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PRODUCT MANAGEMENT IN MACHINE LEARNING ERA

STORY OF ONE PRODUCT,
FROM IDEA TO PRODUCTION

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21-04-2018

OUR VISION:
CONNECTING PEOPLE AND FASHION

ZALANDO AT A GLANCE

~4.5 billion EUR
revenue 2017

> 210 million
visits per month

> 23 million
active customers

> 250,000
product choices

~ 2,000
brands

15
countries

> 15,000
employees in Europe

> 70%
of visits via mobile devices

as at November 2017

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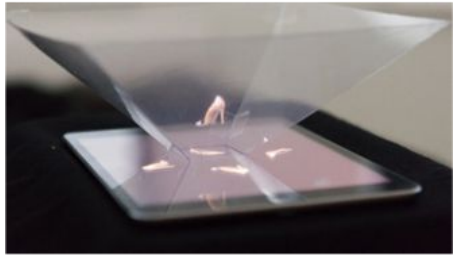
WE ARE CONSTANTLY INNOVATING TECHNOLOGY

HOME-BREWED, CUTTING-EDGE & SCALABLE
technology solutions



help our brand to
WIN ONLINE

~ 2,000
employees from

77
nations

8 tech locations
(HQs in Berlin)

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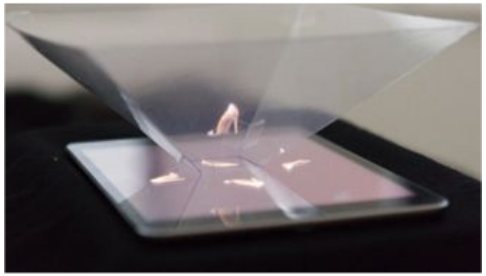
ZALANDO HELSINKI TECH HUB

BUILDING OUR ECOMMERCE PLATFORM

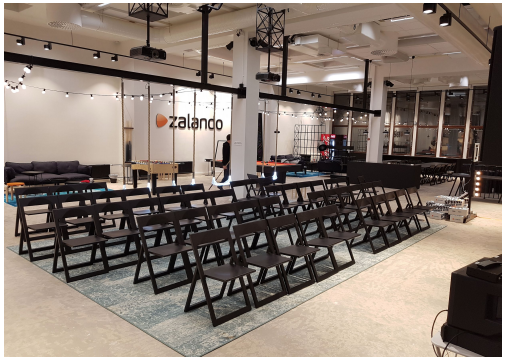
AWS, Microservices, Scala, Android and iOS



Our office is located in **KAMPPI**

>110
employees

31
Nationalities



12 Autonomous delivery teams working with modern technologies

Zalando Helsinki site was opened in August 2015, moved to new office in August 2016.

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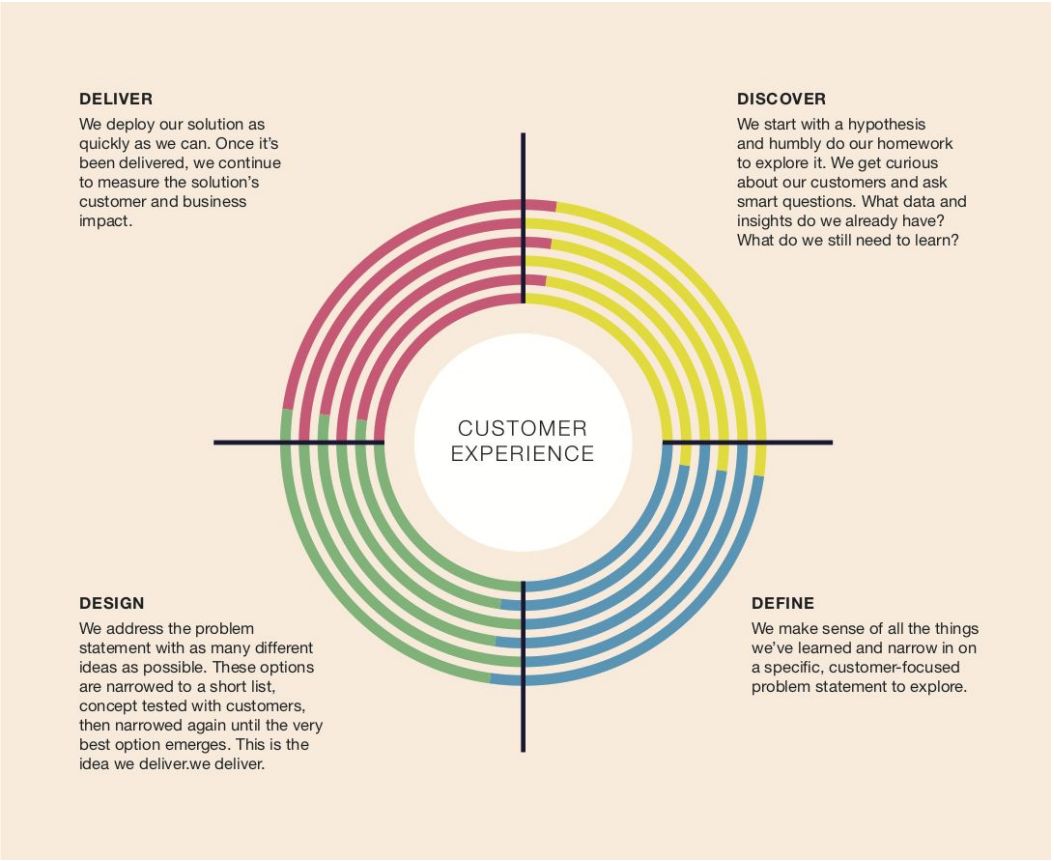
PRODUCT DEVELOPMENT



