ANNOUNCING NAMSORML DEEP LEARNING FOR #GEOINT : DECRYPTING IDENTITY IN SPACE AND TIME THROUGH PERSONAL NAMES, GEOGRAPHIC, SEMANTIC, GRAPH DATA

2018-01

Elian CARSENAT, NamSor

Founder Bio

Elian CARSENAT, a computer scientist trained at ENSIIE/INRIA, started his career at JP Morgan in Paris in 1997. He later worked as consultant and managed business & IT projects in London, Paris, Moscow and Shanghai.

In 2012, Elian created **NamSor**, a piece of sociolinguistics software to mine the 'Big Data' and better understand international flows of money, ideas and people.

http://fr.linkedin.com/in/eliancarsenat/en

Two NamSor product lines

NamSor CORE

- □ Optimized for global coverage : coding names to a large multi-class taxonomy (all countries / regions /ethnicities)
- □ The only input is NAMES : not other information is required
- □ SaaS API or on-premises software licensed per CPU
- □ Includes 4 proprietary onomastics models (.ONO)

NamSor ML NEW!

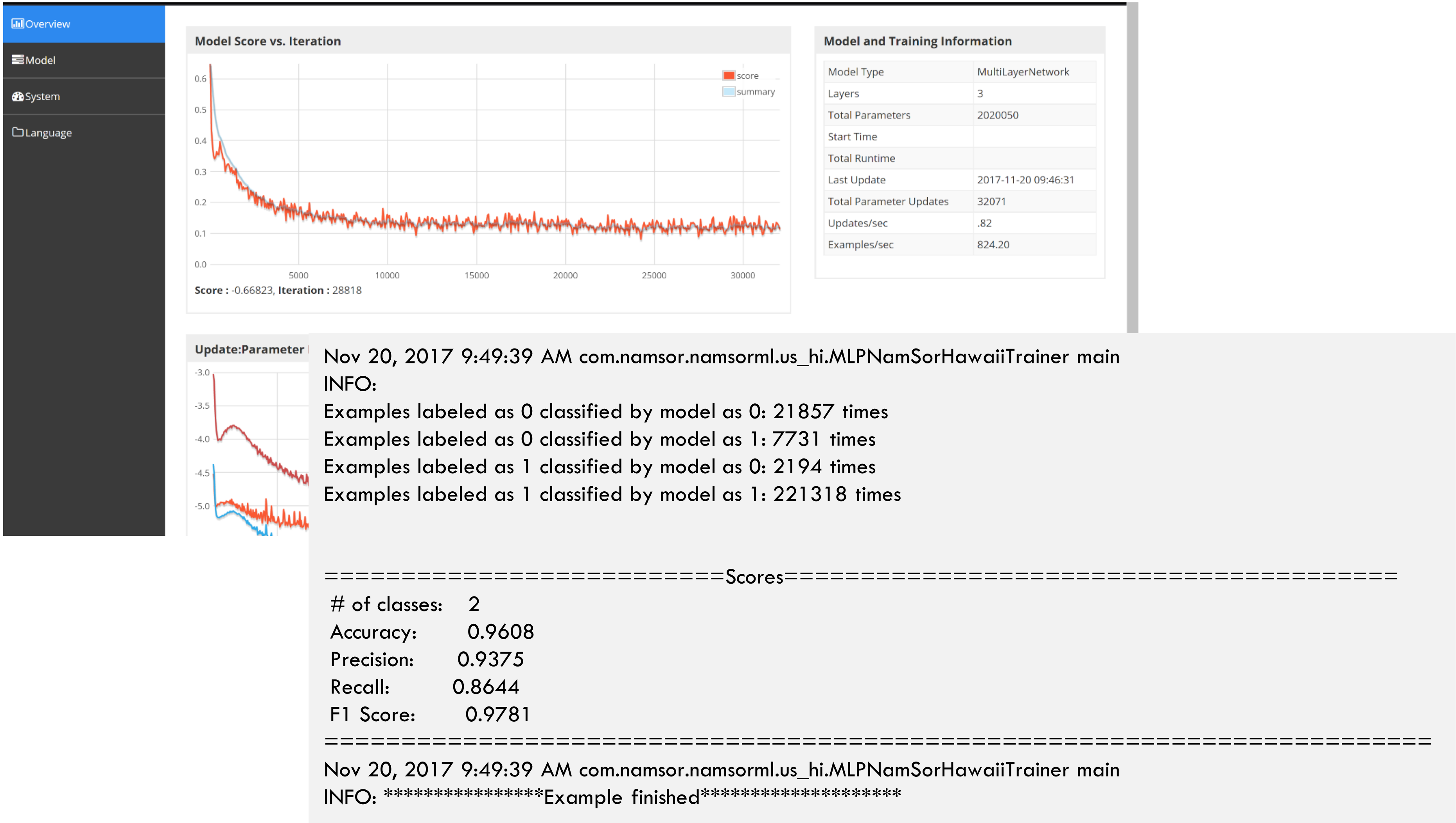
- □ Deep-learning capability to re-train models towards a focused research or a customized taxonomy (binary classifier, or just a few classes)
- □ Name information is combined with other data (geographic, behavioural, semantic …)
- □ On-premises software licensed per CPU
- □ Includes 4 word-embedding models (FastText or W2V)

NamSor ML key functions

custom classifiers for race / ethnicity / migration studies

- State-of-the-art **Deep Learning** (Neural Network)
- Same NamSor CORE models are available as **pre-trained models** for word embedding, both in Word2Vec (W2V) and FastText (BIN) formats:
  - COUNTRY_MELTINGPOTS_GENDER_SCRIPT
  - COUNTRY_REGION_SCRIPT
  - COUNTRY_SCRIPT
  - ETHNO_COUNTRY_SCRIPT
- Software is licensed as a SDK/Framework with samples for use and integration.

NamSor ML :
Native Hawaiian Names - A Binary Classifier Example



Score : -0.66823, **Iteration :** 28818

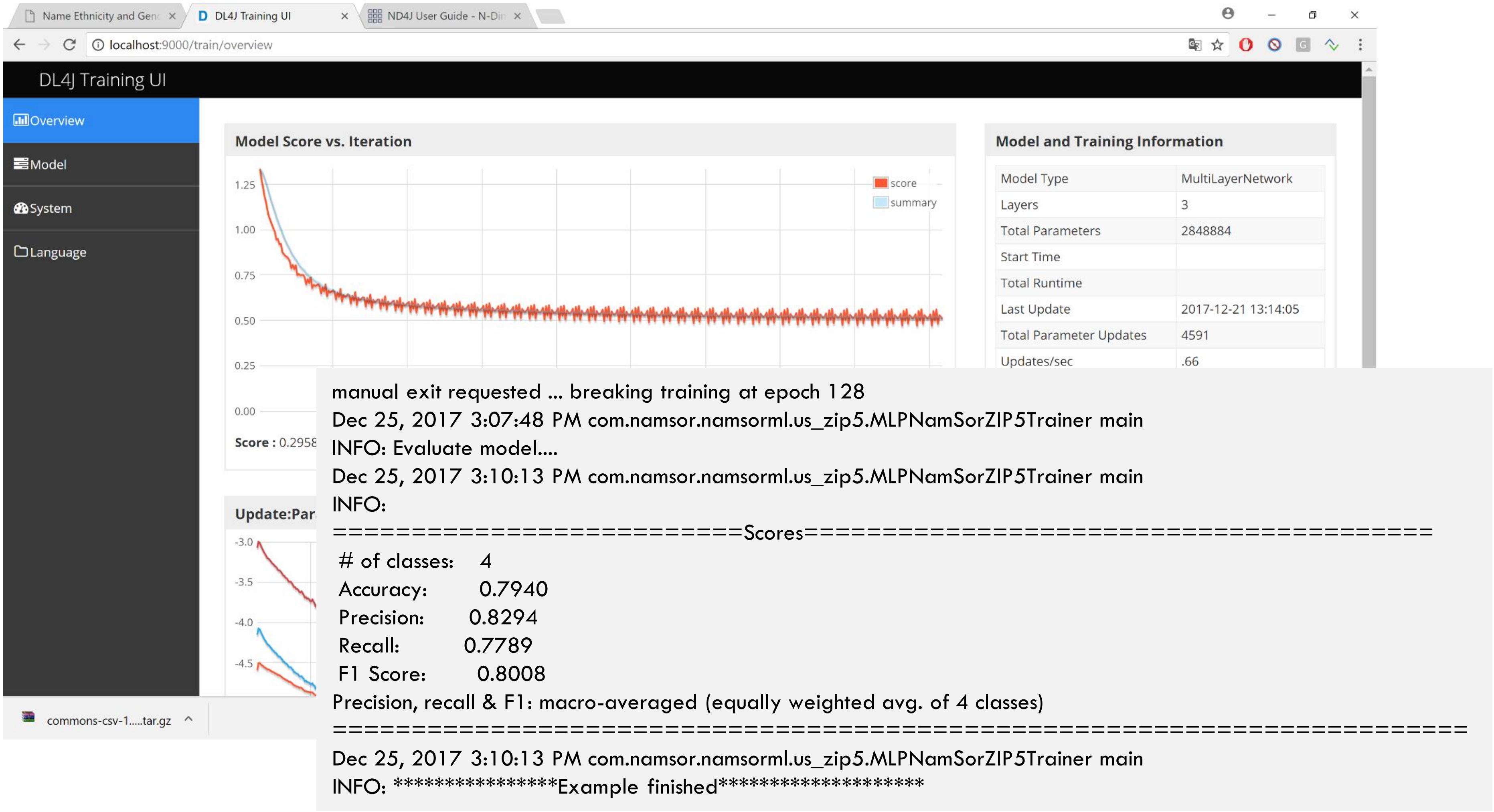
Model and Training Information

Model Type	MultiLayerNetwork
Layers	3
Total Parameters	2020050
Start Time	
Total Runtime	
Last Update	2017-11-20 09:46:31
Total Parameter Updates	32071
Updates/sec	.82
Examples/sec	824.20

```
Nov 20, 2017 9:49:39 AM com.namsor.namsorml.us_hi.MLPNamSorHawaiiTrainer main
INFO:
Examples labeled as 0 classified by model as 0: 21857 times
Examples labeled as 0 classified by model as 1: 7731 times
Examples labeled as 1 classified by model as 0: 2194 times
Examples labeled as 1 classified by model as 1: 221318 times


==========================Scores========================================
 # of classes:    2
 Accuracy:        0.9608
 Precision:       0.9375
 Recall:          0.8644
 F1 Score:        0.9781
========================================================================
Nov 20, 2017 9:49:39 AM com.namsor.namsorml.us_hi.MLPNamSorHawaiiTrainer main
INFO: ***************Example finished********************
```

NamSor ML :
US – input Name+ZIP code; output : race/ethnicity



Model and Training Information

Model Type	MultiLayerNetwork
Layers	3
Total Parameters	2848884
Start Time	
Total Runtime	
Last Update	2017-12-21 13:14:05
Total Parameter Updates	4591
Updates/sec	.66

```
manual exit requested ... breaking training at epoch 128
Dec 25, 2017 3:07:48 PM com.namsor.namsorml.us_zip5.MLPNamSorZIP5Trainer main
INFO: Evaluate model....
Dec 25, 2017 3:10:13 PM com.namsor.namsorml.us_zip5.MLPNamSorZIP5Trainer main
INFO:
==========================Scores========================================
 # of classes:    4
 Accuracy:        0.7940
 Precision:       0.8294
 Recall:          0.7789
 F1 Score:        0.8008
Precision, recall & F1: macro-averaged (equally weighted avg. of 4 classes)
========================================================================
Dec 25, 2017 3:10:13 PM com.namsor.namsorml.us_zip5.MLPNamSorZIP5Trainer main
INFO: ***************Example finished********************
```

- ABOUT NAMSOR

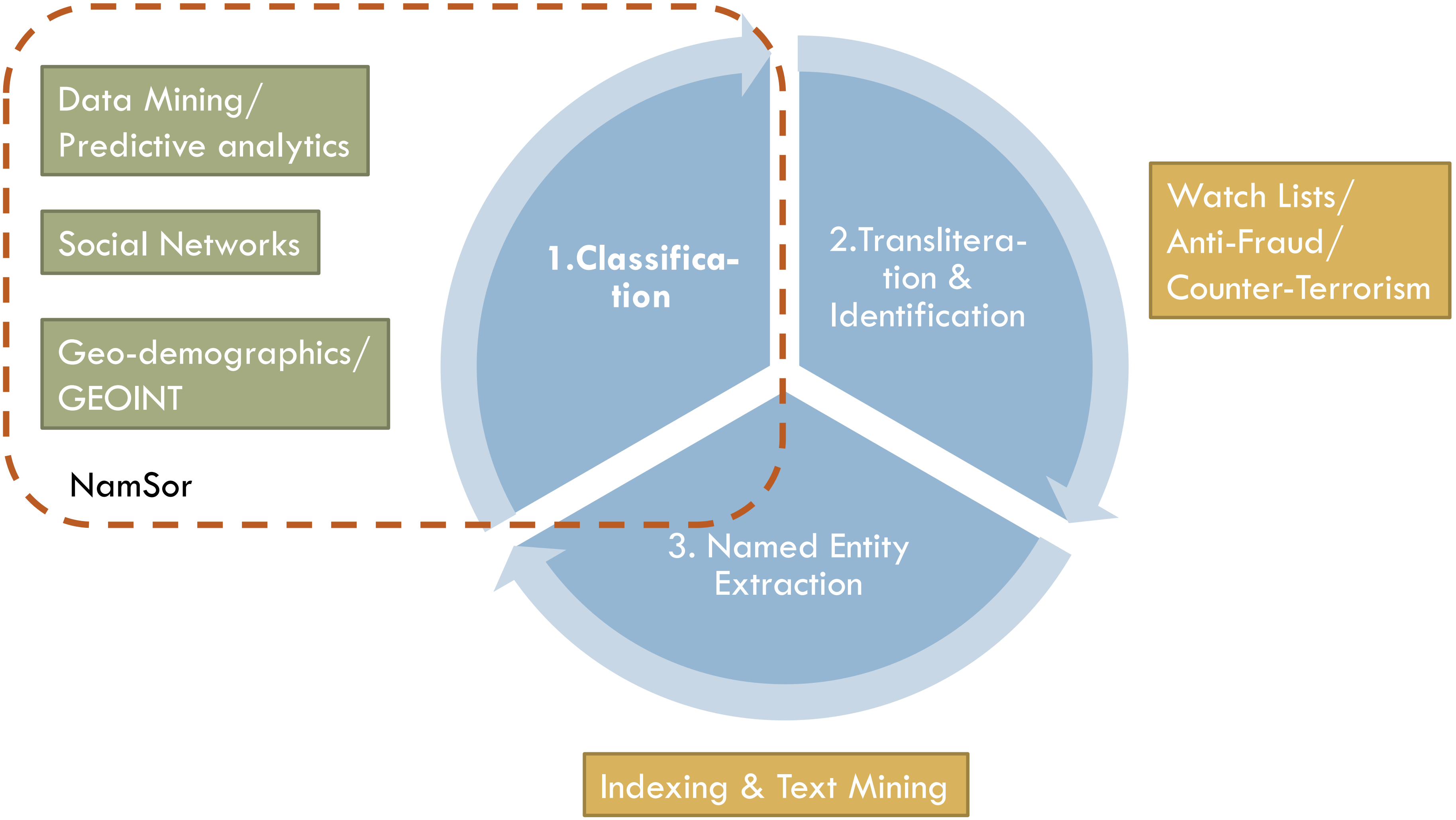
NamSor sorts *Names*

NamSor Origin & Diasporas

- Names reflect cultural *Identity*
  - **NamSor** data mining software recognizes the **linguistic or cultural origin of names** in any alphabet / language, with fine grain and high accuracy.

