ่นทารกความสะอาดหน้า
Tissue For Skincare
₩117
₩130 save ₩13

- misspell wrong character (dior, diox)
- missing character (dior, dio)
- extra character (lipstick, lipsticky)
- hyphens and co (baby-g, babyg, baby g; l'oreal, loreal)
- regular plural (bags, bag; classes, class)
- irregular plural (shelves, shelf) partial
- match for sku number (CDS1234, 1234)
- linguistic synonyms (rat, mouse)
- use-case synonyms (coke, coca-cola)
- word delimiters (pm2.5 to [pm,2.5])

Quick note on the synonym filter

Sometimes the only solution is manual input

OfficeMate

All Promotion and Privileges →

Office Supplies Cleaning Electronics & IT Furniture Food Service Industrial Tools Healthcare Printing & Gifts Smart Lifestyle Price Guarantee

Categories

Category	Count
Conference and Presentation	275
Clip Board	118
Bulletin Board and Pin Board	47
Presentation	46
Pens & Refills	43
Planboard Corrugate Plastic	33
Future Board	29
Chalk Board	25
Event Equipment	22

412 product results found

Sort by View / page


0% installment
Corrugate Plastic 5 mm. 49x65 cm.
Code: CON5004130
[Other Options +](#)
฿ 78.00


0% installment
Corrugate Plastic 3 mm. 65x122 cm.
Code: CON5004145
[Other Options +](#)
฿ 105.00


0% installment
Corrugate Plastic 2 mm. 49x65 cm.
Code: CON5004121
[Other Options +](#)
฿ 35.00

Show less

Brand

Brand	Count
A-Line	1
Altron	5
Apex	2





Quick note on stemming

You do not always want to match the root forms

With stemming, both `ski` and `skiing` will match both document A and B.



Document

Fields

SKU: 1234

Name: Ski Resort

Category: Travel

A



Document

Fields

SKU: 5678

Name: Skiing Equipment

Category: Sports

B

But how do we make sure that document B comes up first when user searches for `skiing`?

See more at <https://www.elastic.co/guide/en/elasticsearch/reference/6.3/mixing-exact-search-with-stemming.html>

Mappings

Instructions on what tools elasticsearch should use to process each text field

```
"name": {  
  "type": "text",  
  "analyzer": "word_stem_anl",  
  "fields": {  
    "exact": {  
      "type": "text",  
      "analyzer": "word_anl"  
    },  
    "untouched": {  
      "type": "keyword"  
    }  
  },  
},
```

We can specify which analyzer to use for each specific text field.

Text fields have two types:

- **text** - full-text values
- **keyword** - exact match only

See more at

<https://www.elastic.co/guide/en/elasticsearch/reference/6.3/mixing-exact-search-with-stemming.html>

Part III

Queries

FIND THE BEST WAY TO QUERY YOUR
PRODUCT INDICES AS FAST AS POSSIBLE

Simple match query

Why it is an extremely bad idea to do simple match query on product name

`eggs` on Big C



Imperial Pancake mix (400g)

฿59.00/Bag

Add to cart



Roza Five Spice Chicken Stew
With Quail Eggs Ready to E...

฿28.50/Sachet

Add to cart



Pancake BigC 200 g.

฿23.00/Bag

Add to cart



CASINO Egg Cream Dessert
Vanilla Flavor 100 G x 4

฿159.00/Pack

Add to cart

`eggs` on Tops



ไข่ไก่สด变形虫 10ฟอง

70.00 /แพค

ใส่รถเข็น



ไข่ไก่คุณพี 10ฟอง

75.00 /แพค

ใส่รถเข็น



ไข่ไก่สดอ่อนร้าบินค์ 10ฟอง

87.00 /แพค

ใส่รถเข็น



ไข่ไก่ช็อกโกแลต 10ฟอง

85.00 /แพค

ใส่รถเข็น

Multi-match query

Your best friend in e-commerce full-text search

With multi-match queries, you can simultaneously search multiple fields at the same time. I prefer `most_fields` option because it **allows you to give each field a specific weight** and **allows fuzziness**. (not available in `cross_fields`)

`best_fields` (**default**) Finds documents which match any field, but uses the `_score` from the best field. See [best_fields](#).

`most_fields` Finds documents which match any field and combines the `_score` from each field. See [most_fields](#).

`cross_fields` Treats fields with the same `analyzer` as though they were one big field. Looks for each word in **any** field. See [cross_fields](#).

