

Database Normalization and Metric Calculation Approaches

Metric Family	Taxonomy	Methods
Job Title	Proprietary	Greenwich.HR maps all job titles to a proprietary role taxonomy currently comprised of about 2500 roles. The mapping is conducted using a combination of intelligent search and AI/NLP methods.
Job Attributes	Proprietary	Key attributes of each position are mapped to a proprietary list of 2600 tags that include skills and traits(general, technical, leadership), languages, certifications, job settings, culture attributes, and pay and benefits components.
Company	Public	Company names are normalized to a standard syntax based on D&B reference listings. Where known, parents of subsidiaries are identified.
Industry	Public	Primary SIC and NAICS industry codes are identified using reference company data.
Location	Public	Company city, state, and ZIP (where identified) are parsed from the 'location' field in the job listing data. When ZIP is not provided, the most popular ZIP for the city is assigned. County, MSA, and latitude/longitude values are provided by a lookup table that is updated annually.
Salary	Private	Salary data is extracted from content within the job listing, and meta-data resident within the listing sites/applications.
Listing Duration	Private	Listing duration is calculated using earliest and latest instances of a job listing being present on any source. To account for short gaps in listings, listings are not considered 'closed' until they have been removed from all sites for more than 25 days.

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