Haruto Suzuki

Machine Learning Team

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Reworking the Recommendation Model

A new, modern Beamer theme

Overview

1 Motivation

2 Results

Why we rebuilt it

- Click-through rate had plateaued for two quarters
- Cold-start users saw the same generic list as everyone else
- The old model retrained weekly; we needed daily

Offline evaluation

Model	NDCG@10	Cold-start NDCG@10
Baseline	0.41	0.18
New model	0.49	0.33

Rollout plan

Phase 1

- 5% traffic, two weeks
- Watch latency and CTR

Phase 2

- Ramp to 50% if metrics hold
- Full rollout by month end

Questions?