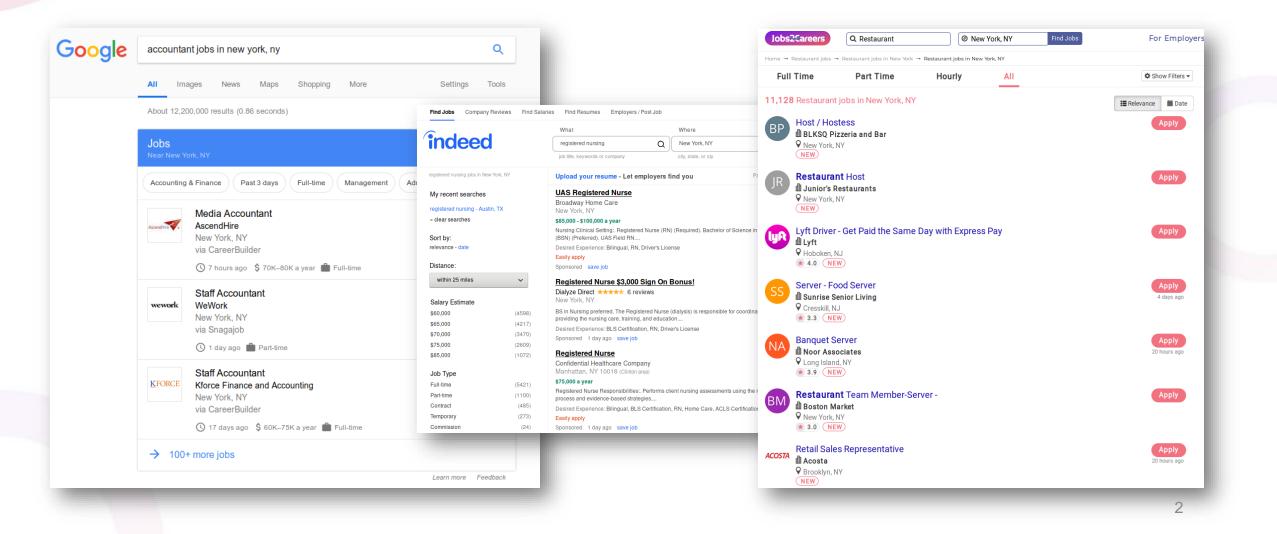
O TalrooTM

Job recommendations leveraging Deep Learning using Analytics Zoo on Apache Spark and BigDL



Job Search

™ Talroo



Speakers





Wenjing Zhan Data Scientist, Talroo



Guoqiong Song Software Engineer, Intel



Jacob Eisinger Director of Data, Talroo





- Talroo Overview
- Job Search Challenges
- Resume Search Opportunity
- Analytics Zoo and BigDL Overview
- Resume Search Analytics Zoo Solution
- Lessons Learned





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Where Talent and Recruiting Intersect

- Data-driven job ad network
- Self-funded growth
- Collaborative and social culture
- Austin, TX headquarters

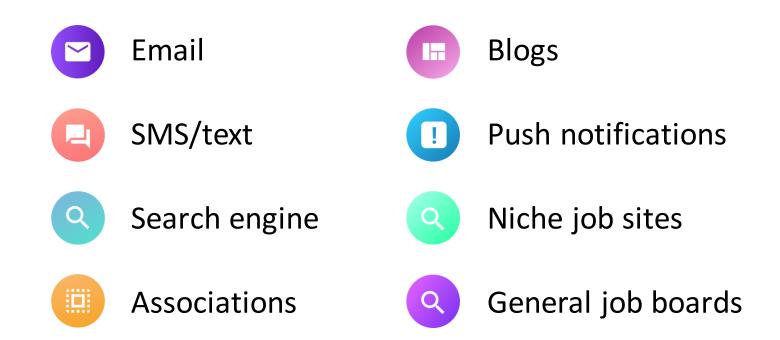




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Reach

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Talroo reaches active candidates where they are searching.

