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Powered by Querqy

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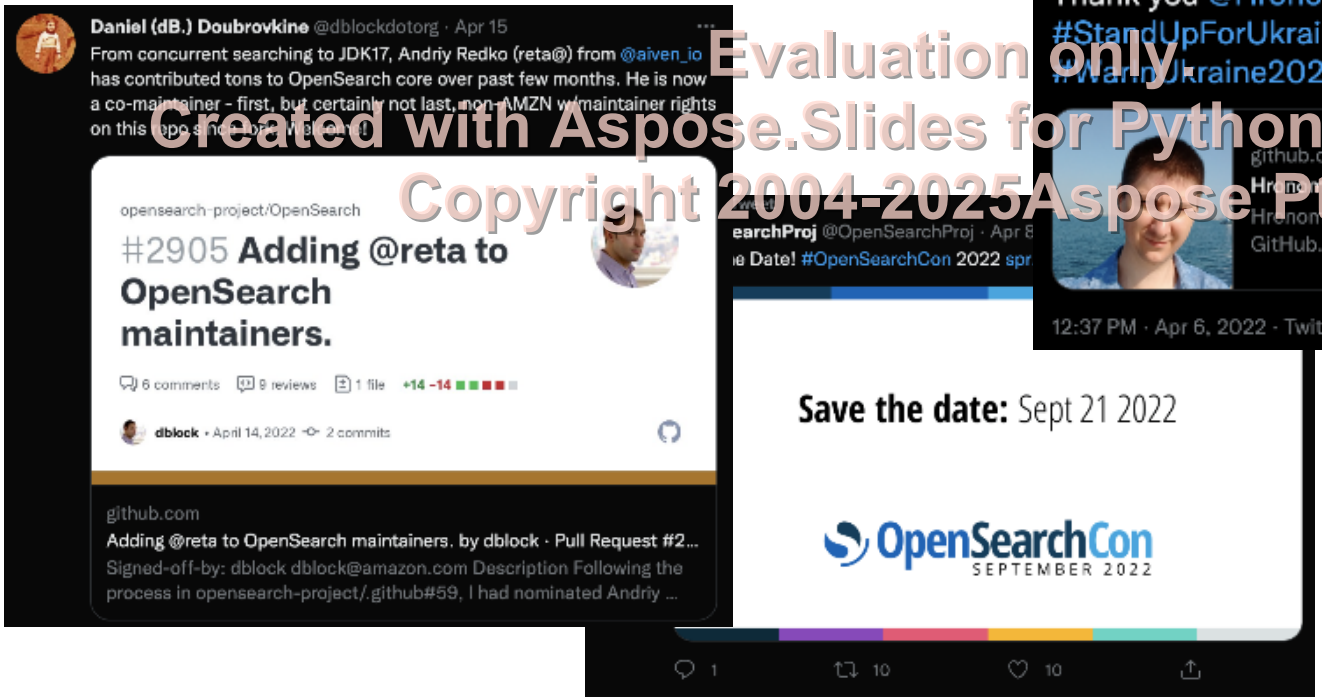

