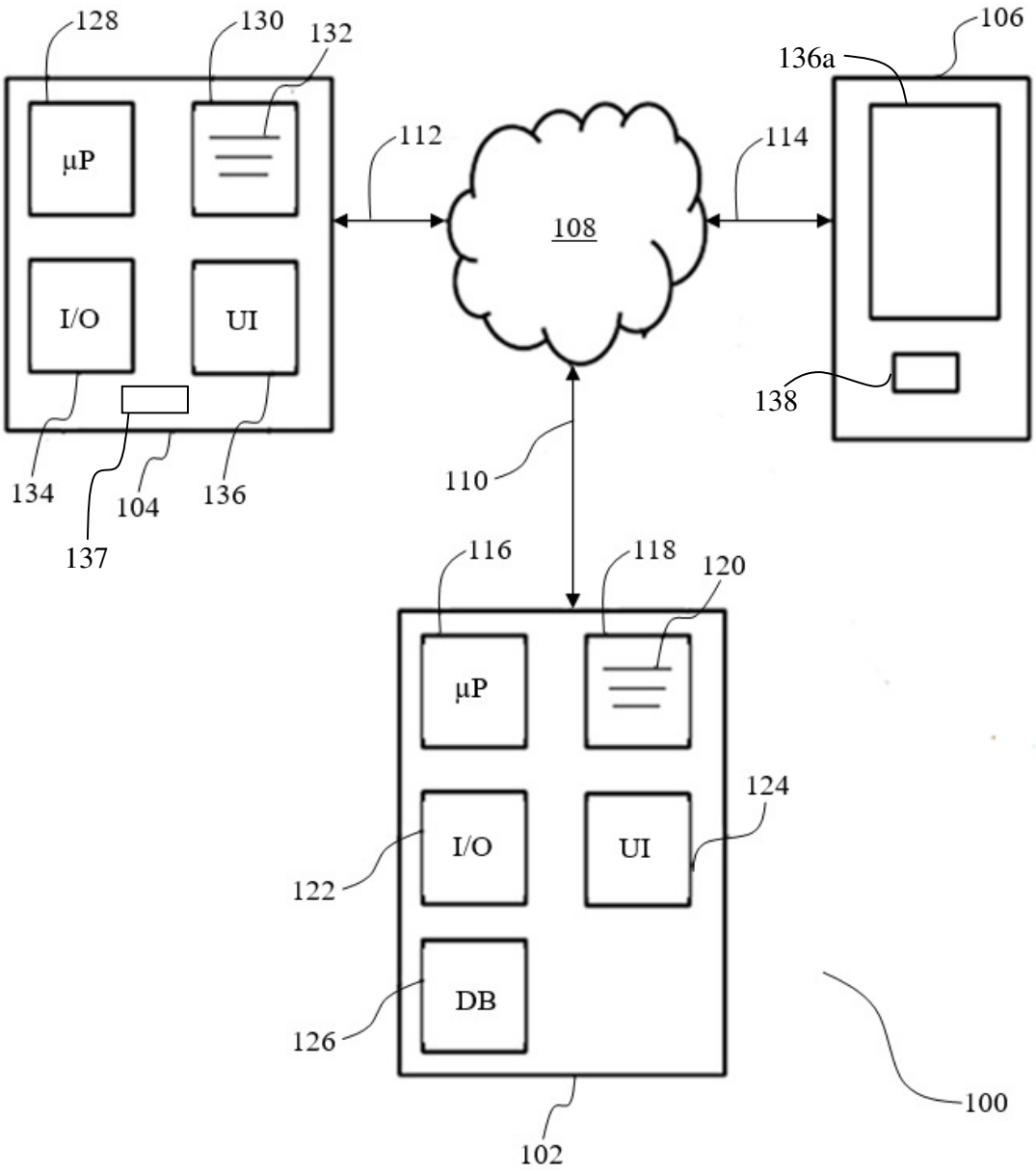

128
130
132
106
136a
µP
112
114
108
I/O
UI
138
134
104
136
110
137
116
118
120
µP
124
I/O
UI
122
DB
126
100
102

