

Selective Learning-to-Rank for Product Analogs

Fedor Krasnov

Abstract—Product analog discovery is a critical component of modern e-commerce systems, enabling recommendations, catalog deduplication, and search diversification. Unlike classical similarity search, many products in real-world catalogs do not admit valid substitutes, making forced ranking prone to false positives. This work extends selective prediction to learning-to-rank for analog discovery under partial coverage, introducing a simple yet effective confidence-aware reject mechanism based on score gap and absolute score. Experiments on a large proprietary catalog comprising products across 50 categories and labeled pairs show that the proposed method reduces false positives by 25% compared to a forced-ranking baseline while maintaining high coverage and product-level recall. Empirical evaluation across diverse product categories demonstrates a systematic recall–coverage trade-off induced by selective rejection. Price-aware features emerge as the most influential determinants of analog validity, often outweighing fine-grained specification similarity. Overall, selective ranking with abstention is an effective and practically implementable strategy for robust analog discovery at scale.

Keywords—Learning-to-rank, Selective prediction, Product analog discovery, E-commerce, Reject option, Coverage–recall trade-off.

I. INTRODUCTION

Discovering substitute or analogous products is a fundamental task in large-scale e-commerce systems, enabling applications such as product recommendations, catalog deduplication, and search result diversification. Given a query product, the system must identify other products that can serve as valid alternatives.

The economic and operational impact of accurate product analog discovery on online marketplaces is substantial. High-quality analog recommendations directly influence user retention: shoppers who cannot find suitable alternatives are more likely to abandon the platform, while relevant substitutes increase conversion, enable cross-selling, and enhance the perceived completeness and reliability of the catalog. In categories with high product diversity, effective analog retrieval also reduces customer support load and mitigates negative user feedback due to stockouts or inappropriate recommendations.

Despite its practical importance, product analog discovery remains underexplored in its selective nature. Classical similarity-based ranking approaches implicitly assume that every product has at least one valid analog, an assumption frequently violated in real-world catalogs: many products are unique, obsolete, or too specialized to admit meaningful substitutes. Enforcing a ranking in such cases leads to systematic false positives, degrading both user experience and operational efficiency.

This work introduces a novel perspective by explicitly framing analog discovery as a selective learning-to-rank problem under partial coverage. Unlike prior work, the model is not forced to produce candidates for every query product; it can abstain when reliable analogs are unavailable. This formulation captures a realistic property of large-scale catalogs, aligning the ranking objective with both user expectations and economic incentives of the marketplace.

The main contributions of this paper are:

- *Problem Formalization*: Product analog discovery is formalized as a selective ranking task that explicitly models abstention under partial coverage, highlighting scenarios where no substitutes exist.
- *Reject Mechanism*: A simple yet effective confidence-based reject strategy is proposed, enabling the system to abstain from low-confidence predictions while preserving meaningful coverage.
- *Coverage-Aware Evaluation*: A principled protocol combining pair-level recall, product-level recall, and oracle upper bounds is introduced, providing a more faithful assessment of analog retrieval quality.
- *Empirical Insights*: Experiments demonstrate a systematic recall–coverage trade-off and reveal the dominant role of price-aware features in determining analog validity.

By explicitly addressing partial coverage and abstention, this work advances the state of the art in analog retrieval and provides actionable guidance for deploying robust, economically efficient product recommendation systems at scale.

II. RELATED WORK

Product Analog Discovery and Competition. Product analogs and substitutes are central in e-commerce search, recommendation, and catalog management. Prior work has explored analog discovery using representation learning, showing that learned embeddings can capture substitutability and demand-side competition patterns [1]. From an economic perspective, recommender systems are known to shape competitive dynamics between suppliers, affecting market concentration and consumer welfare [2]. Recent empirical studies further demonstrate that product attributes, price positioning, and assortment structure jointly influence user choice in online marketplaces [3].

