Team members:

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Look-alike modeling for the B2B sector

Our team has decided to work on a business problem proposed by Leadsift for the course project. The problem is to find other companies that have similar characteristics as the given set of input companies. We will be building a look-alike model to find similar companies by comparing their individual characteristics, which will be decided based upon certain business aspects.

We will be collecting data about the companies from the web and post that, we plan to parse and clean the data using regular expressions. As per the decided set of heuristics, we will then go on to apply NLP techniques and Machine Learning algorithms (probably kNN) to identify similar companies.