- Names are meaningful : we use sociolinguistics to extract their semantics and deliver actionable intelligence.

NamSor is focused on classification



NamSor sorts Names

NamSor Origin & Diasporas

- □ Classification with various taxonomies
  - □ Gender (female/ male / unknown)
  - □ Script (LATIN, ARABIC, GUJARATI,...)
  - □ Origine (Country ex. France vs. Inde)
  - □ Region (ex. Gujarat vs. Andhra Pradesh)
  - □ Diaspora (ex. Indian Diaspora in US vs Indian Diaspora in Mauricius)
- Sorting according to a numerical score, allowing combining NamSor with other algorithm (graph, semantics, predictive …)
- Flexibility to learn new taxonomies (machine learn.)
- Ease of integration (NamSor API, Java/Python SDK, ESRI, RapidMiner, NationBuilder …)

A global coverage -142+ countries

DIMENSION	CURRENT COVERAGE
SCRIPT (22)	LATIN, ARABIC, CYRILLIC, ARMENIAN, BENGALI, DEVANAGARI, GEORGIAN, GREEK, GUJARATI, GURMUKHI, HAN, HANGUL, HEBREW, HIRAGANA, KANNADA, KATAKANA, MALAYALAM, MYANMAR, ORIYA, TAMIL, TELUGU, THAI
COUNTRY (142+)	AE, AF, AL, AM, AO, AR, AT, AZ, BA, BD, BE, BF, BG, BH, BI, BJ, BN, BR, BT, BW, BY, CA, CD, CF, CG, CH, CI, CL, CM, CN, CO, CR, CV, CY, CZ, DE, DK, DZ, EE, EG, ER, ES, ET, FI, FJ, FR, GA, GB, GE, GH, GM, GN, GR, HK, HR, HT, HU, ID, IE, IL, IN, IQ, IR, IS, IT, JO, JP, KE, KG, KH, KM, KP, KR, KW, KZ, LA, LB, LK, LR, LS, LT, LU, LV, LY, MA, MD, ME, MG, MK, ML, MM, MN, MR, MU, MV, MW, MX, MY, MZ, NA, NE, NG, NL, NO, NP, OM, PE, PH, PK, PL, PS, PT, QA, RO, RS, RU, RW, SA, SD, SE, SI, SK, SN, SO, SR, SY, TD, TG, TH, TJ, TM, TN, TO, TR, TT, TW, TZ, UA, UG, US, UZ, VE, VN, YE, ZA, ZM, ZW
COUNTRY/ REGION (15)	RU (80), IN (~30), FR (22), IT (17), LB (14), BF (13), CD (8), TR (7), ID (7), GB (4), ES (17), ML (50), GN (8), CI (34), AF(16)
COUNTRY/ DIASPORA	US, CA, SG, GB, (EU)

Detailed functional coverage

A complex n-dimension matrix

- □ According to script / country :
  - Ex. recognizing an Armenian name in LATIN, ARABIC, CYRILLIC, or GEORGIAN ?

nikoloz doborjginidze
Տարիէլովնա Տարիէլաշվիլի
ნანული ყაზარაშვილი
николоз доборджгинидзе
كريكور انترانيك طاكسيان

	ARABIC	ARMENIAN	CYRILLIC	GEORGIAN	LATIN
Armenian	X	X	X	.	X
Georgian	.	X	X	X	X

	Maghrebi				Egyptian	Gulf						Hassaniya	Levantine				Mesopotamian	Sudanese	Yemeni			Other						
	DZ	LY	MA	TN	EG	AE	BH	KW	OM	QA	SA	MR	JO	LB	PS	SY	IQ	SD	YE	SO	DJ	ID	IN	PK	MY	IR	AM	Other
LATIN	X	x	X	X	X	x	X	x	x	x	X	X	X	X	X	X	x	x	x	x	.	x	X	X	x	X	X	X
ARABIC	x	x	X	X	X	x	X	x	x	x	X	X	X	X	X	X	X	x	X	.	.	x	x	x	x	X	X	.

- □ According to host / origin country :
  - Ex. recognizing an Georgian name in the US, in Russia, in Europe?

NamSor CORE key functions

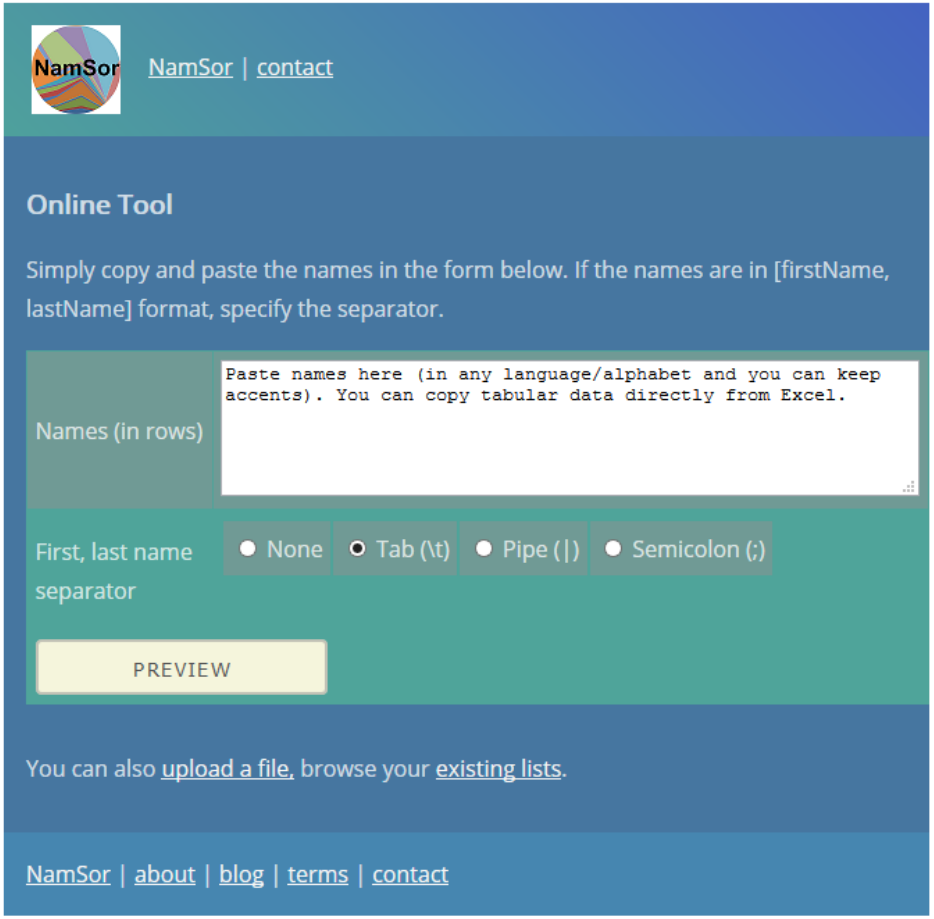
to quickly re-calibrate a model

- Machine learning
- Hierarchical taxonomies
  - Ex. Country / Region
- Automatic clustering
  - Name – Surname, Father/Mother Name
  - Real Name – Pseudonym
- Multiple iterations, using Score to sort data

+ a proven methodology to qualify data sources

NamSor CORE Technical features

- Software as a Service (SaaS),
  - Online processing (Excel ou UTF-8 txt)
  - NamSor API (REST)
  - NamSor SDK (Java, Python, Scala)
  - NamSor add-on for RapidMiner, NationBuilder, …
  - 3 taxonomies : Gender, Origin, Diaspora
  - 99.9% availability
  - Throughput: ~1000 names per second (~100 millions names per day)
- On-site software deployment,
  - Hardware: 2x Servers (4c/8t, 3GHz+, 64GB, 2x2TB)
  - Linux/Java or Scala/Spark



NamSor | contact

Online Tool

Simply copy and paste the names in the form below. If the names are in [firstName, lastName] format, specify the separator.

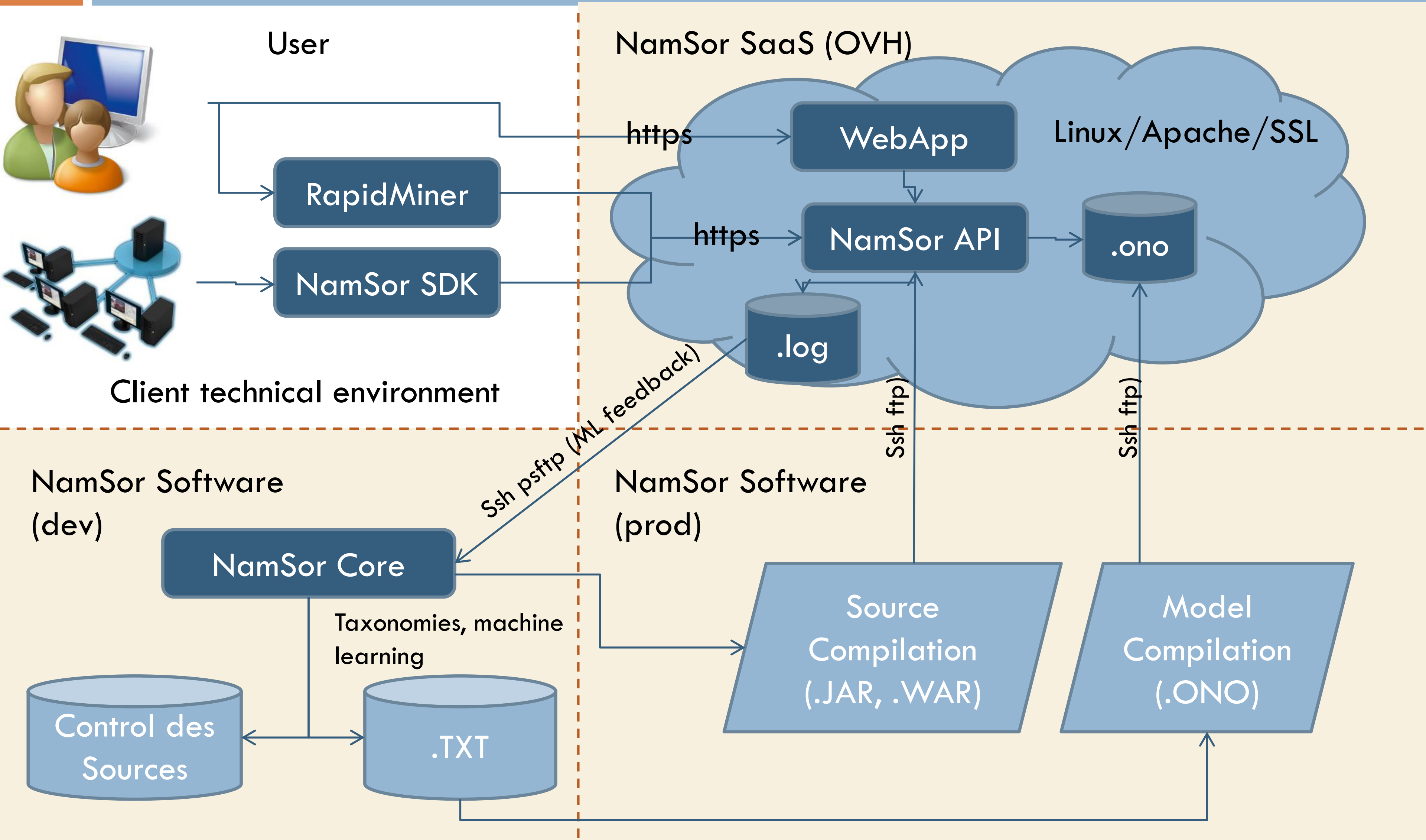
Names (in rows): Paste names here (in any language/alphabet and you can keep accents). You can copy tabular data directly from Excel.

First, last name separator: ○ None ● Tab (\t) ○ Pipe (|) ○ Semicolon (;)

You can also upload a file, browse your existing lists.

NamSor | about | blog | terms | contact

NamSor CORE SaaS architecture



User

NamSor SaaS (OVH)

https

WebApp

Linux/Apache/SSL

RapidMiner

https

NamSor API

.ono

NamSor SDK

.log

Client technical environment

Ssh psftp (ML feedback)

Ssh ftp)

Ssh ftp)

NamSor Software (dev)

NamSor Software (prod)

NamSor Core

Taxonomies, machine learning

Source Compilation (.JAR, .WAR)

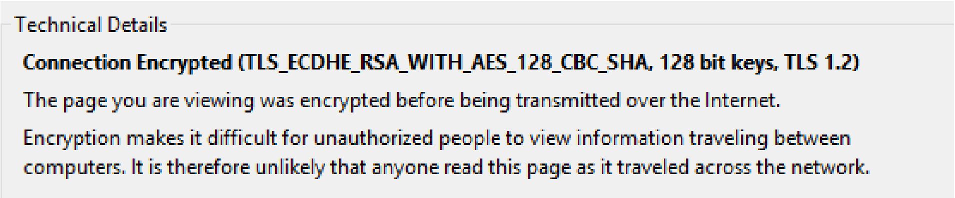
Model Compilation (.ONO)

Control des Sources

.TXT

Confidentiality, data protection

- Software Licence + Confidentiality Agreement
- As Input : names only (no other personal data)
- Secure Data Center and 'Cloud', accessed via SSH
- NamSor API over HTTPS



Technical Details

Connection Encrypted (TLS_ECDHE_RSA_WITH_AES_128_CBC_SHA, 128 bit keys, TLS 1.2)

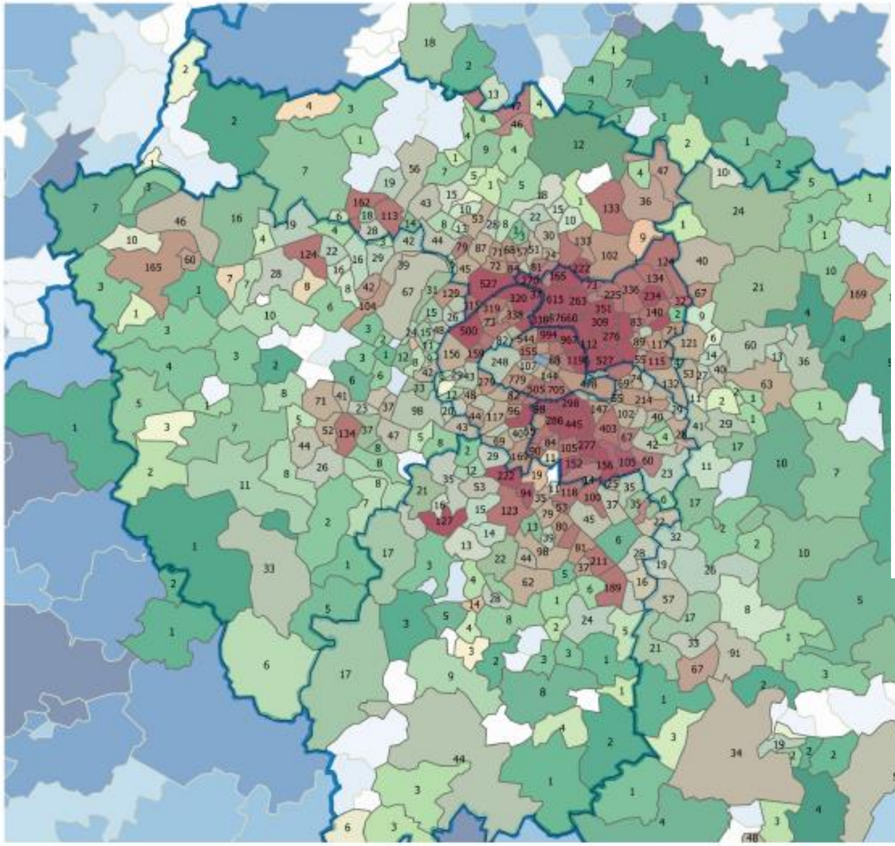
The page you are viewing was encrypted before being transmitted over the Internet.