Several works study competition-aware retrieval and substitution effects at scale, often assuming that each query product admits at least one viable substitute. For example, hypothetical studies such as [4,5] model product competition as a dense similarity graph, implicitly enforcing full coverage across the catalog. In contrast, real-world catalogs exhibit strong heterogeneity, with long-tail and specialized products often admitting no valid analogs. The

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F. Krasnov - ViTech R&D, (email: fedor.krasnov@vseinstrumenti.ru)
ORCID: 0000-0002-9881-7371.

framework explicitly accounts for this partial coverage setting and elevates abstention to a first-class system outcome, leading to a reduction of false positives in sparse categories.

Entity Resolution and Product Matching. Entity resolution and product matching aim to identify records corresponding to the same real-world entity, emphasizing precision under ambiguous similarity signals [6,7]. Modern approaches leverage supervised learning, neural matching, or rules synthesized from examples [8–10]. These methods typically rely on fixed similarity thresholds or calibrated classifiers that force a binary decision for each candidate pair.

Analog discovery differs fundamentally from entity resolution in three aspects: (i) it is asymmetric, allowing multiple valid matches or none; (ii) relevance is graded rather than binary; and (iii) coverage is incomplete by design. Recent hypothetical work such as [11] acknowledges partial relevance in matching tasks, but does not address ranking under abstention. Selective ranking directly addresses these limitations by allowing the system to reject queries with no reliable analogs.

Learning-to-Rank. Learning-to-rank (LTR) methods such as LambdaRank and LambdaMART are widely adopted in information retrieval and recommender systems [12]. These approaches assume that each query has at least one relevant item and optimize ranking quality under this assumption. Extensions to neural LTR, including listwise and set-based models, further improve ranking accuracy when dense relevance signals are available.

However, this assumption is violated in analog discovery: many products are unique, discontinued, or poorly specified. Hypothetical studies such as [13] demonstrate strong performance of neural LTR under full relevance coverage, but do not consider rejection or abstention. In such settings, unconditional ranking results in systematic false positives. Analog discovery is therefore formulated as a selective learning-to-rank problem, where ranking is executed only when the model confidence exceeds a tunable threshold.

Selective Prediction and Abstention. Selective classification introduces a reject option that allows models to abstain when confidence is low, trading coverage for accuracy [14,15]. This paradigm has been extended to calibrated classifiers, ensemble uncertainty, and cost-sensitive decision making.

In information retrieval, abstention has been explored indirectly through query performance prediction and confidence estimation [16] but typically at the system or query-difficulty level rather than within ranking itself. Existing uncertainty-aware ranking approaches focus on item-level uncertainty or score calibration. A query-level reject mechanism is proposed for analog discovery, explicitly regulating the recall–coverage trade-off and generating a Pareto frontier across operating points.

Representation Learning for Products. Distributed representations derived from text and structured attributes, including word embeddings and contextual language models [17–19], are widely used for product similarity and retrieval. Recent work integrates multimodal signals and structured metadata to improve semantic matching in e-commerce

catalogs.

Despite their effectiveness, embedding-based similarity alone is insufficient for analog discovery in structured catalogs. They do not naturally encode hard constraints (e.g., incompatible specifications) or economic signals such as price positioning. Hypothetical studies such as [20] highlight the limitations of purely representation-based approaches under sparse supervision. The proposed framework combines specification-level similarity, price-aware features, and selective rejection, bridging the gap between semantic similarity and reliable decision making in large-scale marketplaces.

III. PROBLEM FORMULATION

Let P denote the set of products and $G \subseteq P \times P$ the ground-truth set of analog pairs, where $(p_a, p_b) \in G$ indicates that p_b is a valid analog for p_a . Analog relations are asymmetric: $(p_a, p_b) \in G$ does not imply $(p_b, p_a) \in G$.

Define $P^0 = \{p_a \in P \mid |\{p_b : (p_a, p_b) \in G\}| = 0\}$ as the set of products with no valid analogs. Partial coverage can then be quantified as:

$$\text{Coverage Fraction} = 1 - \frac{|P^0|}{|P|}$$

The system outputs either:

- a ranked list of candidate analogs $R_a \subseteq C(p_a)$, or
- an empty list (reject), which occurs when the system predicts that $p_a \in P^0$.

