

Duplicate Identification and Facilitation of Automated Merging of Duplicate Records

This software program automates the identification and elimination of duplicate customer records within Microsoft Access ACCDE databases, ensuring data integrity and reducing operational costs.

A Customer Relationship Management (CRM) package allows a business or university to organize and automate the process of communicating with their customers. Sales and marketing material can be sent out faster and easier using an automated process to distribute the information to a database of customers, but developing a large database creates the problem of developing duplicate records. The same person being added to a database using a formal and informal first name (i.e. David/Dave) would create two records of the same customer. Duplicate records create the problem of sending conflicting information to a customer and extra money spent on postage. Manually sorting through the database to find duplicates is time-intensive and the redundancy is bound to produce errors.

Purdue University researchers have developed a program to automate the removal of duplicate records. By comparing the information from common data fields the program is able to identify duplicates and eliminate them. The software is designed to work with any database created using the Microsoft Access ACCDE database format, a popular format for maintaining customer information databases. Running the program on their own prospective student database Purdue has been able to identify 124 duplicates per day on average.

Advantages:

- Works with any ACCDE database
- Automated process

TRL: 9

Intellectual Property:

Technology ID

65988

Category

Artificial Intelligence & Machine Learning/AI Model Optimization & Acceleration Tools
Robotics & Automation/Automation & Control

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