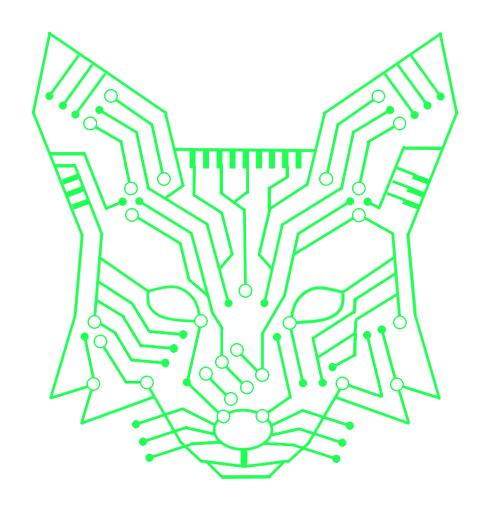
SearchEngine: a Holistic Approach to Matching

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Blocking

VS.

Searching

Pairwise Comparisons

21 million IAB records

24 million creditreform records

≈ 500*10¹² comparisons

Blocking

4

4

4

3

3

3

4

4

4

4

3

3

3

5

5555

Segmentation of the solution space along arbitrary exclusion restrictions

For example:

- Address blocking (postal code, city)
- Spatial blocking after geocoding
- Overlapping Canopies, i.e. based on first 4 characters of any word in the firm name
- •
- Combination of methods
- Overlapping blocks to avoid false negatives

Comparisons

Scoring based on...

- string comparison functions
- word or token frequencies
- spatial distances
- ..

Multiple scores or vectors require statistical methods like ML to handle curse of dimensionality

Index Based Search

Complexity increment close to log₂

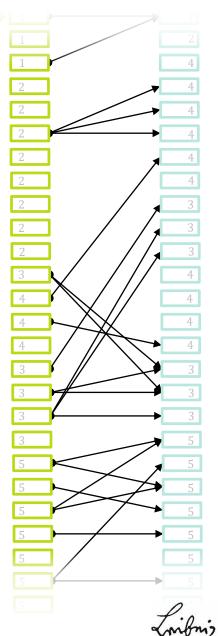
Search Heuristic

Word frequency based heuristic identifies candidates

- Base table defines heuristic meta data and provides candidates
- Search table provides the search terms
- Individual blocking is not bound to exclusion restrictions
- Search strategy requires several runs to minimize false negatives

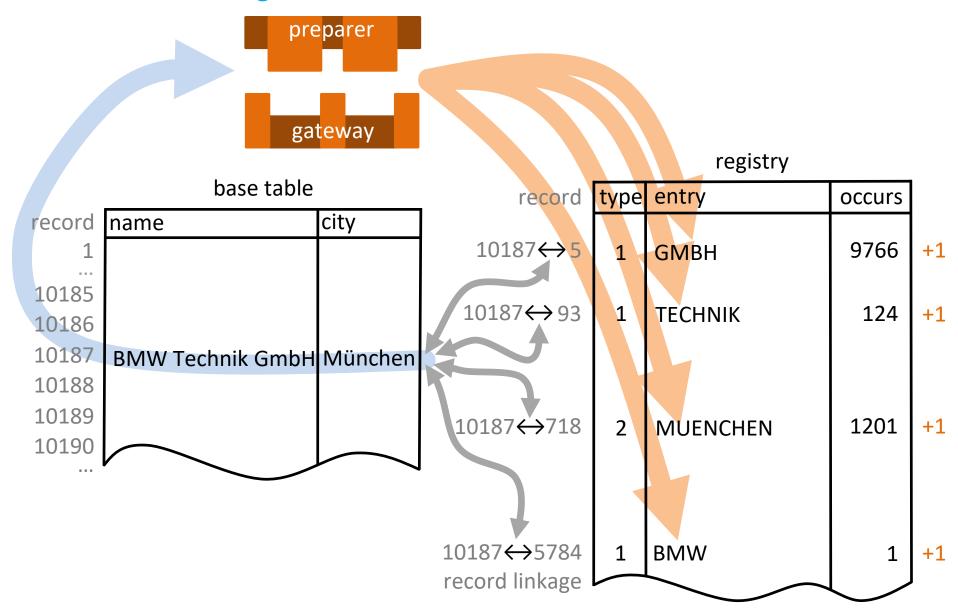
Holistic Approach

- Similarity between search record and candidates is already established
- Only filtering of false positives is required
- Meta data of the search heuristic is repurposed to create variation
- Training sample composition and ML integration is trivial





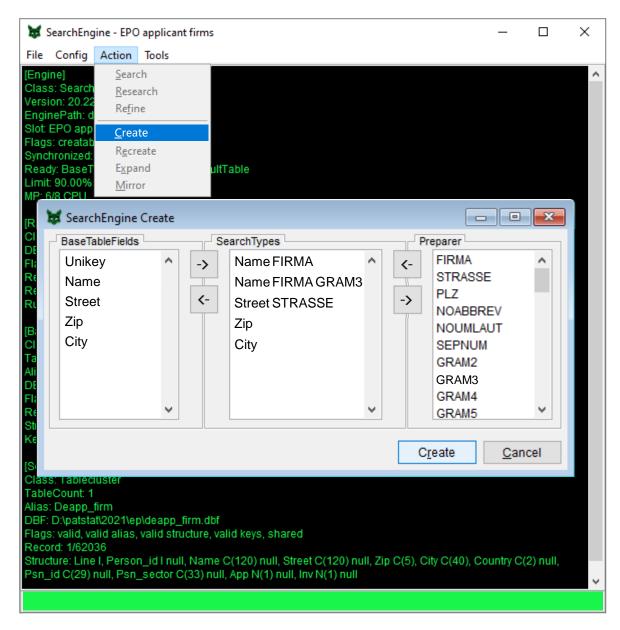
Components of the SearchEngine







Preparer Gateway



- Preparer are normalization/tokenization directives.
 In combination with search fields, they define Search Types.
 By default, all fields will be normalized:
 upper case, only alpha-numeric characters, word tokens
- Preparer FIRMA, STRASSE, PLZ are Plugin-Preparer defined in the searchengine.xml file. They handle the idiosyncrasies of German firm names and addresses (legal forms, concatenated street types) and are not required for other languages. Languages allowing the (arbitrary) concatenation of words pose a challenge for word based algorithms.
- GRAMn Preparer implement a computational linguistics method by creating overlapping tokens of size n, i.e. THORSTEN → THO HOR ORS RST STE TEN Other linguistic preparer implement SOUNDEX, METAPHONE and COLONE but only GRAM can handle erroneously concatenated/split words.
 - These preparer destroy information for the sake of increased robustness against misspellings, therefor they will also be referred as destructive preparer → increased risk of false positives





Relative Identification Potential

1 name	2 street	3 zip	4 city
BMW FORSCHUNG UND TECHNIK GMBH	HANAUER STRASSE 46	80992	MUENCHEN

type	entry	occurs	ID.	1	she	$are = \frac{IP}{2}$	rIP	
			IP =	= 	SILL	$tre = \frac{1}{\sum IP}$	shar	e * weight
1	BMW	552	\rightarrow	0.0018116	\rightarrow	76.863%	\rightarrow	53.804%
1	FORSCHUNG	1980	\rightarrow	0.0005051	\rightarrow	21.428%	\rightarrow	15.000%
1	TECHNIK	25552	\rightarrow	0.0000391	\rightarrow	1.660%	\rightarrow	1.162%
1	UND	1190073	\rightarrow	0.0000008	\rightarrow	0.036%	\rightarrow	0.025%
1	GMBH	3353864	\rightarrow	0.0000003	\rightarrow	0.013%	\rightarrow	0.009%
			Σ	0.0023569	Σ	100.00%	Σ	70.000%
2	HANAUER	6851	\rightarrow	0.0001460	\rightarrow	90.511%	\rightarrow	9.051%
2	46	65931	\rightarrow	0.0000152	\rightarrow	9.494%	\rightarrow	0.941%
2	STRASSE	7410645	\rightarrow	0.0000001	\rightarrow	0.084%	\rightarrow	0.008%
			Σ	0.0001613	Σ	100.000%	Σ	10%
3	80992	3905	\rightarrow	0.0002561	\rightarrow	100.000%	\rightarrow	10%
			Σ	0.0002561	Σ	100.000%	Σ	10%
4	MUENCHEN	316874	\rightarrow	0.0000032	\rightarrow	100.000%	\rightarrow	10%
			Σ	0.0000032	Σ	100.000%	Σ	10%





