Mining For Gold: Streamlining Data Mining Services for a Financial Marketing Company

The Most Valuable Resource is Data

A leading financial marketing company reached out to ARDEM to outsource and expand the capabilities of their data mining and web scraping projects. They were experiencing inefficiencies in day-to-day operating due to the repetitive and time-consuming nature of data mining.

Diving into Large Sets of Data

The data that was collected would be used to directly find potential recruits, gather data about competitors, and bring innovative new business intelligence strategies. Dealing with various data related projects each month there was a strong need for constant back-end support, and with limited resources this in-house data management process became too cumbersome.

ARDEM was tasked with different projects with hundreds to thousands of different records from various websites such as LinkedIn, GitHub, or even resumes to mine information such as work experience and contact information. All of the data would be entered into an excel file that could easily be ingested into an internal database for analytic purposes.

Key Benefits

- **High Accuracy of Data**

- **Manage Project priorities and increase turnaround**

- **Reduce Operational Costs**

Challenges of In-House Data Mining

- **Cleaning Up Data**

⇒ **Most of the data collected needs to be cleaned and organized before it can be used for analysis which takes up a lot of time and effort.**

- **Data Quality Consistency**

⇒ **Quality and consistency of data may vary without a dedicated QC process.**

- **Strict Timelines**

⇒ **There are only so many hours in a workday—as large of a task Data Mining is, it becomes more costly to manage this task in-house.**

Transforming Data Into Actionable Intelligence

The main challenge that this company faced was maintaining and assuring consistent data accuracy. As a business in the financial industry, having precise numbers and data was essential. In addition to accuracy, there were strict deadlines for each project which made it important to quickly find a solution.

In response, ARDEM put together a dedicated and skilled technical team with deep industry knowledge and large data mining experience. In order to maintain a high rate of accuracy, an extensive validation routine was put in place to ensure that the correct data was extracted and placed into the right fields.

Open communication was a key factor in this ongoing partnership which allows ARDEM to prioritize new projects on demand and deliver data within a short turnaround. As a result, ARDEM was able to increase the efficiency and maintain high accuracy of data mining, allowing the company to focus on core competencies.

A Senior Manager remarked that one of the reasons why they chose ARDEM was because of the high quality, consistency, and accuracy of data that was being delivered. Outsourcing this process to ARDEM has significantly lowered their operating costs while contributing to the success of the company.

Up to 80% of a data mining process is spending the time to clean and organize data. Having a skilled team helps efficiently increase accuracy while reducing turnaround time.

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