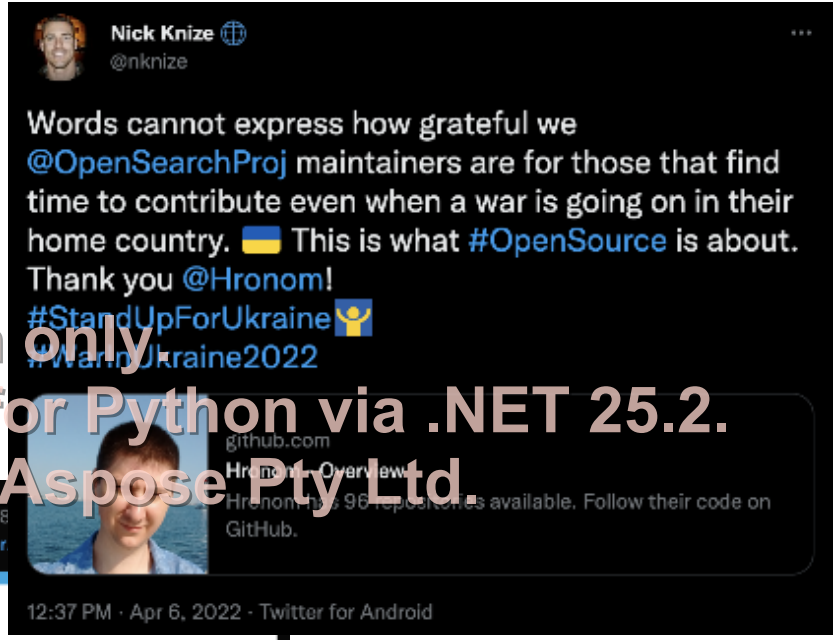

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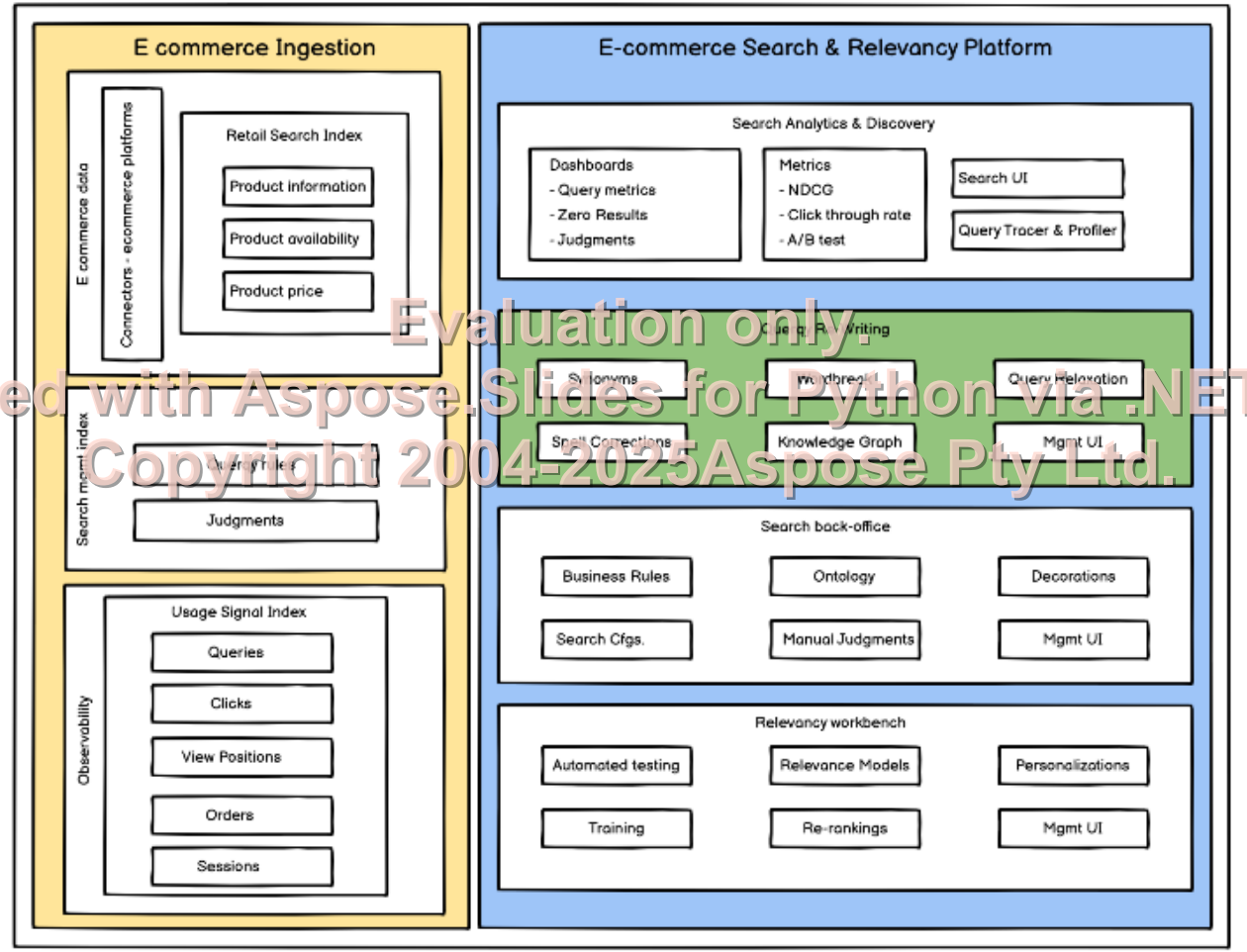
OpenSearch Relevancy Engineering : E-commerce



