# Harmari Help Guide

Hot Sheet

The Hot sheet feature in Harmari lets you correlate multiple items to the same seller, so instead of searching 1000 iPad and then cross-referencing them against 1000 iPhones, an investigator can simply put both iPad and iPhone into Hot Sheet as separate items and click Analyze Items.

Step 1: Login to Harmari Search and select the Hot Sheet tab, click New, then click New Item
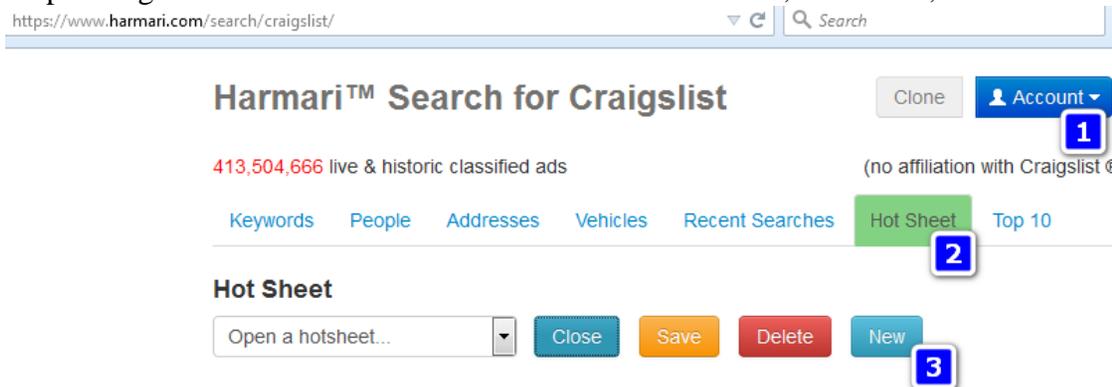
Step 2: Select the categories related to the item being searched. If you are unsure of the categories that are relevant for the item, just click Select All.
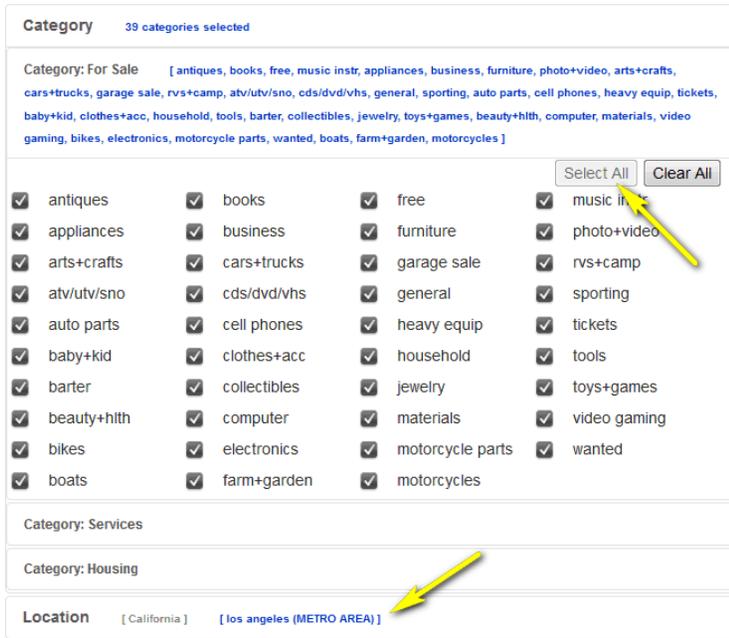
Step 3: Enter the state by typing in the first few letters, then selecting the state from the drop down as you are typing it. Then enter the city by again typing in the first few letters, then selecting the city from the drop down as you are typing it. You may enter more than one city or state. Radius lets you

define how much search area Harmari needs to look beyond the location of the theft. This is useful in case the suspect is selling the item in a different city than the one in which it was stolen.