FIG. 1

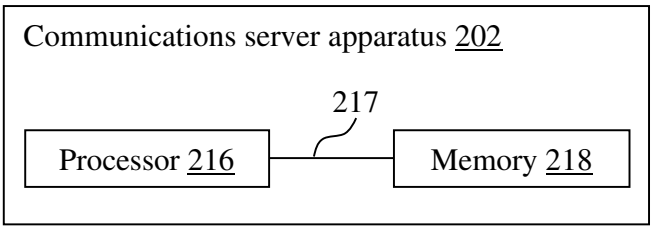


FIG. 2A

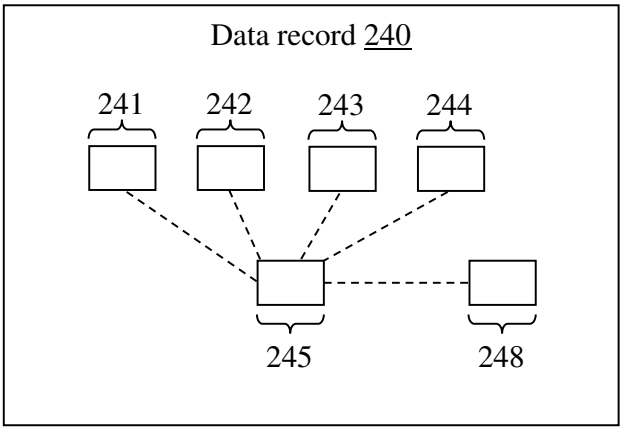


FIG. 2B

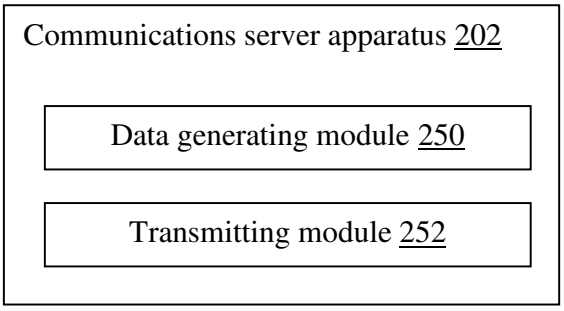


FIG. 2C

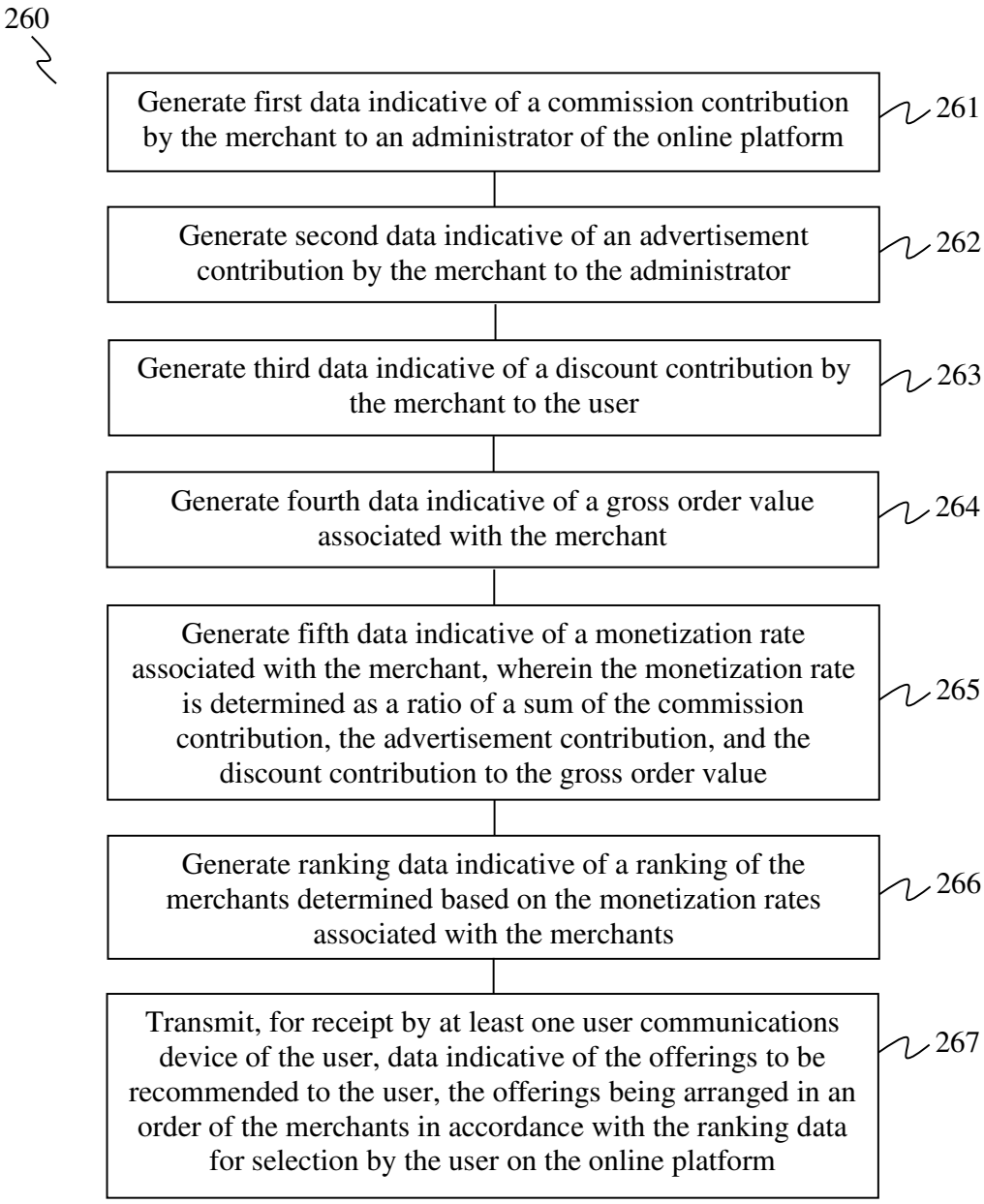

260
Generate first data indicative of a commission contribution by the merchant to an administrator of the online platform
261
Generate second data indicative of an advertisement contribution by the merchant to the administrator
262
Generate third data indicative of a discount contribution by the merchant to the user
263
Generate fourth data indicative of a gross order value associated with the merchant
264
Generate fifth data indicative of a monetization rate associated with the merchant, wherein the monetization rate is determined as a ratio of a sum of the commission contribution, the advertisement contribution, and the discount contribution to the gross order value
265
Generate ranking data indicative of a ranking of the merchants determined based on the monetization rates associated with the merchants
266
Transmit, for receipt by at least one user communications device of the user, data indicative of the offerings to be recommended to the user, the offerings being arranged in an order of the merchants in accordance with the ranking data for selection by the user on the online platform
267

