



Achieving Harmony in Code Declarations through Web Scraping and ML







# Objective



1

**Reduce** effort needed for investigating and rectifying SSIC information

2

**Accelerate** the time required to process industry-specific schemes

From SSIC Recommender Project

### **Current State**

Entity	Declared SSIC Code
Entity_A	SSIC_001

- Entity\_A declared SSIC\_001
- No validation of SSIC Code and Entity\_A's Business Description

### Target End State

Entity	Entity Declared SSIC Code SSIC		Validation Score
Entity_A	SSIC_001	SSIC_001, SSIC_002	0.85*

- Entity\_A declared SSIC\_001
- Get list of Recommended/Classified SSIC Codes based on Business Description of Entity\_A
- Validation of Declared and Recommended SSIC Codes
- Validation Score to measure SSIC misalignment, allow quick filter and identification for

further investigation

# Objective

Methodology

1

Explore Sources of Entity's Business Description

- Availability/Accessibility/Extractability
- Relevance

2

Explore Types of Model/Recommendation/Classification Techniques

- Recommendation System (RCS)
- Large Language Learning Model (LLM)
  - Natural Language Inference (NLI), PST Ideasfest
  - Prompt Engineering, GoogleTrailblazer
  - Text Classification

a

Dataset/Reference/Dictionary/Corpus



Model

**Current State** 

Entity Declared		Entity's Business
SSIC Code		Description
Entity_A	SSIC_001	Entity_A's Business Description

- Entity\_A declared SSIC\_001
- No validation of SSIC Code and Entity\_A's Business Description

### **Target End State**

Entity	Declared	Recommended	Validation
	SSIC Code	SSIC Codes	Score
Entity_A	SSIC_001	SSIC_001, SSIC_002	0.85*

- Entity\_A declared SSIC\_001
- Get list of Recommended/Classified SSIC Codes based on Business Description of Entity A
- Validation of Declared and Recommended SSIC Codes
- Validation Score to measure SSIC Misalignment, allow quick filter and identification for

further investigation



# Summary Data Source & Understanding



Source	DOS	ACRA	Online	
Source Data	- Industries by Alphabetical Index - Detailed Definitions	Annual Reports	LinkedIn Organization Page	Organization Main/Sub Pages
	***	***	*	*
Accessibility (and Availability)	Singstat (DOS) SSIC Website	ACRA's DB	- Not every Organization have - Extracted via Web scraping - Security Bot (Captcha)	- Not every Organization have - Extracted via Web scraping
	***	***	**	**
Relevancy	- Maintained by DOS - SSIC Definition updated every 5 years	Updated annually*	- Assume page is updated	- Assume page is updated
Overall	***	***	*	**



### Recommendations

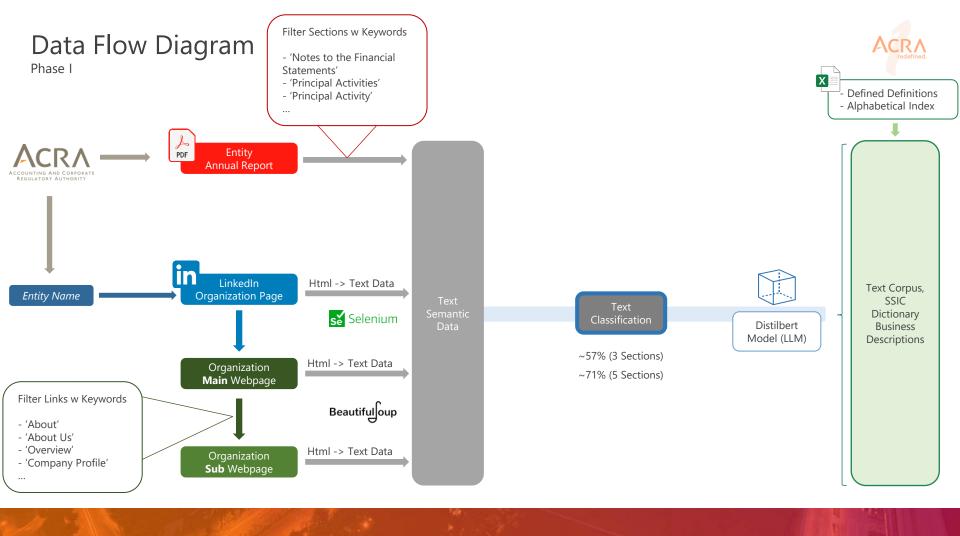
- Annual Reports **main** source of Business Activity Data
- Organization & LinkedIn Webpages alternative sources