Step 4: Select the Date of the Incident when the items were stolen. Then select how many weeks to "look ahead" in the data beyond the date of the theft. Default is 2 weeks but you can move it up to 12 weeks ahead

Step 4: Enter the item name.   Be as specific as possible for common items including color, model number, style, storage size, carrier-locked / unlocked, etc. It is best if you do some searches in Keyword mode first to get an idea what a particular keyword search looks like to tune the keywords to use for Hot Sheet. For example, if you're searching "Nike Air Jordans" and you've selected all for sale categories, you might get "air conditioners", or "nike golf bags". If you want to be specific about a certain brand, make sure you enclose the query in double-quotes e.g. "Michael Kors wallet". VIN is an optional field, and you could put serial numbers or IMEI numbers in there. It's a very low chance of a hit on those types of searches, but it's available as an option.
Once you are done click Add Item.

Step 5: Repeat steps 2-4 for each item that was stolen. You do not have to put the same Date of Incident if the thefts were on different dates. For example, if Item A was stolen on Jan 1, and Item B was stolen on Feb 1, Harmari will only consider sellers that had Item A and Item B after those dates
Step 6: Once you are satisfied with the list, click Analyze Items

Item Name	VIN	Categories	Location	Date Incident	Time Window	Edit	Delete
ipad	N/A	antiques...wanted	California,los angeles (METRO AREA)	2015-04-01	8 Weeks		
galaxy note	N/A	antiques...wanted	California,los angeles (METRO AREA)	2015-04-14	8 Weeks		

New Item   Analyze Items

Step 7: The sellers with the highest amount of overlap will appear at the top. The more general your keywords, categories, and the wider Time Window you search, the more hits there will be.
1. Click the Green Eye to show you which items were matched. This won't be useful if both items matched in a 2-item hot sheet, but it will be useful when many stolen items are present and a few were fenced on Craigslist
2. Click the wrench to hide/show the columns of the analysis
3. Click the column names to sort by that column. Initially the results are sorted by number of matched fields in descending order. The match could be on phone number, email address, userId, or contact alias, all of which are explained later on.
4. Total Records column indicates how many Craigslist ads are associated with the phone number in question AND the keywords used. It is not an exhaustive list of all ads from that phone number. For example, if the keywords used are "Michael kors", then only ads with that phone number AND title containing those keywords would be considered. If the title of the ad was "tiffany's ring", it would not be considered in this total.
5. Total Value column is the Dollar value of the items as advertised. If the item advertised as $1, then Hot Sheet calculates $100 as an average item price to avoid skewing the total. Sometimes the column says # Records Exceeds Limit because the server doesn't respond in time with the information. Use the Total Value and Total Records columns as a rough guideline on which clusters of ads are most interesting to investigate
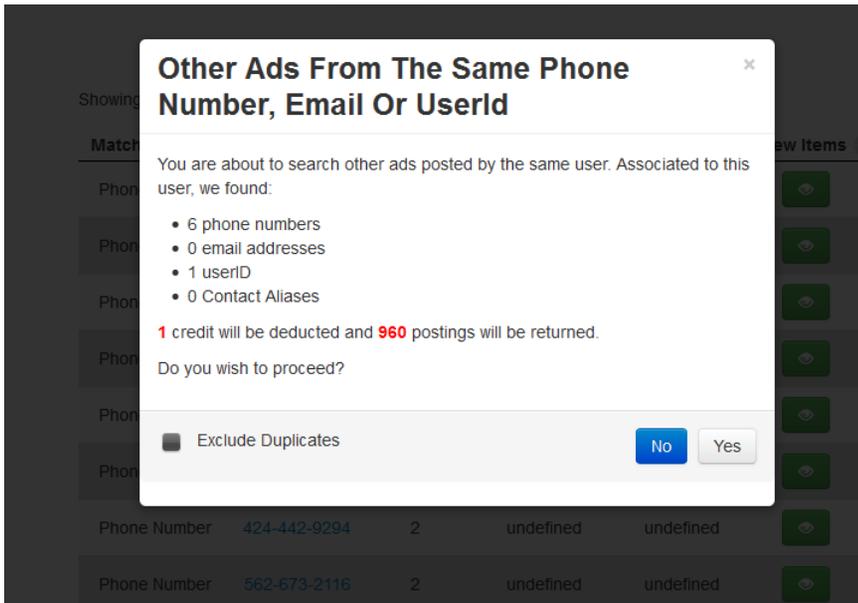
New Item   Analyze Items

