

CASE STUDY-Information and Media –Internet business

Improve search results for certain product categories



About the Client

World's leading Search Engine

The Business Challenges

- Defining the taxonomy and creating attribute sets for soft product categories like luggage, apparel, and shoes etc which require high product ontology skills
- Create a highly scalable process capable of handling millions of products with quick turnaround times and high quality

Results

- Developed a powerful data collection process
- Created an in-house classification and normalization tool using Natural language processing algorithms
- Developed structured, people independent approach to category knowledge creation, attribute sets and normalized value data
- Built effective error detection and quality control process for a process that could handle millions of products and hundreds of categories

Benefits

- Met and exceeded product collection goal
- 96% of data collected through the use of crawlers
- The category definitions and attribute sets – became a training set for client's own algorithm , thereby improving search results

For more information, Contact info@mobius-bizinfo.com

"Pantheon Plaza"

485-486, Pantheon Road, Egmore,
Chennai – 600 00, Tamil Nadu, India

Phone: +91-44-4298 6400

www.mobiuservices.com