Efficiency







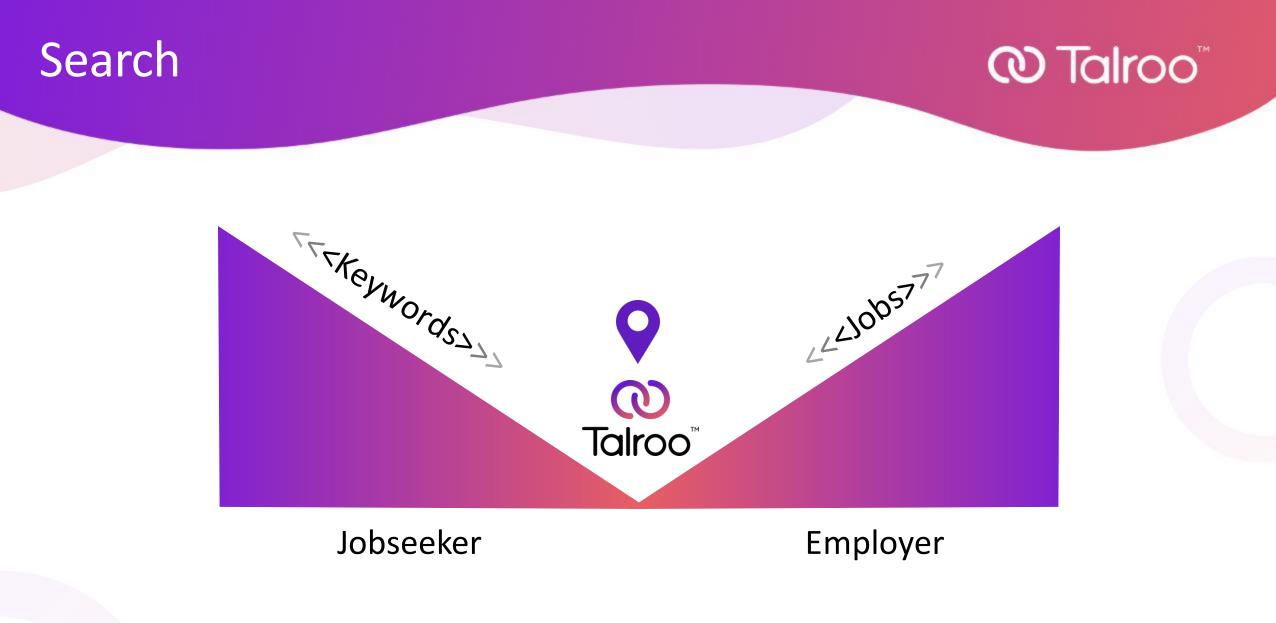


Unique candidates

Better matching

Client service

• Talroo turns up what works, and turns down what doesn't, ultimately reducing cost-per-hire.



We power search.

Talroo Monthly Scale



Billions of Queries

Tens of Billions Impressions

Billions of Jobs Events

Tens of Millions of Interactions

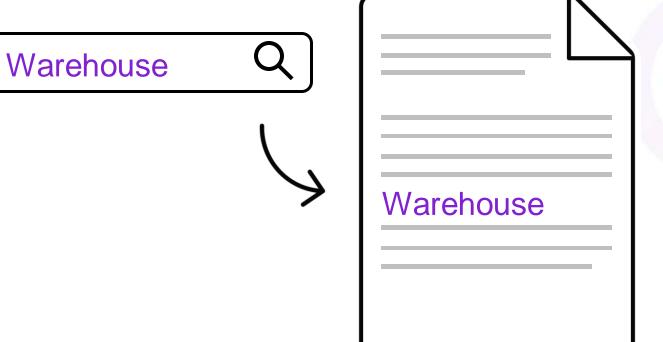




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Traditional Information Retrieval Sufferings O Talroo

Solution challenges: stemming, synonyms, ontologies, sensitivity







Accountant =!= Accounting





Accountant =!= Accounting









Accountant =!= Accounting



Accountant = Accounting = Account Representative

Synonyms



Registered =!= RN Nurse

			16

Synonyms Solution



Registered =!= RN Nurse

Registered = RN \rightarrow registered nurse Nurse

Synonym Sufferings



Registered =!= RN Nurse

Registered = RN \rightarrow registered nurse Nurse





Dishwasher = Back of House

19

Ontologies Solution



Dishwasher =!= Back of House



Ontologies Sufferings

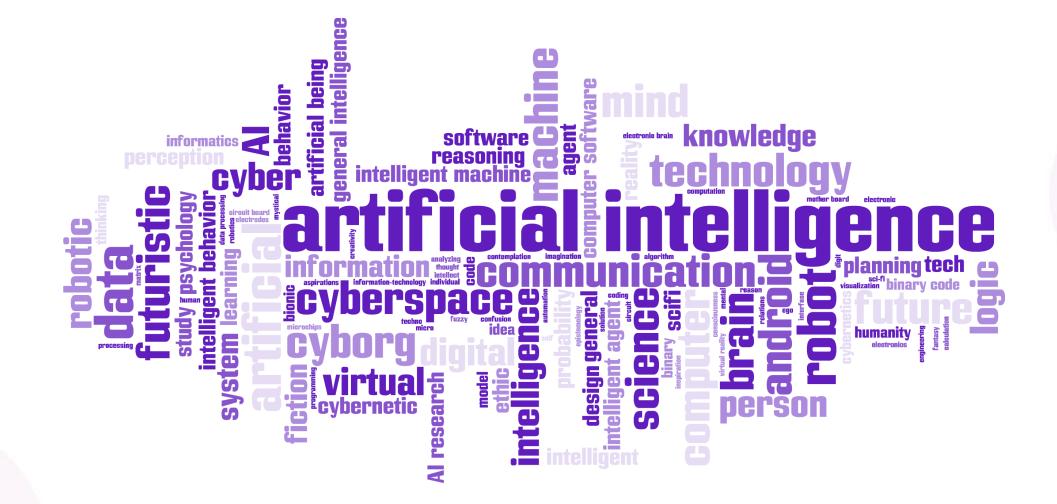


Dishwasher = Back of House

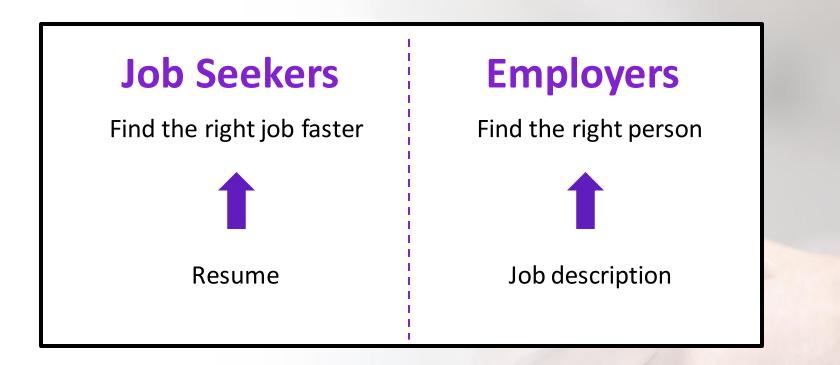
Dishwasher		Back of House
Restaurant	=	Restaurant