Relative Identity

1 n	ame			2 street			3 zip	4 city	\sum_{rIP}	
BMW	FORSCHUNG	UND	TECHNIK	GМВН	HANAUER	STRASSE	46	80992	MUENCHEN	<u></u>
53.8	15.0	0.0	1.2	0.0	9.1	0.0	0.9	10	10	100.00%
BMW FORSCHUNG UND TECHNIK GMBH					HANAUER STI	RASSE 46		80992	MUENCHEN	100.00%
BMW	FORSCHUNG U TE	CHNIK (БМВН		HANAUER STRASSE 46			80992	MUENCHEN	99.98%
BMW '	TECHNIK UND SEF	RVICE GI	ИВН		HANAUER STRASSE 48			80992	MUENCHEN	84.06%
BMW STIFTUNG HERBERT QUANDT					HANAUER STRASSE 46			80992	MUENCHEN	83.80%
BMW MAENNERCHOR MUENCHEN EV					DACHAUER STRASSE 371			80992	MUENCHEN	73.81%

Threshold: 70%





Not Commutative $(a \rightarrow b \neq b \rightarrow a)$

1 na	ame	2 street		3 zip	4 city	\sum_{rIP}			
BMW	MAENNERCHOR	MUENCHEN	EV	DACHAUER	STRASSE	371	80992	MUENCHEN	
18.0	51.2	0.8	0.0	1.2	0.0	8.8	10	10	100.00%
BMW N	MAENNERCHOR MUEI	DACHAUER	STRASSE 37	80992	MUENCHEN	100.00%			
MANNE	ERCHOR RIESENFE	LD EV		ABBACH ST	RASSE 27 A	80992	MUENCHEN	71.23%	

Threshold: 70%





Candidate Retrieval

1 BMW	1 FORSCHUNG	380992	4 MUENCHEN	2 HANAUER	1 TECHNIK	246	1 UND	1 GMBH	2 STRASSE		
53.8	15.0	10.0	10.0	9.1	1.2	0.9	0.0	0.0	0.0	sort order	
2150179	2172419	2179375	2188161	2182779	2186398	2187556	2188225	2188227	2188228		

registry				regindex		base					
type	entry	occurs	record	index	record	target		BUFFER	AGGREGATION	Σ	+21.2
									BMW, FORSCHUNG, 80992	78.8	100.0
1	BMW	552	2150179	4636758	4636758	10187	70%		BMW, FORSCHUNG	68.8	90.0
3	LENIN	552	2156731	4637310		15633			BMW, 80992 BMW	63.8 53.8	85.0 75.0
						27996			FORSCHUNG, 80992	25.0	46.2
1	FORSCHUNG	1980	2172419	7854367					FORSCHUNG	15.0	36.2
				7856347		7267831			80992	10.0	31.2
					4637310				Efficiency Puzzle		
3	80992	3950	2179375	11241655					The retrieval also stops ea interim total of the collate		n the
				11245605					exceeds 100-threshold, least one of those words i		
									to push the Identity over t	the thres	shold.
	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\)			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\			In this example retrieval a already after "BMW".	ctually s	tops
$N_{registr}$	<i>y</i>			$N_{registry} + 1$		\sum occurs					



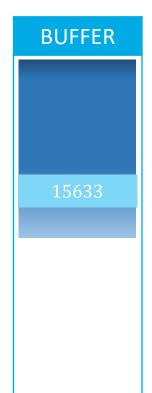


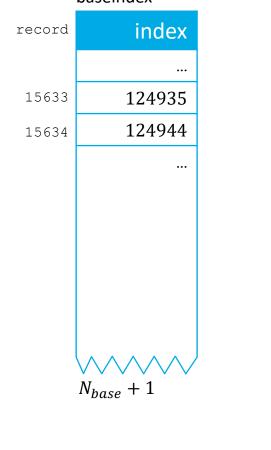
fixed size

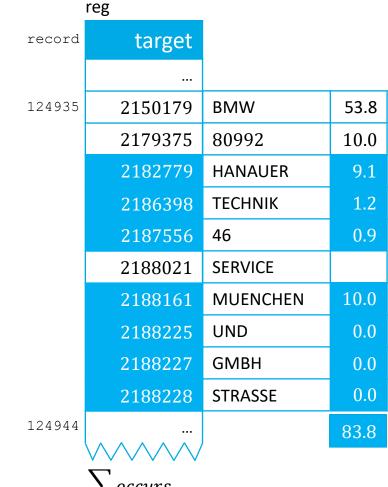
Identity Completion

1 BMW	1 FORSCHUNG	380992	2 HANAUER	1 TECHNIK	246	4 MUENCHEN	1 UND	1 GMBH	2 STRASSE
53.8	15.0	10.0	9.1	1.2	0.9	10.0	0.0	0.0	0.0

sort order 2182779 2188161 2188225 2188227 2188228 baseindex







Depth

The default value for the BUFFER is 262,144. It can be increased to accommodate more homogenous databases or for specific search purposes, i.e. selection by legal form. The higher the Depth of the BUFFER the higher the amount of bycatch to be rejected at the first stage.