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“You want to implement a new search? This is a great idea. We will give you a long list of requirements. As soon as you have implemented all the features we will somehow compare the searches and decide whether we want to have it or not.”

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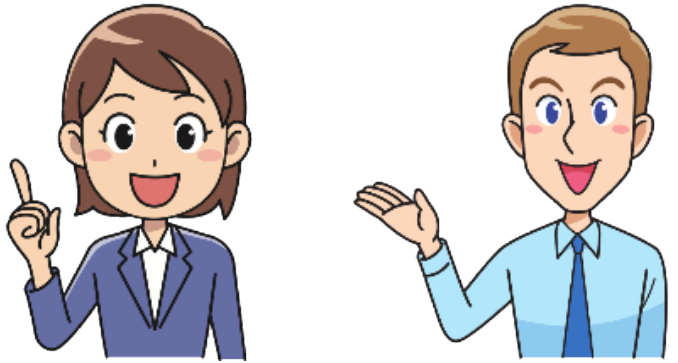

- Teams sliced by categories (category managers)
  - Smartphones
  - Notebooks
  - …
- Overall responsibility
  - Discounts
  - Promotions
  - Findability
  - …

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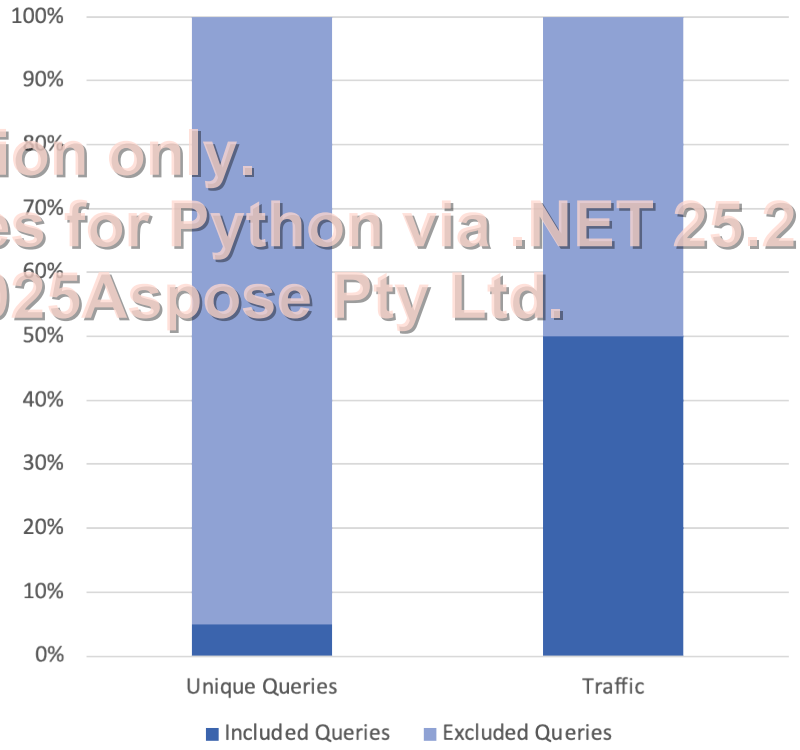
Maintainable amount of queries



“I don't care about algorithms. I need the following products to be at the top for several queries at next Tuesday between 5 and 10 pm. Thank you.”