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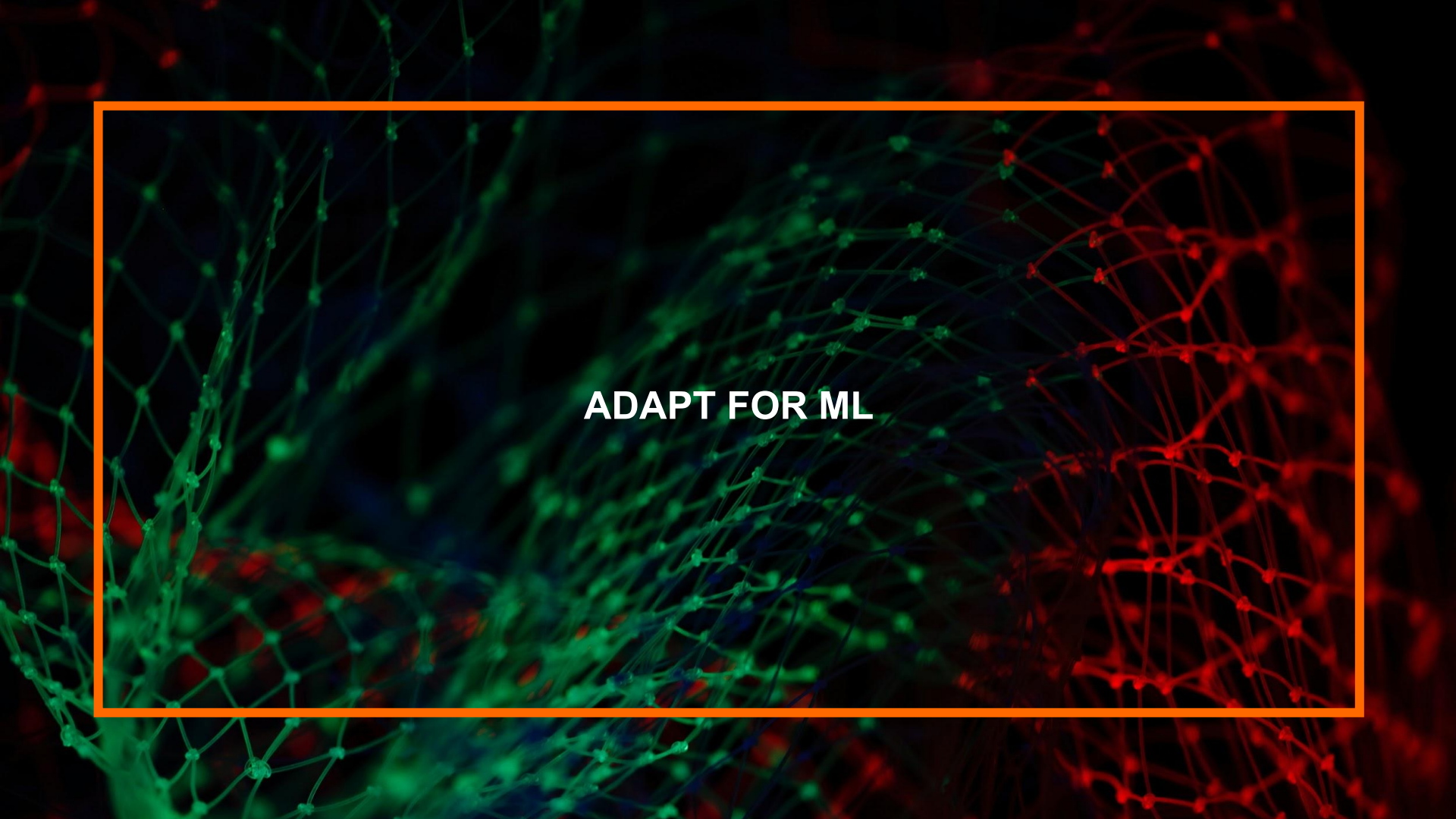

ADAPT FOR ML

DISCOVER

Focus on the problem!

