MatchPoint

1. **Offer Summary:**
    MatchPoint gives you the tools, utilities and algorithms that you need to successfully profile, cleanse and match your data for the CPG and Retail datasets. By employing powerful data dictionaries and algorithms, MatchPoint can standardize unstructured text to give you much better matching capabilities to quickly identify products, customers, and address locations.

2. **Offer Description:**
    Data Cleansing, Data Matching and Record Linkage are huge issues for corporations. Especially global companies that sell products all over the world and on the internet. Imagine having product or customer masters all over the world in different languages. There is no linkage between them, and you cannot match based on product number or customer number. At Mindtree, we get tons of projects where we have to match the data based on some kind of unstructured text such as product description, customer name, or address information. That's why we built MatchPoint.

    MatchPoint uses a dozen built-in matching algorithms that can help you quickly and accurately find matching records in your master data. It is used for Identity Resolution and creating golden copies of your Master data.

    Here are the key capabilities that MatchPoint offers:
    a. Data Profiling: Helps you get powerful insights on:
        -   Pattern Frequency
        -   Understand Cardinality
        -   Unique Value Counts
        -   Category Counts
        -   Null Value Analysis
        -   Duplication Analysis
        -   And many more…
    b. Cross Reference: Offers powerful tools to help you standardize the data value and manage cross references
        -   Abbreviation Dictionary
        -   Word Replacement
        -   Attribute Mapping
    c. Data Cleansing: Includes powerful cleansing tools for:
        -   Abbreviation Replacement
        -   Reformatting Functions
        -   Text Standardization
        -   Language Translation
        -   Find and Replace
        -   Attribute Extraction
    d. Matching: Offers powerful matching tools that uses ready to match algorithms including:
        -   Soundex
        -   Jaro / Winkler

- Jaccard Comparison
- Levenshtein Distance
- Monge-Elkan
- Longest Common Substring
- Word Matching
- …and More!

Key Benefits achieved:

- Simplifies keying and linking of product codes for customers largely in the CPG space where they need to resolve matching and master resolution issues across large volume of product description data
- MatchPoint has saved over 5000 hours of manual labor in cleaning data each year for a large CPG company