

# Scalable and Cost-Effective Deduplication: Leveraging Algorithms and LLMs

#### **SponsorMotion**

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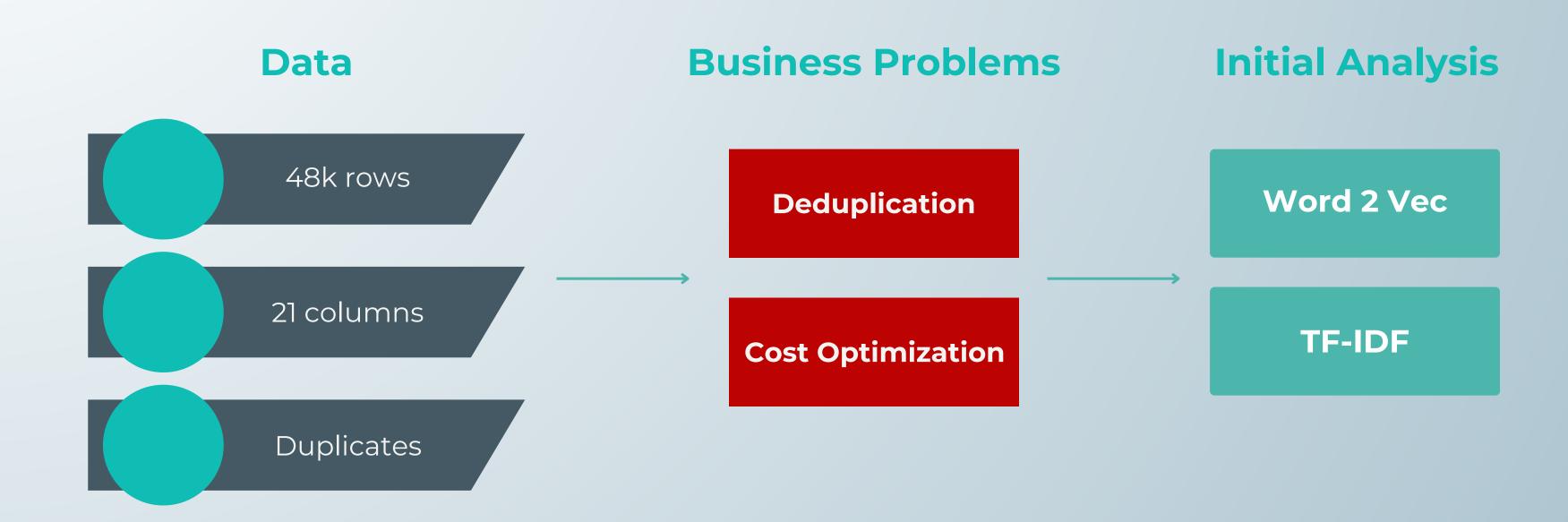
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### Business Problem, Data and Initial Analysis





### Deduplication Algorithm; Python Notebook Workflow



Dropped all rows with no name, no state, no start date. Data went from 48k to 45k



Removed special characters and blank spaces, all names were changed to lowercase



Picked 6 states with most records to test our approach (CA, MA, NY, TX, FL, and NV)



Found exact duplicates, with same name and same start date (+/- 1 day)



Kept duplicate records with longest summaries and dropped the rest



Applied fuzzy matching to remaining records and applied 3 thresholds (75, 80, and 85)



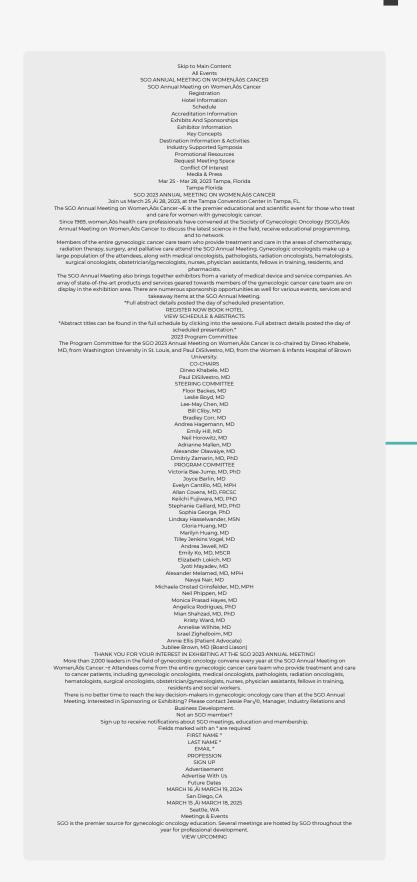
Added 'Human Verification' column to show rows needing attention (Yes; similar name but different start dates, No; similar names and date)

