

Product Vision - Attribute Value Amplifier

Strategic Statement

Invest in new automation technologies like GenAI, LLM, and Machine Learning algorithms to apply a multitude of relevant and accurate attributes to products. This involves writing data science rules that can extract new or supplement existing attributes of a product based on all available information provided during item intake and after products have landed within the Product Domain for sale. We will create an automated intake process for existing and new items to extract attributes and also a data federation and management experience for swift changes that need to be made in real time to product attributes by data owners.

Product Framing

Problems to Solve:

The challenges encompass inconsistent and incomplete product data, product taxonomies, and a lack of standardized attributes. These issues cause problems downstream when products can't be identified or grouped by similar or dissimilar attributes. Creating a

1. Anemic (inconsistent and incomplete) product attribute data:

- *Challenge:* Descriptive product attributes are frequently empty or incorrect
- *Impact:* Creating a more holistic baseline set of product attribute for all products would greatly improve the richness of product visibility and classification for downstream consumers.

2. New unique attributes to a specific product category are difficult to create:

- *Challenge:* Once new types of attributes for a product category are identified, new fields need be created that aren't appropriate for all products. Currently, a new field created will be applied to all existing and new product records.
- *Impact:* Establishing the ability to add flexible attribute keys specific to product categories will increase performance and improve clarity across the product taxonomy.

3. Product attribute data is difficult to change:

- *Challenge:* Missing or inaccurate attribute data cannot be changed without significant effort and time put in to changing even a single attribute
- *Impact:* Once inaccuracies are identified, immediate remedy of that information would allow for real-time changes to product data and downstream recalibration.

4. Data Ownership is unclear:

- *Challenge:* Attribute data ownership at a category level is unavailable currently.
- *Impact:* Product category SME's should have the ability to make changes to the available attributes for product categories and the available values of those attributes on an individual product level.

Key Stakeholders:

Value Add:

Current Roadmap