Weak Search Terms: Berlin GmbH, Berlin

identity	name	street	zip	city
80.00	CPB Cassetten-Produktion GmbH Berlin	Ballinstr. 16-18	12359	Berlin
80.00	SCHERDEL Berlin GmbH & Co. KG	Kanalstr. 66-74	12357	Berlin
80.00	Münchhoff GmbH Berlin	Nollendorfplatz 6	10777	Berlin
80.00	Elektron Berlin GmbH Fertigung elektrotechnischer Spezialartikel	Saatwinkler Damm 60	13627	Berlin
80.00	KMB Kabel-Maschinen-Berlin GmbH	Innungsstr. 56	13509	Berlin
80.00	Alois Dallmayr Kaffee Berlin GmbH u. Co. KG	Haberstr. 9-13	12057	Berlin
80.00	Mampe GmbH Berlin	Grenzallee 22-34	12057	Berlin
80.00	KBA - Berlin GmbH	Mertensstr. 127-131	13587	Berlin
80.00	Beiersdorf Manufacturing Berlin GmbH	Franklinstr. 1	10587	Berlin
80.00	Centro-Boden Berlin KG Wohn- und Gewerbebauten im Centrum GmbH & Co.	Joachimstaler Str. 14	10719	Berlin
80.00	Amcor Specialty Cartons Berlin GmbH	Haberstr. 5	12057	Berlin
80.00	Helmholtz-Zentrum Berlin für Materialien und Energie GmbH	Hahn-Meitner-Platz 1	14109	Berlin
80.00	LAROSÈ Hygiene-Service GmbH Berlin	Grünauer Str. 116-120	12557	Berlin
80.00	Hifi Elements Berlin GmbH	Hubertusstr. 7	12163	Berlin
80.00	FB Fernsehdienst in Berlin GmbH	Bismarckstr. 71	12157	
80.00	Klosterfrau Berlin GmbH	Motzener Str. 41	12277	Berlin
80.00	DG Leasing Berlin GmbH	Turmstr. 77	10551	
80.00	DG Leasing Berlin GmbH & Co. Miet + Leasing KG	Turmstr. 77	10551	Berlin
80.00	Henning Berlin GmbH & Co.	Potsdamer Str. 8	10785	Berlin
80.00	"Pia Rucci""" Sportswear Bekleidungsvertriebs GmbH, Berlin	Lützowufer 12-13	10785	Berlin
80.00	Ideal Automotive Berlin GmbH	Zerpenschleuser Ring 22	13439	Berlin
80.00	Saarberg Handel Berlin GmbH	Quedlinburger Str. 11	10589	Berlin
80.00	Messe Berlin GmbH	Messedamm 22	14055	Berlin
80.00	BAO BERLIN International GmbH	Fasanenstr. 85	10623	Berlin
80.00	Metallbauzaun-Montagen Roden GmbH Berlin	Saatwinkler Damm 25- 26	13627	
80.00	tip AUTO-Berlin GmbH	Schulzendorfer Str. 23-24Hof	13347	
80.00	CVB Albert Carl GmbH Berlin	Oberlandstr. 22-25	12099	Berlin
80.00	Breuer Service Berlin GmbH Industrie- und Kraftfahrzeugreinigung	Alte Jakobstr. 135	10969	Berlin
80.00	Tyler Berlin GmbH	Flankenschanze 28	13585	
80.00	FRÜH - HERBST Anlagentechnik Berlin GmbH	Lankwitzer Str. 23-25	12107	Berlin
80.00	PFENNIGs Feinkostfabrik Berlin Albert Pfennig + Sohn GmbH & Co.	Ringbahnstr. 22-30	12099	Berlin
80.00	Wachschutz Berlin Werner Loesch GmbH & Co.	Odenwaldstr. 26	12161	
80.00	Kaiser Kabel GmbH Kabel- und Freileitungswerk Berlin	Gradestr. 100	12347	Berlin
80.00	KKB Küchenkomplettbau GmbH Berlin	Reuchlinstr. 10-11	10553	
80.00	Tetra Pak Berlin GmbH & Co TPB KG	Hennigsdorfer Str. 159	13503	Berlin
80.00	Häfele Berlin GmbH & Co. KG	Schichauweg 50	12307	
80.00	Van Houten Industrie Berlin GmbH	Grenzallee 4- 6	12057	Berlin
80.00	Möbelkiste GmbH u. Co. Handelsgesellschaft Berlin	Bundesallee 36	10717	
80.00	Kamps Berlin Geschäftsführungs GmbH	Bergiusstr. 26-28	12057	Berlin
80.00	Novetta Berlin KG NB-Nahrungsmittelgesellschaft mbH & Co.	Sonnenallee 221	12059	
80.00	Tyler Refrigeration Berlin GmbH & Co.	Urbanstr. 116	10967	Berlin
80.00	Greve-Chemotechnik Berlin GmbH	Lindenufer 39	13597	
80.00	Hilfswerk-Siedlung GmbH Evangelisches Wohungsunterne he la Berl	irchblick 13	14129	Berlin
80.00	Werbedienst Berlin GmbH	ingbahnstr. 16-20	12099	Berlin
	Berlin Los Angeles Platz Value Added I, GmbH & Co. K	os-Angeles-Platz 1		
80.00	Kraft Jacobs Suchard Berlin GmbH & Co. KG			
	▼ NA GmbH & Co. Berlin KG			

Weak Search Terms...

- have few words with high frequencies
- are often affected by missing search fields
- contain redundancy, i.e. city name in firm name

This leads to...

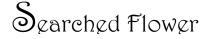
- → bloated candidate lists of unrelated false positives
- → ambiguous candidates without variance in the identity
- → potential overflow of the result table with pointless cases (maximum 79,536,413 candidates)

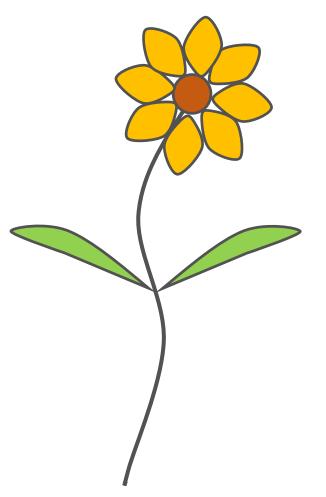
Potential solution

- 1. Sort candidates by identity in descending order
- 2. All candidates down to a cutoff point are deemed plausible, i.e. top 10 candidates
- 3. The identity of the candidate at the cutoff point becomes the new threshold for this search term to prevent arbitrary dismissal of candidates
- ! No variance in the identity \rightarrow no cutoff



Jaccard P. (1902), `Lois de distribution florale dans la zone alpine´, Bulletin de la Société Vaudoise des Sciences Naturelles



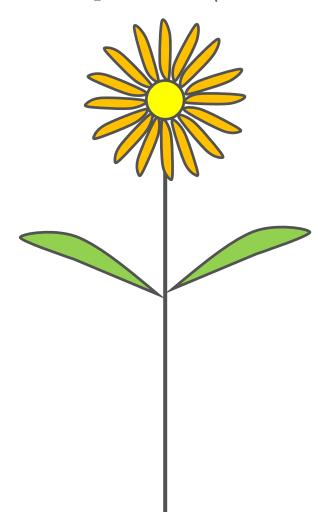


$$J(S,F) = \frac{|\{S \cap F\}|}{|\{S\}|F}$$

$$I_{J}(S, F, f) = I(S, F)(1 - f) + J(S, F)f$$

 $f \in [0,1]$









10% Feedback Effect on Berlin GmbH, Berlin

identity	name	street	zip	city
80.00	Berlin GmbH	Oudenarder Str. 31	13347	Berlin
80.00	Berlin			Berlin
80.00	C/O Berlin GmbH & Co. KG	Auguststr. 5a	10117	Berlin
80.00	C/O Berlin GmbH & Co. KG	Oranienburger Str. 35/36	10117	Berlin
80.00	KG Berlin	Kottmeierstr. 1-3	12459	Berlin
80.00	Gesellschaft Berlin GmbH	Holzhauser Str. 52-56	13509	Berlin
80.00	Immobilien Berlin GmbH	Barstr. 29	10713	Berlin
80.00 80.00	Berlin Bau GmbH	Breite Str.	10178	Berlin
80.00	Berlin Bau - GmbH Berlin Berlin GbR			Berlin Berlin
78.51	AG Berlin	Schlüterstr. 36	10629	Berlin
78.37	Thomas Berlin	An den Bänken 3	12589	Berlin
78.15	DR Berlin UG	Saarbrücker Str. 36	10405	Berlin
78.09	Baugesellschaft Berlin GmbH	Pfalzburger Str. 15	10719	Berlin
77.97	SE Berlin Beteiligungs GmbH	Pichelswerderstr. 3-5	13597	Berlin
77.89	Bau und Immobilien Berlin GmbH	Lindenstr. 4	12621	Berlin
77.70	Walter Berlin GmbH	Bürgerstr. 25- 27	12347	Berlin
77.70	Walter Berlin GmbH	Brauhofstr. 4a	10587	Berlin
77.65	Immobilien Service Berlin	Lampesteig 10	13409	Berlin
77.51	Martin Immobilien Berlin GmbH	Hönower Str. 1	10318	Berlin
77.41	Jürgen Berlin Handelsgesellschaft mbH	Sagritzer Weg 12	13435	Berlin
77.29	In-Berlin e.V.	Kaiser-Friedrich-Str. 88	10585	Berlin
77.09	AM Berlin GmbH	Prenzlauer Allee 53	10405	Berlin
77.00	Joachim Berlin	Randowstr. 12	13057	Berlin
76.99	KG Beteiligungs-mbH Berlin			Berlin
76.85	Management Holding GmbH & Co. KG Berlin			Berlin
76.82	Beteiligungs-Management-Gesellschaft Berlin GmbH			Berlin
76.76	Marketing Service Berlin GmbH	Taubenstr. 19-23	10117	Berlin
76.68	Walter Immobilien Berlin	Hochkönigweg 44	12349	Berlin
76.57	Trockenbau Berlin	Küstriner Str. 7-8	13055	Berlin
76.56	Grundstücksgesellschaft mbH Berlin	Kaiser-Friedrich-Str. 41	10627	Berlin
76.54	Ulrich Bau Berlin GmbH	Mühlenstr. 8a	14167	Berlin
76.51	Michael Berlin Ingenieurbüro	Rochowstr. 1b	10245	Berlin
76.49	Kurt Berlin GmbH	Baumschulenstr. 72	12437	Berlin
76.34	Immobilien Haus Berlin	Kleiststr. 3-6	10787	Berlin
76.14	Thomas-Haus Berlin e.V.	Peter-Lenne-Str. 4	14195	Berlin
76.07	Metallbau Berlin GmbH	Müggelseedamm 128	12587	Berlin
76.04	BERLIN VERLAG GmbH & Co.KG	Greifswalder Str. 207	10405	Berlin
76.04	BERLIN VERLAG GmbH & Co.KG	Greifswalder Str. 207	10405	Berlin
76.01	Claudia Berlin	Paul-Dessau-Str. 9	12679	Berlin
75.95	Bäckerei Berlin	Oranienstr. 67	10969	Berlin
75.93	Schneider Bau Berlin	Bismarckstr. 39	10627	
75.85	Metallbau Service Berlin GmbH			