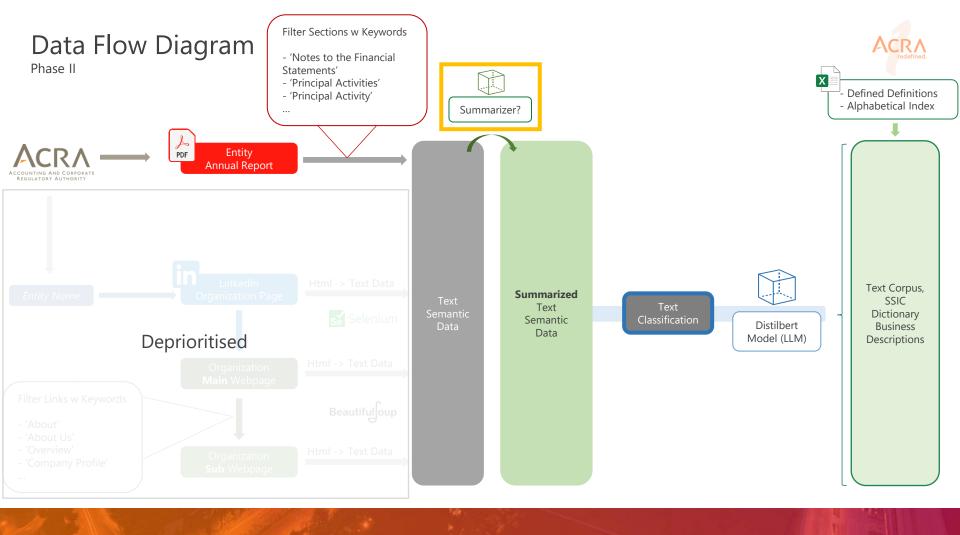
# Summary Model Types





Model	Recommender System	Large Language Model			
Sub Model Type	Content-based	Natural Language Inference	Prompt Engineering	DistilBert	
Pros	<ul> <li>Personalized recommendations based on user preferences</li> <li>Easy to understand and explain</li> <li>No cold-start problem for new items.</li> </ul>	<ul> <li>Enhances understanding of complex relationships between texts</li> <li>Supports various downstream NLP tasks</li> <li>Improves question-answering systems.</li> </ul>	<ul> <li>Customizes language model         behavior</li> <li>Enhances performance on specific         tasks</li> <li>Low-cost adjustment without         retraining.</li> </ul>	<ul> <li>Faster and more efficient than BERT</li> <li>Good performance with less computational resources</li> <li>Suitable for deployment in resource-constrained environments.</li> </ul>	
Cons	<ul> <li>Limited to user's existing preferences</li> <li>Cannot recommend novel items outside user's profile</li> <li>Requires extensive feature engineering.</li> </ul>	<ul> <li>Requires large annotated datasets</li> <li>Computationally intensive</li> <li>May struggle with nuanced or ambiguous language.</li> </ul>	<ul> <li>Requires expertise to design effective prompts</li> <li>Limited by the language model's original training</li> <li>Trial and error process can be time- consuming.</li> </ul>	<ul> <li>Slightly lower accuracy compared to full BERT</li> <li>May require fine-tuning for specific tasks</li> </ul>	
Overall					





# Google Trailblazer

Digital Assistant for SSIC Deviation Detection

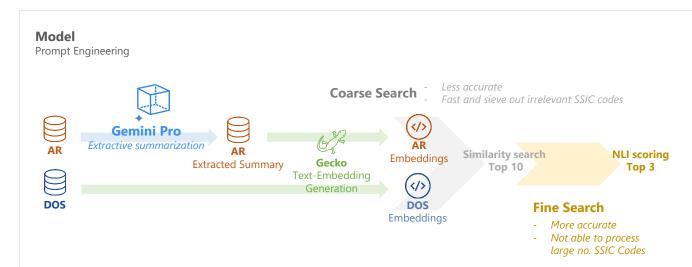




Dictionary list of SSIC and Descriptions (Validated)



