

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*

Information Overload

Information Filter

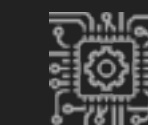


Web Directory



Search Engine

Personalization



Recommendation

$P(\text{Prod} | \text{user's history})$

Assess how a user will like / purchase / visit an item that has never seen before.

PDP REC4U

2018-03