Containment of weak search terms

Cutoff

Defines the upper limit for a reasonable number of candidates, i.e. 10.

Activation

If the candidate list meets this threshold, Feedback will be applied. Usually, it should equal the Cutoff.

Feedback

Defines the magnitude of the feedback effect as discount on the Identity.

When Activation > 0 and Cutoff > 0:

- → Temporary Feedback effect to create variation for Cutoff
- Usually, 10% feedback suffices
- Effect will be undone before Threshold validation

Otherwise:

→ Permanent Feedback effect affecting Identity vs. Threshold

The interaction of these three settings prevents unnecessary, time consuming feedback calculations.



3-Gram Search for "Blaupause": BLA LAU AUP UPA AUS USE

identity	name
100.00	Blaupause Bootsbau GmbH
100.00	Blaupause KfK Verwaltungs GmbH
100.00	Projekt Blaupause e.V.
100.00	Alexander Schilder 'Blaupause'
100.00	blaupause e.V.
100.00	BLAUPAUSE e.V mobile und flexible Hilfen für Menschen mit einer Alkoholerkrankung
100.00	Blaupause - Initiative für mentale Gesundheit im Gesundheitswesen e.V.
100.00	Martin Alexander Rieger Blaupausen Medien Multimediaagentur
100.00	Blaupause UG Die Agentur für mehr
100.00	Blaupauser Zeichenbüro e.U.
100.00	Blaupauser Projektentwicklung GmbH
100.00	Blaupause Interior Design e.U.
100.00	Anja Thomä und Lena Dreesmann GbR "Blaupause"
100.00	Anja Thomä Blaupause papeterie
100.00	Barnimer Alternative e.V. Jugendclub Blaupause
100.00	Jens Naumann Jan Welsch Blaupause GbR
100.00	Agentur Blaupause 36 UG
91.10	Blaupark Living Ulm K20 Projekt GmbH
91.10	Ute Nißle-Klammt Blaupark-Apotheke
91.10	Blaupapier Immobilienverwertungsges.m .b.H.
91.10	Blaupapier GmbH
91.10	Blaupark Living Ulm K20 Projekt GmbH
91.03	Heike Hartung P <mark>laupause</mark>
91.03	P <mark>laupause</mark> - Bistro & Spätshop UG
89.68	Simon Huber Filmproduktion graupause
86.68	Seniorenzentrum Lopaupark GmbH
86.68	paupau GmbH
86.68	paupau Deli UG
86.68	Paulsen Baupartner GmbH
86.68	Karl Paul Kaupa Bettengeschäft
86.68	fraupaul e.U.
83.80	Bausen & Markwart Ausbaupartner GmbH

Words responsible for retrieval:

blaupause

blaupausen

blaupauser

blaupark

blaupapier

plaupause

graupause

lopaupark

paupau

paulsen baupartner

paul kaupa

fraupaul

bausen ausbaupartner

baupartner baustoffservice schönhausen

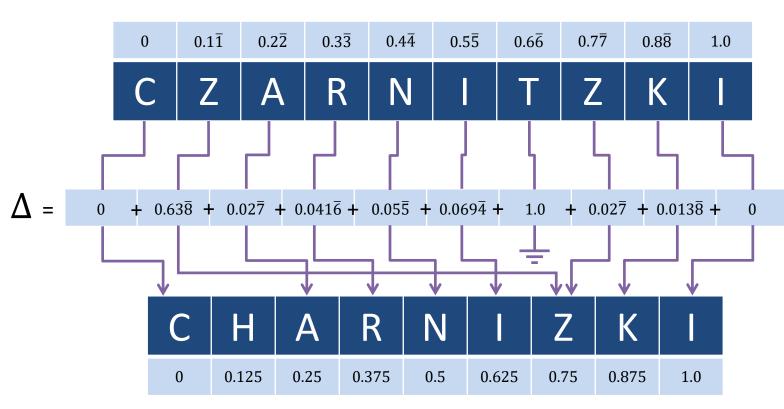
Linguistic Preparer destroy information for the sake of recalling misspelled terms at the expense of precision. The genuinely misspelled entries are drowned in a deluge of false positives. Usually, linguistic methods are applied in interactive environments, where results are eye-balled by humans who can discriminate between real misspellings and mechanical clutter.

We have to replicate this visual screening via a flexible string distance function, which is independent of word positioning and commutative.





Least Relative Character Position Delta (LRCPD)



$$lrcpd(word1, word2) = 1 - \frac{\Delta(word1, word2)}{len(word1)} = 1 - \frac{1.875}{10} = 0.8125$$

Candidate Refinement (Visual Screening)

```
search = any Search Term field affected by a destructive Prep. found = corresponding entry of the Candidate run basic preparer over search and found delta = 0 go through all words of search → word1 max = 0 go through all words of found → word2 max = max(max, lrcpd(word1, word2)) if max == 1 exit loop delta += max delta = delta/wordcount(search) remove all blanks from search and found return max(delta, lrcpd(search, found))
```

- Refinement ignores word-positioning, is commutative and returns a percentage → easy integration
- Refinement is integrated into the Identity by replacing the components of search types affected by destructive Preparer





3-Gram Search for "Blaupause" after LRCPD-Refinement

identity	name
100.00	Blaupause Bootsbau GmbH
100.00	Blaupause KfK GmbH & Co. KG
100.00	Projekt Blaupause e.V.
100.00	Alexander Schilder 'Blaupause'
100.00	blaupause e.V.
100.00	BLAUPAUSE e.V mobile und flexible Hilfen für Menschen mit einer Alkoholerkrankung
100.00	Blaupause - Initiative für mentale Gesundheit im Gesundheitswesen e.V.
100.00	Blaupause UG Die Agentur für mehr
100.00	Blaupause Interior Design e.U.
100.00	Anja Thomä und Lena Dreesmann GbR "Blaupause"
100.00	Anja Thomä Blaupause papeterie
100.00	Barnimer Alternative e.V. Jugendclub Blaupause
100.00	Jens Naumann Jan Welsch Blaupause GbR
100.00	Agentur Blaupause 36 UG
88.89	Heike Hartung Plaupause
88.89	Plaupause - Bistro & Spätshop UG
85.00	Martin Alexander Rieger Blaupausen Medien Multimediaagentur
85.00	Blaupauser Zeichenbüro e.U.
85.00	Blaupauser Projektentwicklung GmbH