Annual Report PDF (Unvalidated)



## Phase I

Initial Exploration and Model





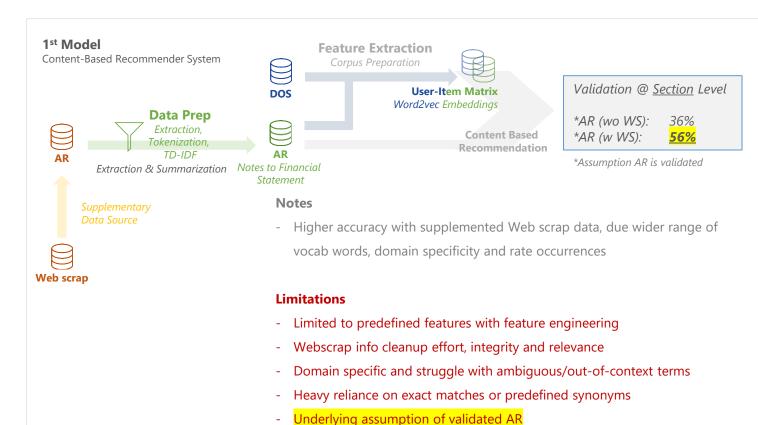
Dictionary list of SSIC and Descriptions (Validated)



Annual Report PDF (Unvalidated)



Web scrap Linkedin & Corporate Website (Unvalidated)



## Phase II

**LLM Exploration** 





Dictionary list of SSIC and Descriptions (Validated)

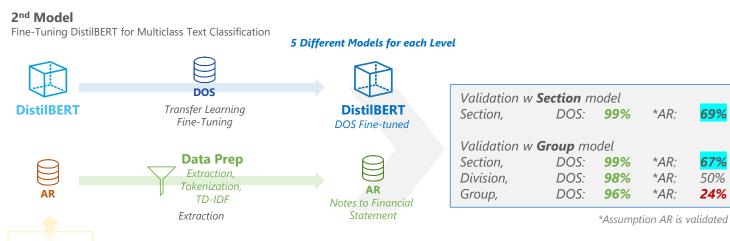


Annual Report PDF (Unvalidated)



Web scrap Linkedin & Corporate Website

Web scrap ((Usedned))





### **Notes**

- Model validation with DOS high and consistent
- Propagation error as granularity increase (Section vs Group model)
- Different semantic input between DOS and AR Notes to the Financial Statement
- Observed noise/irrelevant data from AR Notes to the Financial Statement

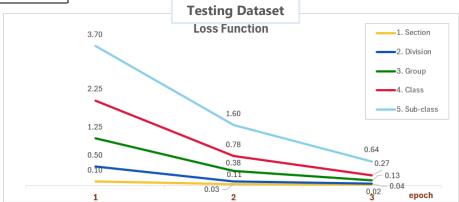
## **DistilBERT**

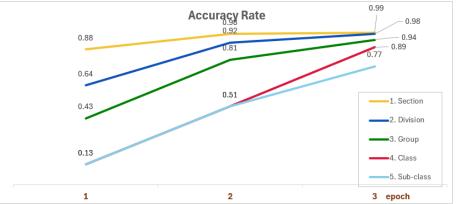
5 model for each level

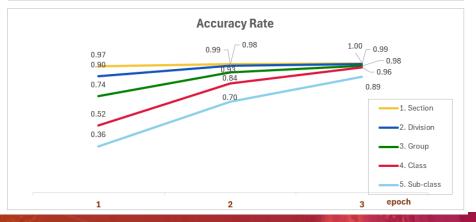












## Phase II

**LLM Exploration** 





Dictionary list of SSIC and Descriptions (Validated)

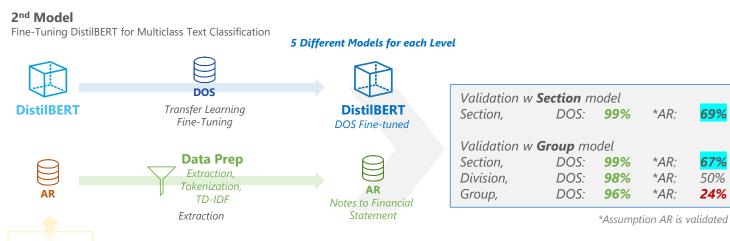


Annual Report PDF (Unvalidated)



