

# **Developing a Lead Generation Mechanism to Identify People's Contact Points Using Web Data Analytics**

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With the popularity of Internet & social media, the volume of data which is being shared through the web has been increased. As a result of that, various paths have been opened to conduct research studies in the area of data science & data mining. Developing a proper mechanism after doing a thorough analysis of web data to identify people's contact points will be an interesting research study since in this era, people usually tend to keep their digital foot print in the world wide web either by purposely or mistakenly. In this research, a mechanism for lead generation has been introduced by mining & analyzing publicly & freely available web data. Based on some given search criteria, using data extraction through web crawling techniques combining with Named Entity Recognition (NER) algorithms persons' names were identified at the first stage. Afterwards by performing an in depth search of the web, people's contact points such as telephone details, email addresses, occupations, interested areas were collected & then analyzed them by applying big data analytics techniques together with data mining to find the high accuracy data. In this process any kind of privacy violation is not happening since this mechanism is only using publicly available data. The final outcome contains very useful data set to many parties specially for financing & marketing industries since they can have an accurate target audience to perform their promotional activities. Not only that but also this research is beneficial for any person since they can have well oriented data regarding the criteria that they want to look at.

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