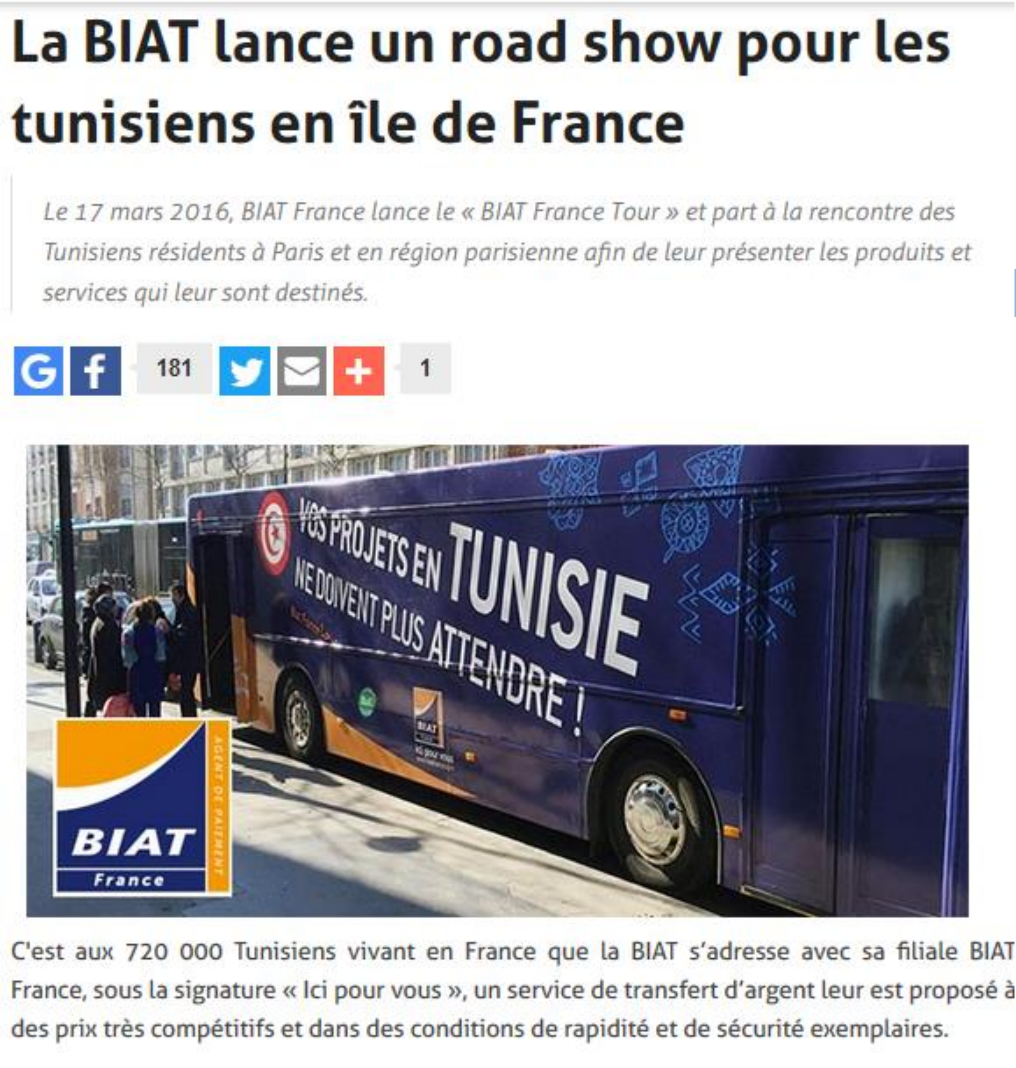
Encryption makes it difficult for unauthorized people to view information traveling between computers. It is therefore unlikely that anyone read this page as it traveled across the network.

- Two logging options :
  - In clear (for machine learning)
  - As SHA-256 (for confidentiality) ex. Jean Durieux becomes ef61a579c907bbed674c0dbcbcf7f7af8f851538eef7b8e58c5bee0b8cfdac4a

- NamSor use cases

Tunisian Diaspora





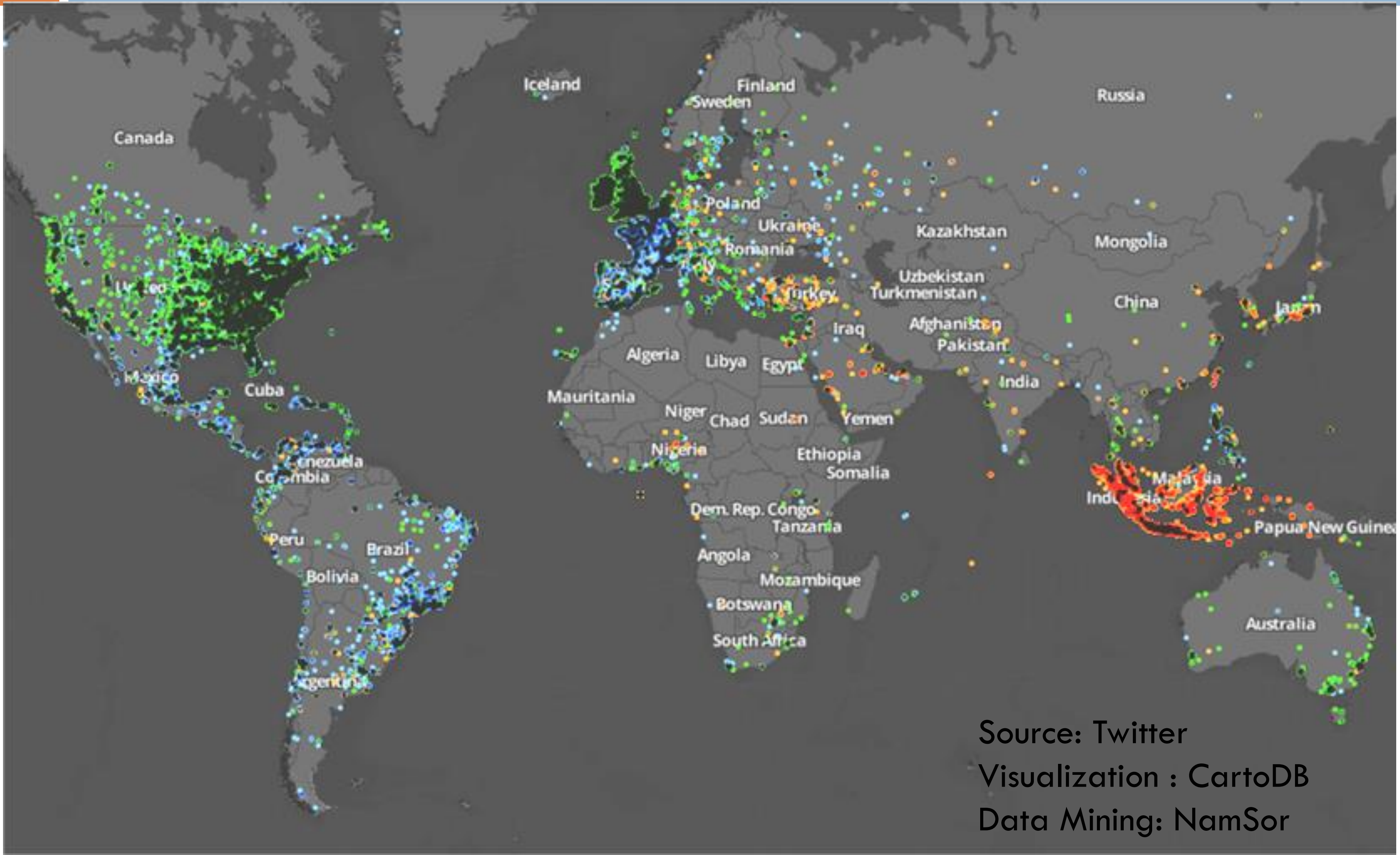
La BIAT lance un road show pour les tunisiens en île de France

Le 17 mars 2016, BIAT France lance le « BIAT France Tour » et part à la rencontre des Tunisiens résidents à Paris et en région parisienne afin de leur présenter les produits et services qui leur sont destinés.

C'est aux 720 000 Tunisiens vivant en France que la BIAT s'adresse avec sa filiale BIAT France, sous la signature « Ici pour vous », un service de transfert d'argent leur est proposé à des prix très compétitifs et dans des conditions de rapidité et de sécurité exemplaires.

Mining 3M twitter names to map ***Diasporas***

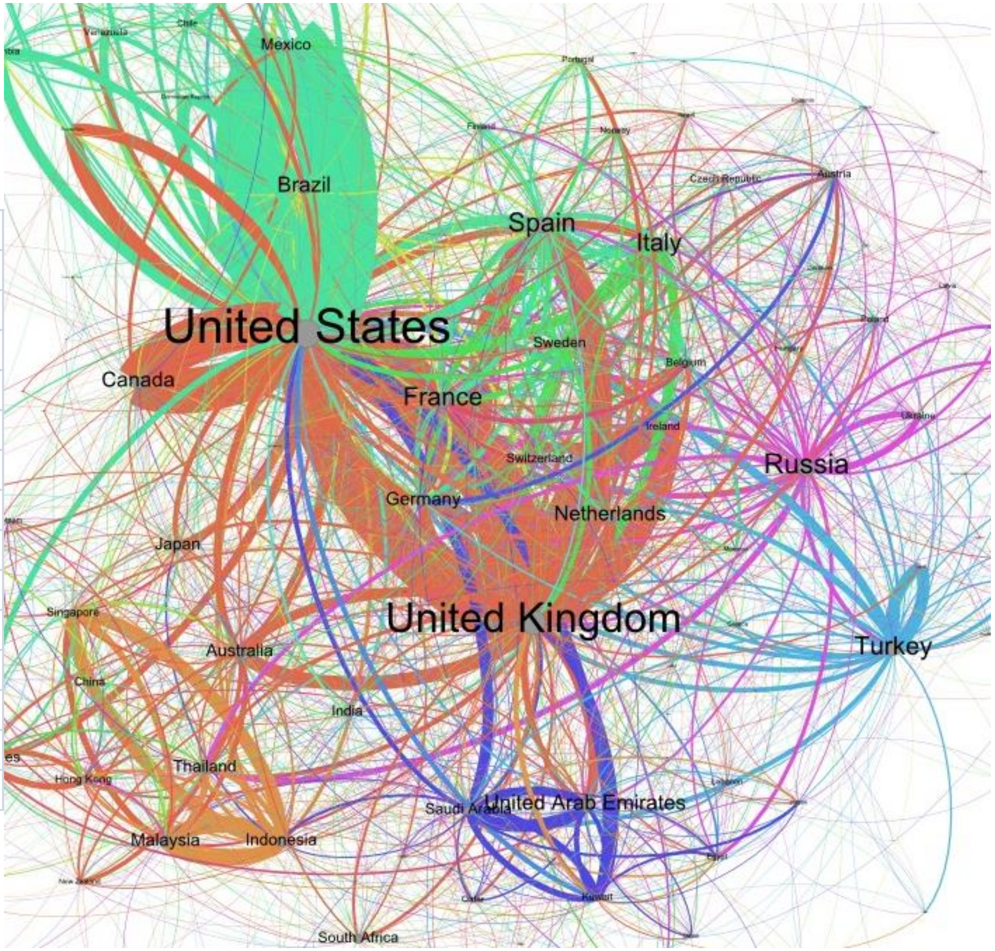
Who *are they,* ***where*** *are they and* ***what*** *are they doing?*



Source: Twitter
Visualization : CartoDB
Data Mining: NamSor

Flow view – who travels where?

Source	Target	Type	Id	Onoma	Weight
United Kingdom	**France**	**Directed**	**16**	**Great Britain**	**37**
Spain	France	Directed	55	Spain	14
United States	France	Directed	75	Great Britain	12
Turkey	France	Directed	79	Turkey	11
Brazil	France	Directed	87	Portugal	10
United Kingdom	France	Directed	112	Ireland	9
Italy	France	Directed	152	Italy	7
Switzerland	France	Directed	226	France	5
Belgium	France	Directed	247	France	5
United Kingdom	**France**	**Directed**	**258**	**France**	**5**
Mexico	France	Directed	287	Spain	4
Ireland	France	Directed	317	Great Britain	4
United Kingdom	France	Directed	333	Italy	4
United States	France	Directed	375	France	4



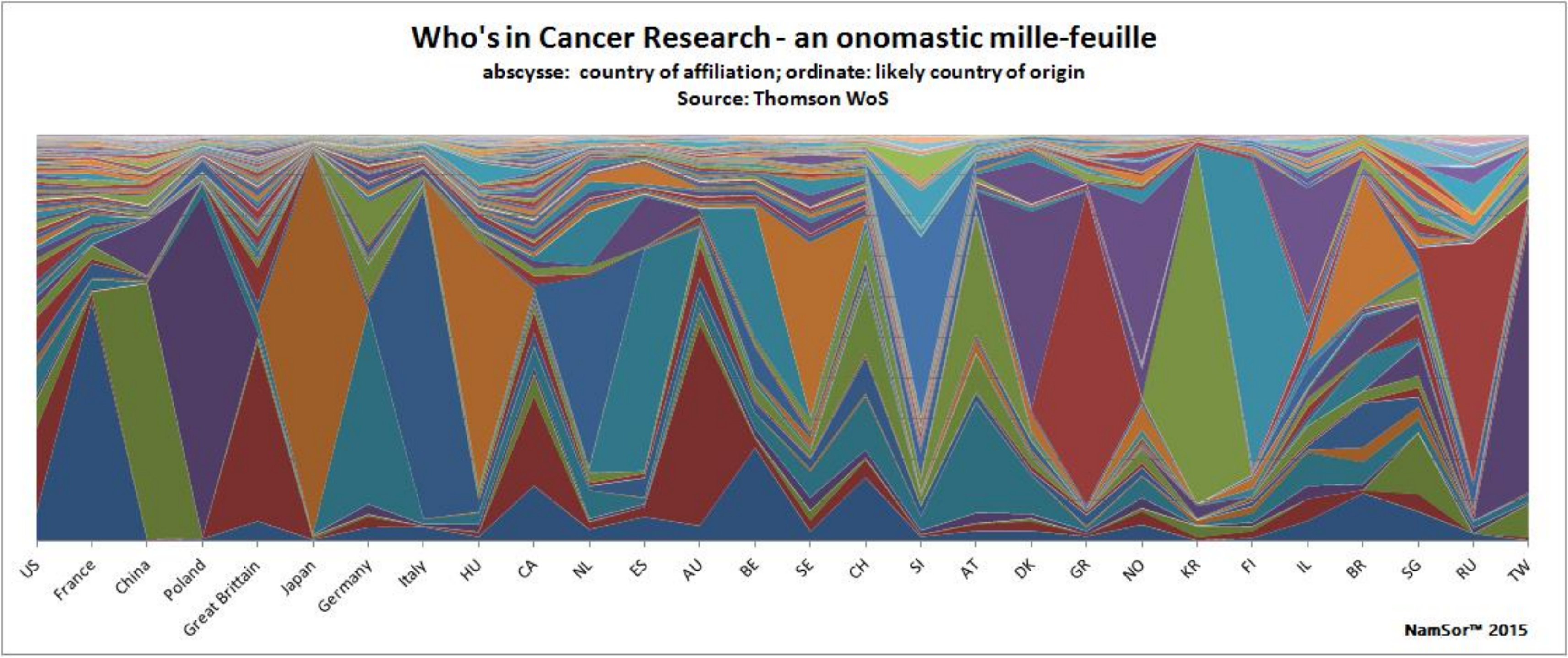
Source: Twitter

Visualization : Gephi

Data Mining: NamSor

Mapping Talents in Cancer Research

(in collaboration with French INSERM)



Who's in Cancer Research - an onomastic mille-feuille

abscysse: country of affiliation; ordinate: likely country of origin

Source: Thomson WoS

Thomson Reuters WebOfScience (6 countries, 250k scientists, 50k papers)

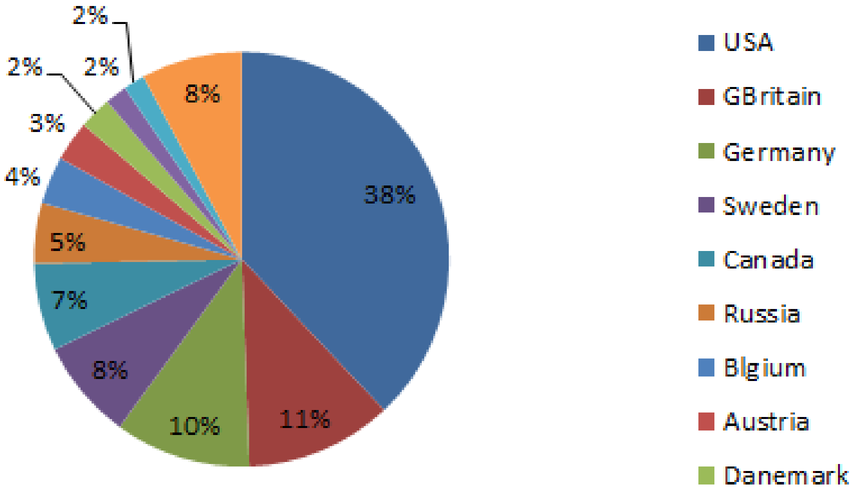
“Analysts uncovered amazing patterns in the way scientists’ names correlate with whom they publish, and who they cite in their papers - not just in case of a particular country, but globally. Tania Vichnevskaia of the French National Institute for Health (INSERM) presented the paper ‘Applying onomastics to scientometrics‘ at IREG International symposium 2015 organised by University of Maribor and Shanghai Jiao Tong University. The paper was prepared jointly with NamSor, a private start-up company specialized in mapping international Diasporas.”