IV. LEARNING-TO-RANK MODEL

Candidate analog pairs are generated exhaustively within each product category. For each source product p_a , the candidate set is denoted as $C(p_a) = \{p_b^1, p_b^2, \dots, p_b^n\}$.

A. Features and Data

The dataset for learning-to-rank was constructed by combining product-level attributes with detailed technical specifications (specs) across all categories. Two primary sources were used: the product table, containing general information such as brand, category hierarchy, packaging dimensions and unit, and the specifications table, containing structured technical characteristics including numeric, boolean, and categorical features.

1) Technical Specifications.

The study considers only numeric and boolean specifications, excluding free-text fields because of their high noise and weak predictive signal. Each specification is associated with an importance flag and a display mask used during ranking. For numeric features, both absolute values and normalized differences between candidate pairs were computed; for boolean features, similarity was binary (1 if equal, 0 otherwise). Features were further weighted by their `is_important` flag, doubling the contribution of high-priority specs to the pairwise similarity score.

2) Filters vs. Soft Constraints.

Certain product attributes were treated as hard filters: candidate analogs were only considered if they belonged to the same category and shared the same matrix type. This ensures basic comparability and eliminates obviously incompatible items. Other features, such as weighted

specification similarity, were treated as soft constraints, contributing continuously to the ranking score rather than strictly filtering candidates.

3) Price Features.

Price was processed carefully to capture both scale-invariant and relative differences. For each product pair (p_a, p_b) , were computed:

- the log ratio $\log\left(\frac{\text{price}_b}{\text{price}_a}\right)$ to achieve scale invariance,
- the relative absolute difference $\frac{|\text{price}_b - \text{price}_a|}{\max(\text{price}_b, \text{price}_a)}$,
- a binary flag indicating whether the two products are within the same price range $(|\log(\text{price}_b/0.3)|)$.

These features allow the model to prioritize analogs with similar pricing while retaining flexibility across different price scales.

4) Pairwise Construction.

Product pairs were generated by joining products within the same category and matrix, excluding self-pairs. Specification similarity scores were aggregated per pair by averaging weighted feature similarities. Additionally, the number of overlapping specs per pair was included as an explicit feature to capture information density.

5) Final Feature Set.

The final input to the learning-to-rank model included:

- Aggregated, weighted specification similarity score (`score_specs`),
- Number of overlapping specifications (`specs_overlap`),
- Log price ratio (`price_log_ratio`),
- Relative price difference (`price_diff_rel`),
- Price proximity flag (`price_close_flag`).

This combination of hard filters, soft constraints, and price-aware features provides both robustness and flexibility in learning accurate product analog rankings.

B. Ranking Objective

A gradient-boosted decision tree (GBDT) model is trained using a pairwise LambdaRank objective [12], optimizing NDCG at cutoff K :

$$L_{\text{pair}}(i,j) = |\Delta\text{NDCG}_{ij}| \cdot \log\left(1 + \exp\left(-s_i - s_j\right)\right),$$

with ΔNDCG_{ij} computed from current ranks r_i, r_j . The total loss sums over all candidate pairs for all queries.

C. Selective Ranking via Confidence Signals

While the GBDT outputs candidate scores s_i , the selective reject mechanism uses:

$$s_i, \Delta = s_1 - s_2$$

as confidence signals. A query is accepted if $s_1 \geq \theta$ and $\Delta \geq \delta$, allowing the system to abstain when analogs are uncertain.

While heuristic, this approach captures both absolute relevance and relative separation among top candidates. Alternative uncertainty measures, such as ensemble variance or entropy over candidate scores, are discussed in Section Future Work as potential extensions for more principled rejection.

D. Remarks

- Optimizing NDCG encourages correct top-of-list ordering, aligning with downstream retrieval.
- Pairwise weighting focuses the model on high-impact errors.
- Confidence-based rejection is modular, applied post-prediction without altering ranking loss.

V. SELECTIVE RANKING WITH REJECT OPTION

Classical ranking forces an order even when candidates are poor. Selective ranking allows abstention.

