

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>

USE CASE – INSIDE SSENSE

Type	Data	Scenario	Feasibility	Difficulty
Popularity Ranking	Sales Data	On-website/Email	Feasible	★
Buy with Cohort	Purchase History	Email/Checkout	Feasible	★★★
Surf with Cohort	Browsing History	Browsing Session	Depends on Engineering	★★★★
Style with Stylist	Stylist Suggest	In-Store, Product Page	Clothes Matching	★★★★★