CLIENT: CARE.COM

Data Cleansing and Enrichment for Daycare Centers Database

AT A GLANCE

CHALLENGES

- Identifying Duplicates
- Enriching Data
- Enhance the database
- Extract specific details

COST ANALYSIS

- Total Hours: 1666
- Hourly Rate: $5
- Total Cost = 1666 hours * $5 = $8,330

"We had an outstanding experience working with PurifyData on our daycare centers database project. From the initial discussions to the final delivery, their team demonstrated professionalism, accuracy, and efficiency. The project was completed within the agreed timeline and budget, saving us hundreds of hours and substantial costs. The cleaned database, with split addresses, added information, and enriched content, exceeded our expectations. We are delighted with the result and look forward to collaborating with PurifyData again in the future."

KRISTIAN R.

SEO Specialist and Point of Contact for the Project

OBJECTIVES

Care.com, a leading online marketplace connecting families with caregivers, approached PurifyData with a significant challenge. They provided us with a massive database containing 50,000 daycare centers. However, the dataset was riddled with duplicates, and the address information was in a single field, making it difficult to extract specific details such as street, city, zip, and state. Care.com also sought to enhance the database by adding links to logos, fine descriptions, year established, missing information, and hours of operation. The project required meticulous data cleansing within a tight timeframe.

SOLUTIONS

PurifyData swiftly tackled the project by implementing a comprehensive data cleansing and enrichment strategy. Here's how we transformed the dataset:

1. Duplicate Removal: Our team utilized advanced algorithms to identify and eliminate duplicate daycare center records, ensuring a clean and reliable database.
2. Address Splitting: We employed data parsing techniques to split the address field into separate fields, including street, city, zip, and state. This allowed for more precise location-based searches and improved data organization.
3. Enrichment: PurifyData enriched the database by adding links to daycare center logos, fine descriptions, year established, missing information, and hours of operation. This enhanced the completeness and value of the dataset.

CLIENT: CARE.COM

Data Cleansing and Enrichment for Daycare Centers Database

AT A GLANCE

CHALLENGES

- Regular customers
- New Customers
- Coffee Lovers
- Street People

BENEFITS

- Direct Cost: $1,000
- Indirect Cost: $750
- Payment terms should be further discussed.

CONCLUSION

PurifyData's data cleansing and enrichment services proved to be the ideal solution for Care.com's daycare centers database. By removing duplicates, splitting addresses, and enriching the dataset, we significantly improved data quality and usability. Our seamless collaboration, including a legally binding contract, NDA, transparent cost agreements, and efficient communication, ensured a successful outcome for Care.com. The client's testimonial showcases their satisfaction with the result and willingness to work with PurifyData again. With our affordable pricing and commitment to excellence, PurifyData remains a trusted partner for organizations seeking reliable data cleansing solutions.

SUCCESSFUL OUTCOME

PurifyData's dedicated efforts and expertise led to a highly successful outcome for Care.com. Within a span of just four weeks, we completed the data cleansing and enrichment process, delivering a refined database ready for uploading into their system.

BENEFIT ANALYSIS

Time Savings

By outsourcing the data cleansing project to PurifyData, Care.com saved hundreds of hours that would have been required to manually clean and enrich the database. This time-saving allowed their team to focus on other strategic initiatives and core business activities.

Improved Data Quality

PurifyData's data cleansing and enrichment services ensured a high level of data accuracy and reliability. By eliminating duplicates, splitting addresses, and adding missing information, Care.com obtained a refined and enhanced database. This improvement in data quality enables better decision-making, enhances user experience, and boosts the overall credibility of their platform.

Cost Savings

By leveraging PurifyData's affordable pricing structure of $5 per hour, Care.com was able to complete the project within their budget. The cost savings achieved through outsourcing the data cleansing project were significant compared to hiring and allocating resources internally.

Enhanced Operational Efficiency

With a clean and enriched database, Care.com can now efficiently search for daycare centers based on specific criteria such as location, establishment year, and hours of operation. This streamlined process improves operational efficiency, enabling faster and more accurate search results for their users.

Overall, the benefits of partnering with PurifyData for data cleansing and enrichment outweigh the costs. Care.com achieved significant time savings, improved data quality, cost savings, and enhanced operational efficiency. These advantages contribute to Care.com's ability to deliver an exceptional user experience and maintain their position as a trusted platform in the caregiver industry.