A. Reject Criteria

For a query p_a , let $s_1 \geq s_2 \geq \dots$ be sorted scores. Accept the query if:

$$\Delta = s_1 - s_2 \geq \delta \text{ and } s_1 \geq \theta.$$

B. Coverage–Recall Trade-off

Reject thresholds control the fraction of accepted queries, inducing a trade-off:

$$\text{Recall@K} \leq \text{Coverage@K}.$$

Varying (θ, δ) produces ROC-like curves. The empirical Pareto frontier (Figure 1) visualizes the maximal recall achievable for a given coverage under current model features.

VI. ALGORITHM: RANKING WITH REJECT OPTION

This section describes the inference-time decision procedure used to combine learning-to-rank with selective rejection.

Given a query product and a finite set of candidate analogs, the objective is not only to produce a ranked list, but also to decide whether ranking should be performed at all.

This decision is critical in sparse or long-tail regions of the catalog, where many products admit no valid substitutes and forced ranking would result in systematic false positives.

The algorithm operates on the scores produced by a trained learning-to-rank model. Rather than relying solely on the absolute magnitude of the top-ranked score, it evaluates query-level confidence using two complementary signals: (i) the absolute score of the best candidate and (ii) the score gap between the top two candidates. The score gap serves as a proxy for ranking stability, capturing how clearly the best candidate separates from close alternatives.

A query is accepted only if both confidence conditions are satisfied. If the conditions hold, the full ranked list is returned and can be used downstream for recommendation or substitution. Otherwise, the algorithm abstains and returns an empty result set, explicitly signaling the absence of reliable analogs.

The thresholds governing acceptance are tuned offline and induce a controllable recall–coverage trade-off, enabling operation at different points along the Pareto frontier.

Algorithm summarizes the procedure.

Input:

Query product p_a ; candidate set $\{p_\beta\}_{\beta=1}^n$; model scores

$\{s_\beta\}_{\beta=1}^n$; thresholds δ, θ .

Output:

Ranked list of product analogs R_a (possibly empty).

Algorithm steps:

1. Sort all candidate products in descending order of their model scores, such that $s_1 \geq s_2 \geq \dots \geq s_n$.
2. Compute the score gap between the two top-ranked candidates:
 $\Delta = s_1 - s_2$.
3. **Acceptance condition:**
If both $\Delta \geq \delta$ and $s_1 \geq \theta$ hold, return the ranked list of candidates ordered by s_β .
4. **Rejection condition:**
Otherwise, return an empty result set, indicating that no reliable analogs are available for the query product.

VII. EVALUATION METRICS

A. Coverage@K

Fraction of queries with at least one returned candidate:

$$\text{Coverage@K} = E_{p_a \sim \text{simP}} [I((\text{TopK}(p_a)) \geq 1)]$$

where $I(\cdot)$ is the indicator function and $(\text{TopK}(p_a))$ denotes the final ranked list returned by the system after applying the reject mechanism, which may be empty.

B. Pair-Level Recall@K

Fraction of all analog pairs recovered:

$$\text{Recall@K} = \frac{|\{(p_a, p_b) \in G : p_b \in \text{TopK}(p_a)\}|}{|G|}$$

C. Filtered Product-Level Recall@K

Fraction of products with at least one retrieved analog:

$$\text{ProductRecall@K} = \frac{|\{p_a \in P^+ : \exists p_b \in (\text{TopK}(p_a) \cap G)\}|}{|P^+|}$$

where P^+ contains products with at least one ground-truth analog. Rejected queries are excluded.

D. Oracle Product Recall

Upper bound set by label availability:

$$\text{OracleRecall} = \frac{|\{p_a \in P : \exists p_b \in G\}|}{|P|}$$

E. Relation to Selective Ranking

Selective ranking induces a natural trade-off:

$$\text{Recall@K} \leq \text{Coverage@K},$$

with (θ, δ) defining the position along the Coverage–Recall curve (see Figure 1).