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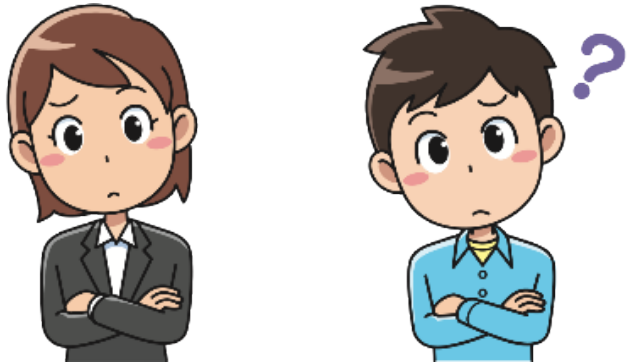

- Singles' day (139 bn in China in 2021)
- Black Friday
- Valentines Day
- Thanksgiving
- Christmas
- …

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“Your machine learning learns the wrong things. Please tell it to push our private labels!”

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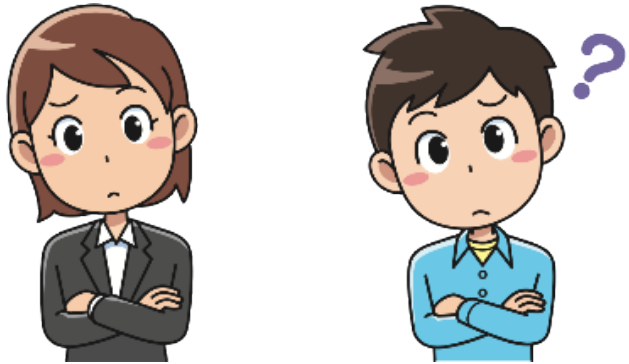

- Customer satisfaction / inspiration / experience
- Margin
- Promotions
- Private labels
- Manufacturer deals
- Storage cost
- Return cost
- Sponsored products

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“Well, you finally did it and released a new search ... ... this is awesome ... uhm ... we are all really excited about this ... ... and ... uhm ... what about AI?”

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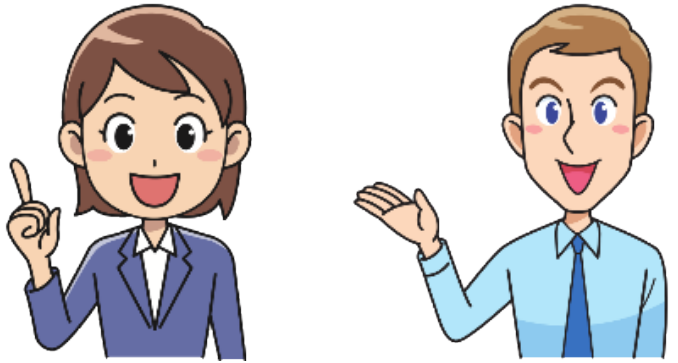

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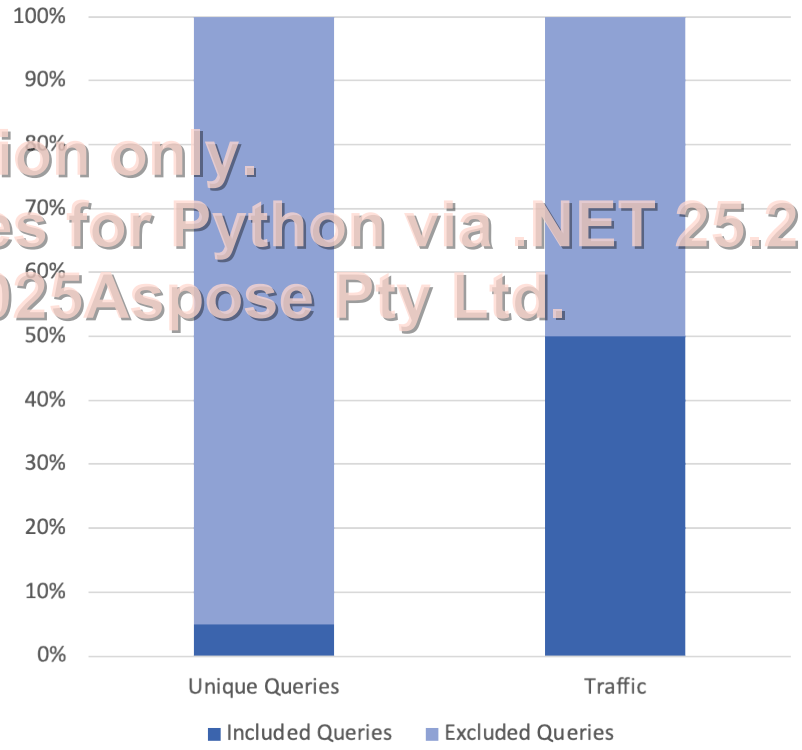
This is the must-have



