



NUS-Tsinghua Centre for Extreme Search  
A Joint Research Collaboration Between NUS & Tsinghua University

# Large Scale Taxonomy Mapping : From E-commerce Platforms to Google

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## Motivations

- Taxonomy is a clear and efficient way to organize and manage large scale information, like E-commerce products.
- Google builds a general taxonomy on E-commerce in order to help online retailers advertise their products.
- It will be much easier for consumers to find the products they are looking for.
- Taxonomies from different platforms vary at many aspects, like domains, organizing methods; then automatically mapping them to google is non-trivial.

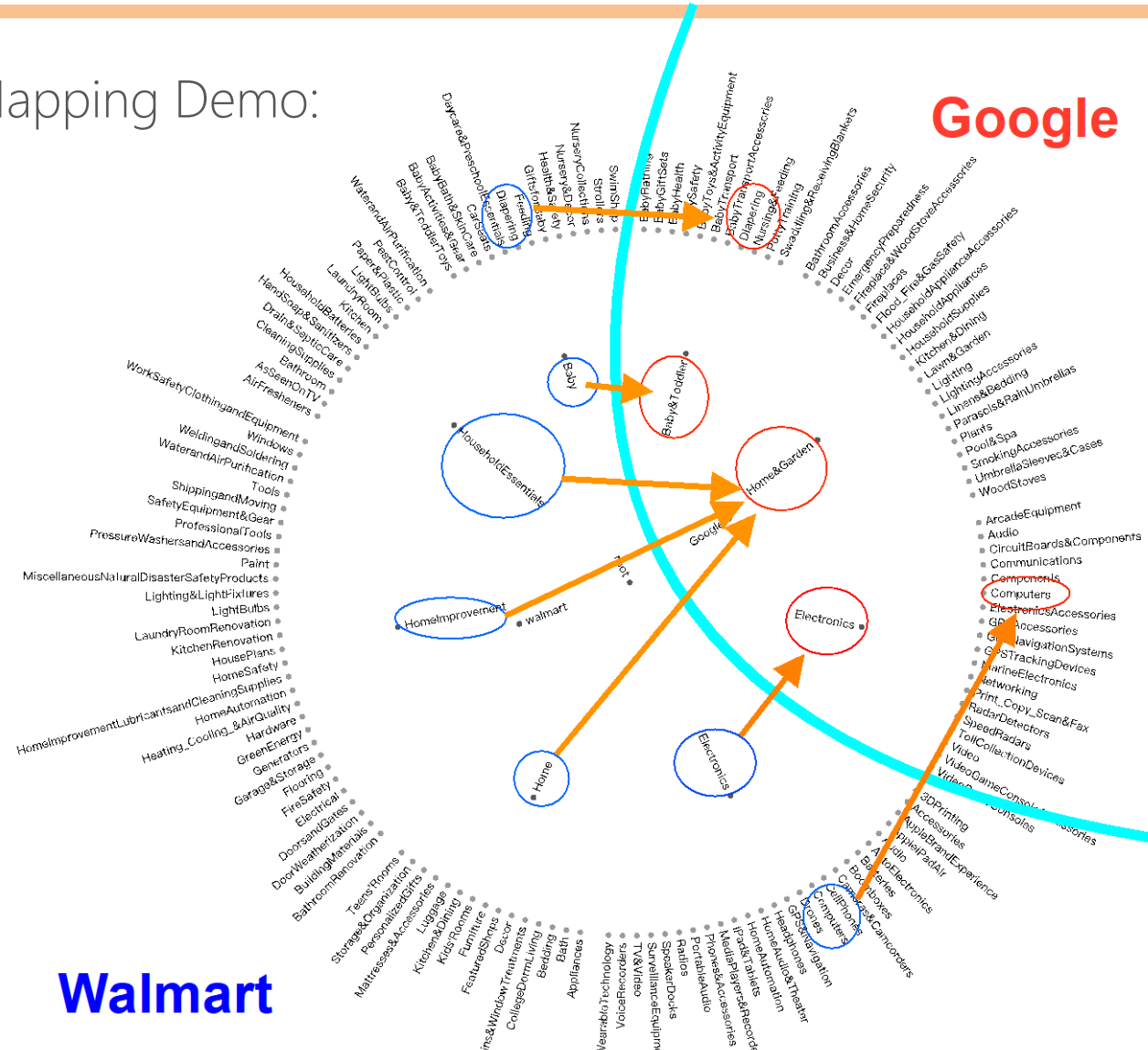
## Ongoing Work:

- Build two products-taxonomy datasets: Walmart(6 million products), Amazon(19 million products)
- Use both text and image features to help do the mapping.
- Try to use a few labels to predict other mappings.
- Nodes can not map to google, we should consider how to add to it.

	Google	Amazon	Walmart
Level 1	21	38	28
Level 2	191	262	421
Level 3	1330	1642	2136
Level 4	2135	3212	None
Level 5	1318	2942	None
products	not available	20, 000, 000	6, 000, 000

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Taxonomy and Mapping Demo:





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