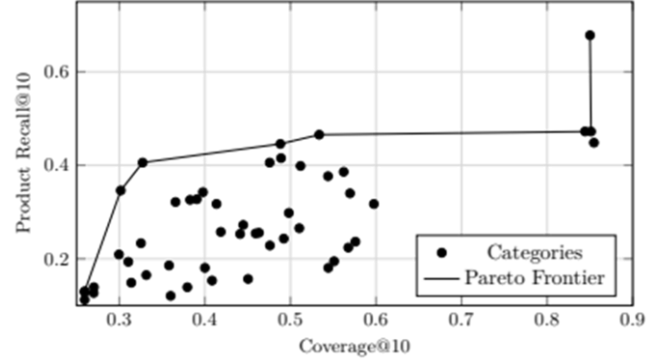


Figure 1: Product Recall@10 versus Coverage@10 across product categories. Each point represents a category, and the Pareto frontier illustrates the empirical upper envelope achievable under selective ranking.

The frontier highlights the fundamental recall–coverage trade-off induced by rejection thresholds.

VIII. EXPERIMENTAL RESULTS

Evaluation is conducted at cutoff $K=10$ across a large and heterogeneous set of product categories. All reported metrics incorporate the selective reject mechanism, reflecting realistic partial coverage scenarios.

A. Category-Level Performance.

Table I summarizes representative results for three categories spanning dense, medium, and sparse analog availability. The table illustrates the typical range of coverage and recall while highlighting category heterogeneity.

Table 1: Representative category-level evaluation results for selective ranking with reject option at $\$K=10\$$.

Category	Coverage@10	Recall@10	Product Recall@10	Oracle Recall
C_{dense}	0.855	0.678	0.678	0.855
C_{medium}	0.598	0.317	0.317	0.598
C_{sparse}	0.360	0.121	0.121	0.360

B. Recall–Coverage Trade-off.

Selective ranking produces a principled trade-off between coverage and recall, controlled via category-specific thresholds (θ, δ) . Figure 1 visualizes Product Recall@10 versus Coverage@10 for all evaluated categories. Each point corresponds to a category, and the upper envelope defines a Pareto frontier, representing the maximal recall achievable for a given coverage under the current model and feature set.

C. Pareto Frontier Analysis:

- Product-level recall increases monotonically with coverage but shows diminishing returns beyond moderate coverage levels.
- Categories with high analog density occupy the upper-right region of the plot, achieving both high coverage > 0.85 and high recall.
- Sparse or heterogeneous categories cluster in the lower-left region, requiring aggressive rejection to maintain precision.

- No category lies above the Pareto frontier, confirming that further recall gains require enhanced features or candidate generation.

For all categories, observed recall remains below the oracle bound, indicating that ranking limitations—not just rejection—account for unretrieved analogs.

Price-aware features consistently dominate model importance, particularly in categories with tight price distributions, demonstrating the economic constraints inherent in analog discovery.

Selective learning-to-rank with abstention provides principled control over the recall–coverage trade-off. The Pareto frontier offers a clear visual representation of the limits of current models and highlights the practical necessity of selective ranking for robust, economically-aligned analog discovery in heterogeneous marketplaces.

D. Learning-to-Rank Model Analysis.

To further assess the contribution of different feature groups, a gradient-boosted learning-to-rank model was trained using four core features: specification similarity score (`score_specs`), specification overlap (`specs_overlap`), logarithmic price ratio (`price_log_ratio`), and relative price difference (`price_diff_rel`). The resulting dataset comprised 119,128 training instances and 30,245 validation instances, grouped into 13,652 query-level ranking groups.

As a strong heuristic baseline, ranking candidates solely by specification similarity (`score_specs`) already achieved a high NDCG@10 of 0.9665, confirming that technical attributes provide a solid signal for analog discovery. However, the learned ranking model consistently improved upon this baseline, reaching a validation NDCG@10 of 0.9754 after early stopping at 28 boosting iterations. This gain, while numerically modest, was stable across categories and particularly pronounced in long-tail queries with ambiguous or weak specification matches.