<https://www.elastic.co/guide/en/elasticsearch/reference/current/query-dsl-multi-match-query.html>

Multi-match query with operator `and`

When you want `nike shoes` to not return `nike shirts`

CENTRAL X ເຂົ້າສູ່ຮະບນ | ລົກທະເມີນ ໝາຍ ກະທິປະກາດ

ແບບຄໍາ ຄວາມງານ ຜູ້ທັງໝົດ ຜູ້ໜ້າ ເຕີກແລະຂອງເລັນ ບ້ານ ເກົຄໂນໄລຍ່ ກີ່າ ໂປຣໂນຫຸ້ນ GIFTS CENTRAL AT YOUR HOME



NIKE
รองเท้าผ้าใบ Nike AF1 Ultra Flyknit Low
From ₧2,080
From ₧5,200 **save ~ ₧3,120**



NIKE
รองเท้าผ้าใบ Nike M2K Tekno รุ่น AO3108-105
From ₧1,795
From ₧3,600 **save ~ ₧1,805**



NIKE
NIKE Phantom Vision 2 Academy Dynamic Fit
From ₧3,500



NIKE
Nike Tanjun รองเท้าເຕີກໜ້າ ຮຸນ 818383-027
From ₧1,500



NIKE
NIKE Brasilia Team Bag
From ₧1,900



ປະກຸດ
20%



ຈຶ່ງ 2 ຊື່ມ ລວ 20%
ຂໍ້ອ 3 ຊັ້ນຂັ້ນໄປ ລດ 30%



New



New



ປະກຸດ
60%

Combining the queries

boolean query with `should`, `must`, `must_not` and `filter`

Occur	Description
must	The clause (query) must appear in matching documents and will contribute to the score.
filter	The clause (query) must appear in matching documents. However unlike <code>must</code> the score of the query will be ignored. Filter clauses are executed in filter context , meaning that scoring is ignored and clauses are considered for caching.
should	The clause (query) should appear in the matching document.
must_not	The clause (query) must not appear in the matching documents. Clauses are executed in filter context meaning that scoring is ignored and clauses are considered for caching. Because scoring is ignored, a score of <code>0</code> for all documents is returned.

See more at <https://www.elastic.co/guide/en/elasticsearch/reference/current/query-dsl-bool-query.html>

Boosting

Some fields and boolean queries are more equal than others

We can combine what we have learned so far with boosting function to allow the search to perform the following hierarchy:

1. Match tokens without stemming
2. Match the entire tokens of the search term
3. Fuzzily match 1. and 2.
4. Go over 1., 2. and 3. but also allows partial match of some tokens of the search term e.g. `eggs` will match `fresh eggs` category

Things to keep in mind

Finetuning elasticsearch mappings and queries is a balancing act

- **Relevance and speed** might be at odds e.g. four multi-matches might take twice the time to run compared to a simple multi-match; use the search profiler
- Generally we prefer **recall over precision** since we will re-rank the results with a model later anyways
- Content team needs to care

MASSAGE CHAIRS

Brand	Model	Original Price	Discounted Price	Savings
THAI SPORTS	Black/Yellow THAISPORTS Muscle Roller Stick H-1484	\$450	\$480	save \$30
THAI SPORTS	Green THAISPORTS Trigger point Roller H-1419	\$350	\$380	save \$30
XIAOMI	White Lervan Lefan LF Foot Shoes Machine 3D Hot	\$2,890	\$4,850	save \$1,960
360FITNESS	Blue 360ONGSAFITNESS Massage cushion Model SF-	\$2,990		
THAI SPORTS	Grey/Orange THAISPORTS Muscle Roller Stick H-1485	\$350	\$380	save \$30

Homework

What are some things you could have done better?

- Try creating your own settings, mappings and queries. See if you can pass the test cases in `test_cases.md`
- Is there a better way to test other than doing queries by hand?
- Find a way to solve wrongly tokenized Thai words without using a custom tokenizer.
- Find out why `word_delimiter` is worse than a custom character filter to delimiter numbers and characters. What are the cases where this is not true?

