Market intelligence analysis

Pet boarding company

Automated process using UiPath to extract and compile a comprehensive list of pet boarding companies including their varied details facilitating the data integration into a new CRM system

Pet boarding company needs to "un-leash" a robust competitor database

Picture this...

You are planning to expand in the pet boarding space through acquisition and need a database of Pet boarding companies in the U.S. to make informed decisions for the business expansion. You are looking for an automated UiPath process to extract and compile a comprehensive list of pet boarding companies including their contact details and services offered, facilitating seamless integration into the new CRM system.

You turn to Accordion.

We partner with your team to implement an automated process using UiPath to extract and compile a comprehensive list of pet boarding companies along with their varied details, including:

1) Developing an automated UiPath processes to extract company related details for pet boarding companies across U.S. leveraging Google map URLs
2) Performing market sizing exercise leveraging Yellow Pages to identify the unique pet boarding businesses in U.S.
3) Creating a company level database with details such as # locations, google rating, # reviews, company category, address, website and contact number
4) Ensuring robust data coverage by targeting the optimal geographic levels (like city, ZIP Code etc.,) based on population checks
5) Building a validation layer involving de-duplication, sanity checks, missing records check etc. to ensure data integrity throughout the extraction process

Your value is enhanced.

• You have an extensive database of ~26k pet boarding companies to make informed acquisition decisions and improve the brand presence

• You have also saved ~300 man-hours through overall automation of creating the database that would have otherwise been done manually

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MARKET INTELLIGENCE ANALYSIS

KEY RESULT

• ~26k companies database created
• ~300 man-hours saved through automation

VALUE LEVERS PULLED

• Web scrapping automation
• Data extraction and cleansing
• UiPath automation

Market intelligence for a pet boarding company

Situation

- Client was planning to expand in the pet boarding space through acquisition and needed a database of Pet boarding companies in the U.S. to make informed decisions for the business expansion
- Merilytics developed an automated UiPath process to extract and compile a comprehensive list of pet boarding companies including their contact details and services offered, facilitating seamless integration into their new CRM system
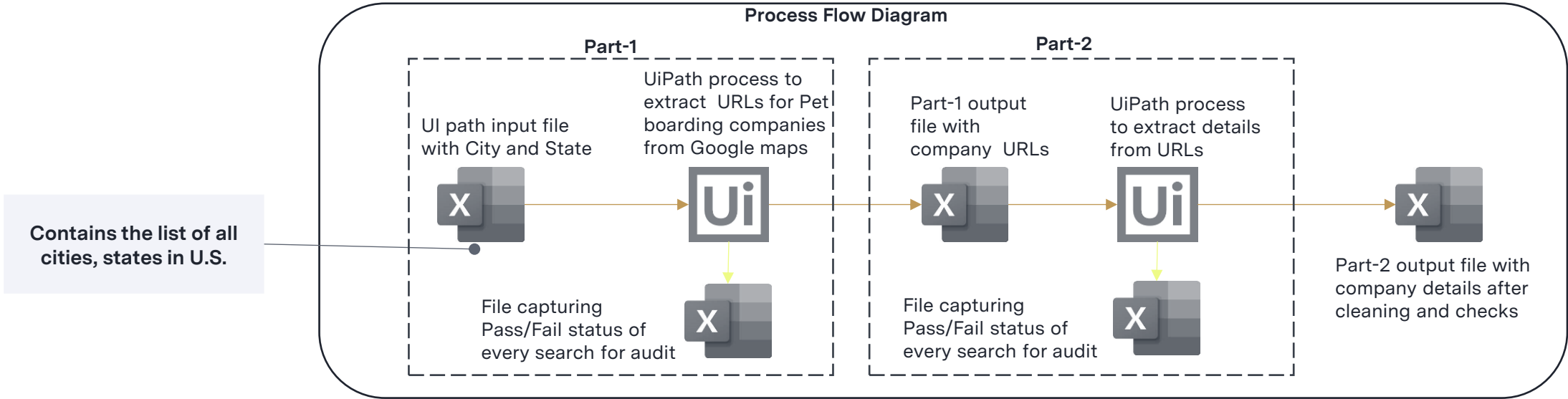
Accordion Value Add

- Developed automated UiPath processes to extract company related details for pet boarding companies across U.S. leveraging Google map URLs
- Performed market sizing exercise leveraging Yellow Pages to identify the unique pet boarding businesses in U.S.
- Created a company level database with details such as # locations, google rating, # reviews, company category, address, website and contact number
- Ensured robust data coverage by targeting the optimal geographic levels (like city, ZIP Code etc.,) based on population checks
- Built a validation layer involving de-duplication, sanity checks, missing records check etc. to ensure data integrity through out the extraction process

Impact

- Created an extensive database of ~26k pet boarding companies to help the client make informed acquisition decisions to improve their brand presence
- Overall automation of creating the database has saved ~300 man-hours that would have otherwise been done manually

Methodology/ approach

Process Flow Diagram

Part-1

Contains the list of all cities, states in U.S.

