Abstract:

Bing provides excellent user experiences for global users and wins lots of fans. Related Search results contribute most of DSQ(DistinctQueryCount) and help users explore more interesting queries.

In this session, we will go through  three topics together:

1) Product; A lot of interesting cases are provided as examples selected from different user groups. Different age groups and genders have various search intents.

2) Algorithms; Framework of entire ranking pipeline, details of LambdaRank/Logistic Regression model and CTR prediction methods will be introduced.

3) Infrastructure; we will talk about the online/offline treatments and parallelization. We will go through how to measure dataset quality by offline metrics and online metrics as well.

In the end of session, some tips about how to prepare phone/coding/design interviews for IT companies are attached.