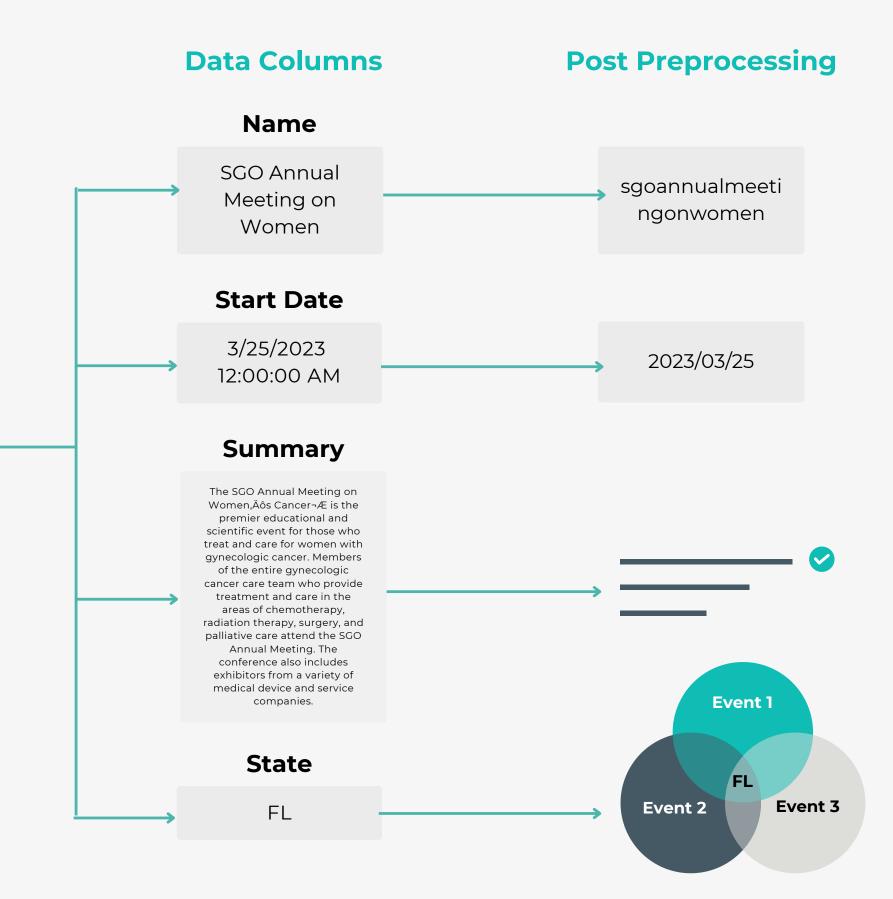


### Final Approach and Method

Text Analysis

using LLM









### Key Findings: Deduplication

#### **Performance Assessment**

- Used 3 threshold level
- Six states with the highest number of records
- Actual duplicates = Duplicates identified + FN FP
- % of Actual duplicates identified = Duplicates identified /
   Actual duplicates

#### **Accuracy Results**

- Higher thresholds = more false negatives
- Cost function: estimates the cost associated with each threshold
- Test dataset:
  - 15% actual duplicate records to be identified
  - 75% threshold identified 12% of those duplicates

Similarity Threshold	Total Records	Duplicates Identified	False Negatives	False Positives	Actual Duplicates	% of Actual Duplicates Identified
75	5646	680	223	65	838	81.15%
80	5646	530	288	35	783	67.69%
85	5646	426	336	26	736	57.88%

#### Cost (fn) = $3 \times FN + 1 \times FP$

- Cost (Threshold: **75**) = 3 x 223 + 1 x 65= 669 + 65 = **734**
- Cost (Threshold: 80) =  $3 \times 288 + 1 \times 35 = 864 + 35 = 899$
- Cost (Threshold: 85) =  $3 \times 336 + 1 \times 26 = 1008 + 26 = <math>1034$