Refinement

and integration are subsequent processes following retrieval. They are optional. A second Threshold can be specified to filter candidates thereafter. Even the direction of the Refinement can be altered:

- Compare Searched with Found is the default direction and mimics the general SearchEngine behavior
- Dynamic compare compares in both directions and uses the lowest result → suitable for person names
- Compare Found with Searched reverses the default direction → more noise in the base table (rarely used)
- No automatic refine/research on destructive preparer skips the whole Refinement part (not advised but required for educational purposes)

Advice

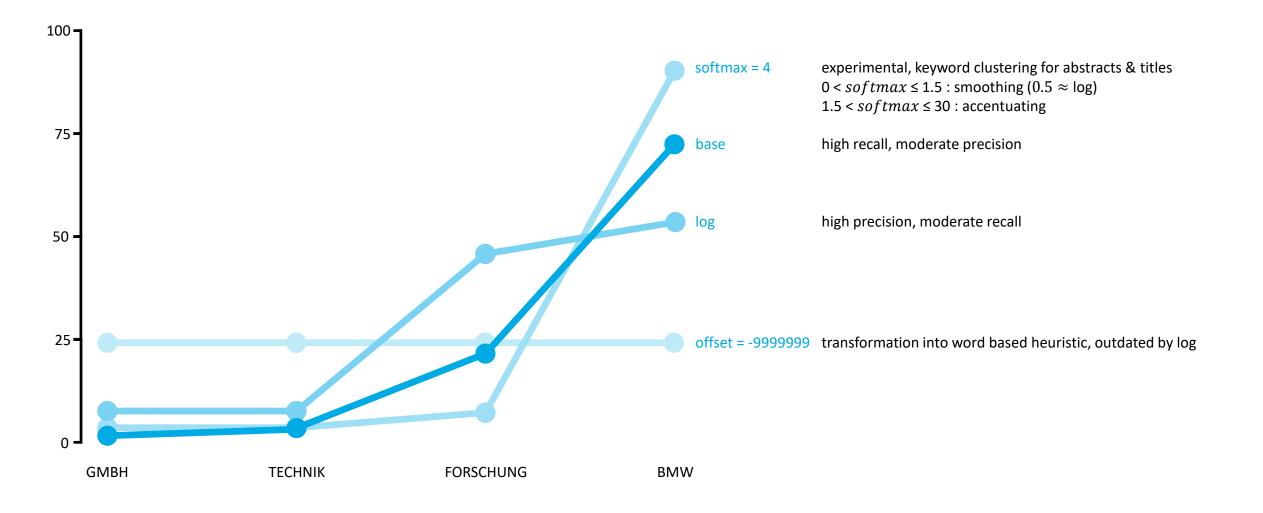
Refined components of the Identity lack the intrinsic frequency based heuristic. Every word has the same "Identification Potential". This can be considered a tacit loss in information conveyed by the Identity. Plus, retrieval using destructive Preparer and the consecutive Refinement are slow.

Therefore, Search Types using destructive Preparer should be used sensibly and only after search steps based on conventional Preparer to fill the gaps caused by misspellings.





Smoothing & Accentuating of the rIP







3-Gram Search for "Blaupause" with Log-Smoothing vs. Refinement

identity	name
100.00	Blaupause Bootsbau GmbH
100.00	Blaupause KfK GmbH & Co. KG
100.00	Projekt Blaupause e.V.
100.00	Alexander Schilder 'Blaupause'
100.00	blaupause e.V.
100.00	BLAUPAUSE e.V mobile und flexible Hilfen für Menschen mit einer Alkoholerkrankung
100.00	Blaupause - Initiative für mentale Gesundheit im Gesundheitswesen e.V.
100.00	Blaupause UG Die Agentur für mehr
100.00	Blaupause Interior Design e.U.
100.00	Anja Thomä und Lena Dreesmann GbR "Blaupause"
100.00	Anja Thomä Blaupause papeterie
100.00	Barnimer Alternative e.V. Jugendclub Blaupause
100.00	Jens Naumann Jan Welsch Blaupause GbR
100.00	Agentur Blaupause 36 UG
88.89	Heike Hartung Plaupause
88.89	Plaupause - Bistro & Spätshop UG
85.00	Martin Alexander Rieger Blaupausen Medien Multimediaagentur
85.00	Blaupauser Zeichenbüro e.U.
85.00	Blaupauser Projektentwicklung GmbH
	100.00 100.00 100.00 100.00 100.00 100.00 100.00 100.00 100.00 100.00 100.00 88.89 88.89 85.00 85.00

Why should "UPA" be much more relevant then "BLA"? Log-Smoothing suppresses the undeserved dominance of specific n-grams. Still, Refinement should always be engaged for n-grams because the SearchEngine notoriously disregards positioning.

N-grams with and without smoothing complement each other, hence alternate both in dedicated search runs for best effect.



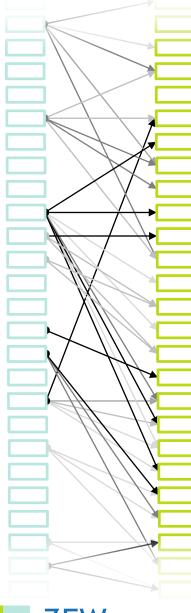


Components of a Search Strategy

- Threshold
 - Interaction with the search type weights constitutes the search strategy
 - A threshold above the firm name weight enforces partial address similarity
 - If the threshold is below the firm name weight, similarity in the address increases the leeway
- Redistribution of search type weights
 - Increasing/decreasing the impact of search types on the relative Identity
 - The more weight on address search types, the higher the leeway for the firm name
 - A weight of zero deactivates a search type for strategies with dedicated misspelling steps:
 - Start with runs not capturing misspellings → associated search type (n-grams) has a weight of zero
 - Continue with misspelling runs → switch weight to linguistic preparer, set conventional to zero
- Containment
 - Keep weak search terms at bay by assessing a sensible cutoff: maximum expected number of plausible candidates
- Capturing misspellings
 - Activating linguistic search types (n-grams) by assigning a weight > 0 and deactivating the corresponding conventional search type
 - Usually only relevant search fields like the firm name are equipped with linguistic preparer
- Smoothing of the rIP distribution
 - A smoothed distribution requires more words to match → dominant words lose dominance
 - Higher precision at the expense of recall
 - Some search context fare better with smoothing, i.e. street addresses or person names
 - N-grams covering misspellings may become dominant preventing matches → two search runs: one with and one without smoothing
- Strategies over multiple search steps
 - Incremental: exclude search records with candidates from subsequent search runs → Focused Base Table
 - Compound: candidates of subsequent runs are merged (union of candidate sets) → Unfocused Base Table







Firms are not in the Focus of the Data Collector

- Firms do not have a dedicated key
- Patent authorities and similar
- Scraped web data
- Focused on subordinate entities to firms, i.e. establishments, departments

Search Strategy

- Low threshold as all potential candidates need to be captured: the good, the bad and the ugly
- Multiple searches have to be merged
- Prone to false positives
- Candidates of a search record have variable identities

Data Collector Curates Firm Data

- Firms have a dedicated key, i.e. bydid, tax number
- Duplicates are avoided
- Orbis, Compustat, creditreform, authorities

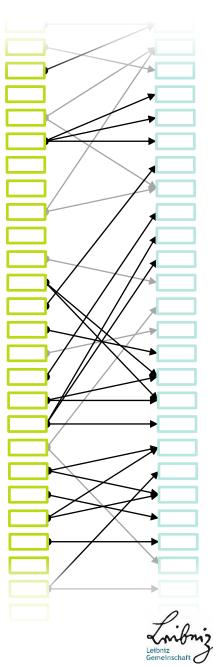
Search Strategy

- Multiple incremental search runs
- Only the best candidates are picked
- Search records that already have candidates are omitted from subsequent search runs
- Search parameters are gradually relaxed between runs
- Candidates of a search record have uniform identities