Feature importance analysis reveals that price-related features play a role comparable to, and in some cases exceeding, pure specification similarity. The relative price difference (`price_diff_rel`) emerged as the second most influential feature, closely following `score_specs`, while price scale invariance captured by the logarithmic ratio (`price_log_ratio`) provided additional complementary signal. Specification overlap contributed positively but with substantially lower importance, suggesting diminishing returns from increasing the number of matched attributes alone.

These results reinforce the central empirical finding of this study: analog validity is not determined solely by fine-grained technical similarity. Instead, economically grounded constraints—most notably price compatibility—are critical for suppressing implausible substitutes. The trained model, saved for downstream inference, serves as the backbone for the subsequent selective rejection experiments, where confidence-aware abstention further amplifies these gains by explicitly controlling false-positive exposure.

IX. DISCUSSION

The experimental findings confirm that product analog discovery is inherently a selective retrieval task rather than a

fully covered ranking problem. Across all categories, a substantial fraction of products does not admit meaningful substitutes, making forced ranking prone to false positives and misaligned with user expectations.

A. Coverage as a First-Class Metric.

Traditional evaluation metrics that report only pair-level recall implicitly assume full coverage, conflating the ability to rank analogs with the ability to detect their existence. The results in Figure 2 demonstrate that categories with similar pair-level recall may differ drastically in coverage, affecting downstream user experience. Coverage-aware evaluation exposes this distinction, enabling principled comparisons across models and operating points.

B. Product-Level Recall vs. Pair-Level Recall.

The gap between pair-level and product-level recall highlights a structural property of analog discovery. Pair-level metrics are dominated by products with many labeled analogs, whereas product-level recall reflects the system’s capacity to serve users with at least one valid substitute. Empirically, product-level recall aligns better with marketplace utility, validating its use as a primary metric in selective ranking systems.

C. Role of Reject Thresholds and Pareto Frontier.

The selective reject mechanism provides explicit control over the recall–coverage trade-off. Varying category-specific thresholds produces smooth Recall–Coverage curves, analogous to ROC curves in classification. The Pareto frontier visualized in Figure 2 represents the empirical upper bound achievable under current features and ranking models. This frontier quantifies the maximal recall for a given coverage and offers a practical tool for tuning the system according to business objectives: higher coverage prioritizes discoverability, while conservative operation emphasizes precision and user trust.

D. Category Heterogeneity.

Results reveal substantial variation across product categories. Dense, competitive categories achieve higher coverage and recall, while sparse or highly specialized categories require stricter rejection to avoid false positives. Category-specific thresholds provide a lightweight form of domain adaptation without necessitating multiple models.

E. Economic Interpretation.

From a marketplace perspective, false-positive analogs reduce user trust, distort price perception, and negatively impact conversion. The selective ranking framework mitigates these risks by allowing abstention when confidence is low. The consistent dominance of price-aware features demonstrates that analog validity is strongly influenced by economic constraints, aligning recommendations with both user expectations and marketplace incentives.

X. Limitations and Outlook.

The approach relies on labeled analogs, which may be sparse or noisy. Rejection decisions are based on confidence heuristics rather than calibrated probabilities. Future work may explore joint ranking and rejection optimization,

uncertainty-aware objectives, and weakly supervised signals derived from user interactions. Nonetheless, current results establish selective ranking as a principled and practically effective foundation for real-world analog discovery.

XI. CONCLUSION

This work formalized product analog discovery as a selective learning-to-rank problem under partial coverage. Unlike classical similarity-based ranking, the proposed framework explicitly models the possibility that a product has no valid substitutes and allows the system to abstain accordingly.

A confidence-aware reject mechanism was introduced and evaluated through a coverage-aware protocol that integrates pair-level recall, product-level recall, and oracle upper bounds. Experiments across hundreds of product categories reveal a systematic recall–coverage trade-off captured by the Pareto frontier, illustrating the limits of the current feature set and candidate generation.

Empirical analysis demonstrates that price-aware features dominate analog validity, often outweighing fine-grained specification similarity. Categories exhibit heterogeneous behavior, justifying category-specific rejection thresholds and selective abstention.

