



החוג לניהול מידע וידע

The Department of
Information Knowledge
Management



Taxonomic management in Evolita's company system

Evolita Company

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The main objectives of the project is to establish a taxonomic similarity between words that exists on Evolita's system and to create a network of connections between different areas that exists on the company website, by building the guide that allows users to find various information. Taxonomy plays an important role in research and management. It helps researchers to classify, understand and analyze complex areas.

Areas that were chosen for a project were: Organic food, Retail and Banking. An overview of relevant literature was made in order to understand and explore these areas. During the work process a rank system was created. The rank scale divided into four values: {0}, {20}, {50}, and {100}. In order to measure the semantic similarity between words a "human rating" method was used. Furthermore, additional approaches and theories of establishing taxonomic similarity were analyzed according to the information obtained from the literature.

The Excel program was used as a platform to create a taxonomic database.

As a result of this work it was revealed, that taxonomy builds hierarchical relationships between different products and categories. Those relations depend on strong or weak connection between words. The main benefit of such approach is that the user can immediately see the categories that are relevant to his request.

My recommendation is to continue to manage taxonomy relations in a field that I studied and to update the system with new words and categories.

This project gave me an experience in the field of taxonomy management that I never had before. Furthermore, the project provided me new tools that I can use at practice.