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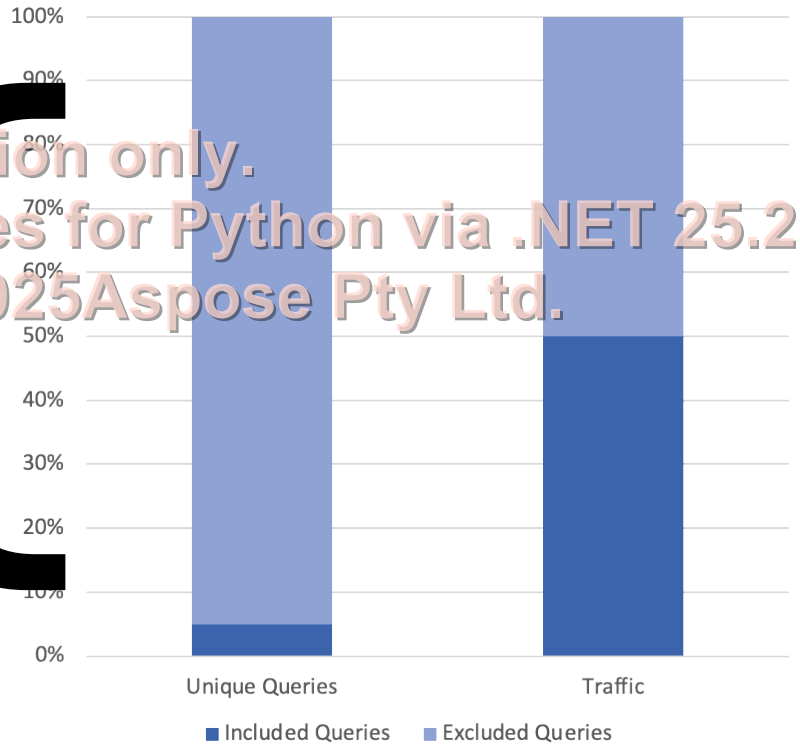
This is the potential

This is the must-have



- Continuous improvement & maintenance
- Enablement of Category Managers

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- Query rewriting
  - Wordbreak
  - Spell Correction
  - Synonyms / Graphs
  - Boosts
  - Semantic filters
  - …

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- Quergy (library/plugin for search business rules)
- SMUI (UI for rule maintenance)
- Splainer (tracing / debugging of result scores)
- Quepid (manual judgments)
- Blacklight / ReactiveSearch (search UI)

Querqy is a library and an open source query rewriting plugin for Solr, Elasticsearch and (soon) OpenSearch

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… and others ...

- Source code: https://github.com/JohannesDaniel/querqy-opensearch
- Roadmap: https://github.com/orgs/opensearch-project/projects/1

