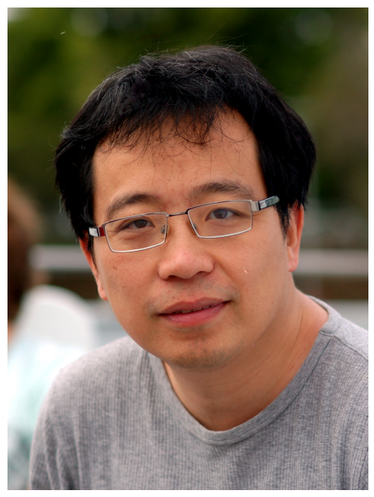
SFU Data Science Research Group presents

Seminar Series on Trustworthy Data Science and AI

SFU SIMON FRASER UNIVERSITY

Haixun Wang



VP, Instacart

Rethink e-Commerce Search

Wednesday, January 26, 2022
4:00pm Pacific time

Scan or visit URL to register:
https://data.cs.sfu.ca/vk7w

Abstract

The quality of the search experience on an e-commerce site plays a critical role in customer conversion and the growth of the e-commerce business. In this talk, I will discuss the current status and challenges of product search. In particular, I will highlight the significant amount of effort it takes to create a high-quality product search engine using classical information retrieval methods. Then, I will discuss how recent advances in NLP and deep learning, especially the advent of large pre-trained language models, may change the status quo. While embedding-based retrieval has the potential to improve classical information retrieval methods, creating a machine learning-based, end-to-end system for general-purpose, web search is still extremely difficult. Nevertheless, I will argue that product search for e-commerce may prove to be an area where deep learning can create the first disruption to classical information retrieval systems.

Biography

Haixun Wang is currently an IEEE fellow, editor in chief of IEEE Data Engineering Bulletin, and a VP of Engineering and Distinguished Scientist at Instacart. Before Instacart, he was a VP of Engineering and Distinguished Scientist at WeWork, a Director of Natural Language Processing at Amazon, and he led the NLP team working on Query and Document Understanding at Facebook. From 2013 to 2015, he was with Google Research working on natural language processing. From 2009 to 2013, he led research in semantic search, graph data processing systems, and distributed query processing at Microsoft Research Asia. He had been a research staff member at IBM T. J. Watson Research Center from 2000 to 2009. He received the Ph.D. degree in Computer Science from the University of California, Los Angeles in 2000. He has published more than 150 research papers in referred international journals and conference proceedings.

All are welcome.
Enquires: Jian Pei (jpei@sfu.ca)

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