Part IV

Case studies

**SOME MISCELLANEOUS OBSERVATIONS
FROM LOOKING AT RETAIL SITES**

Assortment >>> Configurations

You can get away with a lot more if you assortment is 100x larger

Lazada has more SKU hits
than it even shows

(40 SKU per page for 102
pages = 4,080 SKUs)

The screenshot shows a Lazada search results page for "chopsticks". The search bar at the top contains the query "chopsticks". Below the search bar, there are navigation links for LazMall, Top Up & eStore, Vouchers, and LazGlobal. A promotional banner for "Special Welcome Voucher For New Users! 50% OFF" is visible on the right.

The main content area displays 56,409 items found for "chopsticks". The results are sorted by Popularity and shown in a grid view. Each listing includes a thumbnail image, the brand name, a brief description, the original price, the discounted price, the discount percentage, and the seller location.

Image	Brand Name	Description	Original Price	Discounted Price	Discount %	Seller Location
	Mother's Corn	Chopsticks Training Set	\$260.00	\$224.00	10%	Thailand
	Kao Chai	Chopsticks	\$880.00	\$440.00	50%	China
	Chopsticks	Chopsticks	\$760.00	\$380.00	50%	China
	Zuobin	Chopsticks	\$760.00	\$390.00	50%	China

Below the search results, there are filters for sorting by price (跌價), brand name, and color. The current filter settings are: 跌價 (跌價), ช่วงราคา (Price Range), Brand Name (Brand Name), Color (Color). There are 12 items per page, with a total of 50 pages shown.

Product details for the first five items:

Image	Brand Name	Description	Original Price	Discounted Price	Discount %
	AMO's CORN	Chopsticks	\$224	\$224 save \$25	10%
	CENTRAL HOME	Chopsticks	\$136	\$136 save \$59	30%
	CENTRAL HOME	Chopsticks	\$136	\$136 save \$59	30%
	CENTRAL HOME	Chopsticks	\$195	\$195 save \$59	30%
	CENTRAL HOME	Chopsticks	\$195	\$195 save \$59	30%

Be careful what metadata you put in search fields

Pillows appear first in `beds` but not `bed` for IKEA

"bed"

สินค้า 813 นาคม 259

เรียงลำดับ ที่นั่ง ขนาด รูป่าง หมวดหมู่ สี ราคา ฟิลเตอร์เพิ่มเติม

SLATTUM สล็อททุม
โครงเตียงบุน้ำ, 150x200 ซม.
5,990 บาท

GRIMSBU กิมมส์
โครงเตียง, 90x200 ซม.
1,490 บาท

TARVA ทาร์ฟَا
โครงเตียง, 90x200 ซม.
3,490 บาท

TRYSIL ทริซิล
โครงเตียง, 150x200 ซม.
5,990 บาท

NESTTUN เนสต์ตัน
โครงเตียง, 150x200 ซม.
4,090 บาท

ดูรายละเอียดเพิ่มเติม →

ข้อเสนอพิเศษสำหรับคุณ

"beds"

สินค้า 718 นาคม 41

เรียงลำดับ ที่นั่ง ขนาด หมวดหมู่ สี ราคา ฟิลเตอร์เพิ่มเติม

FJÄDRAR พัฟเมอร์ครา
ไส้สัมภาระ, 50x50 ซม.
199 บาท

FJÄDRAR พัฟเมอร์ครา
ไส้สัมภาระ, 65x65 ซม.
399 บาท

INNER อินเนอร์
ไส้สัมภาระ, 50x50 ซม.
99 บาท

TRÅDKRASSULA แทร็ดครัสซูล่า
ปลอกผ้าห่ม+ปลอกหมอน2ใบ,
240x220/50x80 ซม.
590 บาท

DVALA ดาวล่า
ปลอกผ้าห่ม+ปลอกหมอน2ใบ,
150x200/50x80 ซม.
632 บาท
(30/03/2563 - 30/04/2563 จัดการสินค้า
คงเหลือ)
790 บาท

ดูรายละเอียดเพิ่มเติม →

ห้องนอนที่ดีที่สุดสำหรับคุณภาพ
นอน

Search results are not the only way to convert

Search suggestion, trending keywords, trending categories

CENTRAL X ເຂົ້າສູ່ຮະບບ | ລົງທະບຽນ ♡ ກະ

ຄຳຄັນຫາ	ພັດທະນາ
lipstick	 ESTÉE LAUDER ພລັດຕິກິບທີ່ປ່າຊຸຈົບພື້ນ Pure Color Envy Color Replenish Lip Balm ພາວ 3.2 ກຣີ ฿1,080
lip	 BOBBI BROWN ສັປັກນີ້ Extra Lip Tint ฿1,305
lipgloss	 NARS Afterglow Lip Balm ฿935
ใน lip_gloss	 DIOR Dior Lip Maximizer ฿1,390
ໃນ ສຶກສອດ	 GOLDEN ROSE ບໍລິຫວານແລະ-ລັບຕົກ Lip & Blush Velvet Touch ฿259
ໃນ beauty	 PAPERMACK Liquid Lipstick ฿299