Decision Space

Search Table providing Search Terms Base Table providing Candidates/Heuristic

unfocused or focus on subordinate entities vs. curated, focused on the search topic concise representation of the search topic vs. data littered with additional noise and clutter small or specialized dataset vs. sufficiently large unbiased sample/population



Search Strategy: Establishment Panel vs. Company Panel (MUP)

Data

- Mannheimer Unternehmens Panel (MUP 2000-2021, German Company Panel)
 - Removing duplicates → firm name & address aggregates: 24 million
- Betriebsdatenpanel (Establishment Panel 2000-2020)
 - Harmonizing street addresses due to systematic changes over years
 - Removing duplicates → establishment & address aggregates: 21 million

SearchEngine

- Base table: MUP
- Search types: name FIRMA, name FIRMA GRAM3, street STRASSE, zip, city
- Darwinian search mode: pick only the candidates with the highest identity
- Incremental: skip search records with candidates in subsequent search runs

Strategy

run	description	threshold	establishments	candidates
1	name 70, name 3-gram 0, street 10, zip 10, city 10	85	9,393,950	14,531,161
2	name 0, name 3-gram 70 log, street 10, zip 10, city 10	85	294,805	356,327
3	name 0, name 3-gram 70, street 10, zip 10, city 10	85	32,075	39,234
4	name 70 -9999999, name 3-gram 0, street 10, zip 10, city 10	85	841,062	1,296,231
5	name 70, name 3-gram 0, street 10, zip 10, city 10	65	6,964,399	43,400,697
6	name 0, name 3-gram 70 log, street 10, zip 10, city 10	65	571,931	801,739
7	name 0, name 3-gram 70, street 10, zip 10, city 10	65	141,064	202,351
			18,239,286	60,627,740





Training Data

searched	found	identity			street	zip	city	score	_	run
935			1	Isotopen Technologien München AG	Rathausplatz 5	83435	Bad Reichenhall	2.65	5	
935	684067	70.00		ITM Isotopen Technologien München AG	Theatinerstr. 23	80333	München	2.65	5	5
935	19425145	70.00		ITM Isotopen Technologien München AG	Walter-Meissner-Str. 2	85748	Garching	2.65	5	5
935	19425146	70.00		ITM Isotopen Technologien München AG	Lichtenbergstr. 1	85748	Garching	2.65	5	5
935	21419919	70.00		ITM Isotopen Technologien München AG	Schleißheimer Str. 91a	85748	Garching	2.65	5	5
935	21419920	70.00		ITM Isotopen Technologien München AG	Walther-von-Dyck-Str. 4	85748	Garching	2.65	5	5
885			9	Universität Stuttgart	Keplerstrasse 7	70174	Stuttgart	0.04	4	
885	16183176	100.00	1	Universität Stuttgart	Keplerstr. 7	70174	Stuttgart	0.04	4	1
885	17625066	100.00		Akademische Motorsportgruppe an der Universität Stuttgart	Keplerstr. 7	70174	Stuttgart	0.04	4	1
885	17706003	100.00		Vereinigung von Freunden der Universität Stuttgart	Keplerstr. 7	70174	Stuttgart	0.04	4	1
8885	17706007	100.00		Förderkreis Betriebswirtschaft an der Universität Stuttgart e.V.	Keplerstr. 7	70174	Stuttgart	0.04	4	1
10529			9	Klaus Sindel Rusi-Kosmetik-Pinsel-Brushes GmbH	Ansbacher Strasse 53	91572	Bechhofen	0.05	4	
0529	19723005	85.69		Hauck Pinsel GmbH	Ansbacher Str. 47a	91572	Bechhofen	0.05	4	9
10529	19700672	83.76		Johann Führ & Söhne Pinselfabrik GmbH	Ansbacher Str. 27-29	91572	Bechhofen	0.05	4	9
10529	19707191	82.98		Elco-Pinsel GmbH	Ansbacher Str. 86	91572	Bechhofen	0.05	4	9
10529	19773153	81.77		Ernst Bock & Sohn Pinselfabrik GmbH	Ansbacher Str. 68	91572	Bechhofen	0.05	4	9
5276			1	RHODIA AG	Engesserstrasse 8 Postfach 1320	7800	Freiburg	2.41	4	
5276	4371760	80.32		RHONE-POULENC RHODIA AG	Engesserstr. 8	79108	Freiburg	2.41	4	1
5276	5408910	80.32		RP Rhodia AG	Engesserstrasse 8		Freiburg	2.41	4	1
5276	5408911	80.32		RP Rhodia AG	Engesserstr. 8	79108	Freiburg	2.41	4	1
25276	15531543	80.32		Rhodia Acetow AG	Engesserstr. 8	79108	Freiburg	2.41	4	1
2085			1	Karlsruher Institut für Technologie	Körperschaft des öffentlichen Rechts, Kaiserstrasse 12	76131	Karlsruhe	0.15	3	
2085	16156922		9	Akademische Fliegergruppe am Karlsruher Institut für Technologie	Kaiserstr. 12	76131	Karlsruhe	0.15	3	1
2085	16156923	90.02	9	Akademische Fliegergruppe am Karlsruher Institut für Technologie e.V.	Kaiserstr. 12	76131	Karlsruhe	0.15	3	1
52085	16240255	90.02		KIT Karlsruher Institut für Technologie	Kaiserstr. 12	76131	Karlsruhe	0.15	3	1
20010			1	Dynamic Microsystems Semiconductor Equipment GmbH	Im Wiesengrund 17	78315	Radolfzell	0.09	2	
20010	16318610	82.32		DMS DYNAMIC MICRO SYSTEMS SEMICONDUCTOR EQUIPMENT GMBH	Im Wiesengrund 17	78315	Radolfzell	0.09	2	2
20010	16318611	82.32		DMS Dynamic Micro Systems Semiconductor Equipment GmbH	Im Wiesengrund 17	78315	Radolfzell	0.09	2	2
.9904			1	KARL BROTZMANN COMSULTING GmbH	von Scheffel-Strasse 34	92224	Amberg	0.10	2	
19904	19376777	98.80		Karl Brotzmann Consulting GmbH	Von-Scheffel-Str. 34	92224	Amberg	0.10	2	3
19904	19776576	98.80		Karl Brotzmann Consulting GmbH	Von-Scheffel-Str. 34	92224	Amberg	0.10	2	3
2278			1	Eerec Technology GmbH Development & Design	Borntalstrasse 9	36460	Merkers/Thür.	0.11	2	
2278	7273363	81.58		EuRec Technology GmbH Development & Design	Borntalstr. 9	36460	Merkers-Kieselbach	0.11	2	2
2278	7273364	81.58		EuRec Technology GmbH Development & Design	Borntalstr. 9	36460	Merkers	0.11	2	2
3792			1	A L M Ü PRAZISIONSWERKZEUG GmbH	Ohmder Strasse 12	73119	Zell	1.74	1	
33792	15622884	98.70		ALMÜ Präzisions-Werkzeug GmbH	Ohmder Str. 12	73119	Zell	1.74	1	8
092			1	Gesellschaft zur Förderung angewandter Optik, Optoelektronik, Quantenelektronik und Spektroskopie e.V.	Rudower Chaussee 29 (IGZ)	12489	Berlin	2.04	1	
092	483360	82.25		OPTOSENS Optische Spektroskopie und Sensortechnik GmbH	Rudower Chaussee 29(IGZ)	12489	Berlin	2.04	1	7





Meta Vector Components

Heuristic Absolute Identification Potential: $aIP(w) = 1 - ln(occ(w, st_w))/ln(maxocc(st_w))$

Report only the n largest aIP in descending order for...

