I. User Intent

II. Query Intent

Enrichment – ensuring the product catalog contains relevant product information. In this article, we will focus on deciphering the query intent and identifying the correct products that are most relevant to the query.

A. Basic Analysis

B. Advanced Analysis

1. Categorization

2. Feature Extraction

3. Phrase Identification

4. Contextual Enrichment

5. Reasoning

6. Diversity Handling

F. Query Intention

Query Intention is achieved through query enrichment. Query enrichment is the process of enhancing the query with additional context or information that can help in determining the correct product to surface in the search results.

A. Pre-processing

B. Query Enrichment

C. Relevance Assessment

D. Ranking

F. Personalization

1. User Profile

2. User Preference

3. User History

4. User Interface

5. User Feedback

E. Query Intention

F. Query Intention

A. Pre-processing

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Executive Summary

In order to truly build a world-class product discovery experience for customers, it's imperative for a search engine to consider the query intent. Understanding the query intent involves analyzing the query to determine its purpose and relevance to the user. This analysis helps in determining the rank order in which the products should appear on the search results page, ensuring the correct products are surfaced for the user.

Conclusion

In conclusion, query intent is crucial in determining the correct products to surface in the search results. By understanding the query intent, search engines can provide a personalized shopping experience to the users, leading to increased customer satisfaction and retention.

HOW DOES RELEVANCY WORK?

Relevancy can be assessed using the following methods:

1. Basic Analysis

2. Advanced Analysis

For more complex queries, your search engine should leverage the following advanced techniques:

- Query enrichment
- Reasoning
- Contextual enrichment
- Diversity handling

These techniques help in determining the correct products to surface in the search results, ensuring a personalized shopping experience for the users.

Unexpected Events

Often, there are certain topics or products that suddenly start trending on social media resulting in a sudden spike in demand. For example, if a certain athlete or sports team starts playing really well, typically jerseys and products associated with them can see a sudden increase in demand. In such situations, your search engine should be able to identify and surface these products to the users, ensuring they see products that are most relevant to their interest.

Seasonality

Personalization

For theme based searches like "Dresses for Parties" and "Dresses for Parties", the ability to assess that "Dress" is the primary attribute and "Parties" is the secondary attribute is important. Moreover, knowing that "Parties" is related to "Dress" and is a secondary attribute is also important. For example, if a finisher of a marathon or sports competition is searched by the user, your search engine should be able to identify that "Marathon Finisher Shirts" are relevant and surface them to the user.

Global Trends

For theme based searches like "Dresses for Parties", the ability to assess that "Dress" is the primary attribute and "Parties" is the secondary attribute is important. Moreover, knowing that "Parties" is related to "Dress" and is a secondary attribute is also important. For example, if a finisher of a marathon or sports competition is searched by the user, your search engine should be able to identify that "Marathon Finisher Shirts" are relevant and surface them to the user.

Conclusion

In conclusion, search engines should be able to handle queries related to unexpected events, seasonality, personalization, and global trends. By leveraging the advanced techniques discussed, search engines can provide a personalized and relevant shopping experience to the users, ensuring increased customer satisfaction and retention.