People can and will abuse your full-text search

Marketing team uses search page as landing pages

CENTRAL [ເປົ້າຮັບ | ລົງທະບຽນ](#) [ລູກຄ້າ](#) [ກົມ](#) [ກົມ](#) [ເດືອນຍອດເສີນ](#) [ປ້ານ](#) [ເກົ່າໂລຢີ](#) [ກົ່າ](#) [ໂປຣໂນເສັນ](#) [GIFTS](#) [CLARINS](#)

ພວກເຮົາກົມຫຼັກ

'CDS18547306 ,CDS21950124 ,CDS21950315 ,CDS21950322 ,CDS11865124 ,CDS21153587 ,CDS21153594 ,CDS21153600 ,CDS21153617 ,CDS21153624 ,CDS16965614 ,CDS17223232 ,CDS17223249 ,CDS17223386 ,CDS17223393 ,CDS25110128 ,CDS25110135 ,CDS25110142 ,CDS25110159 ,CDS14049088 ,CDS14595158 ,CDS14595202 ,CDS16514805 ,CDS16514812 ,CDS16514959 ,CDS18290561 ,CDS19493145 ,CDS20050306 ,CDS20050313 ,CDS20050320 ,CDS21957499 ,CDS21957505 ,CDS21957529 C,DS21957536 ,CDS21957543 ,CDS23723870 ,CDS20195335 ,CDS20195359 ,CDS20195946'

ເງື່ອງ (ສິນຄ້າແນບາ) [ເງື່ອງ](#) [ປ່ວດຄາດ](#) [Brand Name](#) [Color](#) [ສະຕິ](#) 50

ລາຍການ	ລາຄາ	ລາຍການ	ລາຄາ	ລາຍການ	ລາຄາ	ລາຍການ	ລາຄາ	ລາຍການ	ລາຄາ
	SANRIO ໜ້າຂ້ານ Hello Kitty Remix A ฿299 ฿459 save ฿151		SANRIO ໜ້າ Cinnamoroll ໜ້າ ฿69 ฿109 save ฿31		SANRIO ໜ້າຂ້ານ Hello Kitty Swan ฿212 ฿259 save ฿38		SANRIO ໜ້າ Pochacco ฿85 ฿109 save ฿15		SANRIO ໜ້າ Gudetama ฿85 ฿109 save ฿15
	SANRIO ຈໍານ Hello Kitty ฿136 ฿160 save ฿24		SANRIO ຈໍານ My Melody ฿136 ฿160 save ฿24		SANRIO ຈໍານ Little Twin Stars ฿136 ฿160 save ฿24		SANRIO ຈໍານ Cinnamoroll ฿136 ฿160 save ฿24		SANRIO ຈໍານ Pompompurin ฿136 ฿160 save ฿24
	New Sku 15%		New Sku 15%		New Sku 15%		New Sku 54%		New Sku 15%

ຮາຍການໃນດີ [ຄົ້ນຫວັດ](#)

Sometimes it just does not make sense

Thai search for `skirts` in Uniqlo returns jean pants

The screenshot shows a product page for a pair of women's high-waisted jeans. The main image features a woman wearing a dark denim jacket over a white t-shirt and light-colored jeans. Below the image, text indicates a height of 5'7"/174cm and a size of 25inch. The product title is "WOMEN ยีนส์เอวสูง ทรงรัดรูป ขา 5 ส่วน". The price is listed as THB 1,490.00. The page includes sections for "Overall Rating" (4.7 stars from 27 reviews), "Image View" (multiple thumbnail images), and "Description" (text in Thai). On the right side, there is a sidebar with options to "Select Color" (white), "Select Size" (various sizes from 21inch to 29inch), a "Size chart" link, a "Quantity" selector (set to 1), a red "Add to Bag" button, and a "30 DAYS RETURN" guarantee. The top navigation bar includes links for WOMEN, MEN, KIDS, BABY, and various store information.

No visible texts in the jean pants SKU contain `skirts`