Web scrap Linkedin & Corporate Website

Web scrap ((Usedned))





### **Notes**

- Model validation with DOS high and consistent
- Propagation error as granularity increase (Section vs Group model)
- Different semantic input between DOS and AR Notes to the Financial Statement
- Observed noise/irrelevant data from AR Notes to the Financial Statement

## Phase II

LLM Exploration & Summarization





Dictionary list of SSIC and Descriptions (Validated)



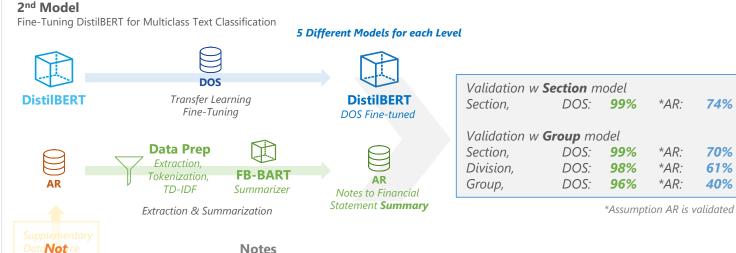
Annual Report PDF (Unvalidated)



Web scrap Linkedin & Corporate Website (USEChited)

used

Web scrap



FB-BART pre-trained on news articles and Wikipedia, formal structured texts

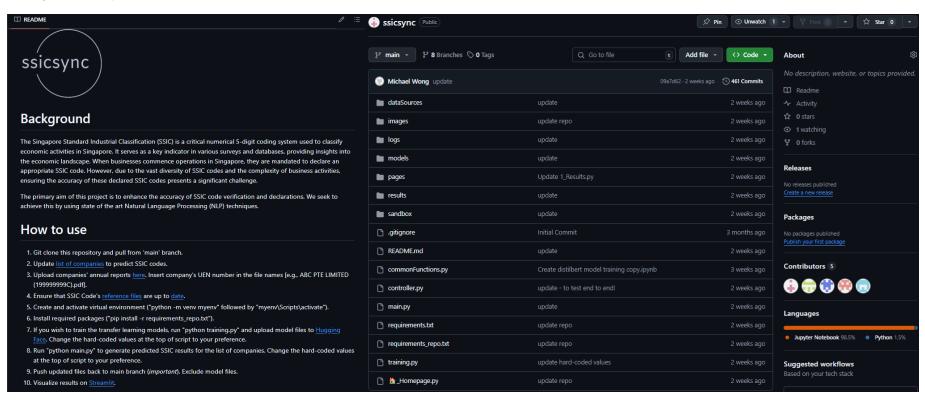
### Limitations

- Model training/fine-tuning (CPU) ~2-3hr (subject to hyperparam and level)
- Underlying assumption of validated AR