Source: WoS; Data Mining: INSERM with NamSor

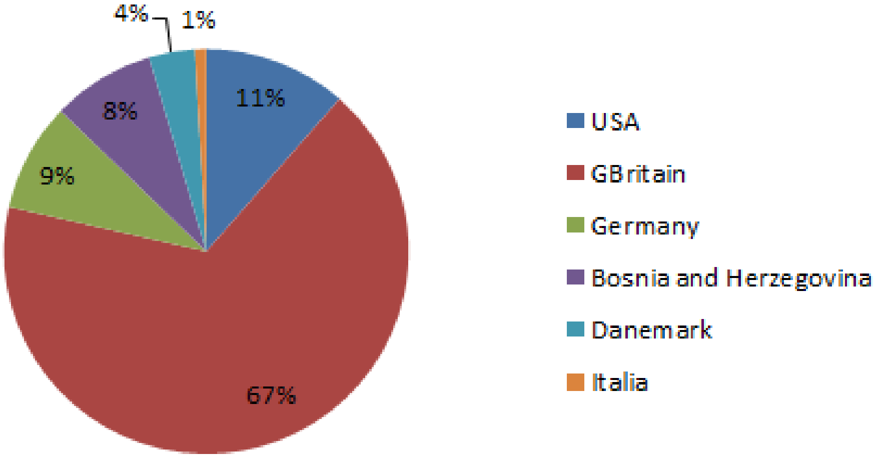
Cancer Research in Poland and Slovenia

Examining the 'brain drain'

The Polish "brain drain"



The Slovenien "brain drain"



In the Polish Corpus, we look at co-authors with Polish names, affiliated abroad.

Top countries:

1. **US,**
2. **Great-Britain,**
3. **Germany.**

In the Slovenian Corpus, we look at co-authors with Slovenian names, affiliated abroad.

Top countries:

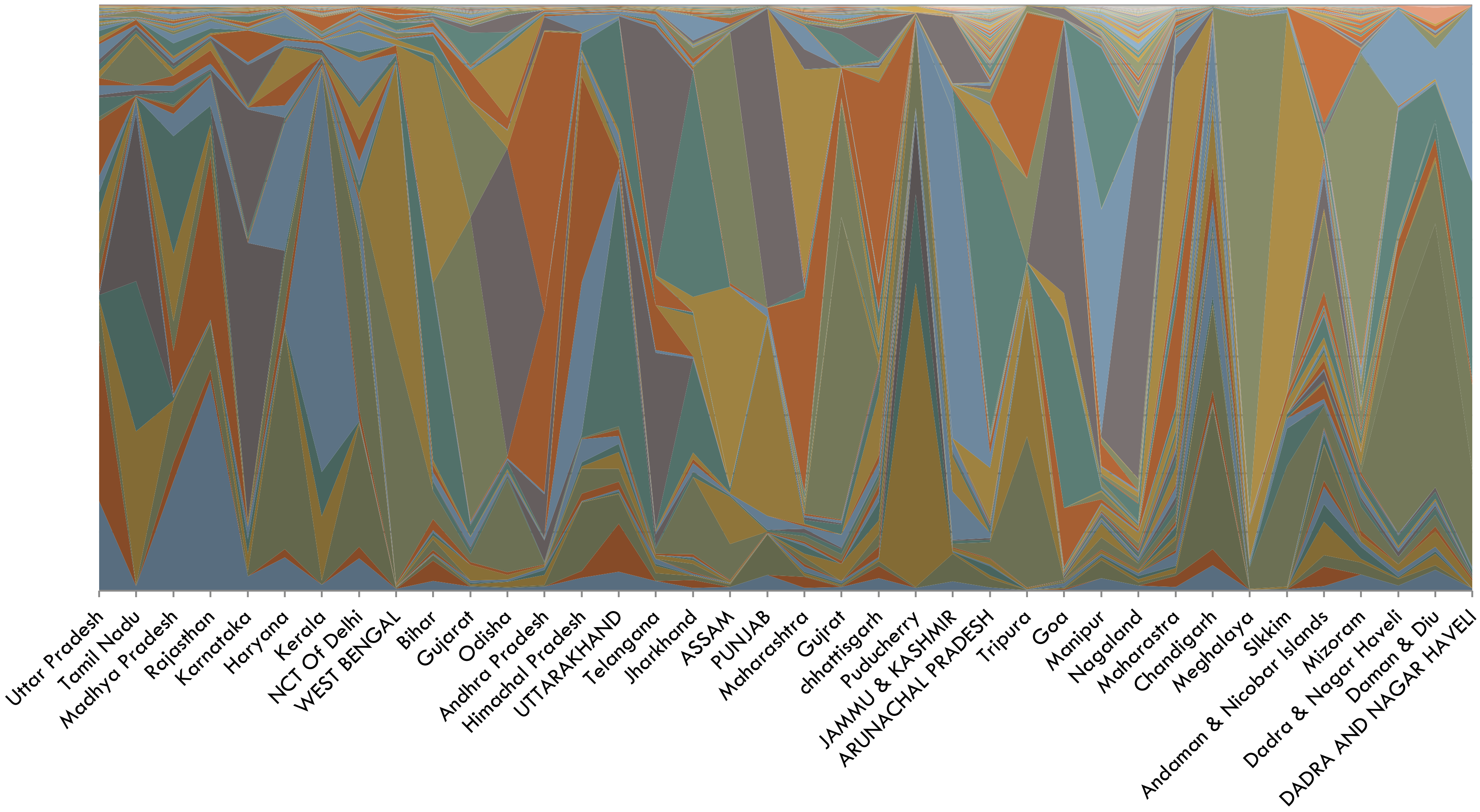
1. **Great-Britain,**
2. **US,**
3. **Germany.**

Source: WoS; Data Mining: INSERM with NamSor

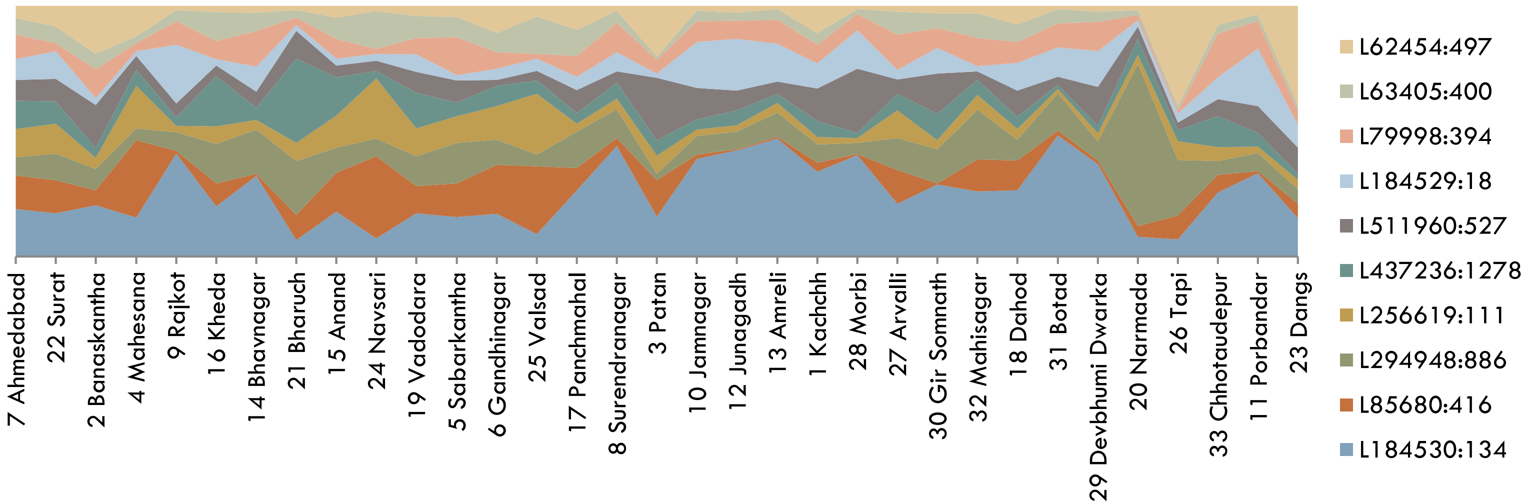
“Incredible India” – 1.2 BN People

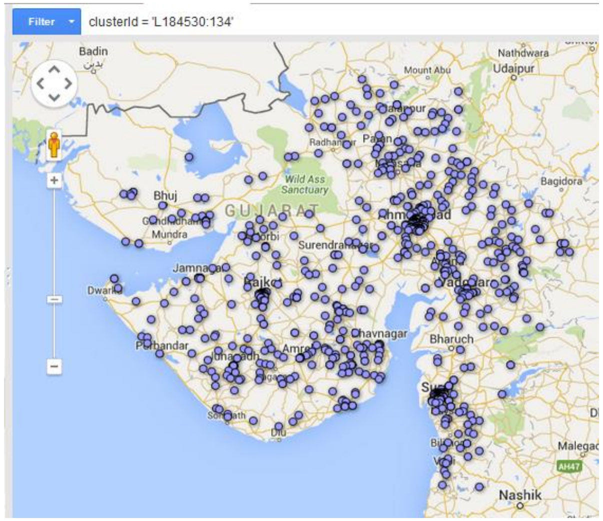
Indian onomastics by State/Union Territory

Names in LATIN, BENGALI, DEVANAGARI, GUJARATI, GURMUKHI, KANNADA, MALAYALAM, ORIYA, TAMIL, TELUGU, ARABIC



GUJARAT : mapping onomastics by district

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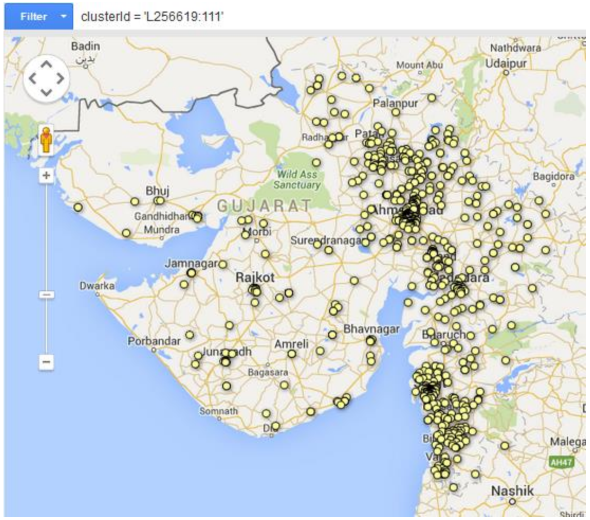
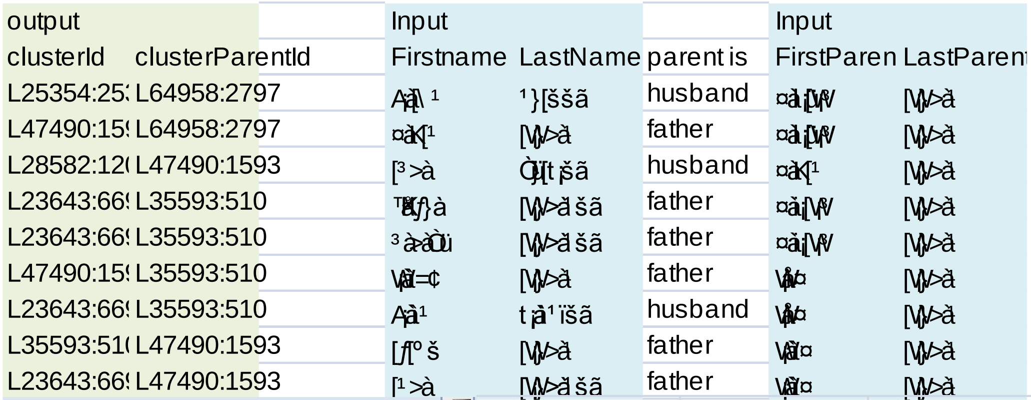

Filter clusterId = 'L256619:111'

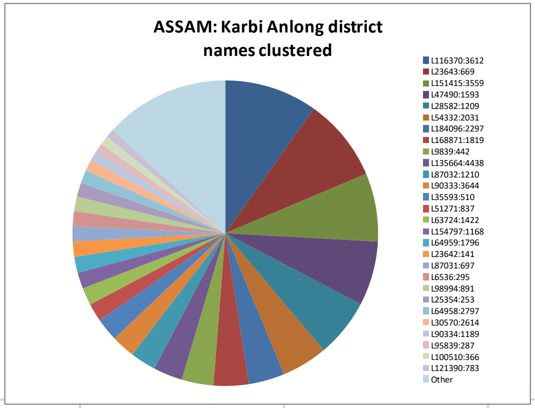
Source: Voters List; Visualization : Google Fusion Tables; Data Mining: NamSor