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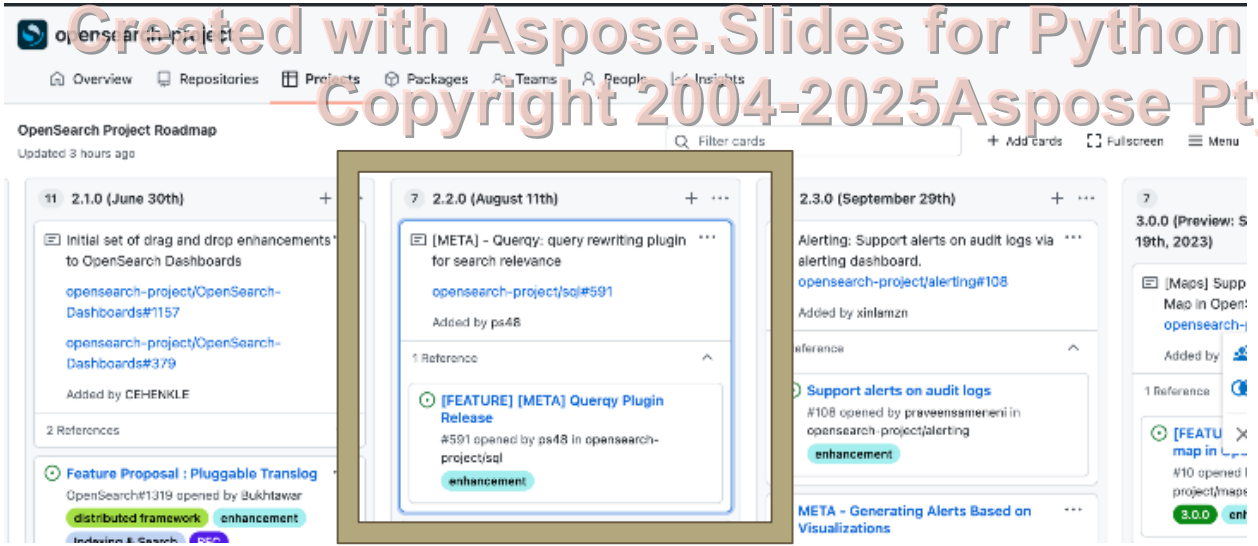

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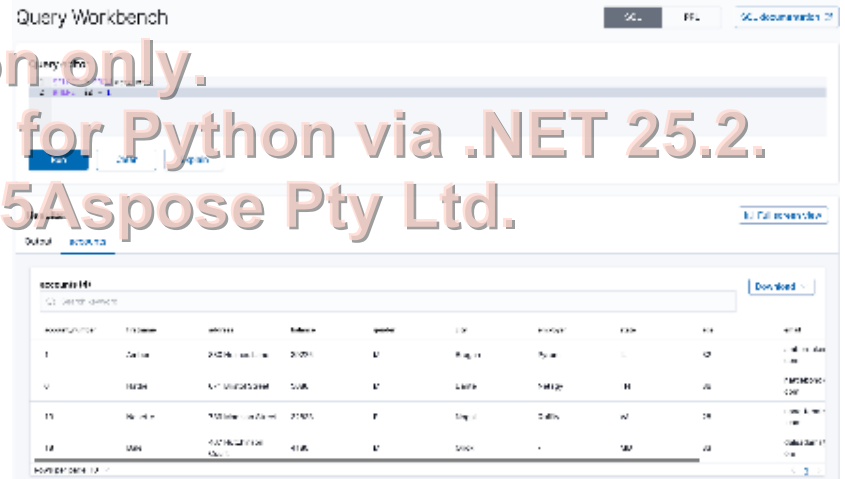
- OpenSearch SQL lets you write queries in SQL rather than the OpenSearch query DSL



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- SQL supports
  - Aggregations
  - Full-text Search
  - Functions
  - JDBC
  - ODBC

Sample session dataset:

- We created sample session data that captures queries, product clicks and checkout information
- The products are subset of category `printers` from Chorus Dataset
- Attributes stored: session_id, query, product_click, checkout details

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```
photo_printer =>
  UP(20): 1231616
  UP(18): 469890
  UP(16): 1724761

printer =>
  UP(11): 3161192
  UP(8): 90138
```

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- Using the output of OpenSearch SQL, we can update the querqy rules
- Go a step further, to automate the querqy rules with SQL REST APIs

- Piped Processing Language (PPL) is a query language that lets you use pipe (|) syntax to explore, discover, and query data stored in OpenSearch, especially for observability.

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```
| where age > 18
| fields firstname, lastname
```

SAMPLE RESPONSE

firstname	lastname
Amber	Duke
Hattie	Bond
Nanette	Bates
Dale	Adams

- Use OpenSearch PPL to create graphs, charts and panels.
- Create visualization and saved queries from clickstream logs, session information, service logs in Events Analytics.
- Create operational panels to aggregate all the visualizations in a single pane.

