

CASE STUDY

Data Scrubbing





A U.S. based multinational bank approached SKJ Juris for a project entailing **Research and Validation of Credit Card Merchant Information in Client's Database**. The client presented to us a voluminous list of data about credit card merchants in the spreadsheet for validation.

Our Project Manager got on a client' call to understand the nature of the project which was:

- Online research in order to validate credit card merchant's information;
- To add missing information;
- To rectify the incorrect information; and
- To update the current information in the data base.

The objective of the client was to update the data for fresh appointment of credit card merchants who are successful in commercial business, retain the good ones and weed out ones which do not have a great business impacting the bank reputation and market value.





The Project Manager briefed the Team leader and the team of 30 lawyers (25 lawyers for execution of the project and 5 lawyers for quality checking) were given proper instructions to work on the following data points to collect relevant information as mentioned and validate the client's database.

Merchant Website

- Does the merchant have a website?
- Website Address.
- Quality of Website.

Information from Merchant Website

- No. of locations.
- Owner name, if any.
- Owner Address, if any.
- Contact number.
- Business Tenure.
- No. of Employees.
- What do they sell?
- Does it sell online products?

Information from SOS

- Filing year.
- Business Status.
- Business entity name.
- Business Entity Address.
- Executive name 1, 2, and 3.
- Executive Address 1, 2, and 3.
- Agent name.



Information from other Sources

Other Checks

Does it sell online products?
Gambling/ Adult entertainment.

Status of Client's business

Comments/ Observations

The project was quality checked before delivery to the client.

The project was spread over for 4 months and panned out successfully. The 100% accuracy and impeccable turnaround impressed the client. It was a teamwork which made the project efficacious.

Health Scores

2008, 2009, 2010, and 2011.

Yelp Survey

Zagat Survey

White/ Yellow Pages Info

License data

- Issue date.
- Expiry date.
- Owner's name on the License.
- Status.