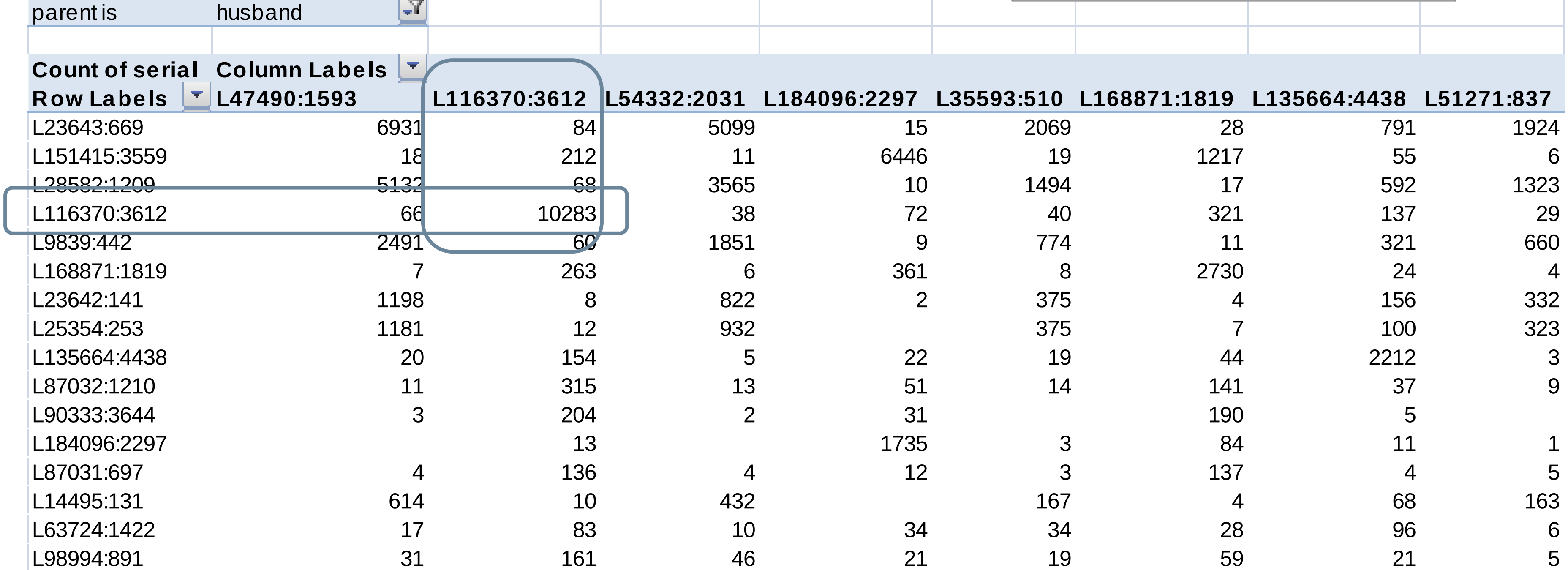
ASSAM: Karbi Anglong, within district

Inter-caste marriages ?



output		Input			Input	
clusterId	clusterParentId	Firstname	LastName	parent is	FirstParen	LastParent
L25354:25	L64958:2797	Aà\ ¹	¹}[ššã	husband	¤à¡[W	[W>à
L47490:15	L64958:2797	¤àK[¹	[W>à	father	¤à¡[W	[W>à
L28582:12	L47490:1593	[³>à	Ò[t ¡šã	husband	¤àK[¹	[W>à
L23643:66	L35593:510	™Å/}à	[W>à šã	father	¤à¡[W	[W>à
L23643:66	L35593:510	³ààÒü	[W>à šã	father	¤à¡[W	[W>à
L47490:15	L35593:510	Và=¢	[W>à	father	Vå¤	[W>à
L23643:66	L35593:510	Aà¹	t à¹ïšã	husband	Vå¤	[W>à
L35593:51	L47490:1593	[ƒ[º š	[W>à	father	Và¤	[W>à
L23643:66	L47490:1593	[¹>à	[W>à šã	father	Và¤	[W>à





parent is husband

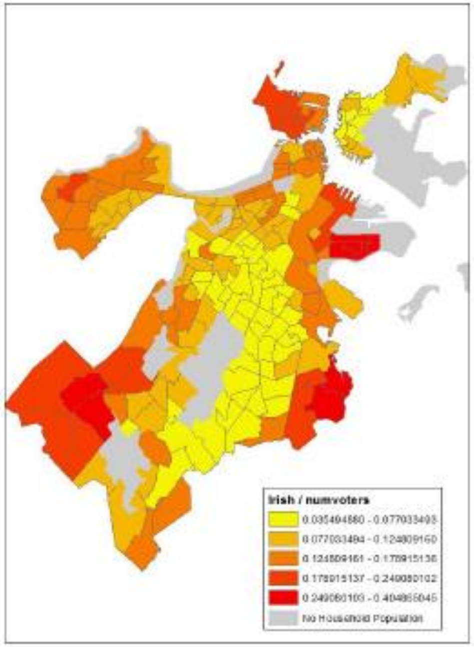
Count of serial	Column Labels						
Row Labels	L47490:1593	L116370:3612	L54332:2031	L184096:2297	L35593:510	L168871:1819	L135664:4438	L51271:837
L23643:669	6931	84	5099	15	2069	28	791	1924
L151415:3559	18	212	11	6446	19	1217	55	6
L28582:1209	5132	68	3565	10	1494	17	592	1323
L116370:3612	66	10283	38	72	40	321	137	29
L9839:442	2491	60	1851	9	774	11	321	660
L168871:1819	7	263	6	361	8	2730	24	4
L23642:141	1198	8	822	2	375	4	156	332
L25354:253	1181	12	932		375	7	100	323
L135664:4438	20	154	5	22	19	44	2212	3
L87032:1210	11	315	13	51	14	141	37	9
L90333:3644	3	204	2	31		190	5	
L184096:2297		13		1735	3	84	11	1
L87031:697	4	136	4	12	3	137	4	5
L14495:131	614	10	432		167	4	68	163
L63724:1422	17	83	10	34	34	28	96	6
L98994:891	31	161	46	21	19	59	21	5

Source: Voters List; Data Mining: NamSor

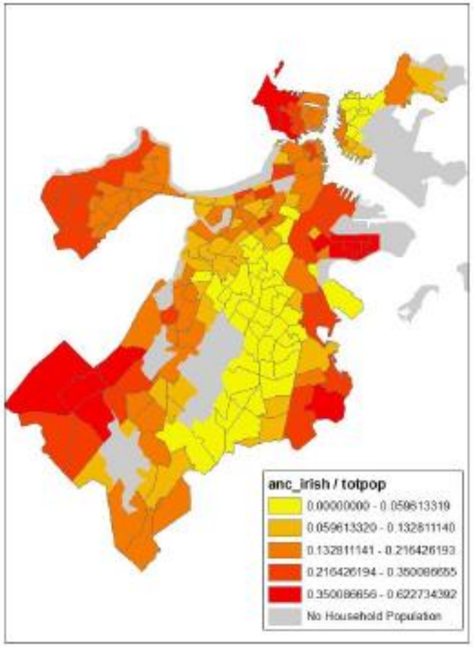
Boston geo-demographics 1/2

BOSTON
REDEVELOPMENT
AUTHORITY

Irish Share, namsor

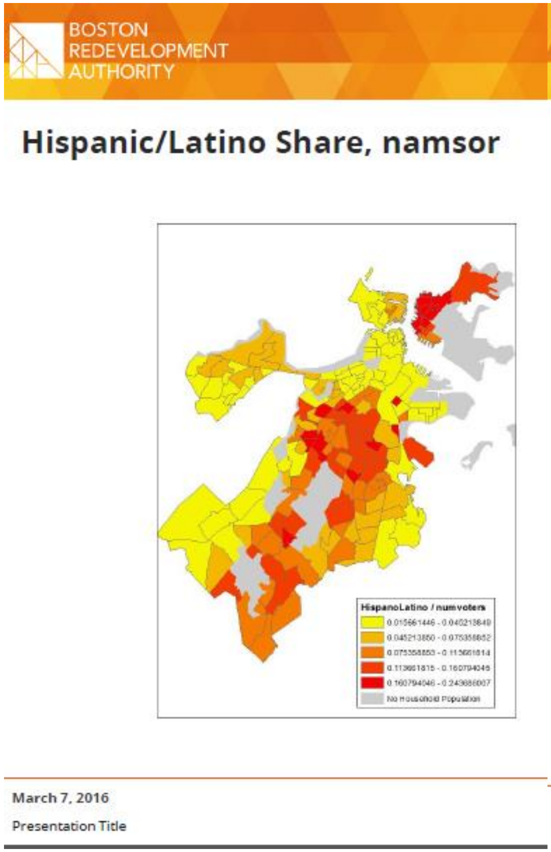


Irish Share, 2010-2014 ACS



Source: Boston Voters List ; Visualization : ESRI ; Data Mining: NamSor

Boston geo-demographics 2/2

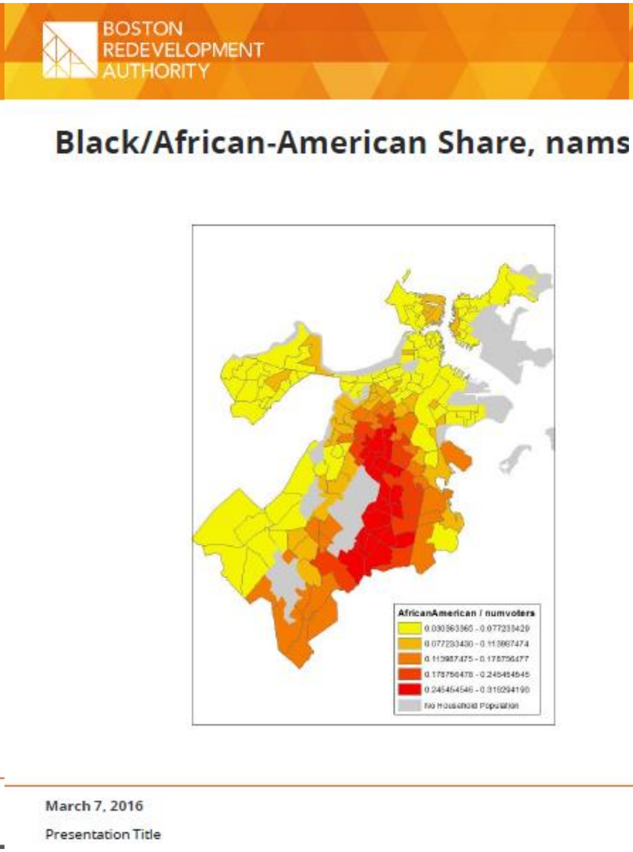


BOSTON REDEVELOPMENT AUTHORITY

Hispanic/Latino Share, namsor

March 7, 2016

Presentation Title

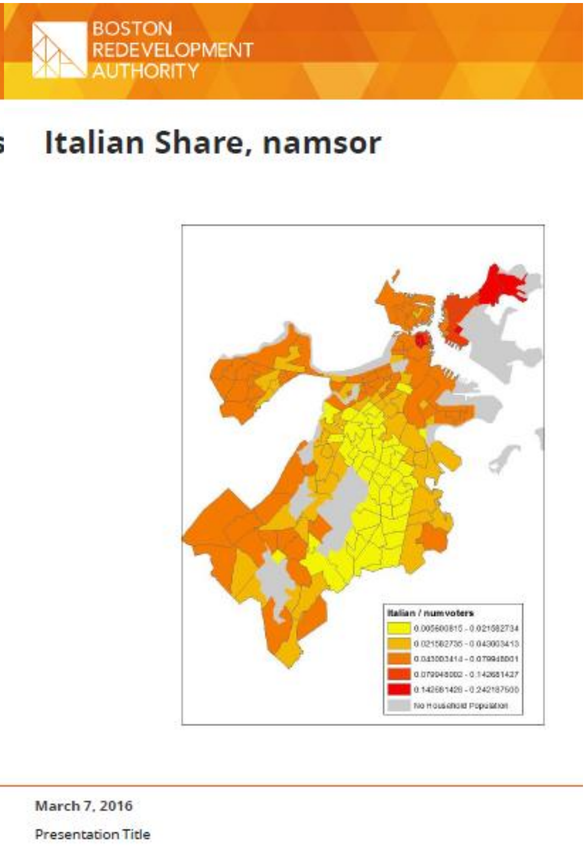


BOSTON REDEVELOPMENT AUTHORITY

Black/African-American Share, nams

March 7, 2016

Presentation Title



BOSTON REDEVELOPMENT AUTHORITY

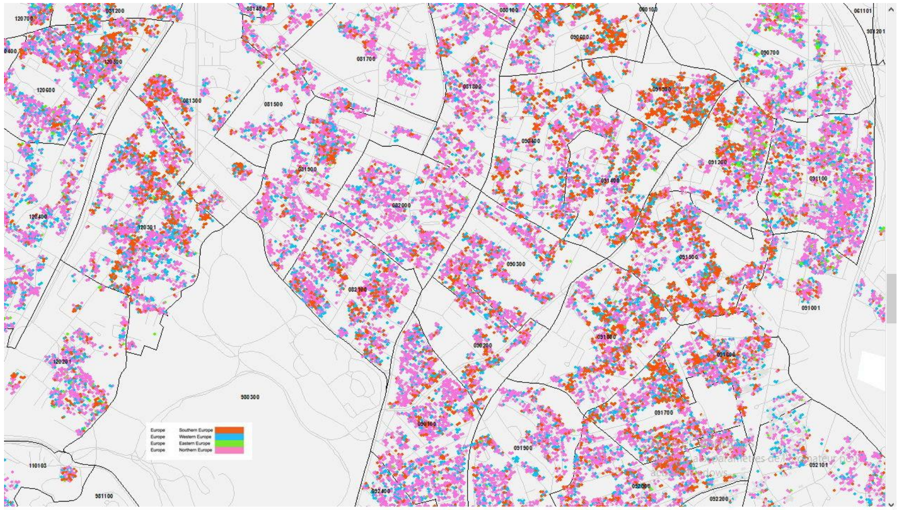
Italian Share, namsor

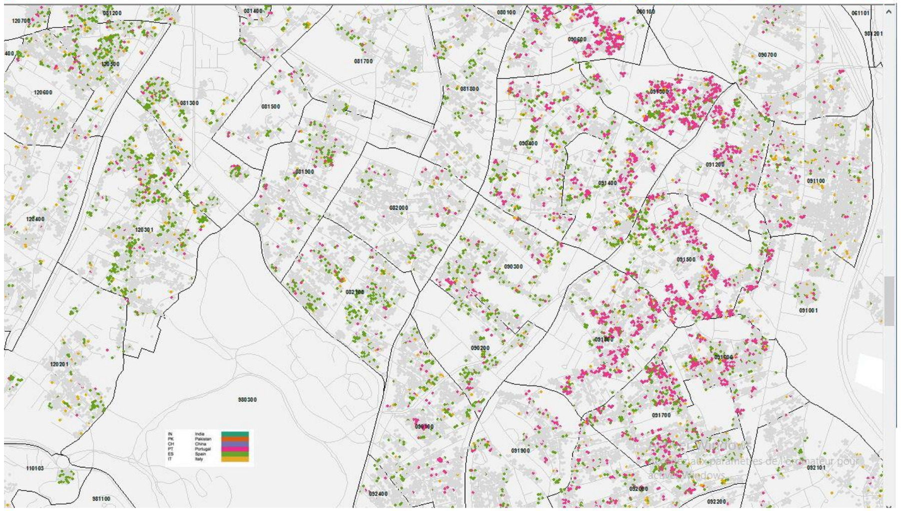
March 7, 2016

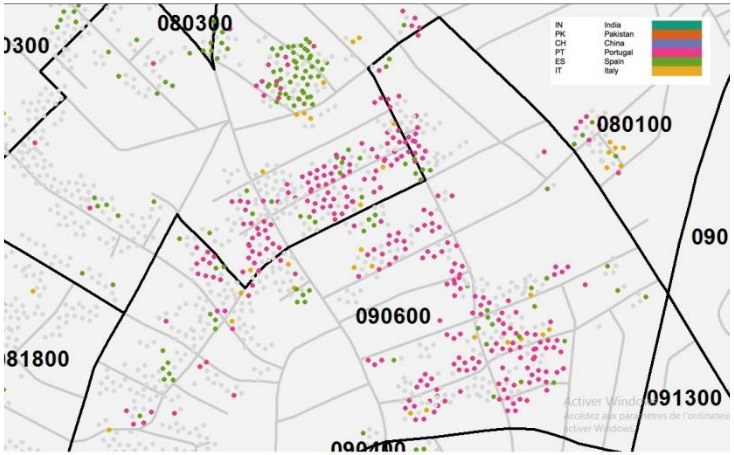
Presentation Title

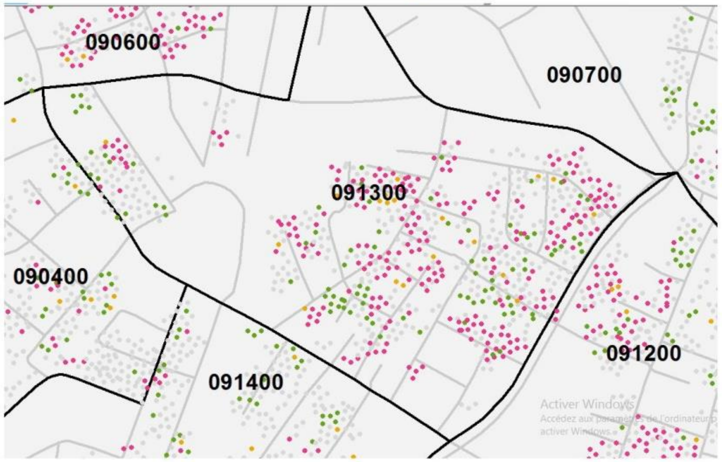
Source: Boston Voters List
Visualization : ESRI
Data Mining: NamSor