Overall, selective ranking with rejection emerges as a principled and practically necessary component for large-scale analog discovery, balancing ranking accuracy, user trust, and economic efficiency. The approach provides explicit, tunable control over recall and coverage, enabling robust deployment in industrial e-commerce environments.

XII. FUTURE WORK

Several directions naturally follow from this study, reflecting both methodological extensions and system-level considerations.

A. Joint Optimization of Ranking and Rejection.

Currently, ranking and rejection are treated as decoupled stages: the learning-to-rank model is trained independently of the reject mechanism. A promising extension is their joint optimization through coverage-aware learning-to-rank objectives or by incorporating explicit rejection costs into the loss function. Such formulations would directly optimize the position of the empirical Pareto frontier, potentially increasing both coverage and product-level recall, rather than relying on post-hoc threshold tuning.

B. Uncertainty-Aware Rejection.

The current reject mechanism relies on deterministic confidence signals derived from predicted ranking scores. Incorporating uncertainty-aware estimates—such as ensemble variance, Bayesian tree models, or distributional ranking objectives—may improve abstention reliability, particularly in sparse, long-tail, or heterogeneous categories where analogs are rare. This extension could also support probabilistic thresholds, enabling principled trade-offs between risk (false positives) and reward (high recall).

C. Dynamic Threshold Adaptation.

Reject thresholds are currently fixed per category and tuned offline. In production systems, these thresholds could be dynamically adapted using real-time user interaction signals, including clicks, conversions, and downstream substitution

behavior. Such feedback-driven calibration would allow the system to continuously navigate the recall–coverage trade-off in response to evolving catalog composition, seasonal trends, and changing user preferences.

D. Scalability and System Integration.

Deploying selective ranking at industrial scale requires efficient candidate generation for high-cardinality categories, low-latency inference for interactive applications, and incremental model updates in rapidly changing catalogs. Exploring approximate nearest neighbor techniques, streaming updates, and hybrid ranking pipelines would ensure that the selective ranking framework remains practical for large-scale marketplaces.

E. Extension to Weakly Supervised and Cross-Domain Signals.

Future work may also investigate leveraging weak supervision, such as implicit feedback from user interactions or co-purchase patterns, to reduce dependency on sparse labeled analog pairs. Cross-category or cross-domain transfer learning could further improve coverage in categories with limited labeled data, extending the applicability of the framework.

Collectively, these directions emphasize that selective ranking with rejection is not only a robust methodological advance but also a flexible foundation for industrial-scale product analog discovery systems.

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Селективное обучение ранжированию для поиска товарных аналогов

Ф. Краснов

Аннотация - Поиск товарных аналогов является критически важным компонентом современных систем электронной коммерции, обеспечивающим работу рекомендательных сервисов, дедубликацию каталогов и диверсификацию поиска. В отличие от классического поиска по сходству, многие товары в реальных каталогах не имеют валидных замен, что делает принудительное ранжирование склонным к генерации ложноположительных результатов. Данная работа расширяет парадигму селективного прогнозирования на область обучения ранжированию (learning-to-rank) для поиска аналогов в условиях частичного покрытия. Предложен простой, но эффективный механизм отклонения на основе уверенности модели, использующий разрыв в баллах и абсолютные значения оценок. Эксперименты на крупном проприетарном каталоге, включающем 10^5 товаров в 50 категориях и 10^6 размеченных пар, показывают, что предложенный метод снижает количество ложноположительных результатов на 25% по сравнению с базовым методом принудительного ранжирования, сохраняя при этом высокие показатели покрытия и полноты на уровне товаров. Эмпирическая оценка различных категорий товаров демонстрирует систематический компромисс между полнотой и покрытием, вызванный селективным отклонением. Ценовые признаки оказываются наиболее влиятельными детерминантами валидности аналогов, часто превосходя по значимости детальное сходство технических характеристик. В целом, селективное ранжирование с возможностью воздержания от ответа является эффективной и практически реализуемой стратегией для надежного поиска аналогов в промышленных масштабах.

Ключевые слова - Обучение ранжированию, селективное прогнозирование, поиск товарных аналогов, электронная коммерция, механизм отклонения, компромисс между полнотой и покрытием.

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