Specificity Suffering





Personalize Results Value







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Framing The Problem



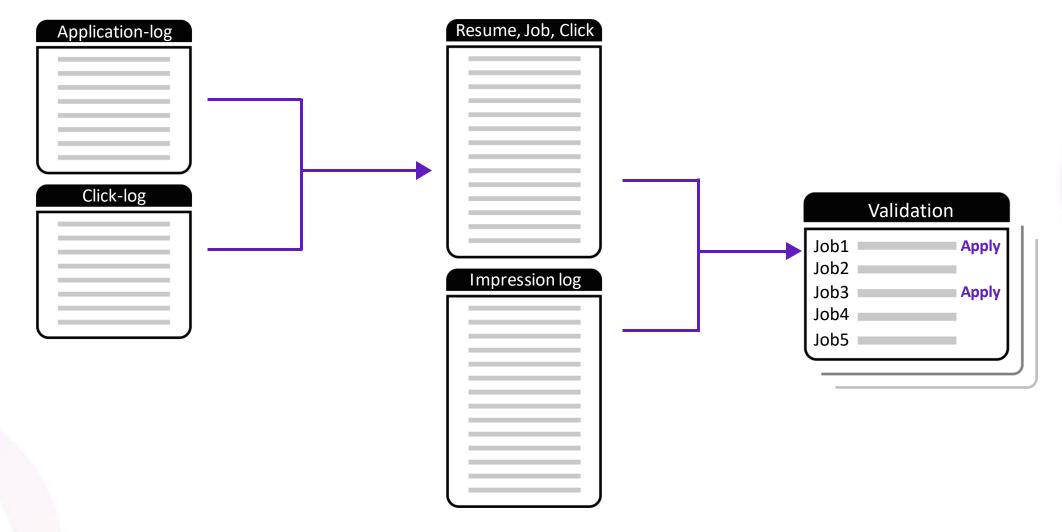
- What information is logged ?
- What do we do with the logged information ?
- What did we find from logged information ?
- **How** to further tackle the findings?

Warehouse WWW 0 Lead Warehouse Associate 1. Impression log Warehouse Workers Needed 2. Immediately (\$17-\$38/Hour) Click-log 3. B2B Outbound Sales VI Application-log Telesales Specialist Humana 4. Mail & Package Handler 5.

What Information Do We Log



Replaying the Job Application Process @Talroo*



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Warehouse



1. Lead Warehouse Associate

- 2. Warehouse Workers Needed Immediately (\$17-\$38/Hour)
- 3. B2B Outbound Sales VI
- 4. Telesales Specialist Humana
- 5. Mail & Package Handler



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Warehouse

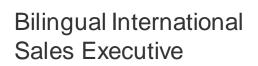


1. Lead Warehouse Associate

- 2. Warehouse Workers Needed Immediately (\$17-\$38/Hour)
- 3. B2B Outbound Sales VI
- 4. Telesales Specialist Humana
- 5. Mail & Package Handler

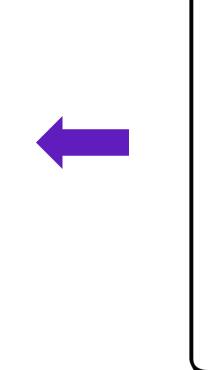
expect	reality
1	1
2	2
3	3
4	4
5	5

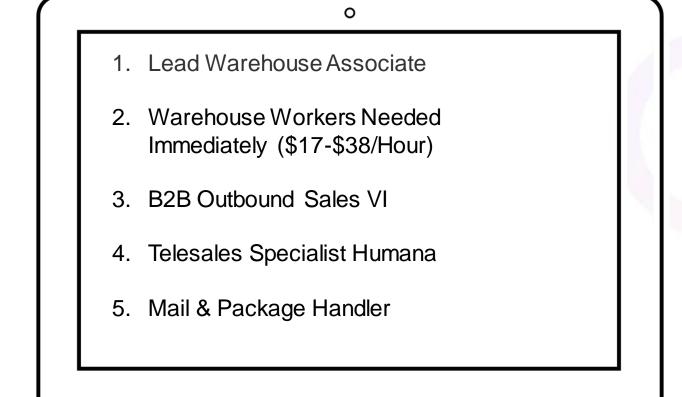
© Talroo™



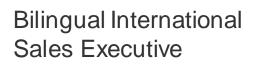
09/2007 - 09/2017 Store Manager

03/2001 - 08/2007 International Sales Executive



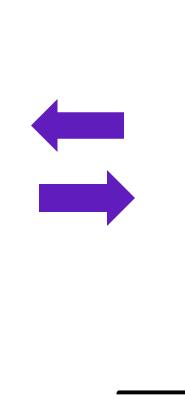


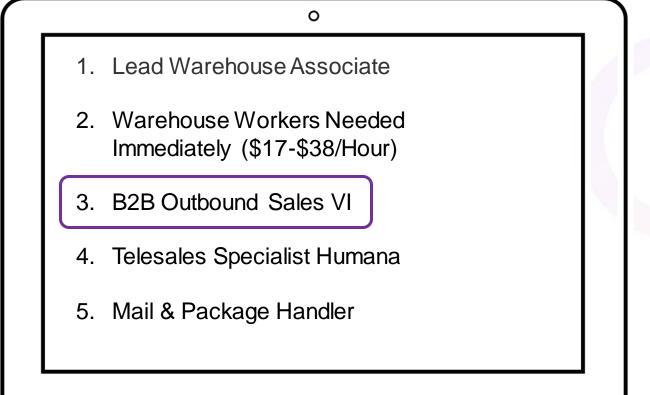
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09/2007 - 09/2017 Store Manager