Breaking down ‘White’ and ‘Asian’ into Portuguese, Spanish, Italian, India, Pakistan, China, …







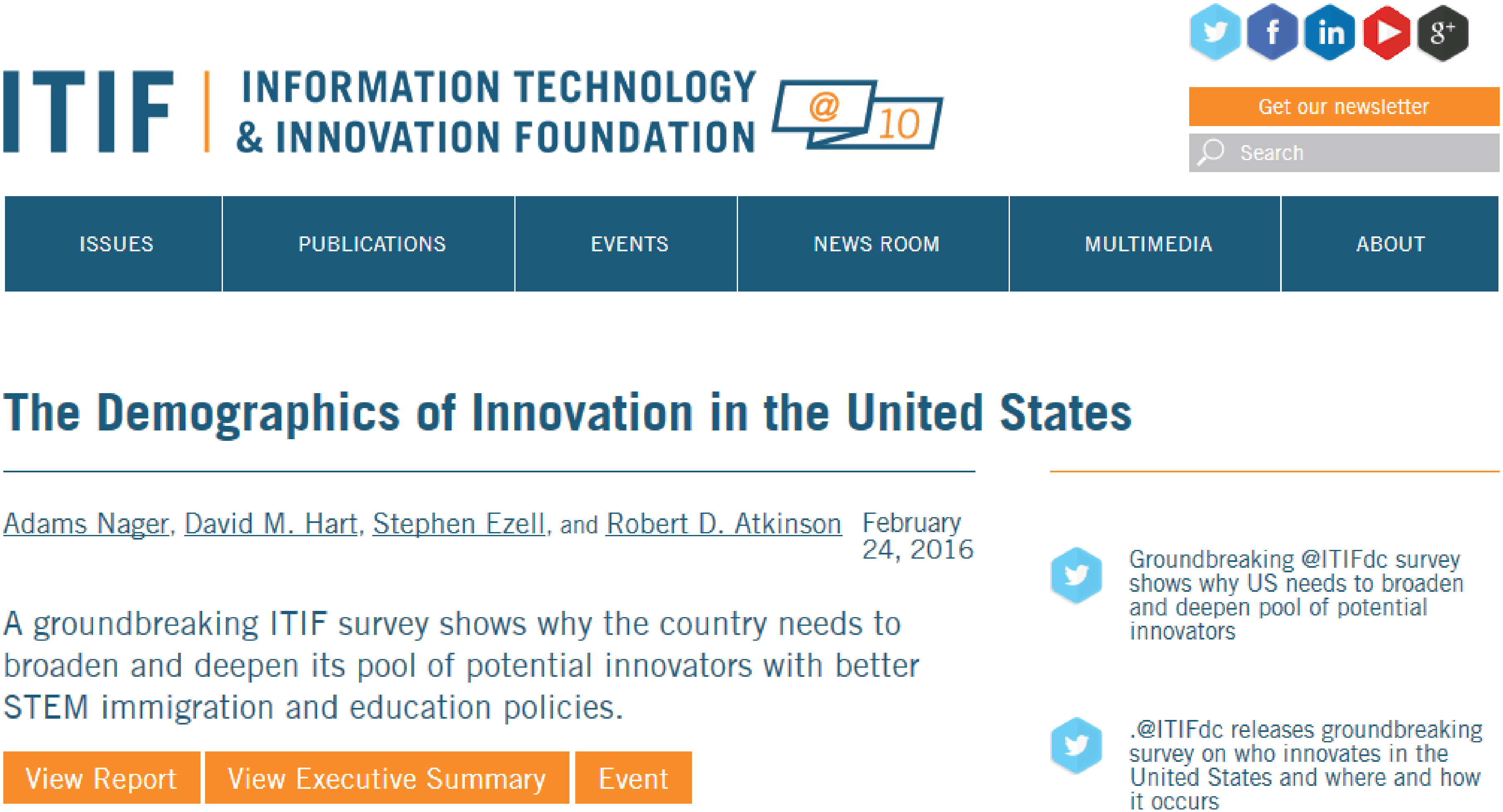


Source: Boston Voters List

Visualization : ESRI

Data Mining: NamSor

PATENT DATABASES



The Demographics of Innovation in the United States

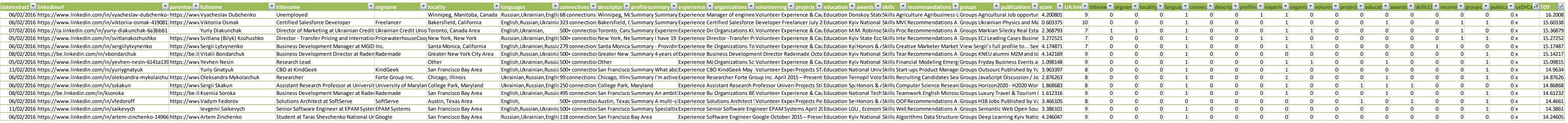
Adams Nager, David M. Hart, Stephen Ezell, and Robert D. Atkinson February 24, 2016

A groundbreaking ITIF survey shows why the country needs to broaden and deepen its pool of potential innovators with better STEM immigration and education policies.

Groundbreaking @ITIFdc survey shows why US needs to broaden and deepen pool of potential innovators

.@ITIFdc releases groundbreaking survey on who innovates in the United States and where and how it occurs

US AID PROJECT



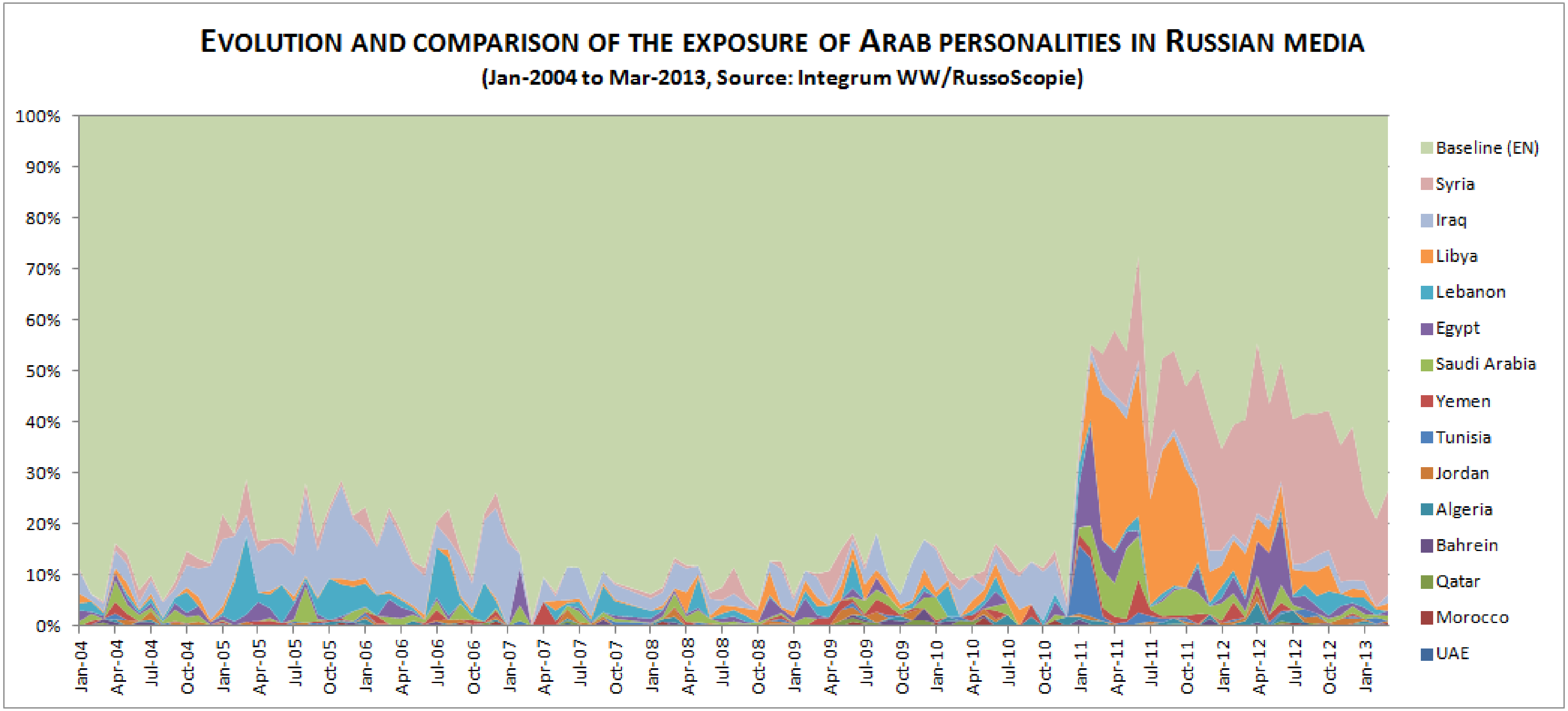
dateextract	linkedinurl	parentseed	fullname	titlename	orgname	locality	languages
06/02/2016	https://www.linkedin.com/in/vyacheslav-dubchenko-	https://www	Vyacheslav Dubchenko	Unemployed		Winnipeg, Manitoba, Canada	Russian,Ukrainian,Englis
06/02/2016	https://www.linkedin.com/in/viktoriia-osmak-419081	https://www	Viktoriia Osmak	Certified Salesforce Developer	Freelancer	Bakersfield, California	English,Russian,Ukrainia
07/02/2016	https://ca.linkedin.com/in/yuriy-diakunchak-6a3bb61		Yuriy Diakunchak	Director of Marketing at Ukrainian Credit	Ukrainian Credit Unio	Toronto, Canada Area	English,Ukrainian,
05/02/2016	https://www.linkedin.com/in/svitlanakozhushko	https://www	Svitlana (Bilyk) Kozhushko	Director - Transfer Pricing and Internatio	PricewaterhouseCoo	New York, New York	Russian,Ukrainian,Englis
06/02/2016	https://www.linkedin.com/in/sergiilytvynenko	https://www	Sergii Lytvynenko	Business Development Manager at MGID	Inc.	Santa Monica, California	English,Ukrainian,Russia
08/02/2016	https://be.linkedin.com/in/vbondarchuk	https://be.li	Vitalii Bondarchuk	Business Development Director at Raden	Rademade	Greater New York City Area	English,Russian,Ukrainia
05/02/2016	https://www.linkedin.com/in/yevhen-nesin-6141a139	https://www	Yevhen Nesin	Research Lead		Other	English,Ukrainian,Russia
11/02/2016	https://www.linkedin.com/in/yuriygnatyuk		Yuriy Gnatyuk	CBO at KindGeek	KindGeek	San Francisco Bay Area	English,Ukrainian,Russia
06/02/2016	https://www.linkedin.com/in/oleksandra-mykolaichu	https://www	Oleksandra Mykolaichuk	Researcher	Forte Group Inc.	Chicago, Illinois	Ukrainian,Russian,Englis
06/02/2016	https://www.linkedin.com/in/sskakun	https://www	Sergii Skakun	Assistant Research Professor at Universit	University of Marylan	College Park, Maryland	Ukrainian,Russian,Englis
08/02/2016	https://be.linkedin.com/in/ksoroka	https://be.li	Kseniia Soroka	Business Development Manager at Rader	Rademade	San Francisco Bay Area	English,Ukrainian,Russia
06/02/2016	https://www.linkedin.com/in/vfedoroff	https://www	Vadym Fedorov	Solutions Architect at SoftServe	SoftServe	Austin, Texas Area	English,
11/02/2016	https://www.linkedin.com/in/saikevych		Ievgenii Saikevych	Senior Software Engineer at EPAM Syster	EPAM Systems	San Francisco Bay Area	English,Russian,Ukrainia
06/02/2016	https://www.linkedin.com/in/artem-zinchenko-14966	https://www	Artem Zinchenko	Student at Taras Shevchenko National Ur	Google	San Francisco Bay Area	Russian,Ukrainian,Englis

fullname	connections	descriptor	profilesummary	experience	organizations	volunteering	projects	education	awards	skills	recommandations	groups	publications
Vyacheslav Dubchenko	68 connections	Winnipeg, Ma	Summary Summary	Experience Manager of enginee		Volunteer Experience & Cau		Education Donskoy State		Skills Agriculture Agribusiness L		Groups Agricultural Job opportur	
Viktoriia Osmak	323 connection	Bakersfield, C	Summary Summary	Experience Certified Salesforce Developer Freelancer July 2				Education Kyiv National		Skills MVC	Recommendations A	Groups Ukrainian Physics and Ma	
Yuriy Diakunchak	500+ connectio	Toronto, Cana	Summary Experienc	Experience Dir	Organizations KU	Volunteer Experience & Cau		Education M.M. Robinso		Skills Proc	Recommendations A	Groups Markian Silecky Real Esta	
Svitlana (Bilyk) Kozhushko	500+ connectio	New York, Ne	Summary I have 19	Experience Director -Transfer Pr		Volunteer Experience & Cau		Education Kyiv State Eco		Skills Inte	Recommendations A	Groups ECJ Leading Cases Busine	
Sergii Lytvynenko	279 connection	Santa Monica	Summary - Providir	Experience Re	Organizations To	Volunteer Experience & Cau		Education Kyi	Honors & A	Skills Creative Marketer Market		View Sergii’s full profile to... See	
Vitalii Bondarchuk	500+ connectio	Greater New	Summary 4 years of	Experience Business Development Director Rademade Octo				Education Kyiv National		Skills Tear	Recommendations A	Groups KNEU alumni M2M and Io	
Yevhen Nesin	500+ connectio	Other		Experience Ma	Organizations Sc	Volunteer Experience & Cau		Education Kyiv National		Skills Financial Modeling Emerg		Groups Fryday Business Events a	
Yuriy Gnatyuk	500+ connectio	San Francisco	Summary What abo	Experience CBO KindGeek May		Volunteer Exper	Projects STA	Education National Univ		Skills Start-ups Product Manage		Groups Outsourc	Published by Yu
Oleksandra Mykolaichuk	99 connections	Chicago, Illinc	Summary I'm active	Experience Researcher Forte Group Inc. April 2015 – Present				Education Ternopil Volo		Skills Recruiting Candidates Sea		Groups JavaScript Discussion / Jo	
Sergii Skakun	250 connection	College Park, Maryland		Experience Assistant Research Professor Univers			Projects Sti	Education Spa	Honors & A	Skills Computer Science Researc		Groups Horizon2020 - H2020 Wor	
Kseniia Soroka	495 connection	San Francisco	Summary An ambit	Experience Bu	Organizations BE	Volunteer Experience & Cau		Education National Tech		Skills Teamwork English Microsc		Groups Luxury Travel & Tourism I	
Vadym Fedorov	500+ connectio	Austin, Texas	Summary A multi-s	Experience Solutions Architect S		Volunteer Exper	Projects Pe	Education Sev	Honors & A	Skills OOP	Recommendations A	Groups H1B Jobs	Published by Va
Ievgenii Saikevych	500+ connectio	San Francisco	Summary Specialtie	Experience Senior Software Engineer EPAM Systems April 20				Education LGU , Econom		Skills Web	Recommendations A	Groups Semantic Web Open Sou	
Artem Zinchenko	118 connection	San Francisco Bay Area		Experience Software Engineer Google October 2015 – Preser				Education Kyiv National		Skills Algorithms Data Structures		Groups Deep Learning Kyiv Natio	

