COLD START – ITEM

ITEM COLD START

▸ Problem: Renewed Product ID per season

▸ Solution:

    ▸ Attribute combine modelling: hard to narrow down to item level

    ✓ Product Description Matching: Topic Model (LSI/LDA with TF-IDF weighting), word2vec

    ▸ *Product Image Matching: further development after hackthon*

SSENSE