

SELLING SYSTEM USING CORRELATION ANALYSIS NETWORK AND METHOD THEREFOR

【ABSTRACT】

Disclosed are a selling system using a correlation analysis network, and a method therefor, the system comprising: a collection unit for collecting seller data, product data, and purchaser data; a node acquisition unit for acquiring a plurality of graph nodes including a seller node, a product node, and a purchaser node; a feature acquisition unit for acquiring at least one piece of feature information indicating the attribute value of each of the plurality of graph nodes on the basis of the seller data, the product data, and the purchaser data; an edge acquisition unit for acquiring, on the basis of the at least one piece of feature information, edge information indicating the correlation between the plurality of graph nodes; a graph structure acquisition unit for acquiring a graph structure including the plurality of graph nodes, the at least one piece of feature information about each of the plurality of graph nodes, and the edge information; a learning unit for learning the graph structure by using a graph neural network; and a vector embedding output unit for outputting vector embedding of the plurality of graph nodes on the basis of the graph neural network learning.

FIG. 1