* Data Source

Checkpoint is one of the premier Tax and Accounting products from Thomson Reuters. The top 100 U.S. CPA firms rely on Checkpoint as their information resource for tax, audit and accounting, international trade, benefits and finance. (<https://tax.thomsonreuters.com/products/brands/checkpoint/advantages/>)

I have joined the web development team last summer (2015). The team has been logging user search logs since 2010. The logs have been in a NAS drive and is not really being used for anything other than tracing errors. Our searches in Checkpoint is passed on an enterprise search platform so it makes sense logging user searches in order to trace errors if the search from the enterprise search platform fails. The user search that I am going to analyze for this project has a date range from 2010-09-01 to 2016-03-06. The zipped logs are about 10 GB.

* data description and schema

The log data that I have uploaded in the cluster is a tab delimited text file that is variable in length.

The schema of the log file is as follows

fileCount+”\_”+sessionId+ “\t” +SearchKeyword+”\t”+practice+”\t”+userType+”\t”+searchType+”\t”+tab location+”\t”+version+”\t”+search results

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k) 1 2 TC 60 v1 366

Sample log file entries:

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k) 1 2 TC 60 v1 366

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k)-1(g)(6)\* 1 2 TC 60 v1 65

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k)-1(g)(6)\* & "blanket lien" 1 2 TC 60 v1 1

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k)-1(g)(6)\* & lien or "security interest" 1 2 TC 60 v1 14

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k)-1(g)(6)\* & pledge\* 1 2 TC 60 v1 59

10\_01BCEA5099D956DCE55F349110EEBF72 1.1031(k)-1(g)(6)\* & pledged 1 2 TC 60 v1 3

10\_082EA801EB377D2C7D7462031124E911 unreimbursed employee expense deduction 99 2 cobalt 1050 v1 1800

10\_0FC604003EFB7BFC6C028E56BB6A7580 950 1 9 cobalt 60 v1 8

10\_0FC604003EFB7BFC6C028E56BB6A7580 gift tax 1 9 cobalt 60 v1 95

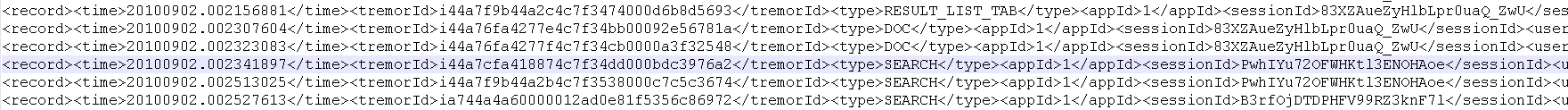
10\_111F2556FACC14BF924072D913B64B75 6013 1 2 cobalt 60 v1 2001

10\_1400EFDD444AE0A7E40549E9E87C0CC7 mortgage insurance premiums 1 2 cobalt 60 v1 2000

* data pre-processing required (parsing, filtering)

The original log is actually in xml format being logged with other user events like documents viewed. Tab location that were clicked for each user session.

Here is a sample of the original log files.



Here is a sample user search log (substituted X for some fields – identifiable data)

from this.

<record><time>20100902.002341897</time><tremorId>XXXXXXXXXX</tremorId><type>SEARCH</type><appId>1</appId><sessionId>PwhIYu72OFWHKtl3ENOHAoe</sessionId><userId>XXXXXX</userId><userType>9</userType><searchResultId>XXXXXXXXXX</searchResultId><search><searchType>TC</searchType><keywords>e.g.-4A(b)(2)(ii)(C)</keywords><resultCount>0</resultCount><practiceArea>1</practiceArea><tabLoc>60</tabLoc><collections><collectionId>CODE</collectionId><collectionId>CODEHIST</collectionId><collectionId>FTREGS</collectionId><collectionId>ADVREGS</collectionId><collectionId>TD</collectionId><collectionId>NOTICE</collectionId><collectionId>REPREGS</collectionId><collectionId>REPPREGS</collectionId><collectionId>COMREP</collectionId></collections></search></record>

The uploaded log file in the cluster was parsed from these logs.