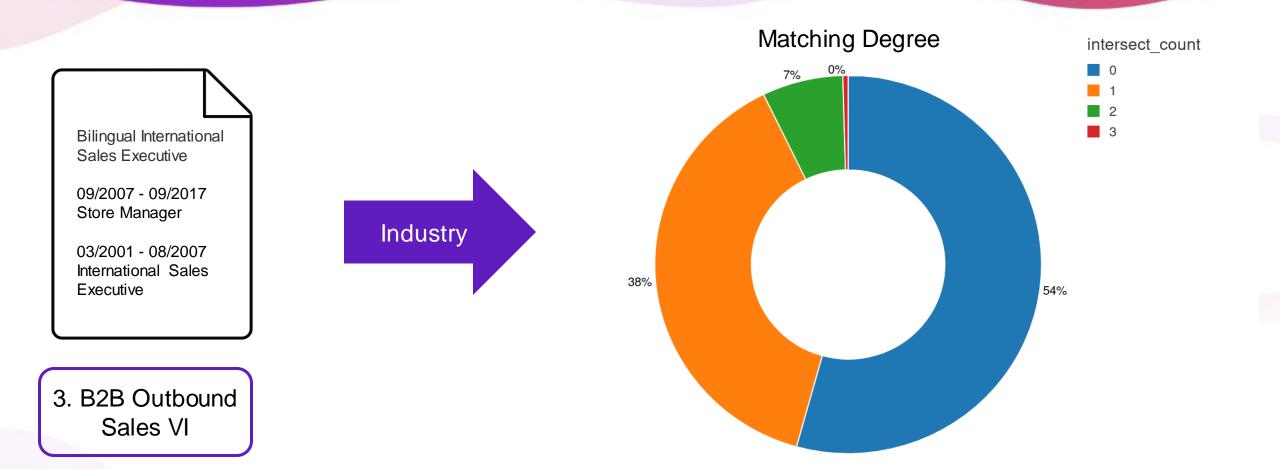
03/2001 - 08/2007 International Sales Executive





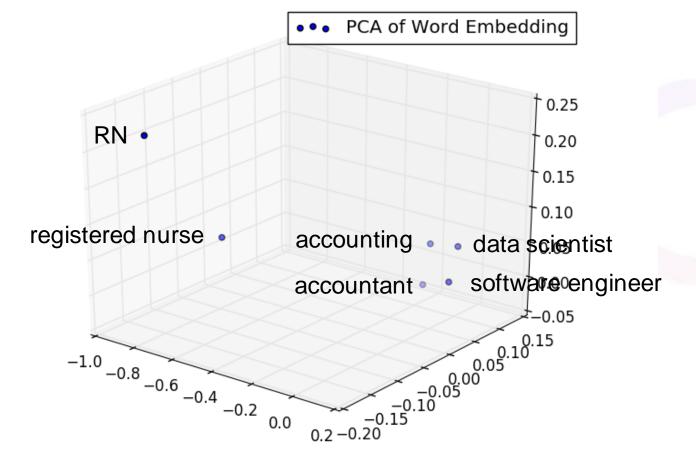
Investigation Of The Findings -- First Attempt

© Talroo[™]



Investigation Of The Findings -- Reframe The Solution

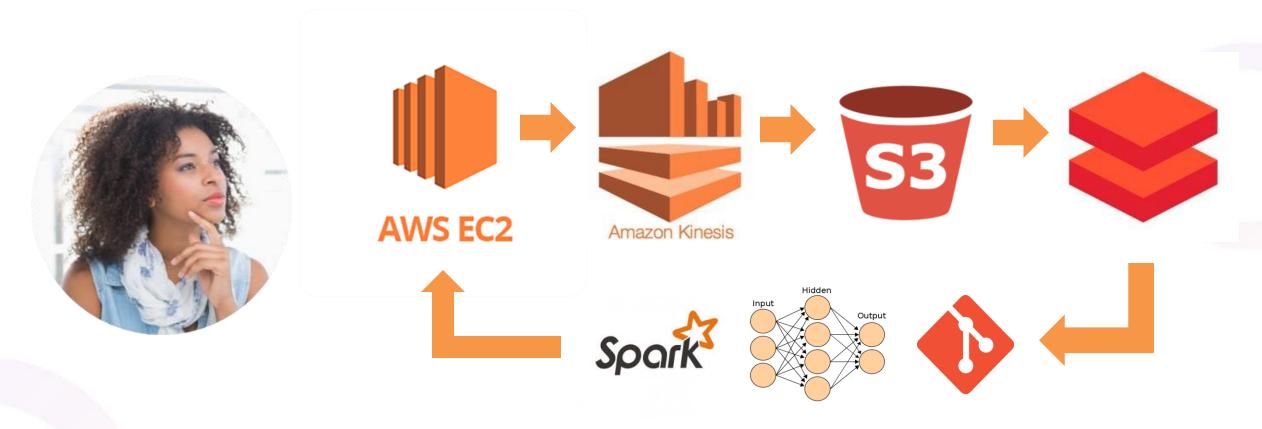
- Handle different terminology
- Identify and respect multiple industries
- Recognize other topics