## Github

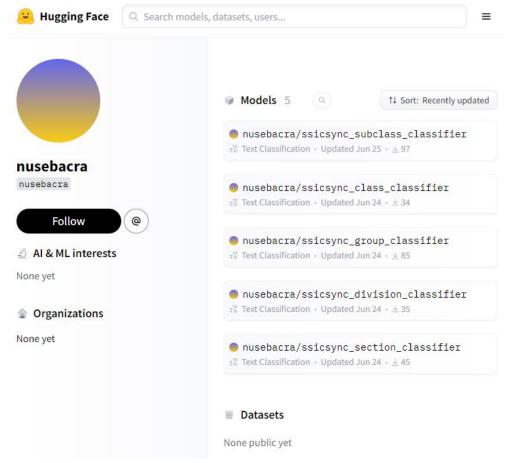
ssicsync code repo





https://github.com/yorwel/ssicsync

# Hugging Face Model repo

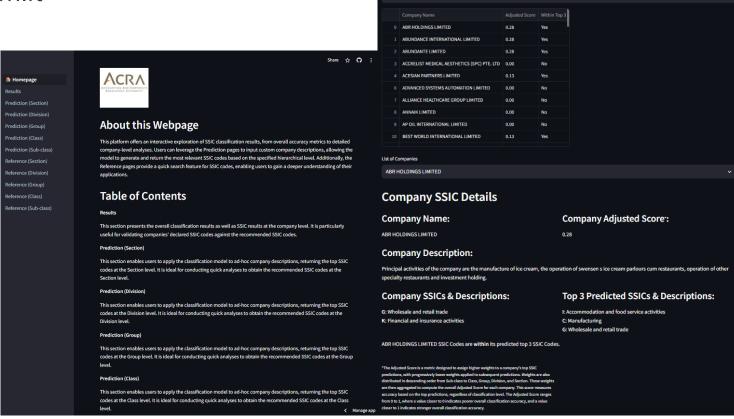


https://hugqingface.co/nusebacra



## Streamlit

ssicsync



Level of Classification:

Section



## Streamlit

ssicsync



### **Business Description Classifier** Sub-class, 1032 Categories Classification (1032 Sub-class Categories) **About the Model** Search by Sub-class: Search by Title Keywords: Welcome to the Business Description Classifier! This This model has been trained on a diverse dataset of business descriptions and is capable of understanding application utilizes a multi-class text classification model Sub-class Reference Table: to categorize business descriptions into one of 1032 Suband classifying a wide range of business activities. The class categories. Simply input your business description, 1032 Sub-class categories cover various industry sectors, Sub-class Title and the model will analyze the text and provide a list of providing accurate and meaningful classifications for your predicted categories. business needs. 0 01111 Growing of leafy and fruit vegetables 1 01112 Growing of mushrooms How to Use **Examples** 2 01113 Growing of root crops 1. Enter the business description in the text box below. Technology: Software development, IT consulting, 3 01119 Growing of food crops (non-hydroponics) n.e.c. hardware manufacturing. Hit Control + Enter. · Healthcare: Hospitals, pharmaceutical companies, Growing of leafy and fruit vegetables (hydroponics) 4 01120 3. The top 3 predicted categories will be displayed medical research. below the button. 5 01130 Growing of fruits Finance: Banking, insurance, investment services. Growing of orchids 6 01141 Enter Business Description: 7 01142 Growing of ornamental plants 8 01149 Growing of nursery products n.e.c. 9 01190 Growing of other crops



# Retrospective

"We do not learn from experience... we learn from reflecting on experience." – John Dewey

## Challenges I

Data Sourcing and Extraction



## Webscraping in Phase I

- Digital/Online presence not observed in all companies
- Ethical concerns of webscraping by government bodies
- Data source shift to more reliable source Annual Report\*

## "Notes to the Financial Statement"

- Other complementing sections (e.g. subsidiaries)
- Irregular layouts, diverse Formatting (e.g. tables)
- Alternatives sources (Financial Statements & XBRL)