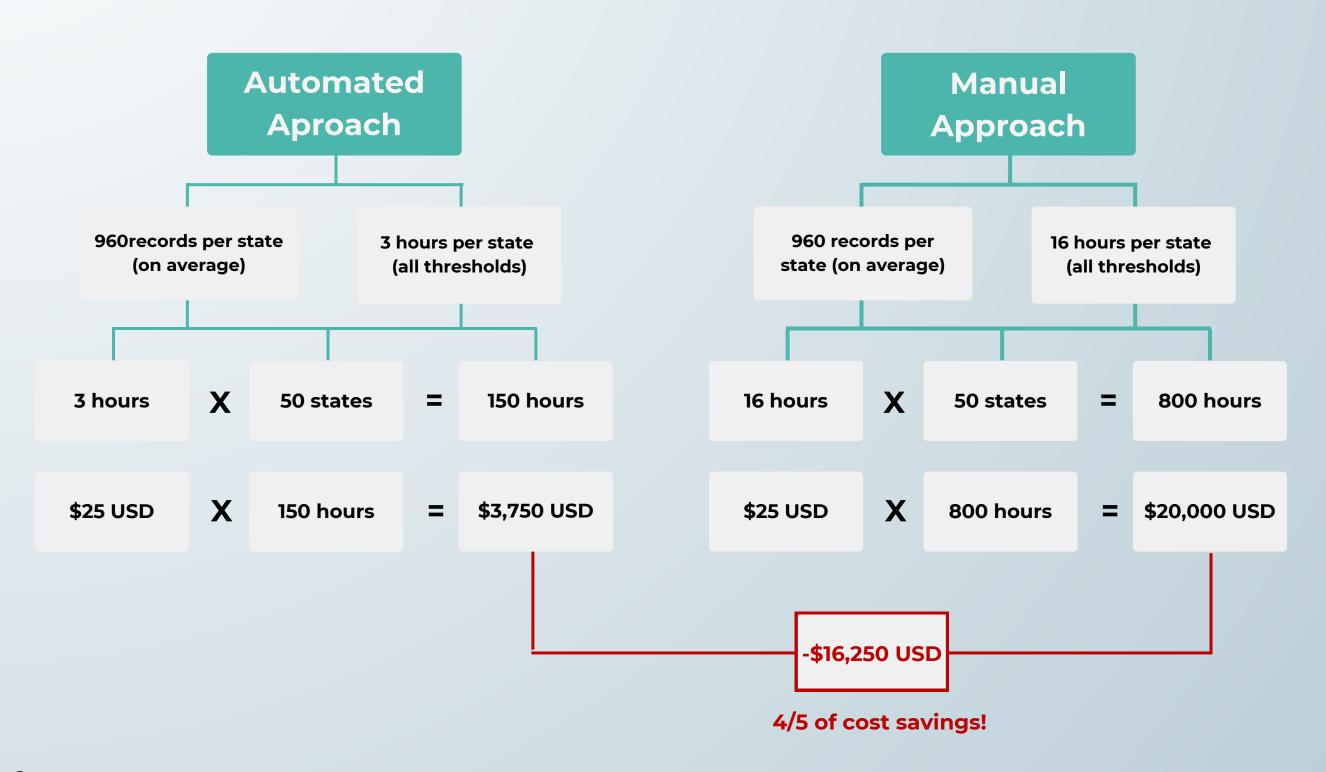
#### Where

FN = Number of False Negatives

FP = Number of False Positives



### Cost Optimization



#### **Dynamic Model Selection**

- Choose LLMs (GPT-J, GPT-4, ChatGPT) based on:
  - Query needs
  - Balancing accuracy
  - Budget for data extraction
- Pilot Project: Compare GPT-3.5
   and frugal LLMs (GPT-J,
   ChatGPT) on 100 healthcare
   URLs for accuracy, cost, and
   data quality insights.





### Business Impact & Implications

#### **Deduplication**

#### **Automation**

Efficient preprocessing and automated fuzzy matching reduce manual effort, streamline deduplication, and enhance productivity

#### **Scalability**

Scalable strategy handles expanding healthcare data, maintains accuracy, and supports database growth seamlessly

#### **Cost Savings**

Cost reduction, efficiency boost, data integrity improvement, and enhanced business outcomes

#### **LLM Optimization**

#### **Faster Processing**

Speedy processing, rapid analysis, enhanced efficiency for textual content tasks

#### **Enhanced Scalability**

Affordable scaling, process large data volumes, expand analytics for small businesses

#### Cost Savings & Efficiency

Enhanced cost-effectiveness, more analysis within budget with pay-per-token model







## Limitations and Avenues for Further Improvement

### **Enhancing Data Quality for Accurate Analysis**

- Implement filters to highlight ".org" URLs
- Optimize web scraping by eliminating null values in key columns



www.ncchc.orgCorrectional Health Care

### Advancing User Experience through Taxonomy Labeling

- Enhanced Categorization of events (e.g., oncology, cardiology)
- Improve user experience through quick access and filtering based on categories

### Balancing Business Benefits with Model Selection

- Strategic Consideration:
  Evaluate trade-offs in
  accuracy, response time,
  and comprehensiveness
  when choosing LLM sizes
- Workflow Integration:

   Integrate LLM cascading
   with minimal workflow
   disruption while assessing
   task suitability





### Summary

#### Our Path of Achievements, Insights and Learning



Automated Data
Quality Control and
Optimized PostScrape Filtering



Preprocessed textual data and explored similarity detection techniques



Achieved 81.15% Accuracy at 75% Threshold



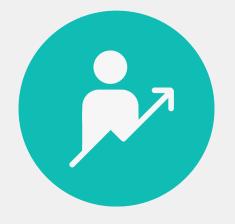
Developed a cost function to assess results and estimated savings through Deduplication Process Automation



Informed Decision-Making: Pilot Project for LLM Comparison: GPT-3.5, GPT-J, ChatGPT



Future Vision:
Streamlined
Operations and
Enhanced Navigation



Business impact and deliverables aligning with the objective of the project



Balanced Trade-offs:
accuracy,response
time,
ccomprehensiveness
in LLM Usage



the Final Project Report





### Thank You for your time!