...matching words in search term and candidate

...words exclusive to the candidate

...words exclusive to the search term (requires auxiliary registry of the search table)

for all search types, i.e.: name = 5, name GRAM3 = 15, street = 3, zip = 1, city = 2

Visual Asymmetric string distances based on maximizing word-by-word comparisons between search term

and candidate and vice versa for all search fields (independent of the positioning of words).

Overlap Similarities between search field components, i.e. city name repeats in firm name

Descriptive Candidate block statistics

- Number of candidates for the same search record
- Number of distinct identities among those candidates
- Percentile rank position within candidates
- Standard deviations of the string distances (calculated externally)
- Relatively slim parameter set per observation (around 110 variables)
 - Low risk of over-specification: having too many variables for too little data
- No semantics
 - "second hand metal wares" and "scrapyard" are not identified as tantamount
 - → Lenient labeling required (use post-processing with core data to settle ambiguities)





SEML (SearchEngine Machine Learning): Establishments vs. Company Panel

SEML components

- brain.ado Neural Network module for Stata
- seml train.do
 - Iterates hidden neuron setups: [25], [50], [100], [25x25], [50x50], [100x100]
 - Reports the best performing NN pertaining out-of-sample prediction
- seml think.do implements the winning NN setup on the whole meta data
- BYOD bring your own device, i.e. Tensor Flow, Keras, Random Forest, ...

Training sample

- 2,000 establishments paired with 5,523 candidates
- 569 pairings retained for out-of-sample prediction

Confusion matrix

Probit	True	False
Positive	180	10
Negative	367	12
Recall	93.75%	97.35%
Precision	94.74%	96.83%
Accuracy	96.1	3%

NN[25x25]	True	False
Positive	184	3
Negative	374	8
Recall	95.83%	99.20%
Precision	98.40%	97.91%
Accuracy	98.0	7%

Quality assessment

• only 58% overlap between companies and establishments due to structural disparities, i.e. self-employment vs. owner operated firms





Search Strategy: German EPO Firm Applicants vs. Company Panel (MUP)

Preparation

- Mannheimer Unternehmens Panel (MUP 2000-2021, German Company Panel)
 - Removing duplicates → firm & address aggregates: 24 million
- German EPO Applicants (Patstat 2021)
 - Removing person owned patents with less than 10 patents
 - Removing duplicates → firm & address aggregates: 62,036

SearchEngine

- Base table: MUP
- Search types: name FIRMA, name FIRMA GRAM3, street STRASSE, zip, city
- Darwinian search mode: pick only the candidates with the highest identity
- Incremental: skip search records with candidates in subsequent search runs

Strategy

run	description	threshold	applicants	candidates
1	name 70, name 3-gram 0, street 10, zip 10, city 10	79	56,603	108,775
2	name 0, name 3-gram 70, street 10, zip 10, city 10	79	682	977
3	name 0, name 3-gram 70 log, street 10, zip 10, city 10	79	275	385
4	name 70 -9999999, name 3-gram 0, street 10, zip 10, city 10	79	167	358
5	name 70, name 3-gram 0, street 10, zip 10, city 10	65	3,078	8,251
6	name 70 log, name 3-gram 0, street 10, zip 10, city 10	65	69	134
7	name 0, name 3-gram 40, street 20, zip 20, city 20	80	17	20
8	name 0, name 3-gram 40 log, street 20, zip 20, city 20	80	34	53
9	name 0, name 3-gram 40, street 20, zip 20, city 20	zealous	35	61
		_	60,960	119,014





SEML: German EPO Applicants vs. Company Panel

- Training sample
 - 3,264 applicants paired with 6,535 candidates
 - 677 pairings retained for out-of-sample prediction
 - + completely scrutinized search runs 4 & 6 to 9 due to marginal representation

Confusion matrix

Probit	True	False
Positive	575	13
Negative	70	19
Recall	96.80%	84.34%
Precision	97.79%	78.65%
Accuracy	95.2	7%

NN[25]	True	False
Positive	590	5
Negative	78	4
Recall	99.33%	93.98%
Precision	99.16%	95.12%
Accuracy	98.6	7%

- Quality assessment
 - 59,630 of 62,036 applicants assigned covering 98.81% of all German firm patents





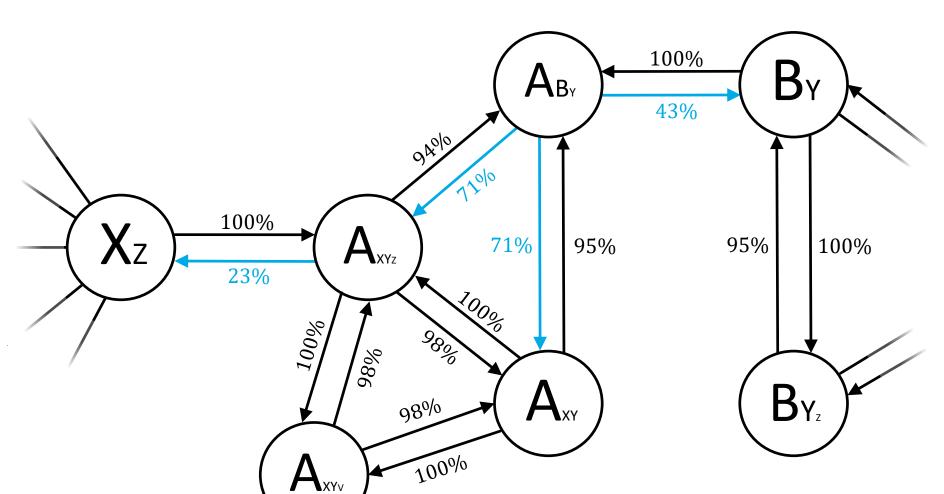
Entity Resolution: Search Table = Base Table

	searched	found	identity equal	name	zip	city	street	country
	203346			SCHERING AKTIENGESELLSCHAFT PATENTE	13342	BERLIN	MUELLERSTRASSE 178 POSTFACH 65 03 11	
	203346	203346	100.00	SCHERING AKTIENGESELLSCHAFT PATENTE	13342	BERLIN	MUELLERSTRASSE 178 POSTFACH 65 03 11	DE
	71132			HOECHST SCHERING AGR EVO GMBH		BERLIN	GERICHTSTRASSE 27	
	71132		100.00	HOECHST SCHERING AGR EVO GMBH	13342	BERLIN	GERICHTSTRASSE 27	DE
/ /	71132	66486	95.00	HOECHST SCHERING AGR EVO GMBH	13347	BERLIN	GERICHTSTRASSE 27	DE
/	71132	73565	90.00	HOECHST SCHERING AGR EVO GMBH	13509	BERLIN	MIRAUSTRASSE 54	DE
\ /								
\/	323602			SCHERING AG	13342	BERLIN	MUELLERSTRASSE 170 178	
V	323602	323602	100.00	SCHERING AG	13342	BERLIN	MUELLERSTRASSE 170 178	DE
	323602	389129	99.57	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13342	BERLIN	MUELLERSTRASSE 170 178	DE
	323602	199658	99.29	SCHERING AKTIENGESELLSCHAFT	13342	BERLIN	PATENTE MUELLERSTRASSE 178 POSTFACH 65 03 11	L DE
	323602	203346	99.29	SCHERING AKTIENGESELLSCHAFT PATENTE	13342	BERLIN	MUELLERSTRASSE 178 POSTFACH 65 03 11	DE
	323602	402998	95.00	BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 170 178	DE
	323602	180193	94.73	SCHERING AG	13353	BERLIN	MUELLERSTRASSE 178	DE
V	323602	303857	94.73	SCHERING AG	13353	BERLIN WEDDING	MUELLERSTRASSE 178	DE
Λ	323602	397563	94.73	BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 178	DE
	323602	264	94.57	SCHERING AKTIENGESELLSCHAFT	13342	BERLIN		DE
	323602	71132	94.57	HOECHST SCHERING AGR EVO GMBH	13342	BERLIN	GERICHTSTRASSE 27	DE
	323602	171208	94.29	SCHERING AKTIENGESELLSCHAFT	13353	BERLIN	MUELLERSTRASSE 178	DE
	323602	435123	94.29	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13353	BERLIN	PATENTS LICIENSING MUELLERSTRASSE 178	DE
	402998			BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 170 178	
	402998	402998	100.00	BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 170 178	DE
	402998	397563	99.73	BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 178	DE
	402998	435123	99.40	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13353	BERLIN	PATENTS LICIENSING MUELLERSTRASSE 178	DE
	402998	389129	94.68	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13342	BERLIN	MUELLERSTRASSE 170 178	DE
	518249			BAYER PHARMA AG	13353	BERLIN	MUELLERSTRASSE 178	
	518249	518249		BAYER PHARMA AG	13353	BERLIN	MUELLERSTRASSE 178	DE
	518249	397563		BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 178	DE
	518249	402998	100.00	BAYER SCHERING PHARMA AG	13353	BERLIN	MUELLERSTRASSE 170 178	DE
	518249	435123	98.76	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13353	BERLIN	PATENTS LICIENSING MUELLERSTRASSE 178	DE
	518249	441578	98.76	BAYER PHARMA AKTIENGESELLSCHAFT	13353	BERLIN	MUELLERSTRASSE 178	DE
	518249	543908	94.52	BAYER PHARMA AKTIENGESELLSCHAFT	13353	BERLIN	MUELLER STRASSE 178	DE
	518249	389129	93.76	BAYER SCHERING PHARMA AKTIENGESELLSCHAFT	13342	BERLIN	MUELLERSTRASSE 170 178	DE