* any bad data issues
* your MR algorithm
* Know the Top 10 search keywords for the last 5-6 years
* What do Tax professional using Checkpoint search the most during Tax Season (Mar - Apr)? Top 10 Search keywords during Tax Season (Mar - Apr)
* Comparative Analysis of Searches in the month of Mar-Apr against searches for the whole year.
  + For the comparative analysis (<https://en.wikipedia.org/wiki/Chi-squared_test>)

I decided that I would apply a Chi-Squared to quantify how much users prefer the Mar-Apr keywords over all the keywords being searched in Checkpoint

To Apply the Chi-Squared technique I will use this formula:

Preference = kT /[(k\*kO)/ kSum]

Where:

kT = Count for the Search Keyword being evaluated

during Tax Season (Mar - Apr)

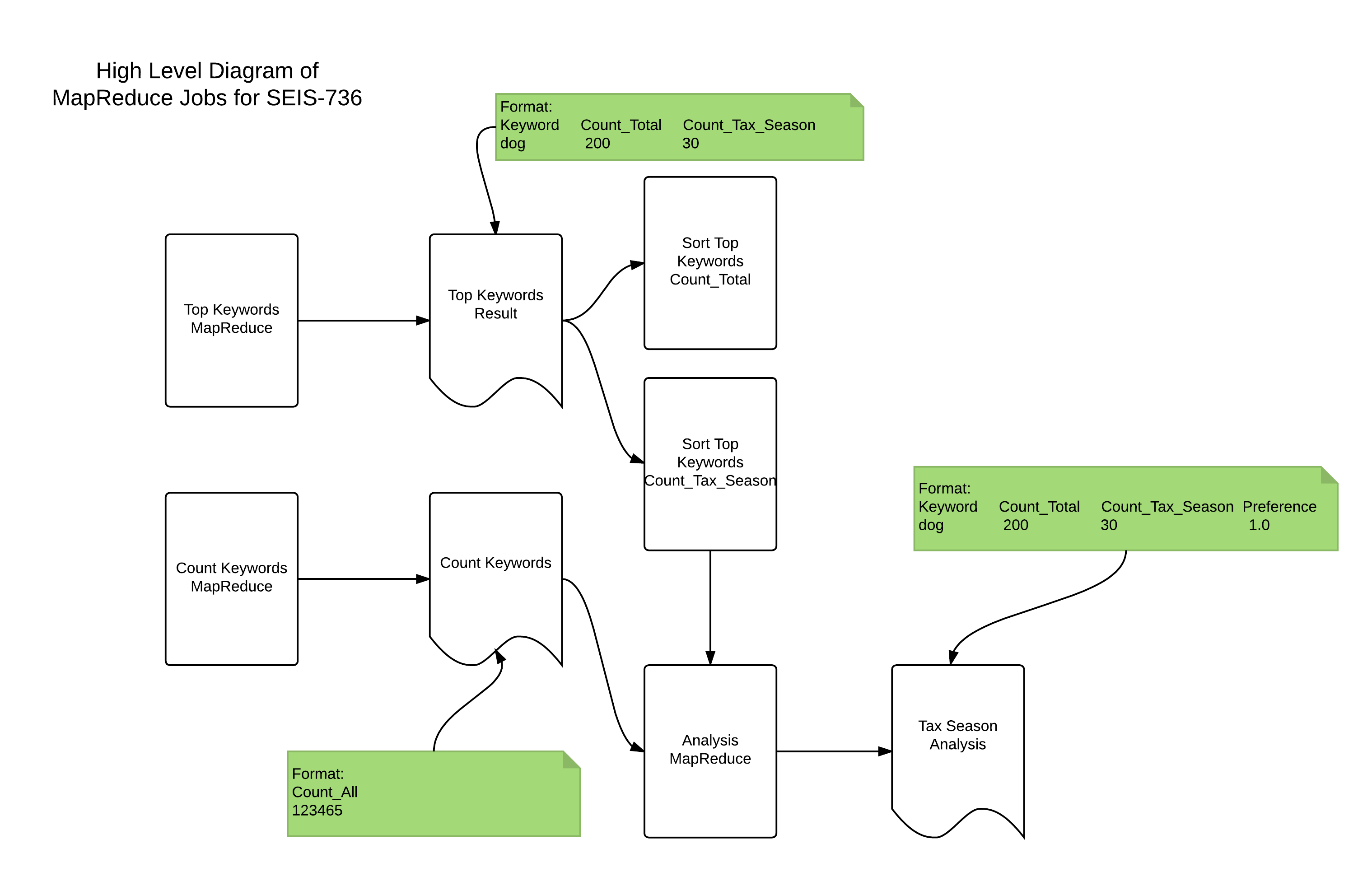
k = Count for Search Keyword being evaluated

kO = Count for Other Search Keywords

kSum = Count for All Search Keywords

Preference value of above 1.0 means that Search is preferred during Tax Season

Preference value of 0.0 to 1.0 means that Search may not be preferred



* description of any other ecosystem or additional tools
* output description
* how did you verify that your output is correct?
* performance/scale characteristics
* what would you have done differently if you did this again?
* conclusions