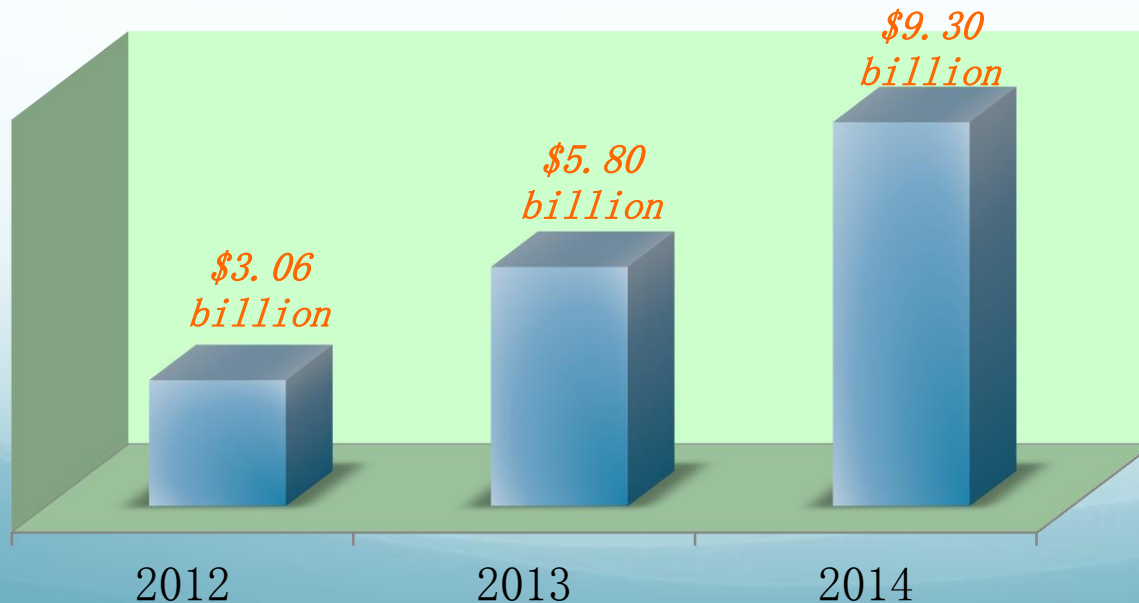


Repeat Buyers Prediction Contest

Alibaba Group

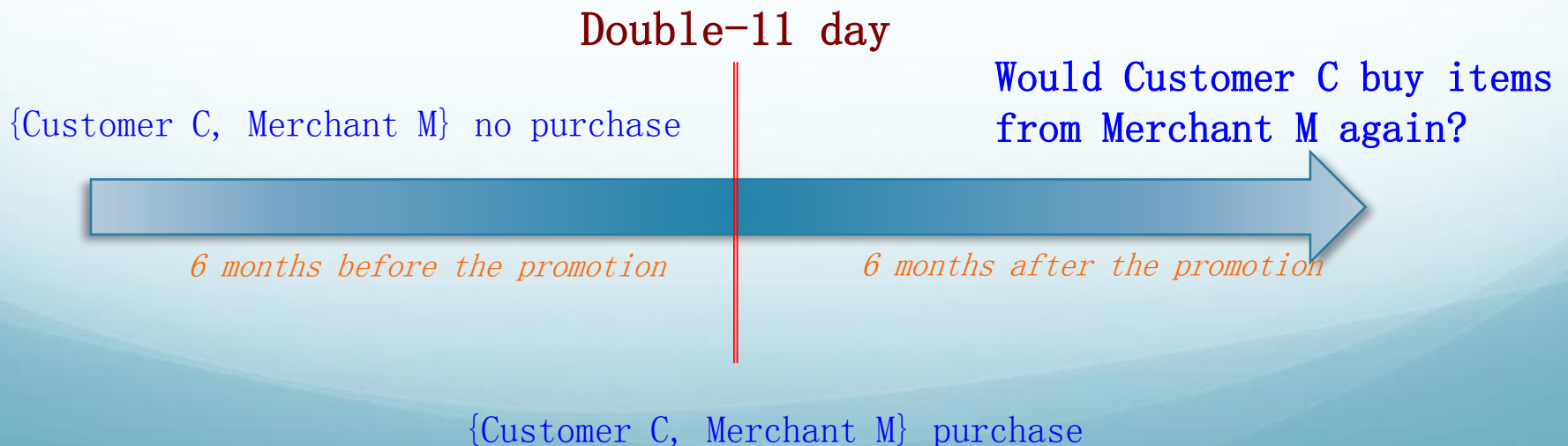
Tmall.com and Double-11 day

- Tmall.com
 - the largest B2C platform in China
- Double-11 day (Nov 11th)
 - the largest online shopping day in the world



Repeat buyers prediction

- A number of new customers on big promotion
- Many one-time-deal hunters
- Goal: To identify the repeat buyers



Data Set

- First stage
 - 400K customers, 5K merchants, 55M records
- Second stage
 - 1.8M users, 5K merchants, 238M records
 - On ODPS (a distributed platform)

Participation

- 700+ teams from 200+ institutions in 28 countries
- Only 50 teams chosen at Stage 2
- Certificates
 - Top 5 teams at Stage 2
 - Top 3 teams at Stage 1