Intransitive Similarity Network: Directed Graph



Search

- Required: high Threshold, i.e. 90%
- Connections in both directions enable transitivity
- Connections in one direction cause intransitivity

Mirroring

- Creates a dummy run n for all reversed connections not yet established
- Mirrored connections always have Identity zero

Research

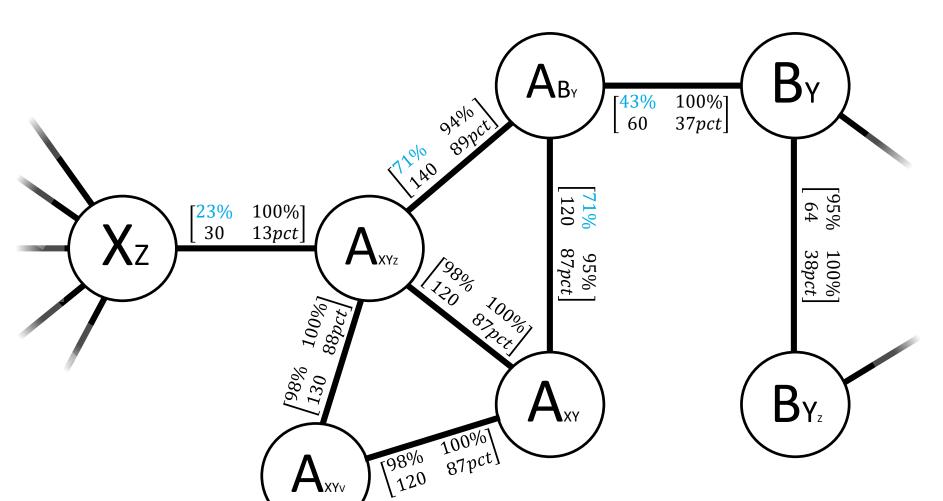
- Reevaluates Identity for selected runs given current settings
- Apply on dummy run n
- Log-Smoothing on critical Search Types is advised as retrieval is of no concern

$$A_{B_Y} \rightarrow A_{B_Y}$$





Intransitive Similarity Network: Undirected Graph



quality attributes

 $\begin{bmatrix} min & max \\ s & p \end{bmatrix}$

min, max of the identities of both directions

s = Score

The score of a word is its associated weight divided by its frequency. The score of a search term is the sum off all word scores.

The minimum score of both involved search terms is used.

p = Score Percentile

The score has an arbitrary value range while the percentile stays within [0,100].





Nested Cascaded Traversal

It is like Spelunking!

- Choose an entrance to an unexplored cave (starting node).
- Shine with your flashlight into all tunnels (connections) branching out from the current room (node). Avoid all tunnels that appear too derelict according to safety guidelines (rules imposed on the quality attributes).
- Mark every passed room and tunnel to not run in circles or getting lost while backtracking from a dead end.
- If you have explored too many rooms, your expedition is abandoned and a new one with stricter guidelines enters the cave entrance.

Separates Cascaded Rules. Current Rule is active unless the Threshold of the subsequent Rule is breached. Each new Rule has to be more restrictive than the previous one to guarantee non-overlapping clusters.

Comma

Separates Cascades. Consolidates the clusters into Hyper-Nodes. The quality attributes of connections between encased nodes of different Hyper-Nodes are aggregated to the respective maximum forming a Hyper-Network.

Semicolon

Hyper-Network

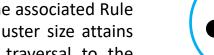
 $min \ge 90 \text{ or } p \ge 70 \text{ and } min \ge 70 @ 0, min \ge 90 @ 21; min \ge 90 @ 4$

Rule

Imposes restrictions on the validity of connections based on the quality attributes. During traversal, these imply the boundaries of the resulting cluster.

Cluster Threshold

Forces the activation of the associated Rule when the intermediate cluster size attains the number. Resets the traversal to the starting node under the new regime.



The Threshold refers to Hyper-Nodes. In this example, three unobserved transitions between Hyper-Nodes are condoned until the Rule kicks in to enforce transitivity.

First Cascade establishes transitive Clusters of high coherence

Optional second Cascade for audaciously intransitive transitions exploiting the tendency of thickets being less contained than plausible clusters (most of the time)





Clustering German EPO Applicants by Name

2. Cascade	1. Cascade	name
17840	17840	HANS KNOELL INSTITUT FUER NATURSTOFF FORSCHUNG
17840	17840	HANS KNOELL INSTITUT FUER NATURSTOFF FORSCHUNG E V
17840	17840	HANS KNOELL INSTITUT LEIBNIZ INSTITUT FUER NATURSTOFF FORSCHUNG
17840	25877	LEIBNIZ INSTITUT FUER NATURSTOFF FORSCHUNG UND INFEKTIONSBIOLOGIE E V HANS KNOELL INSTITUT
17840	25877	LEIBNIZ INSTITUT FUER NATURSTOFF FORSCHUNG UND INFEKTIONSBIOLOGIE E V HANS KNOELL INSTITUT HKI
17840	25877	LEIBNIZ INSTITUT FUER NATURSTOFF FORSCHUNG UND INFEKTIONSBIOLOGIE HANS KNOELL INSTITUT
17840	25876	LEIBNIZ INSTITUT FUER NATURSTOFF FORSCHUNG UND INFEKTIONSBIOLOGIE
2. Cascade	1. Cascade	name
2. Cascade 13887	1. Cascade 13887	name FISCHER FORTUNA GMBH
13887	13887	FISCHER FORTUNA GMBH
13887 13887	13887 13887	FISCHER FORTUNA GMBH FORTUNA MASCHINENBAU HOLDING AG
13887 13887 13887	13887 13887 13887	FISCHER FORTUNA GMBH FORTUNA MASCHINENBAU HOLDING AG FORTUNA SPEZIALMASCHINEN GMBH
13887 13887 13887 13887	13887 13887 13887 13887	FISCHER FORTUNA GMBH FORTUNA MASCHINENBAU HOLDING AG FORTUNA SPEZIALMASCHINEN GMBH FORTUNA WERKE MASCHINENFABRIK GMBH







SearchEngine

https://github.com/ThorstenDoherr/searchengine

Brain – Neural Network for Stata

https://github.com/ThorstenDoherr/brain ssc install brain

Thank you for your attention Time for questions



