

SeeNews

• Research on demand

Case study:

People Profiling & Data Clearance

The project involved activities such as examining journalist lists, validation of their identity and de-duplication of repetitive names and entries, removing unwanted descriptions, data mining and filling-in 63 fields per journalist (name, identifier, field of expertise, contact details, related sources, specific articles and more).

The team managed to add over 40,000 entirely new profiles within a year. The project involved database maintenance and building new profiles. The number of maintained rows reached approximately 500,000 for 18 months.