fullname	score	UA link	titlenar	orgnam	locality	languag	connec	descrip	profiles	experie	organiz	volunte	project	educati	awards	skills13	recomm	groups	publica	usOrCa	TOT
Vyacheslav Dubchenko	4.200801	9	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	x	16.2008
Viktoriia Osmak	0.603375	10	0	0	0	1	0	0	0	1	0	0	0	1	0	0	1	1	0	x	15.60338
Yuriy Diakunchak	2.368793	7	1	1	0	1	0	0	0	1	1	0	0	0	0	0	1	0	0	x	15.36879
Svitlana (Bilyk) Kozhushko	3.272521	7	0	0	0	1	0	0	1	1	0	0	0	0	0	0	1	1	0	x	15.27252
Sergii Lytvynenko	4.174871	7	0	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0	0	x	15.17487
Vitalii Bondarchuk	4.142169	9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	x	15.14217
Yevhen Nesin	1.098148	9	0	0	0	1	0	0	0	1	1	0	0	1	0	0	0	1	0	x	15.09815
Yuriy Gnatyuk	3.963397	8	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	x	14.9634
Oleksandra Mykolaichuk	2.876263	8	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	x	14.87626
Sergii Skakun	1.868683	8	0	0	0	1	0	0	0	1	0	0	1	1	1	0	0	0	0	x	14.86868
Kseniia Soroka	1.612316	9	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	x	14.61232
Vadym Fedorov	3.466105	8	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	x	14.4661
Ievgenii Saikevych	3.386101	9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	x	14.3861
Artem Zinchenko	4.246047	9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	x	14.24605

seedname	https://ca.linkedin.com/in/yuriy-diakunchak-6a3bb6[...]_-1035308383.linkedin	Explanations
datetime	2016-02-07T12:49+0000	
dateextract	07/02/2016	
linkedinurl	https://ca.linkedin.com/in/yuriy-diakunchak-6a3bb61	LinkedIn URL and Profile data
parentseed		-
fullname	Yuriy Diakunchak	-
titlename	Director of Marketing at Ukrainian Credit Union Limited	-
orgname	Ukrainian Credit Union Limited	-
locality	Toronto, Canada Area	-
languages	English,Ukrainian,	-
connections	500+ connections	-
descriptor	Toronto, Canada Area	-
profilesummary	Summary Experienced marketing manager. Focused on branding and brand management, executing programs and campaigns targeted at building br	-
experience	Experience Director of Marketing Ukrainian Credit Union Limited August 2010 – Present (5 years 7 months) Heading up the marketing department. R	-
organizations	Organizations KUMF Art Gallery Director Starting March 2013 Member of Board of Directors of KUMF Art Gallery (Ukrainian Canadian Art Foundation)	-
volunteering	Volunteer Experience & Causes Causes Yuriy cares about: Arts and Culture Civil Rights and Social Action Politics	-
projects		-
education	Education M.M. Robinson McMaster University BComm, Marketing, Finance Pragmatic Marketing , Product Marketing Course Ryerson University Bacl	-
awards		-
skills	Skills Product Management Marketing Automation Brand Management Product Marketing Demand Generation Multi-channel Marketing Marketing S	-
recommandations	Recommendations A preview of what LinkedIn members have to say about Yuriy: I had the pleasure of working with Yuriy since 2006 on various vide	-
groups	Groups Markian Silecky Real Estate - Babiak Team Royal LePage Real Estate Services Ltd, Brokerage Cloud Computing Taxonomy & Information Mana	-
publications		-
score	2.368793324	< how much Ukrainian the nams sounds
count	7	< how many Ukrainian connections (max :10)
titlename2	0	
orgname3	0	
locality2	0	
languages3	1	< Ukrainian appears in Languages
connections4	0	
descriptor5	0	
profilesummary6	0	
experience7	1	
organizations8	0	
volunteering9	0	
projects10	1	
education11	0	
awards12	0	
skills13	0	
recommandations14	0	
groups15	1	< Ukraine appears in Goups
publications16	0	
TOT	13.98341639	< Overall score taking into account factors from L2

RUSSIAN MEDIA ANALYSIS



Evolution and comparison of the exposure of Arab personalities in Russian media

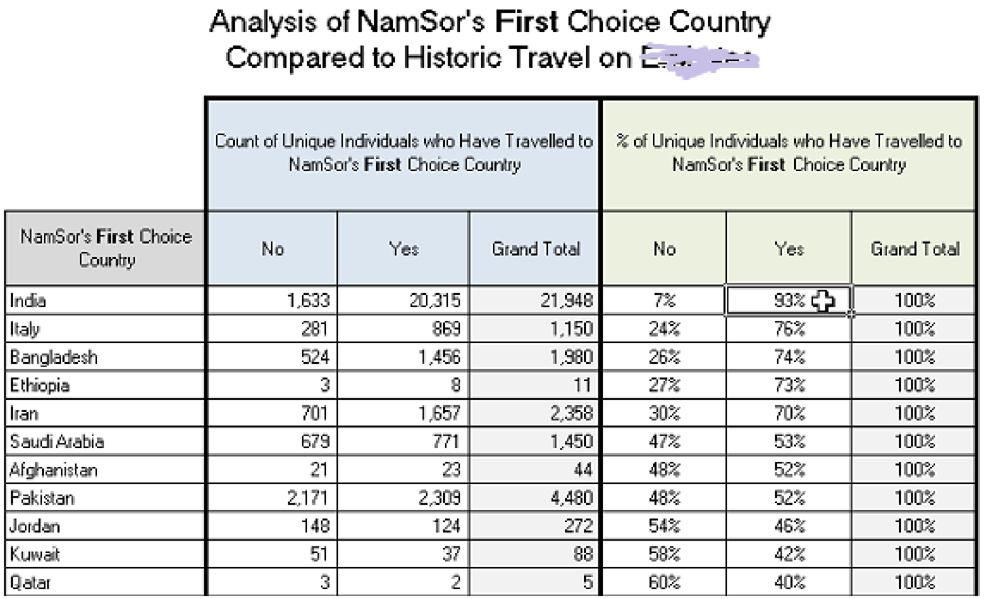
(Jan-2004 to Mar-2013, Source: Integrum WW/RussoScopie)

Source: Integrum/@RussoScopie

Indian diaspora names - a global airline use case

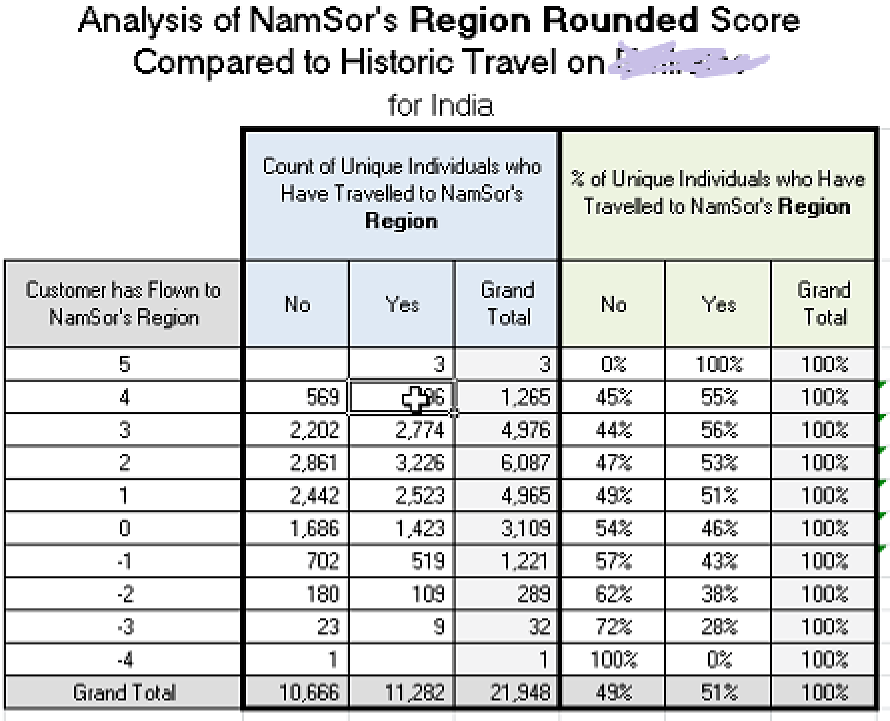
‘For 93% of our customers, when NamSor recognizes an Indian name, the client has travelled to India in the past.’

At state level : ~50%



Analysis of NamSor's **First Choice Country**
Compared to Historic Travel on [redacted]

	Count of Unique Individuals who Have Travelled to NamSor's **First** Choice Country			% of Unique Individuals who Have Travelled to NamSor's **First** Choice Country		
NamSor's **First** Choice Country	No	Yes	Grand Total	No	Yes	Grand Total
India	1,633	20,315	21,948	7%	93%	100%
Italy	281	869	1,150	24%	76%	100%
Bangladesh	524	1,456	1,980	26%	74%	100%
Ethiopia	3	8	11	27%	73%	100%
Iran	701	1,657	2,358	30%	70%	100%
Saudi Arabia	679	771	1,450	47%	53%	100%
Afghanistan	21	23	44	48%	52%	100%
Pakistan	2,171	2,309	4,480	48%	52%	100%
Jordan	148	124	272	54%	46%	100%
Kuwait	51	37	88	58%	42%	100%
Qatar	3	2	5	60%	40%	100%



Analysis of NamSor's **Region Rounded** Score
Compared to Historic Travel on [redacted]
for India

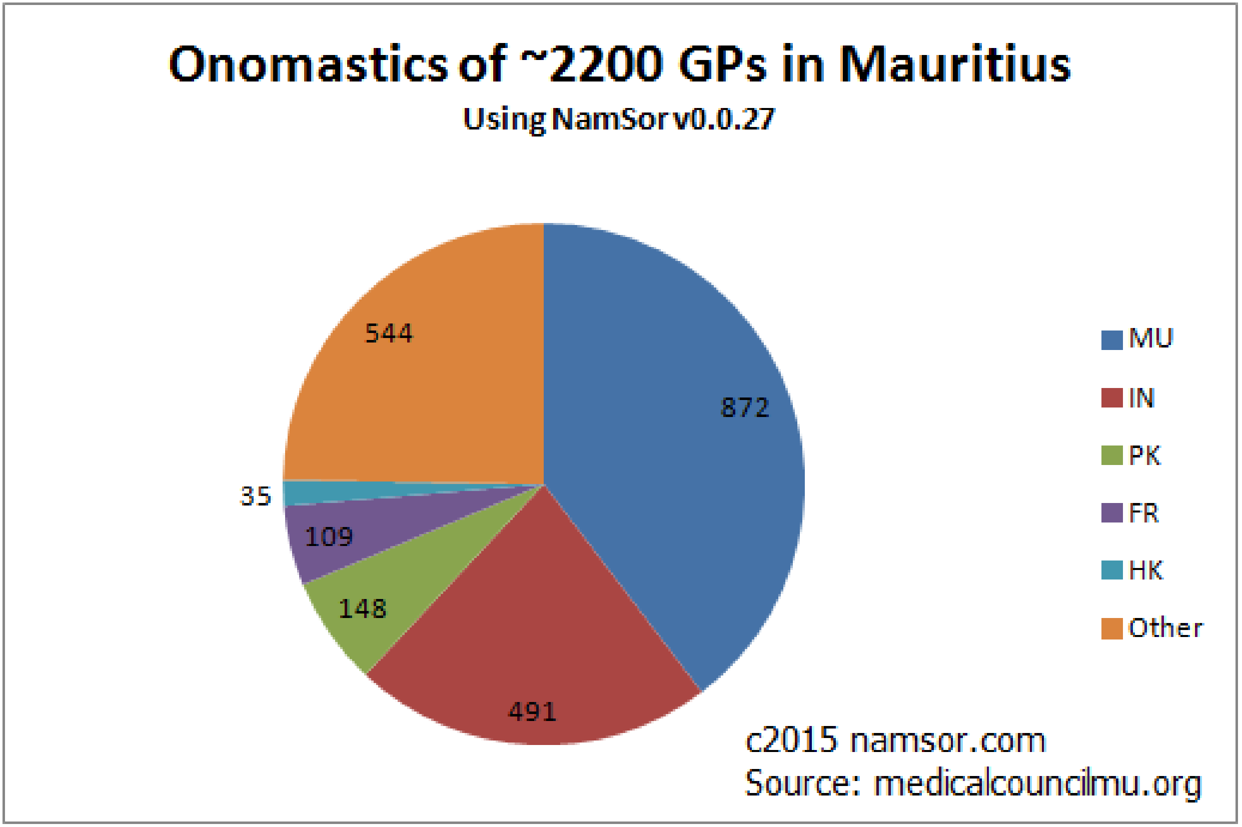
	Count of Unique Individuals who Have Travelled to NamSor's **Region**			% of Unique Individuals who Have Travelled to NamSor's **Region**		
Customer has Flown to NamSor's Region	No	Yes	Grand Total	No	Yes	Grand Total
5		3	3	0%	100%	100%
4	569	[illegible]96	1,265	45%	55%	100%
3	2,202	2,774	4,976	44%	56%	100%
2	2,861	3,226	6,087	47%	53%	100%
1	2,442	2,523	4,965	49%	51%	100%
0	1,686	1,423	3,109	54%	46%	100%
-1	702	519	1,221	57%	43%	100%
-2	180	109	289	62%	38%	100%
-3	23	9	32	72%	28%	100%
-4	1		1	100%	0%	100%
Grand Total	10,666	11,282	21,948	49%	51%	100%