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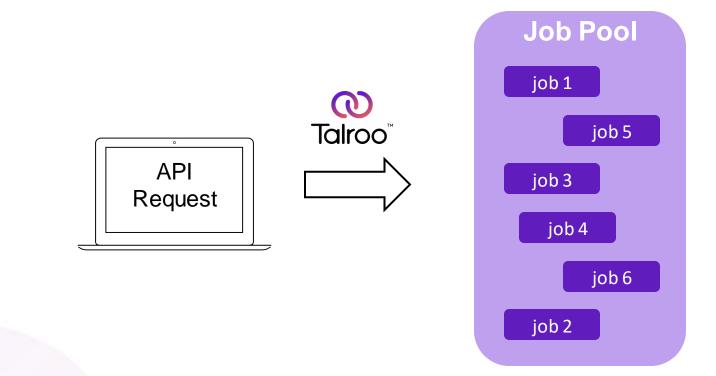
Ideal Resume Search Requirements

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Scoring Before

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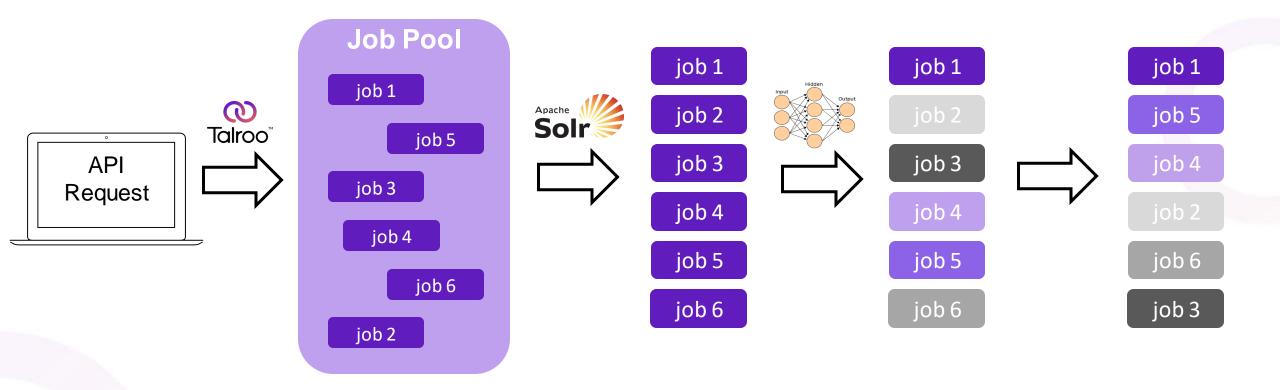




Apache Solr

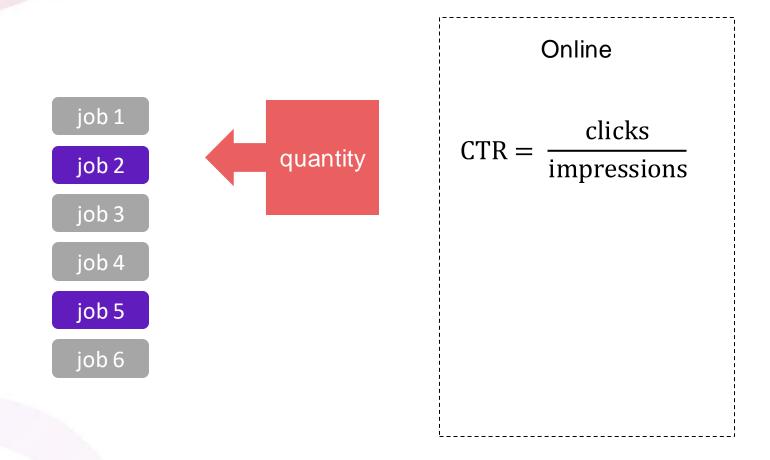
Scoring After - Reranker Solution

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Evaluation Metric – Gold Standard

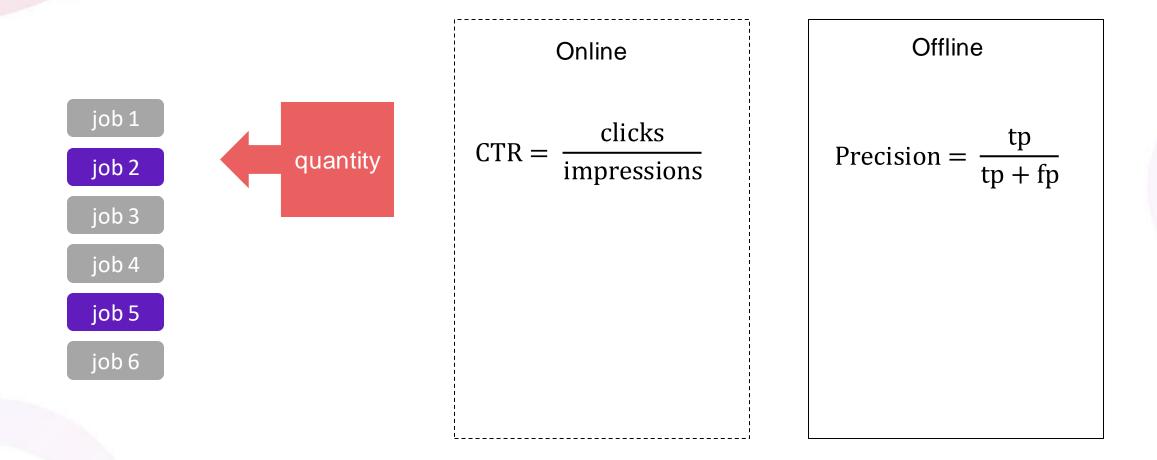
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https://en.wikipedia.org/wiki/Evaluation_measures_(information_retrieval)

