

# EVALUATION

- ▶ Offline Experiment: cross-validation based on metric such as MAP, Accuracy
- ▶ Online Experiment: online feedback with A/B test

## DATA SOURCE & EXTRACT – INSIDE SSENSE

- ▶ Definition of Product ➡ Seasonal SKU rotation
- ▶ Definition of User ➡ Employee/Reseller, Uniqueness, hit-and-run, Fraud, login/not login
- ▶ Implicit Feedback ➡ Click, Purchase are different than rating
- ▶ Data Source ➡ BigQuery (MemberID Link), MySQL (Cleaning)
- ▶ Image/Text Data ➡ Item vectorization, latent semantic (Feasibility)
- ▶ External Data ➡ DeepFashion/Fashion 10000/
- ▶ <https://tianchi.aliyun.com/competition/information.htm?spm=5176.100067.5678.2.57981b9ebySvn3&racId=231506>