- Some problems are good for AI/ML solution. Many problems don’t require ML solution.

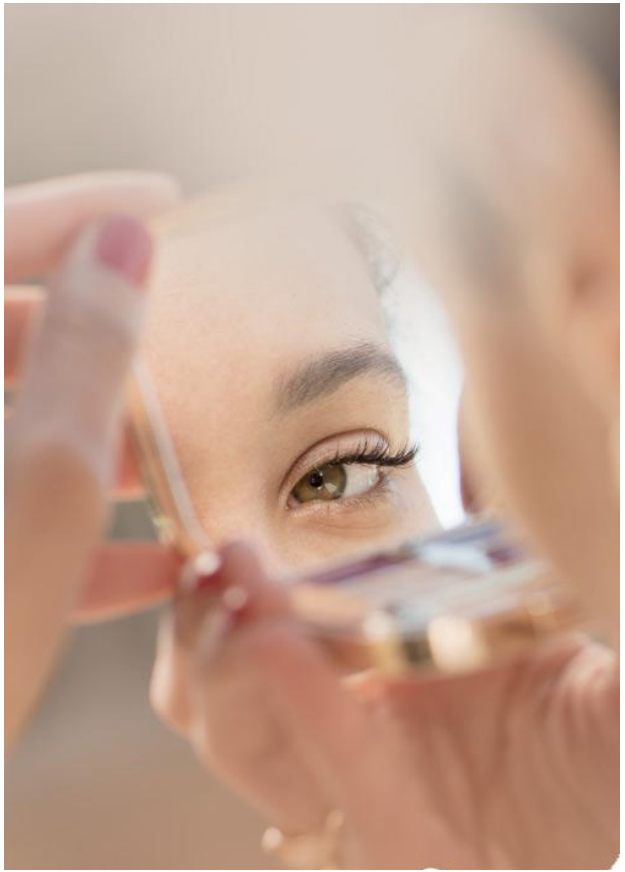
Focus on the user!

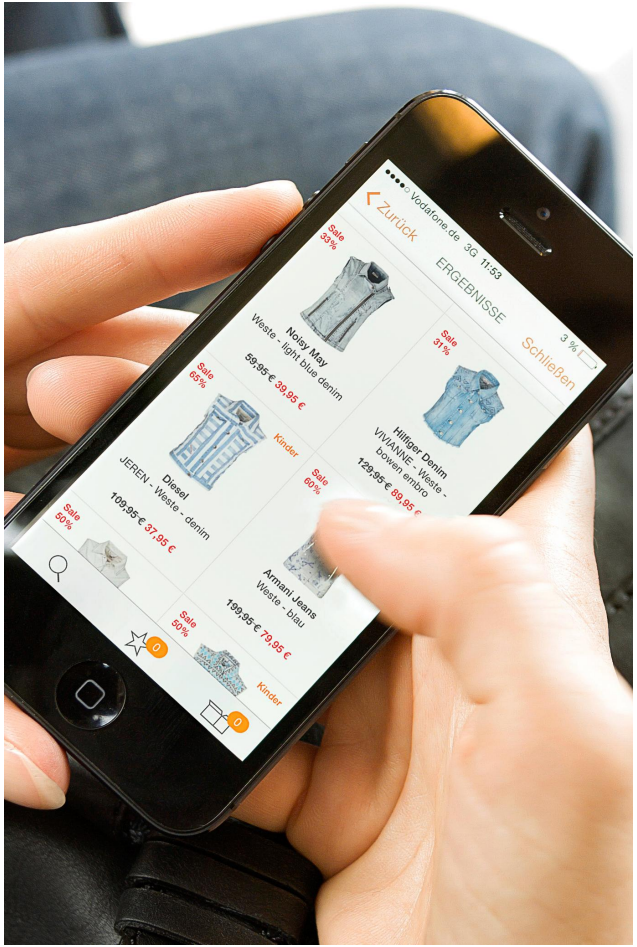
- Data comes from the (customer) behaviour and the domain

DEFINE

Customers who use Zalando for shopping appreciate the large stock, but feel overwhelmed by it.

The shop does not adjust to my mood and my needs. I can't tell it what I need to achieve, and it does not help me do what I want to do.





DESIGN

Design for Interaction

Design for Control

Design for Explainability

Design for Probability

Design for Weaknesses

Design for Speed

Design for Data Collection

Test

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EXAMPLE

Photo by Marcus Wallis on Unsplash

Imagine you know, from a large population, the criteria and their importance in

DECIDING BETWEEN JOB OFFERS

What kind of products could you build from that data?

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DELIVER

Define the “minimum viable model”

Be prepared to be spending a lot of time with the data.

It is called data **science** for a reason.

Cross-functional team on steroids

LEARNINGS (SO FAR)

Thank you!

Hands up for questions!

Or tweet @thanninen