No LinkedIn Profile or Corporate Website



Notes to the Financial Statement

		Country of incorporation and place of	Percentage of equity held by the Group 31 March	
	Principal activities	business	2023	2022
Held by the Company TATA SIA Airlines Limited <sup>III</sup>	Domestic and international full service scheduled passenger airlines services.	India	49.0	49.0
Airbus Asia Training Centre Pte. Ltd. <sup>((a)</sup>	Flight training services	Singapore	45.0	45.0
Ritz-Calton, Millenia Singapore Properties Private Limited <sup>rian</sup>	Hotel ownership and management	Singapore	20.0	20.0
Held by SIAEC Boeing Asia Pacific Aviation Services Pte, Ltd. <sup>(1886)</sup>	Provide engineering, material management and fleet support solutions	Singapore	38.0	38.0
Eagle Services Asia Private Limited <sup>(20)</sup>	Repair and overhaul of aircraft engines	Singapore	38.0	38.0
Fuel Accessory Service Technologies Pte Ltd <sup>(286)</sup>	Repair and overhaul of engine fuel components and accessories	Singapore	38.0	38.0
GE Aviation, Overhaul Services – Singapore Pte. Ltd <sup>(1)</sup>	Repair and servicing of aircraft and spacecraft (including aircraft engines and other parts)	Singapore	38.0	38.0
Moog Aircraft Services Asia Pte. Ltd. <sup>0</sup>	Repair and overhaul services for flight control systems	Singapore	38.0	38.0
PT JAS Aero-Engineering Services <sup>(Ma)</sup>	Provide aircraft maintenance services, including technical and non-technical handling at the airport	Indonesia	38.0	38.0
Southern Airports Aircraft Maintenance Services Company Limited <sup>(40)</sup>	Provide aircraft maintenance services, including technical and non-technical handling at the airport	Vietnam	38.0	38.0
Component Aerospace Singapore Pte. Ltd. <sup>(DM)</sup>	Repair and overhaul of aircraft engine combustion chambers, guides, fuel nozzles and related parts	Singapore	36.0	36.0
JAMCO Aero Design & Engineering Private Limited <sup>(1)</sup>	Providing turnkey solutions for aircraft interior modifications	Singapore	34.9	34.9
Panasonic Avionic Services Singapore Pte. Ltd. <sup>(1)</sup>	Provide line maintenance and repair services of in-flight entertainment systems	Singapore	32.9	32.9
Goodrich Aerostructures Service Centre-Asia Pte. Ltd. <sup>(386)</sup>	Repair and overhaul of aircraft nacelles, thrust reserves and pylons	Singapore	31.0	31.0
Pan Asia Pacific Aviation Services Limited <sup>(7)</sup>	Provide aircraft maintenance services, including technical and non-technical handling at the airport	Hong Kong	31.0	31.0

Subsidiary Companies (Holding Companies)

## Challenges II

Nature of SSIC Codes

### - Unvalidated

- Self-declared and not assigned
- No true SSOT or validation process
- Lack of validated annotated data



### - Transient

- Temporary and subject to change
- Entity's autonomy for declaration and changes
- Assumption of Highest revenue = Primary SSIC

### **Multitude of Classification Categories**

- Up to 2 SSIC per Entity (Primary & Secondary)
- Up to 1,000 at Sub-class level
- Risk of Error Propagation
- **Group** level classification



Α	Agriculture and Fishing	01-03
В	Mining and Quarrying	08-09
С	Manufacturing	10-32
D	Electricity, Gas, Steam and Air-Conditioning Supply	35
Ε	Water Supply; Sewerage, Waste Management and Remediation Activities	36-38
F	Construction	41-43
G	Wholesale and Retail Trade	46-47
Н	Transportation and Storage	49-53
	Accommodation and Food Service Activities	55-56
J	Information and Communications	58-63
K	Financial and Insurance Activities	64-66

J	Information and Co	mmunications		58-63	01	AGRICULTURE AND RELATE
K				011	GROWING OF CROPS, MAR	
				0111	Growing of Food Crops (No	
						Growing of leafy and fruit v
						Growing of mushrooms
n				Activities' (VA = 5)	01113	Growing of root crops
						Growing of food crops (non
	24		7	68		Growing of Food Crops (Hyd
	'Manufacture of			'Real estate		Growing of leafy and fruit v
n	basic metals'	basic metals' equipr		activities'	0113	Growing of Fruits
	(VA = 4)	(VA = 4)			01130	Growing of fruits
	241	272	275	681 'Real estate	0114	Growing of Nursery Product
	'Manufacture of	'Manufacture of batteries and	'Manufacture of	activities with	01141	Growing of orchids
)	basic iron and steel'		domestic appliances'	own or leased property'	01142	Growing of ornamental plan
	(VA = 4)	(VA =4)	(VA = 2)	(VA = 5)	01149	Growing of nursery product
	2410	2720	2750	6810 'Real	0119	Growing of Other Crops
	'Manufacture of basic iron and	'Manufacture of	'Manufacture of domestic	estate activities with own or	01190	Growing of other crops
				leased property'	014	ANIMAL PRODUCTION
	(VA = 4)	(VA = 4)	(VA = 2)	(VA = 5)	0141	Livestock Production (excep
		27201	27509		01411	Pig farms
	'Iron and steel	'Manufacture of	'Manufacture of	'Real estate	01412	Cattle farms (including dair)
ss ro	rolling mills'		domestic appliances n.e.c'	developers'	01413	Goat farms (including goat's
	(VA = 4)	(VA = 4) $(VA = 4)$ $(VA = 2)$		(VA = 5)	0142	Poultry Farms and Hatcheri
						Doubter broading/batcherie



