**Questions for Ebay Case Study:**

1. What is the core classification task?
2. What is an instance in this case?
3. What are the features?
4. What are some of the core classification challenges in this system?
5. How do these challenges motivate the alternative approach the authors took?
6. Where does unsupervised learning fit in here?
7. What is used as a similarity metric in the unsupervised case?
8. How are the different models evaluated?
9. What was the given evaluation metric used?