Evaluation Metric - Quantity

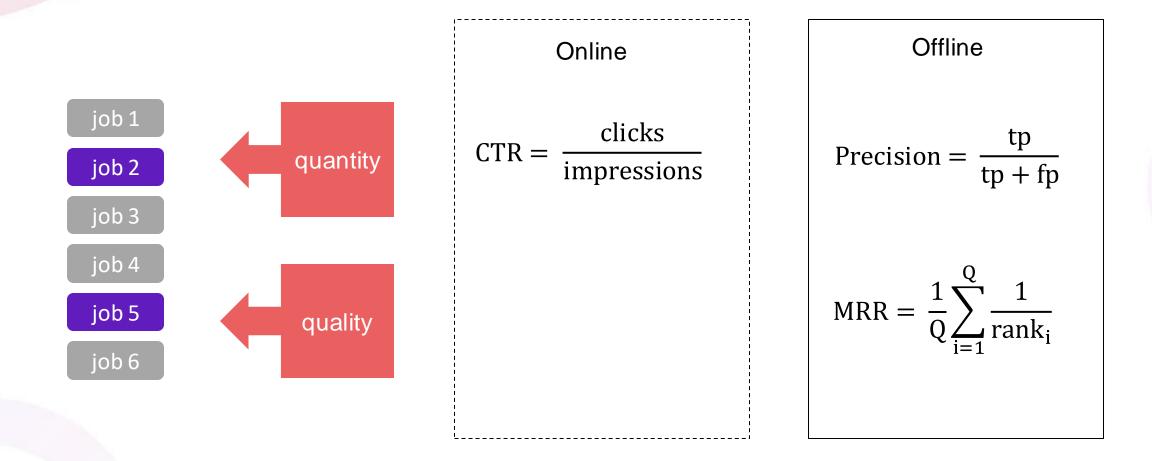
© Talroo™



https://en.wikipedia.org/wiki/Evaluation_measures_(information_retrieval)

Evaluation Metric - Quality

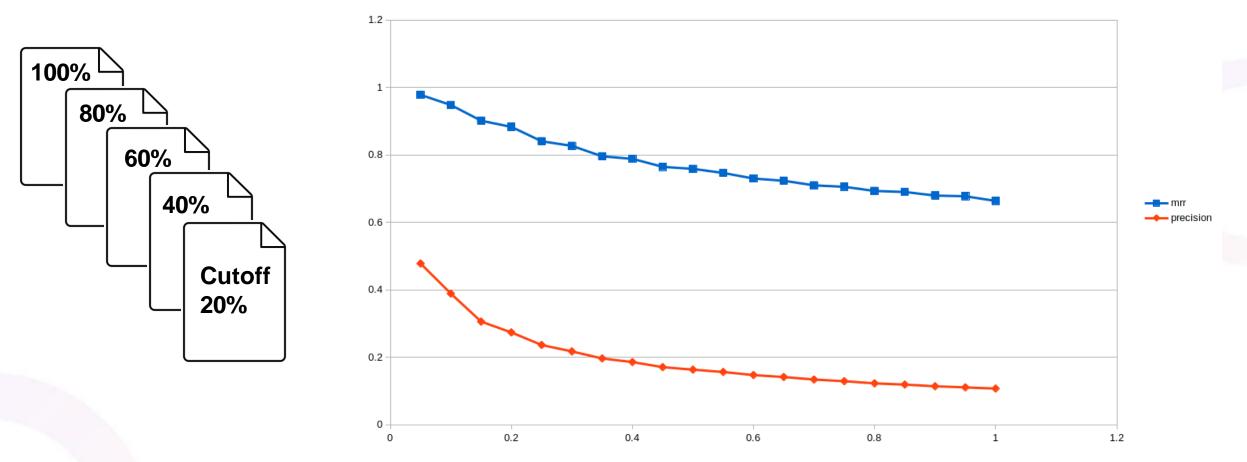
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https://en.wikipedia.org/wiki/Evaluation_measures_(information_retrieval)

Evaluation Metric - Cutoffs

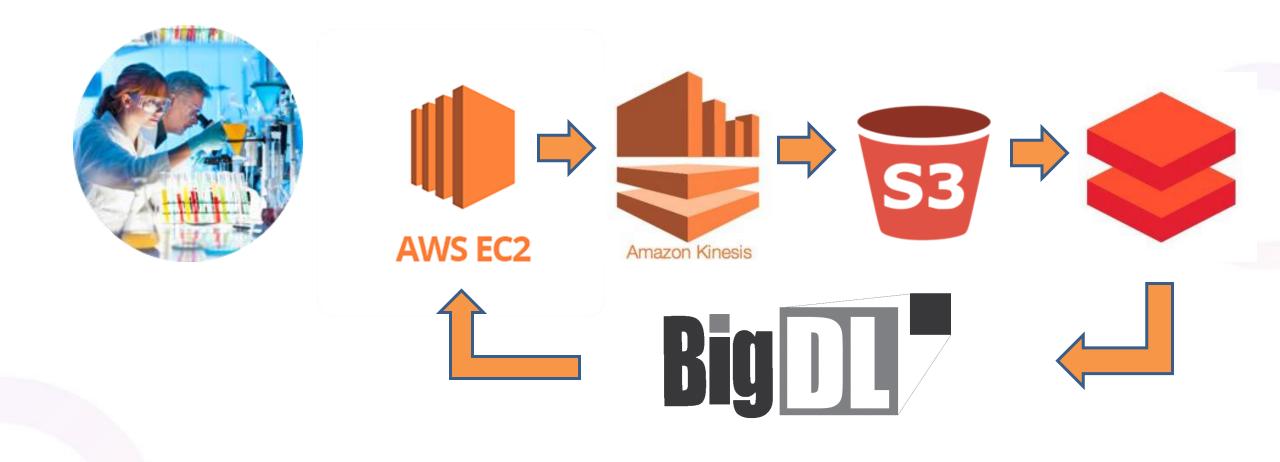
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Evaluation Metrics

