

Case Study

Data Analytics for Key Opinion Leaders Identification in Healthcare

Our client

It is a known fact that precise identification of the appropriate and the most powerful key opinion leaders can significantly influence the success of your product.

That's why our customer, a leader in cloud-based software for the global healthcare industry has approached us with the need for an analytical KOL identification solution.

Objective

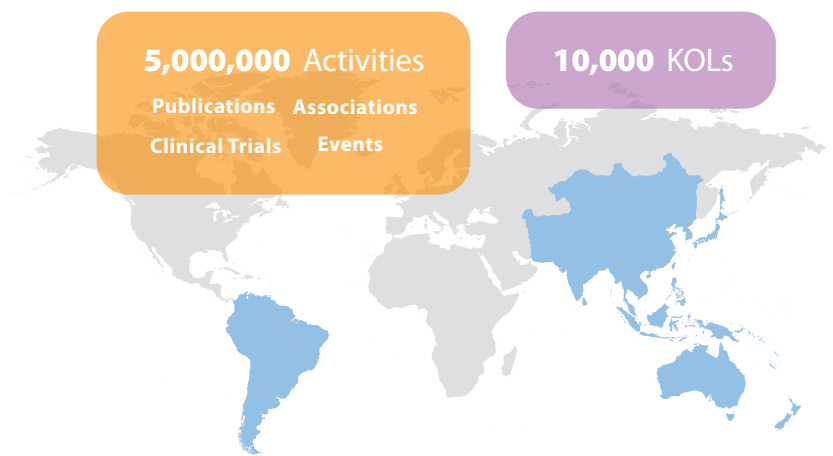
Our client had a very tight delivery timeline, therefore the initial working prototype with several analytical modules had to be completed in less than 2 months.

At the same time, it was crucial to integrate disparate local data sources and implement scheduled and resilient data loaders for them, taking into account that all the data was multilingual. Finally, new approaches to local names matching and research topics extraction had to be developed.

Result

In a very short timespan our team managed to develop an engine for KOL identification utilizing various data mining and natural language processing techniques, including named-entity recognition, semantic graph analysis and clustering.

Additionally, the matching process is continuously improved by learning from human experts who are interacting with the system via web application.



- Input sources
- Data loaders



- Entity recognition
- Frequency analysis



- KOLs representation
- Scheduled updates



- Management web app
- System integration

Technologies

Java

Node.js

Clojure

PostgreSQL

AWS

MongoDB

Git

Angular 4

Project Details

Location: Frankfurt, Germany

Duration: 2016 - 2017

Industry: Healthcare

Team size: 3 members