

Make Data Useful

Greg Linden

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Findory

*“[Help] people **find and discover anything** they want to buy online”*

- Jeff Bezos

Help people **find and**
discover anything
online

*“Encourage experimentation
... as much of it as possible”*

- Jeff Bezos

What is the goal?

Revenue

Clicks

Visitors

Retention

Traffic

Time on site

Customer acquisition

Measure

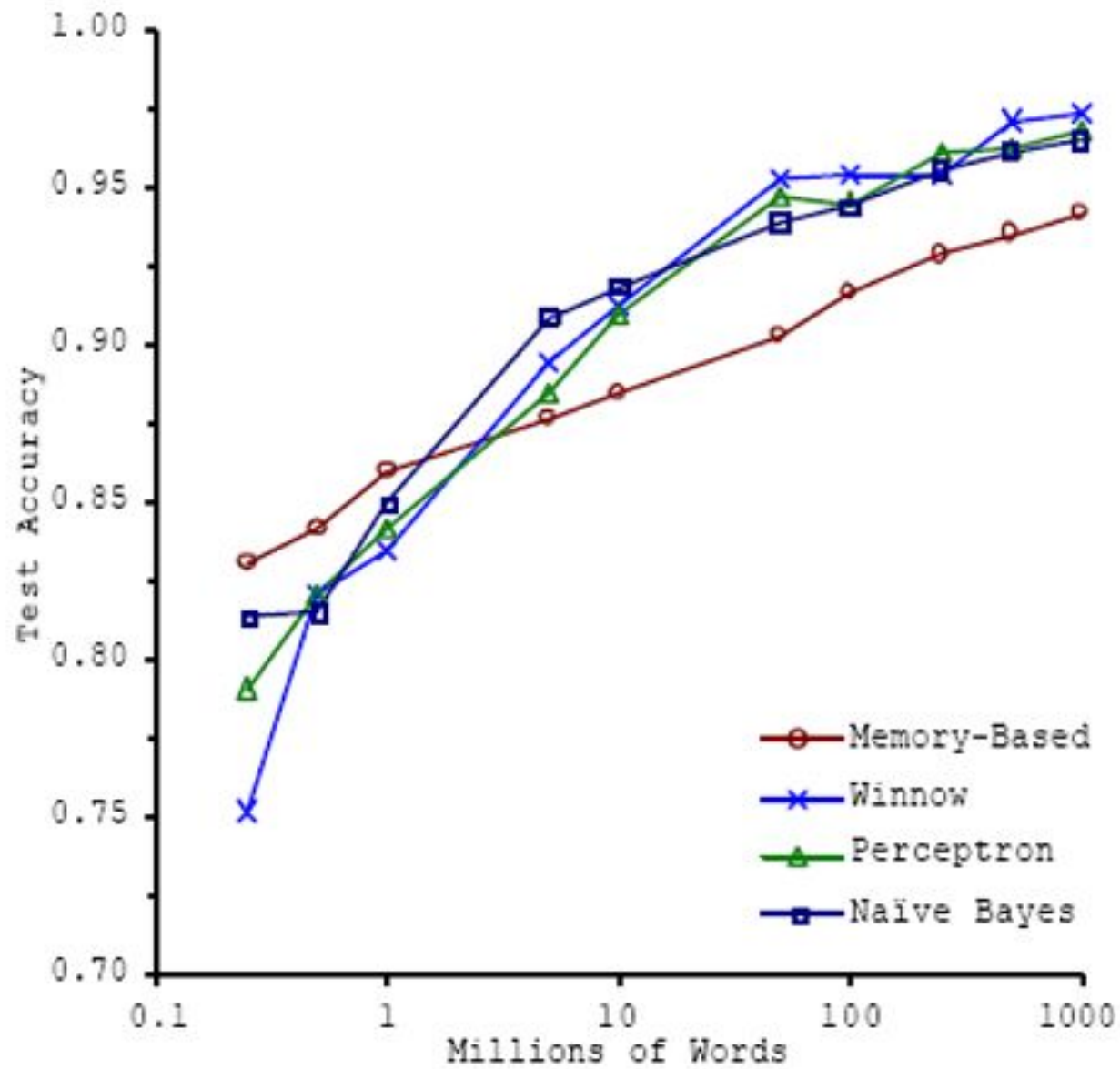
Learn

Optimize

Iterate

*“Worry about the data first
before you worry about the
algorithm”*

- Peter Norvig



[Banko and Brill, 2001]

On the design of recommendation features

Design to encourage forgiveness of mistakes

Customers who bought this item...



[Foundations of Statistical Natural Language Processing \(Hardcover\)](#)

by [Christopher D. Manning](#), [Hinrich Schütze](#)

Average Customer Review: ★★★★★ (10)

In Stock

This item ships for **FREE** with **Super Saver Shipping**. [Details](#)

Review

*Statistical natural-language processing is, in my estimation, one of the most fast-moving and exciting areas of computer science these days. Anyone who wants to learn this field would be well advised to get this book. For that matter, the same goes for anyone who is already in the field. I know... [Read More](#)

\$66.40

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Help when help is wanted

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“Discovery is when something wonderful that you didn't know existed, or didn't know how to ask for, finds you.”

- Fortune Magazine

Discovery of the new
and surprising using
the recent

“Users really respond to speed.”

- Marissa Mayer

+500 ms ➤ -20% traffic
@ Google

+100 ms ➤ -1% sales
@ Amazon

Speed matters!

- Measure, then optimize toward a goal
- Big data first, then algorithms
- Encourage users to forgive you
- Help when help is wanted
- Surprise and focus on the new
- Speed matters