Resume Search Solution

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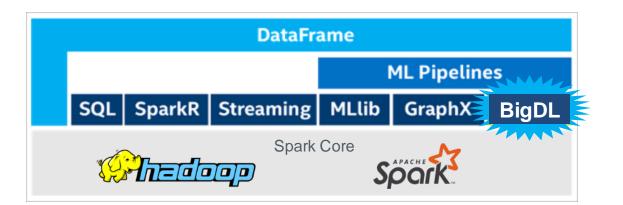


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High Performance Deep Learning for Apache Spark* on CPU Infrastructure



BigDL is an **open-source** distributed deep learning library for Apache Spark* that can run directly on top of existing Spark or Apache Hadoop* clusters

Ideal for DL Models TRAINING and INFERENCE

Designed and Optimized for Intel[®] Xeon[®]

No need to deploy costly accelerators, duplicate data, or suffer through scaling headaches!







Feature Parity &Lower TCO andModel Exchangeimproved ease of usewith TensorFlow*, Caffe*,with existingKeras, Torch*infrastructure

Deep Learning on Big Data Platform, Enabling **Efficient** Scale-Out

Powered by Intel[®] MKL and multi-threaded programming

Intel Analytics Zoo



Build and Productionize Deep Learning Apps for Big Data at Scale

Reference Use Cases	 Anomaly detection Sentiment analysis Fraud detection Chatbot, sequence prediction, etc.
Built-In Deep Learning Models	 Image classification Object detection Text classification Recommendations Sequence-to-sequence, GAN, etc.
Feature Engineering	Feature transformations forImage, text, 3D imaging, time series, speech, etc.
High-Level Pipeline APIs	 Native deep learning support in Spark DataFrames and ML Pipelines Autograd, Keras and transfer learning APIs for model definition Support for model serving/inference pipelines
Backends	Spark, BigDL, TensorFlow, etc.

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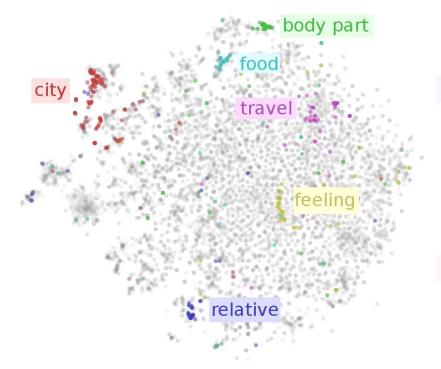
Analytics Zoo solution

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- Retrieve document vectors (resume and job) using Glove vectors
- Analytics Zoo recommender model
- End-to-End flow(offline training)
- Evaluation Results

Word Embeddings and GloVe Vectors

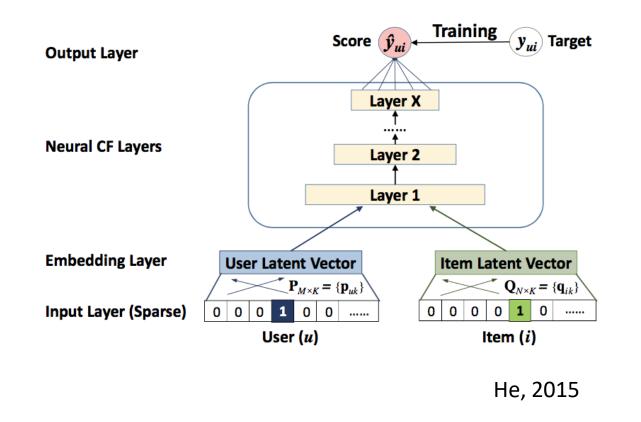
- Words or phrases from the vocabulary are mapped to **vectors of real numbers**.
- Global log-bilinear regression model for the unsupervised learning algorithm.
- Training is performed on aggregated global **word-word co-occurrence statistics** from a Wikipedia.
- Vector representations showcase meaningful linear substructures of the word vector space.



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Analytics Zoo Recommender Model

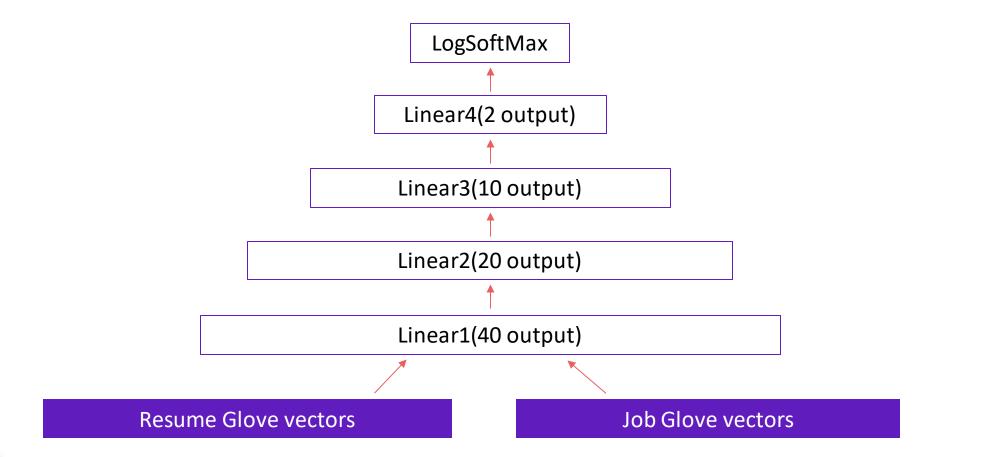
- Neural collaborative filtering, Wide and Deep
- Answer the question using classification methodologies
- Implicit feedback and explicit feedback
- APIs
 - recommendForUser
 - recommendForItem
 - predictUserItemPair