- · growing of leafy and fruit vegetables (non-hydroponics),
- · growing of leafy and fruit vegetables (hydroponics),
- · growing of nursery products (e.g. orchids, ornamental plants),

SSIC 2020 Title

IC 2020	331C 2020 11ttle
	AGRICULTURE AND FISHING
	AGRICULTURE AND RELATED SERVICE ACTIVITIES
1	GROWING OF CROPS, MARKET GARDENING AND HORTICULTURE
11	Growing of Food Crops (Non-Hydroponics)
	Growing of leafy and fruit vegetables
	Growing of mushrooms
113	Growing of root crops
119	Growing of food crops (non-hydroponics) n.e.c.
	Growing of Food Crops (Hydroponics)
	Growing of leafy and fruit vegetables (hydroponics)
13	Growing of Fruits
130	Growing of fruits
14	Growing of Nursery Products
141	Growing of orchids
142	Growing of ornamental plants
149	Growing of nursery products n.e.c.
19	Growing of Other Crops
190	Growing of other crops
.4	ANIMAL PRODUCTION
41	Livestock Production (except Poultry and Animal Specialties)
411	Pig farms
412	Cattle farms (including dairy cattle)
413	Goat farms (including goat's milk production)
.42	Poultry Farms and Hatcheries
421	Poultry breeding/hatcheries
422	Broiler farms (chickens reared for meat)
423	Layer farms (chickens reared for eggs)
424	Duck farms



## Challenges III

Misalignment reconciliation and Context Fine Tuning



## **Measure of Misalignment**

- How misaligned the declared vs classification?
- Proxy metric based off rank and hierarchical levels
- Quality-Of-Life filter for investigation



### New business descriptions / SSIC codes

- · Lack of annotated data from Entities
- Reference list from DOS
- SSIC code list refresh every 5 years
- Adhoc Fine-Tuning of distilBERT



SFA approves 16 insect species for food; companies gear up to offer new dishes and products



## Retrospective

Review for continuous improvement

### **Type of Classification Approaches**

- Text Classification via NLI vs FT-LM (vs RCS)
- RCS require larger annotated dataset
- Open-source vs Paid Subscription

### More Data sources = Better model?

- For model training: Quality > Quantity
- Importance of Validated/Annotated vs Unvalidated/Unannotated Data
- Web scraping ethics
- Extractive Summarization on targeted source section

### **Legitimate source of Business Description**

- Validated and Undisputable for classification
- Conglomerate, Multi-Industry/Sector Corporations subsidiaries



### Key questions

- 1. Any cost considerations, open vs close source models or solutions?
- Which is the best source of **validated** data for SSIC definition reference? (model training & validation)
- Which is the best source of **truth** data for Entity SSIC classification?
   Not SSIC declaration (model testing)
  - Specific page, section, paragraph (targeted)

# Next exploration?

Proposed distilBERT + Gemini Pro





Dictionary list of SSIC and Descriptions (Validated)

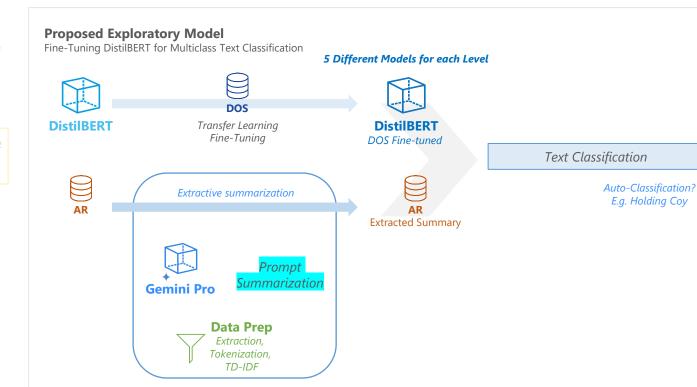


Annual Report PDF (Unvalidated)



Web scrap Linkedin & Corporate Website

Web scrap (Lusedned)





Liu Wudi Michael Wong Wait Kit

Ong Wee Yang

