

# GEOCODING

TRANSFORMING AN ADDRESS  
OR DESCRIPTION OF PLACE  
INTO A COORDINATE

# **GENERAL APPROACH:** TECHNICAL ASPECTS



STRING MATCHING

N-GRAMS

TOKENIZATION

RANKING

...

**THE PROBLEM:**  
NO CULTURAL  
UNDERSTANDING

**THE SOLUTION:**  
INTER-CULTURAL  
COLLABORATION



DEFINING QUERIES,  
CONVENTIONS, LIMITS WITH  
PEOPLE AROUND THE WORLD

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