FIG. 2D

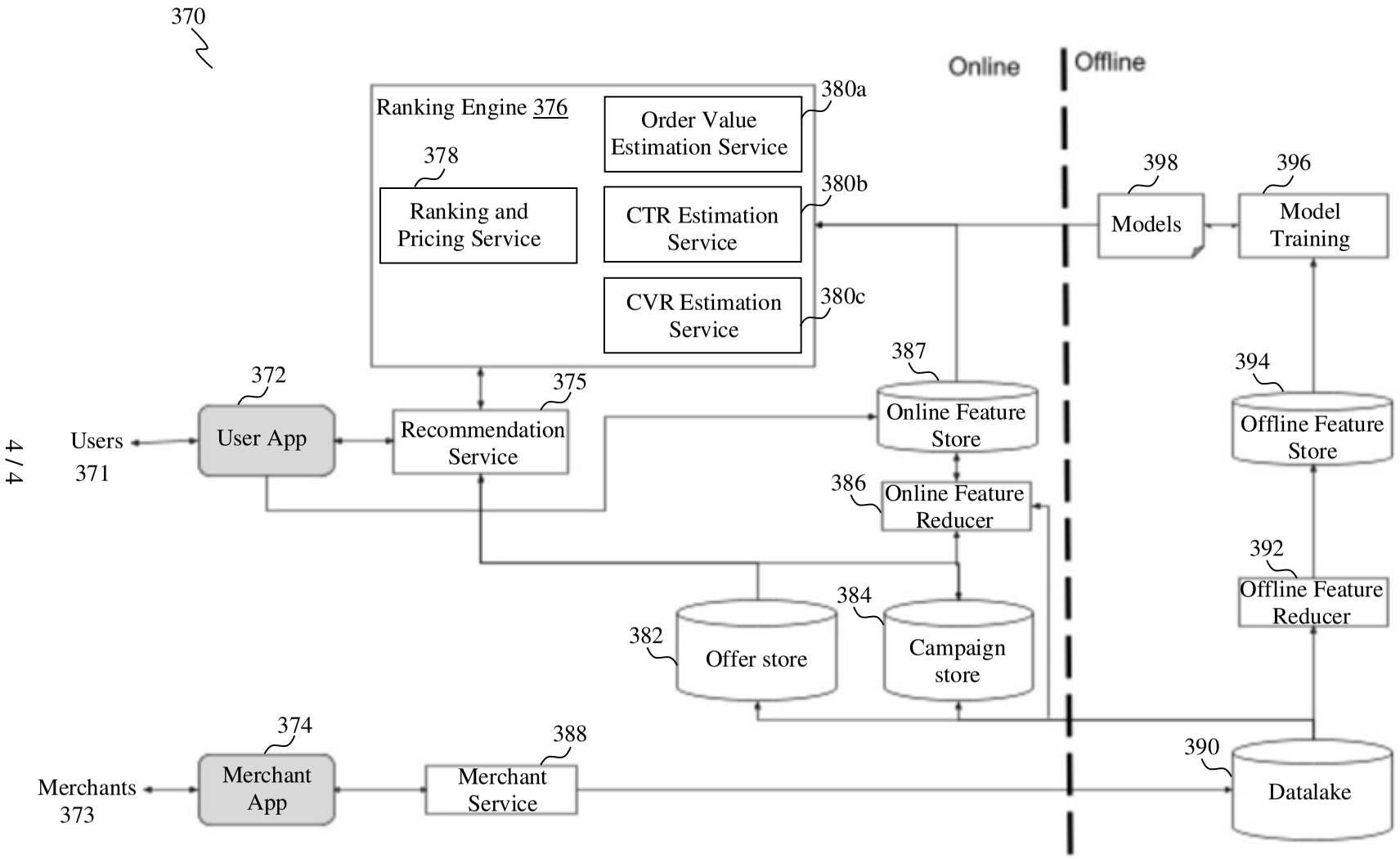

370
Online
Offline
Ranking Engine 376
380a
Order Value Estimation Service
378
Ranking and Pricing Service
380b
CTR Estimation Service
380c
CVR Estimation Service
398
Models
396
Model Training
387
394
372
375
Users
371
User App
Recommendation Service
Online Feature Store
Offline Feature Store
386
Online Feature Reducer
392
Offline Feature Reducer
384
382
Offer store
Campaign store
374
388
390
Merchants
373
Merchant App
Merchant Service
Datalake

FIG. 3