Indian diaspora in Mauritius

Registered Medical Practitioners

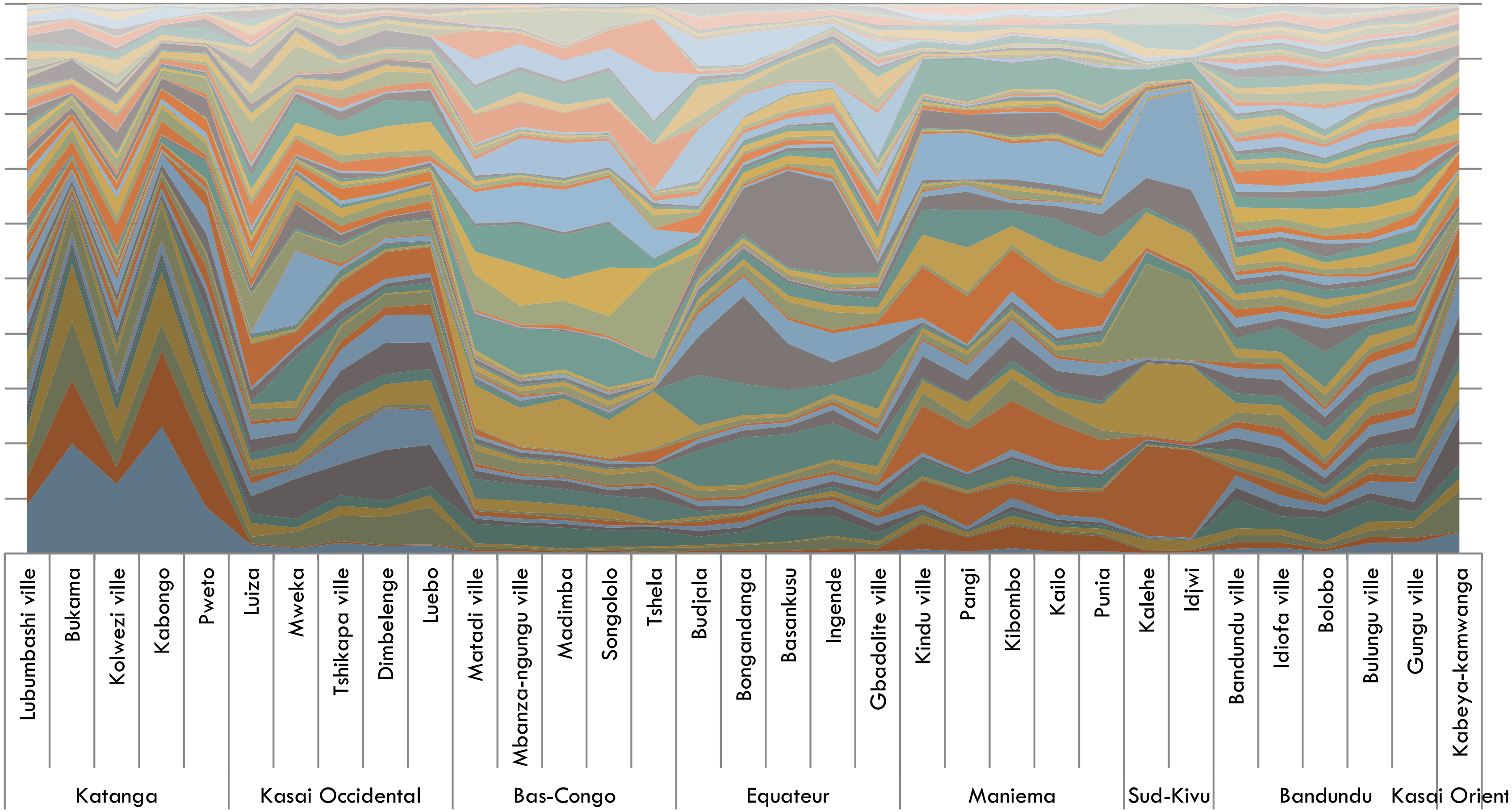
The annual list for the reg
category;

Register of General Practitio

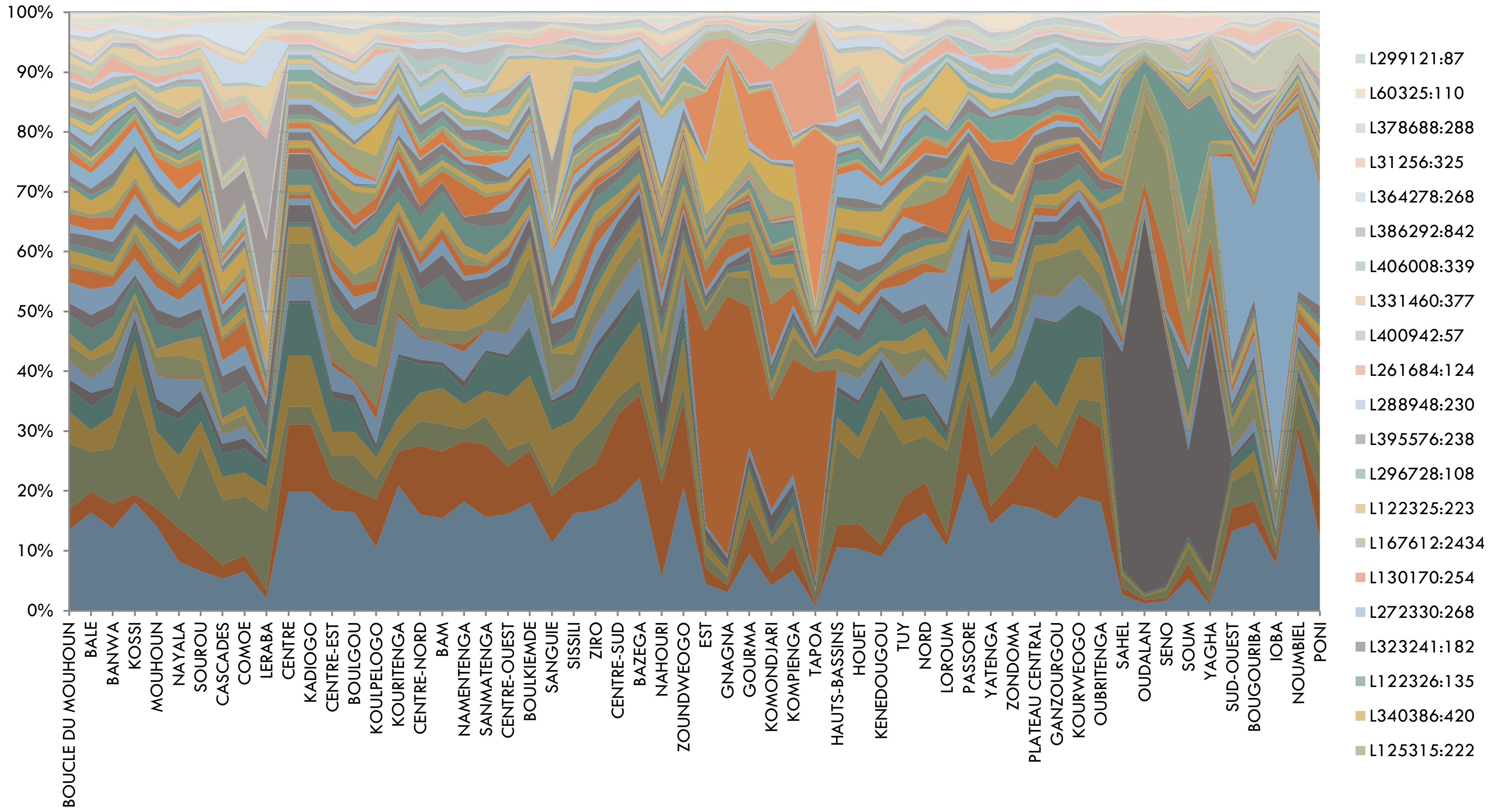


c2015 namsor.com
Source: medicalcouncilmu.org

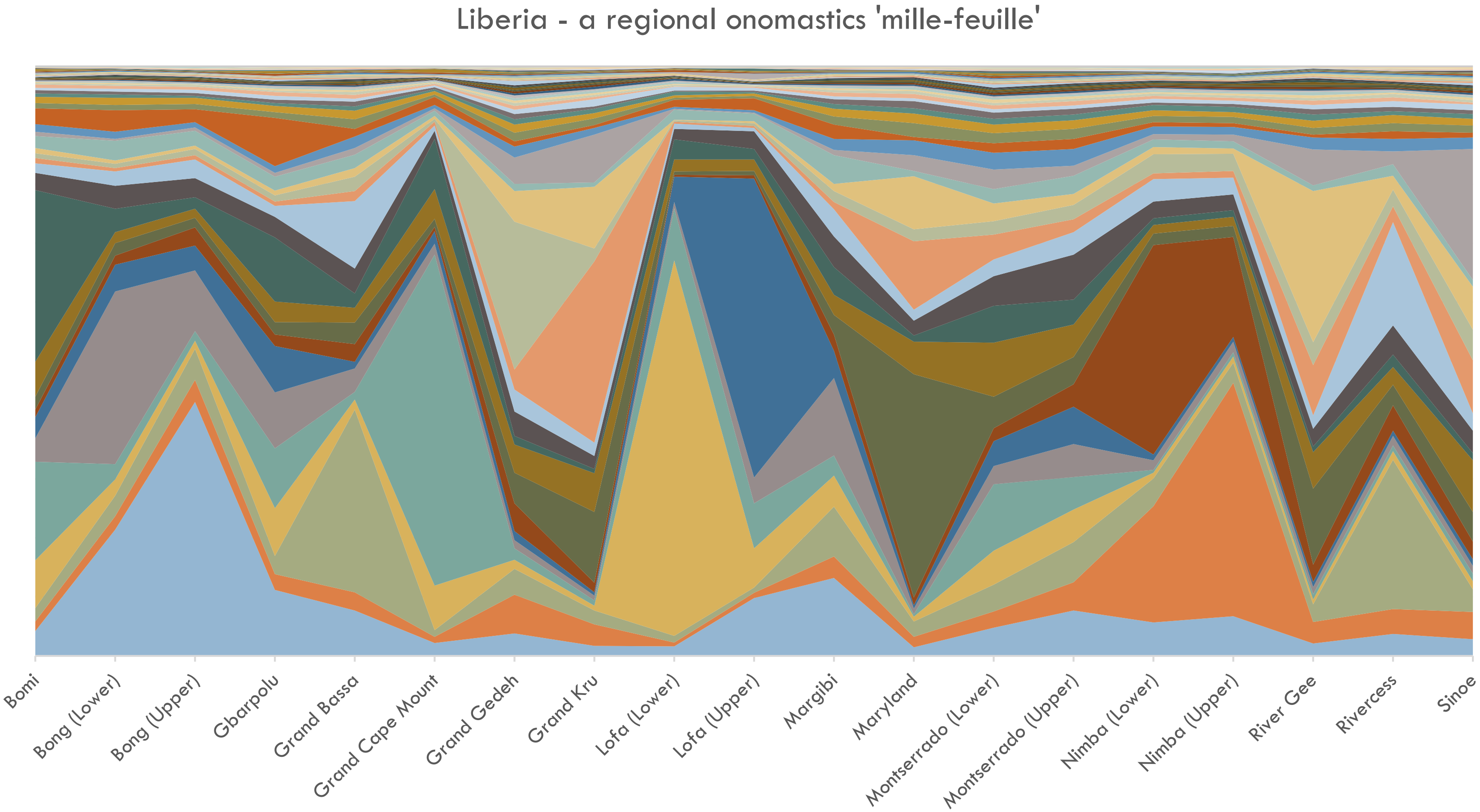
Africa: complex identities (Congo RDC)



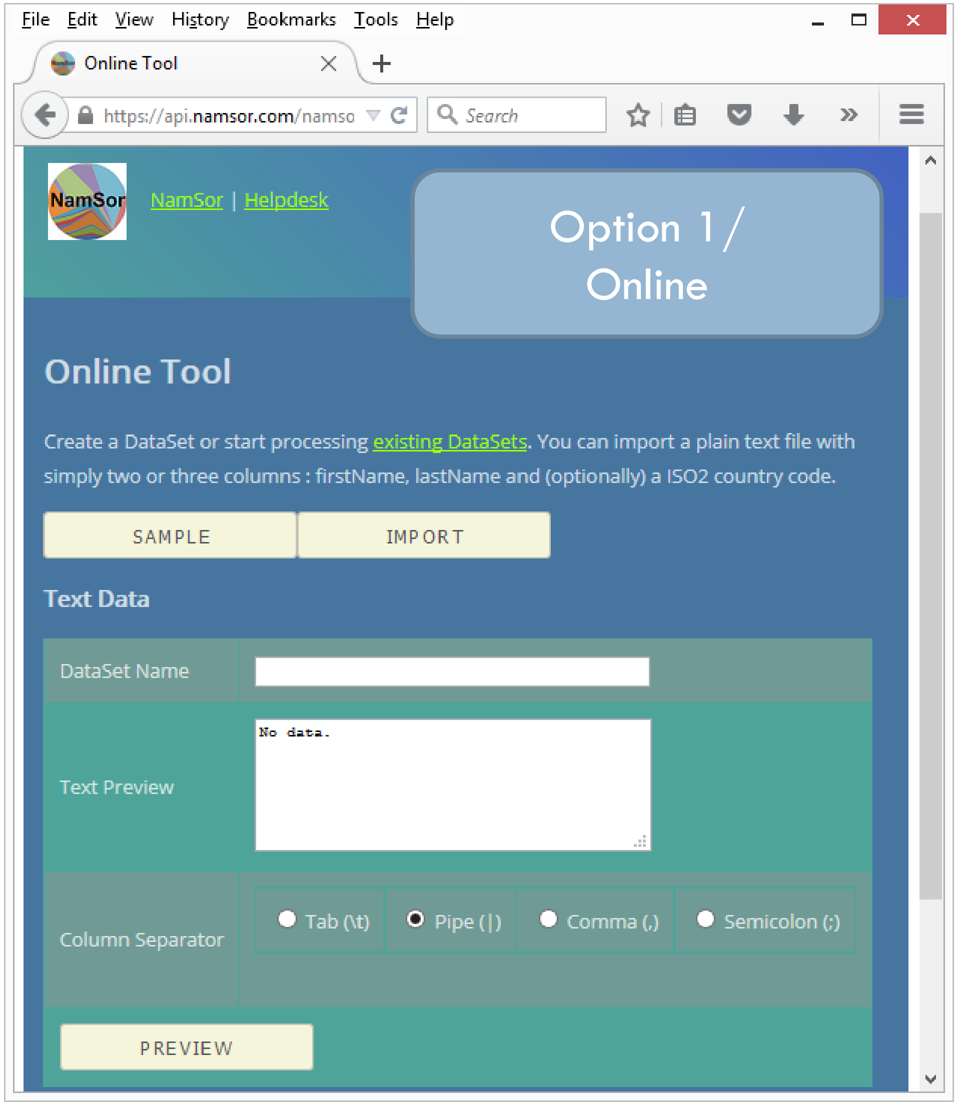
Africa: complex identities (Burkina Faso)



Africa: complex identities (Liberia)



Using NamSor API


File Edit View History Bookmarks Tools Help
Online Tool
https://api.namsor.com/namso
Search
NamSor
NamSor | Helpdesk
SAMPLE
IMPORT
PREVIEW

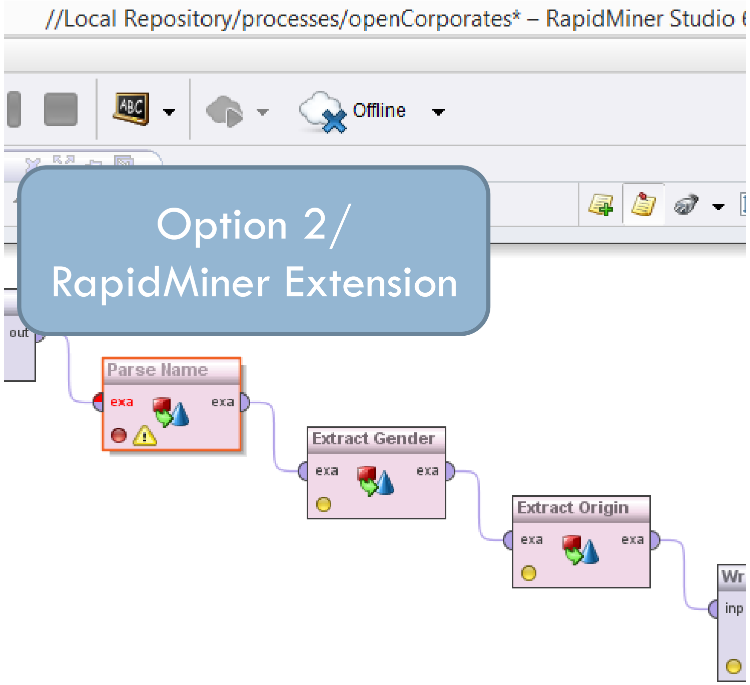
Option 1 / Online

Online Tool

Create a DataSet or start processing existing DataSets. You can import a plain text file with simply two or three columns : firstName, lastName and (optionally) a ISO2 country code.

Text Data

DataSet Name	
Text Preview	No data.
Column Separator	○ Tab (\t) ● Pipe (|) ○ Comma (,) ○ Semicolon (;)



Option 2/ RapidMiner Extension

Option 3/ NamSor API & SDK

Thank you !

NamSor

Elian CARSENAT,

elian.carsenat@namsor.com

Phone : +33 6 52 77 99 07

FDI magnet