UI path input file with City and State

UiPath process to extract URLs for Pet boarding companies from Google maps

File capturing Pass/Fail status of every search for audit

Part-2

Part-1 output file with company URLs

UiPath process to extract details from URLs

File capturing Pass/Fail status of every search for audit

Part-2 output file with company details after cleaning and checks

1. Created the UiPath input file	2. Extracted the company URLs using UiPath	3. Extracted the company details using UiPath	4. Checked and cleaned the output file
▪ Created an Excel file list of City-states in U.S. using U.S. census data ▪ Zip codes were added to the cities with population greater than to 500k to ensure maximum company coverage ▪ This list was used as an input file for the UiPath process to extract the Google map URLs for Pet boarding companies	▪ Developed an UiPath automation process, to extract the URLs of all pet boarding companies from Google Maps for all cities of U.S. to an Excel file ▪ Used the same UiPath process to populate another excel file to check if the search for any input city failed. The failed searches were run again in second run	▪ Created the UiPath automation process, to extract the company details including avg. ratings, total reviews, address, phone number, website etc. using the URLs extracted in part - 1 and stored into an Excel file ▪ Used the same UiPath process to populate another excel file to check if the search for any URL failed. The failed searches were run again in second run	▪ The final data was checked and cleaned thoroughly for any errors and duplications to create the final database

UiPath extraction of pet boarding companies URLs (Process – 1)

UiPath Input

Zip code	City-State	Population	Region
60290	Chicago, IL	8595191	Midwest
60291	Chicago, IL	8595191	Midwest
60292	Chicago, IL	8595191	Midwest
60293	Chicago, IL	8595191	Midwest
60294	Chicago, IL	8595191	Midwest
60295	Chicago, IL	8595191	Midwest
60296	Chicago, IL	8595191	Midwest
60297	Chicago, IL	8595191	Midwest
60298	Chicago, IL	8595191	Midwest
60299	Chicago, IL	8595191	Midwest
60300	Chicago, IL	8595191	Midwest
60301	Chicago, IL	8595191	Midwest
60302	Chicago, IL	8595191	Midwest
60303	Chicago, IL	8595191	Midwest
60304	Chicago, IL	8595191	Midwest
60305	Chicago, IL	8595191	Midwest
60306	Chicago, IL	8595191	Midwest
60307	Chicago, IL	8595191	Midwest

UiPath Output

Maps URL	Input
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60290
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60291
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60292
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60293
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60294
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60295
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60296
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60297
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60298
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60299
https://www.google.com/maps/place/The+County+Line	Pet boarding facilities in Chicago, IL 60300

In Process-1 of the process we extracted the ~500k URLs for the pet boarding companies across US with population greater than 500k using UiPath. Since, google provided nearby search results which lead to duplicate URLs. we de-duplicated these URLs to get unique URLs which were used as inputs for Part-2 pertaining to extraction of company details using these URLs. This initial step cut the time for Process-2 by almost ~80%.

UiPath extraction of pet boarding companies' details (Process – 2)

Final Output

Company Name	Avg. Rating	Number of Ratings	Company category	Address	City-State	Website	Contact Number
Company 1	4.3	37	Dog day care center	W Wilshire Blvd, Oklahoma City, OK 73116, United States	Oklahoma City, OK	100203wags.com	123456778
Company 2	4.3	38	Pet Boarding	W Wilshire Blvd, Oklahoma City, OK 73116, United States	Oklahoma City, OK	100203wags.com	123456778
Company 3	4.3	19	Pet groomer	S 700 E, Sandy, UT 84092, United States	Sandy, UT	100203wags.com	123456778
Company 4	5	1	Pet boarding service	Hobart, IN 46342	obart, IN	100203wags.com	123456778
Company 5	4.4	33	Dog trainer	S Robertson Blvd, Los Angeles, CA 90034, United States	Los Angeles, CA	100203wags.com	123456778
Company 6	5	67	Pet boarding service	Chipmunk Trail, Grayling, MI 49738	Grayling, MI	100203wags.com	123456778
Company 7	5	2	Pet groomer	Bluff City Hwy, Bluff City, TN 37618	Bluff City, TN	100203wags.com	123456778
Company 8	4.8	6	Kennel	Marysville Rd, Ostrander, OH 43061	Ostrander, OH	100203wags.com	123456778
Company 9	4.1	69	Pet boarding service	Johnson Dr D, Pleasanton, CA 94588, United States	Pleasanton, CA	100203wags.com	123456778
Company 10	5	40	Pet boarding service	W Doak Rd, Manchester, TN 37355	Manchester, TN	100203wags.com	123456778
Company 11	4.4	93	Pet groomer	Southside Blvd, Nampa, ID 83686, United States	Nampa, ID	100203wags.com	123456778
Company 12	4.4	10	Dog day care center	W Blaine St, Riverside, CA 92507, United States	Riverside, CA	100203wags.com	123456778
Company 13	5	5	Pet groomer	Stinson Dr, Jonesboro, LA 71251	Jonesboro, LA	100203wags.com	123456778
Company 14	4.7	14	Pet boarding service	Waterbury Rd, Prospect, CT 06712, United States	Prospect, CT	100203wags.com	123456778
Company 15	4.9	362	Pet boarding service	US-64, El Prado, NM 87529, United States	El Prado, NM	100203wags.com	123456778
Company 16	5	1	Dog day care center	S Clark St Suite 300, Chicago, IL 60605	Chicago, IL	100203wags.com	123456778
Company 17	5	20	Pet boarding service	S Clark St Suite 300, Chicago, IL 60606	Chicago, IL	100203wags.com	123456778
Company 18	4.5	25	Kennel	Mt Vernon Ave, Marion, OH 43302	Marion, OH	100203wags.com	123456778
Company 19	4.5	34	Dog trainer	Mt Vernon Ave, Marion, OH 43303	Marion, OH	100203wags.com	123456778
Company 20	4	19	Pet groomer	Mt Vernon Ave, Marion, OH 43304	Marion, OH	100203wags.com	123456778

In Part-2 of the process we extracted the company details for ~26k companies by leveraging the Google map company URLs for the pet boarding companies extracted in Process-1 which were then further cleaned in Excel and shared with client.