

Introduction to Information Retrieval

What is Information Retrieval



What is Information Retrieval

- Task of finding relevant information (document / book / product) that satisfies the user's information need



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User



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User

Information Need:
Book for Analytics newbie



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User

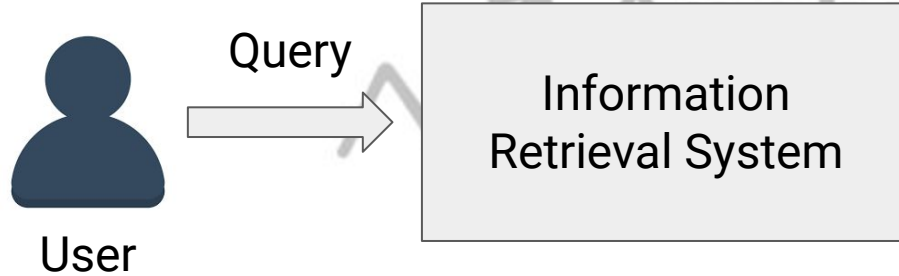


Information Need:
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Query

What is Information Retrieval

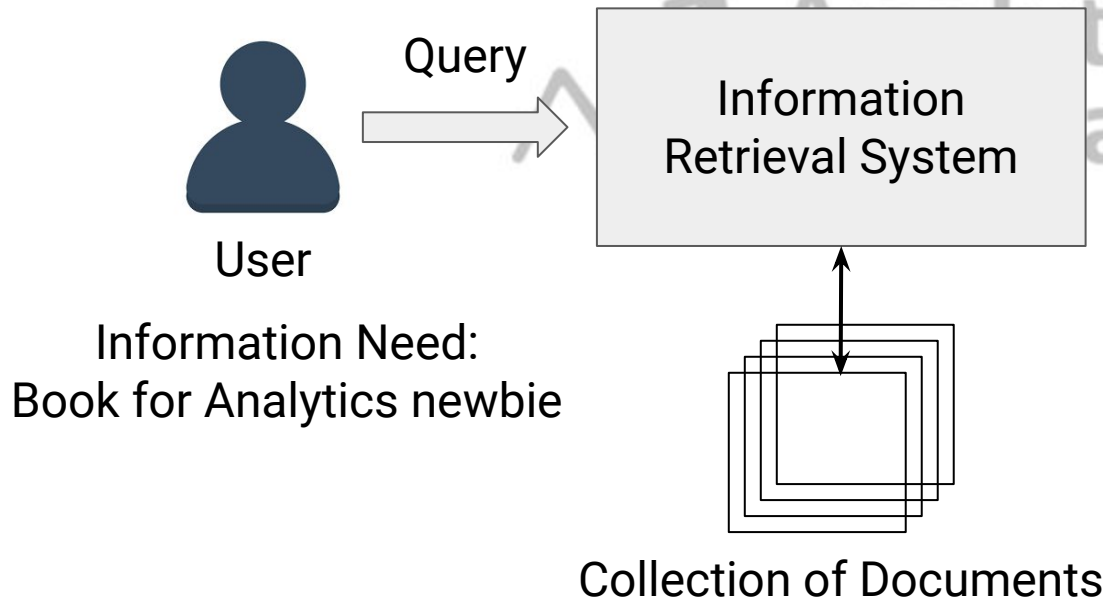
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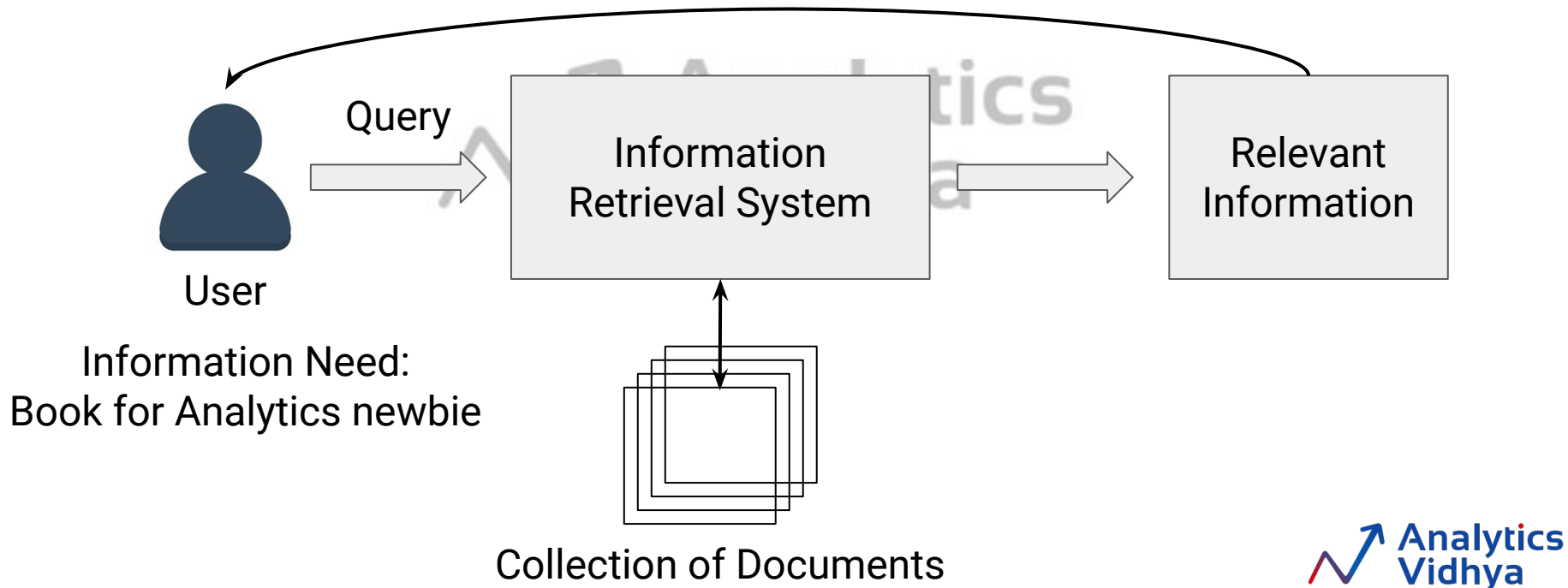
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Application of Information Retrieval



Application of Information Retrieval

- Library / Online book store



Application of Information Retrieval

- Library / Online book store
- Search Engines



Application of Information Retrieval

- Library / Online book store
- Search Engines
- E-Commerce stores



Thank You