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https://www.linkedin.com/in/ianlirudha - lets talk!

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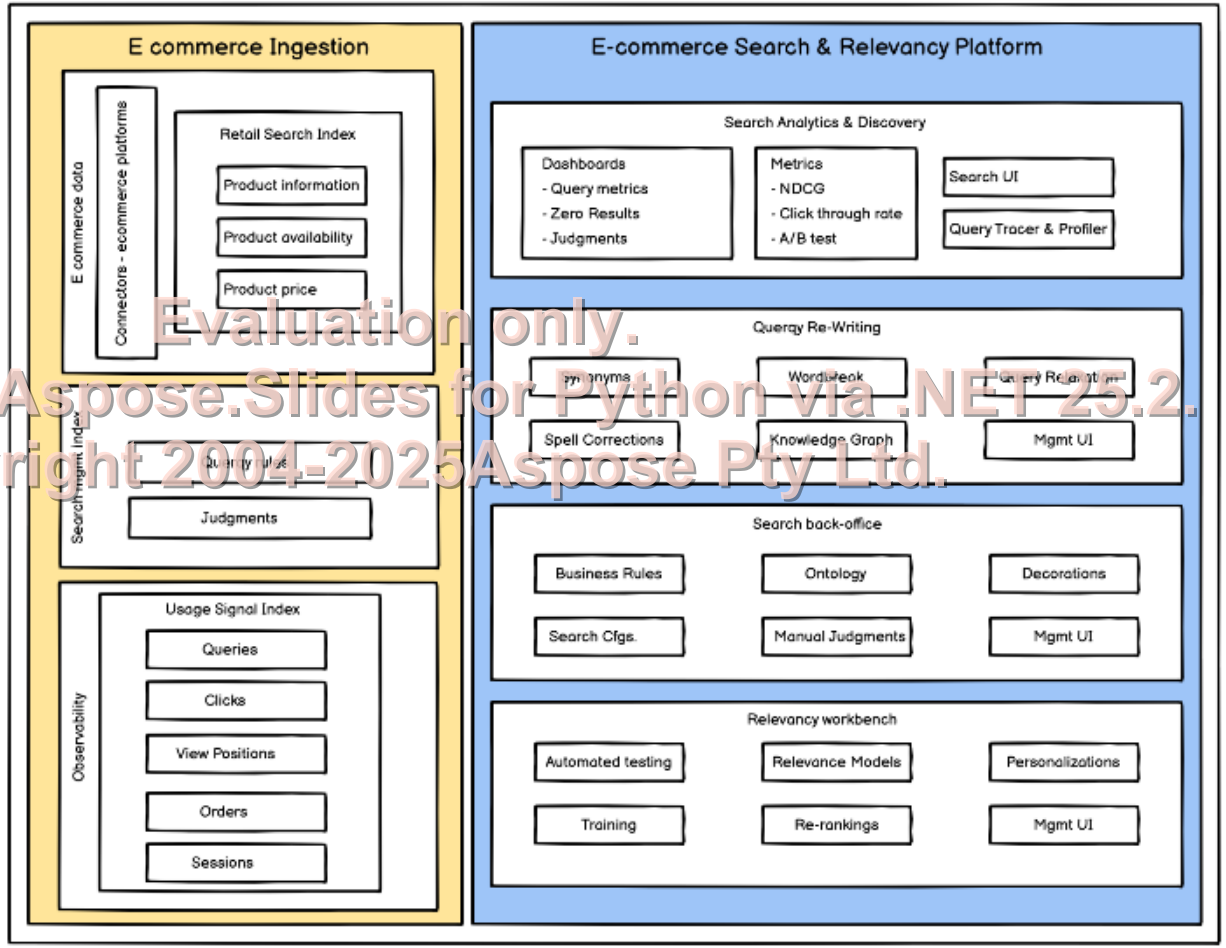
- Greater Seattle Areas
- Vancouver CA
- Berlin, Germany
- Bangalore, India
- Shanghai
- Fully remote!

OpenSearch Relevancy Engineering : E-commerce



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