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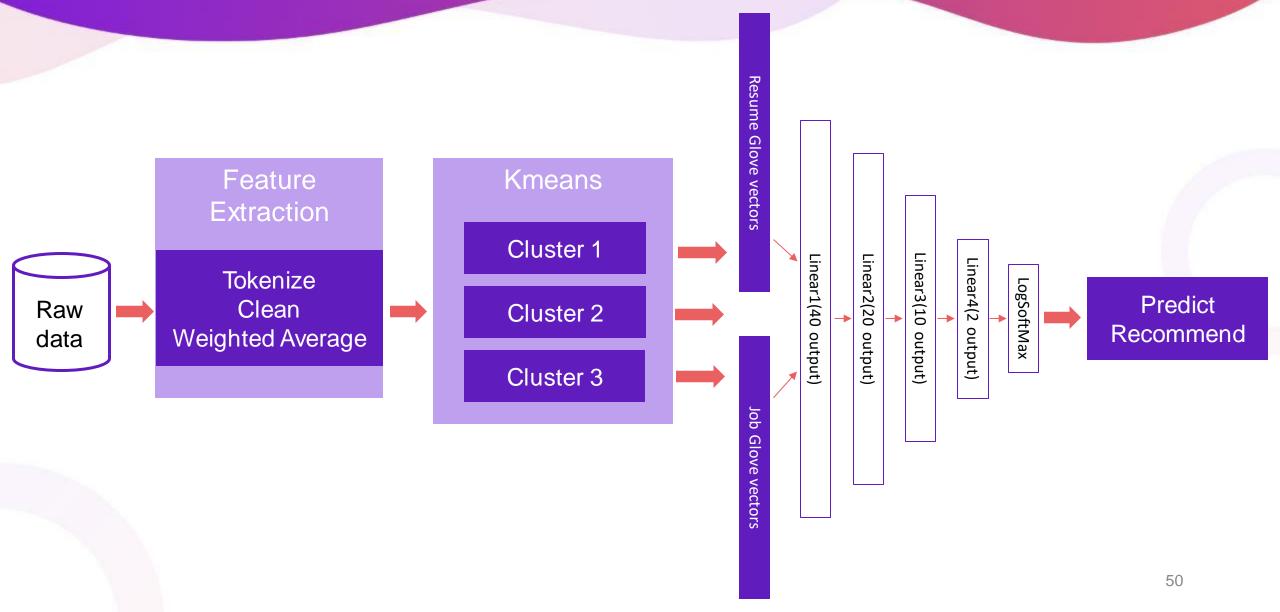
Recommender model

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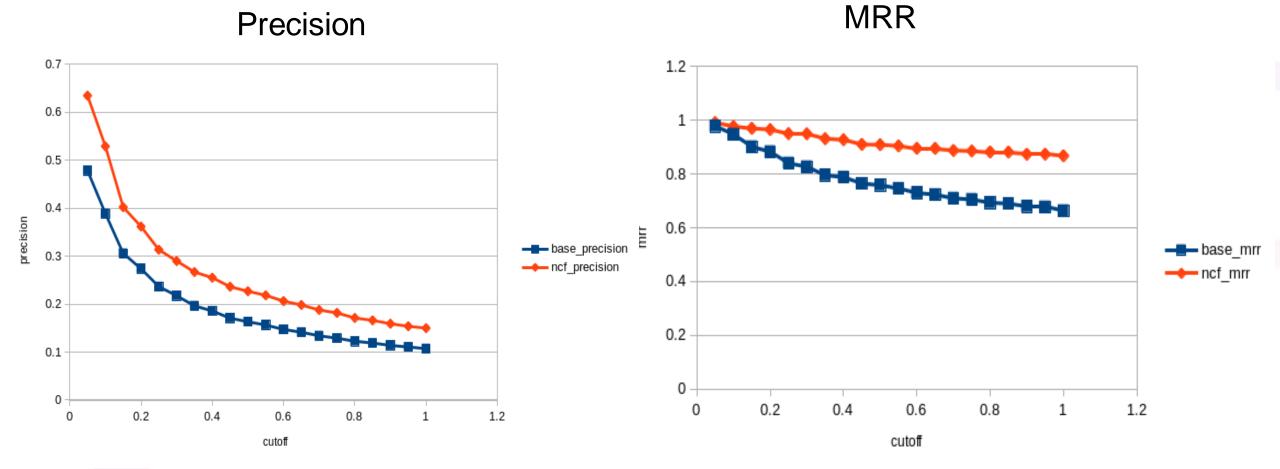
End to End Flow

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Evaluation Results

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- Analytics Zoo/BigDL integrates well into existing AWS Databricks Spark ETL and machine learning platform
- Analytics Zoo/BigDL scales with our data and business
- Jobs and resumes can be effectively modeled and processed through embeddings
- Ensembling multiple models and glove embedding feature embedding proved to be very effective for rich content
- More information available at https://analytics-zoo.github.io/

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- No computer system can be absolutely secure.
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Questions?

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