Showing 1 to 10 of 39 entries

Matched Field	Field	Matched	Total Records	Total Value	View Items
Phone Number	347-569-6113	2	148	$62,425	👁
Phone Number	929-330-5165	2	10	$4,715	👁
Phone Number	917-687-9637	2	96	$34,240	👁
Phone Number	347-292-8980	2	23	$9,000	👁
Phone Number	917-361-0442	2	9	$1,200	👁
Phone Number	917-889-5719	2	# of Records exceeds Limit	# of Records exceeds Limit	👁
Phone Number	347-961-4774	2	47	$8,817	👁
Phone Number	347-634-8255	2	# of Records exceeds Limit	# of Records exceeds Limit	👁
Phone Number	212-335-0232	2	# of Records exceeds Limit	# of Records exceeds Limit	👁
Phone Number	917-579-2219	2	# of Records exceeds Limit	# of Records exceeds Limit	👁

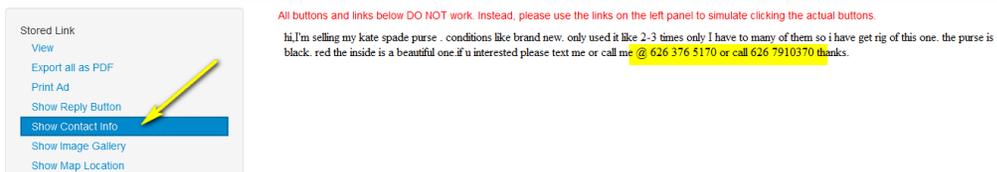Show 10 entries   ◀ Previous Next ▶

Step 8: click the Field column, which usually corresponds to a phone number. You will see a popup appear, asking if you'd like to continue with the investigation. A general rule of thumb we advise is that if 50 or more items are correlated to the same seller, then chances are very good it is not a "garage sale".

Other Ads From The Same Phone Number, Email Or UserId

You are about to search other ads posted by the same user. Associated to this user, we found:

- 6 phone numbers
- 0 email addresses
- 1 userID
- 0 Contact Aliases

1 credit will be deducted and **960** postings will be returned.

Do you wish to proceed?

Exclude Duplicates   No   Yes

Phone Number	424-442-9294	2	undefined	undefined
Phone Number	562-673-2116	2	undefined	undefined

Below is an explanation of how Other Ads are harvested:

1. All ads under one or more phone numbers. Multiple phone numbers may be correlated through the same series of ads from the same seller, as long as both phone numbers appear in at least one Craigslist ad together.
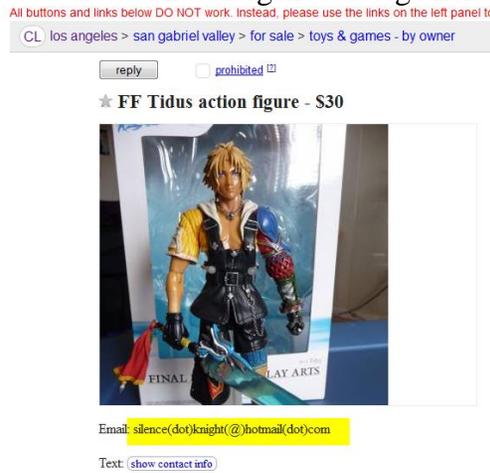
2. Email addresses that are clear and visible through the body of the ad or exposed in the reply button. The anonymous-numbered Reply email from Craigslist is not considered a searchable email address.
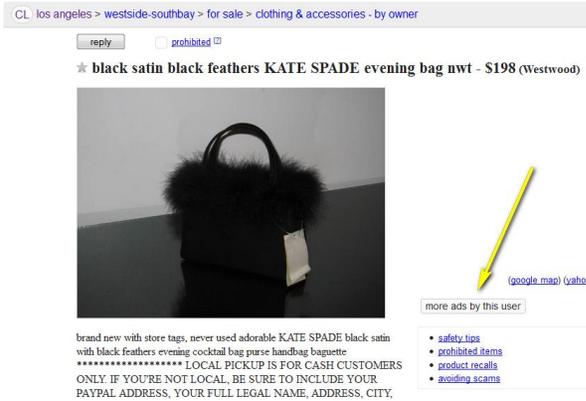
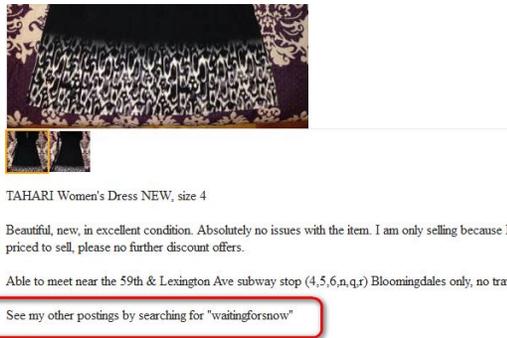3. UserID is a field that correlates "other ads by the same seller", if the seller agreed to allow Craigslist to show his/her other ads in that way. You will see a button saying "Other Ads" when you lookup that Craigslist ad in the Forensic View

TAHARI Women's Dress NEW, size 4

Beautiful, new, in excellent condition. Absolutely no issues with the item. I am only selling because I haven't worn it. This is a high quality designer piece. It's already priced to sell, please no further discount offers.

Able to meet near the 59th & Lexington Ave subway stop (4,5,6,n,q,r) Bloomingdales only, no travel.

See my other postings by searching for "waitingforsnow"

4. Contact Alias is a word or phrase entered into the body of the ad that acts as a way to correlate "other ads by the same seller", but it doesn't go through Craigslist's built in userID. The contact alias text should be visible on the Hot Sheet results page, and you can independently follow it when you view each ad in the Forensic View

Step 9: The resulting screen shows you the whole series of ads. You might want to see more ads per page, so expand the results per page up to 100. You can also see what other phone numbers are being used by sorting by phone

number.

Harmari™ Search for Craigslist

Save Report as 📄 📊

② sort by phone number

Showing 1 to 10 of 960 entries

Refine: [   ]

Rank	Title	Phone Numbers	Date Posted	Price	Location	Category	Link
506	iPhone 5s (desbloqueado) T-Mobile, Metro pcs, AT&T	213-519-2987	2015-02-17	320	south gate	cell phones	View
507	Galaxy Mega 2 (desbloqueado para H20)	213-519-2987	2015-02-17	350	south gate	cell phones	View
508	Galaxy s5 (desbloqueado) Boost Mobile, Page plus, Sprint	213-519-2987	2015-02-17	320	south gate	cell phones	View
509	Galaxy s5 Mini (desbloqueado) T-Mobile, Metro pcs, AT&T	213-519-2987	2015-02-17	280	south gate	cell phones	View
510	Galaxy Alpha 32gigs (desbloqueado) T-Mobile, Metro pcs, AT&T	213-519-2987	2015-02-17	420	south gate	cell phones	View
511	iPhone 5c (desbloqueado) T-Mobile, Metro pcs	213-519-2987	2015-02-17	260	south gate	cell phones	View
512	iPhone 6 64gigs (desbloqueado) T-Mobile, Metro pcs	213-519-2987	2015-02-17	580	south gate	cell phones	View
513	Galaxy s5 Mini (desbloqueado) T-Mobile, Metro pcs, AT&T	213-519-2987	2015-02-16	280	south gate	cell phones	View
514	Galaxy Alpha 32gig (desbloqueado) T-Mobile, Metro pcs, AT&T	213-519-2987	2015-02-16	420	south gate	cell phones	View
515	Galaxy s5 (desbloqueado) Boost Mobile, Page Plus, Sprint	213-519-2987	2015-02-16	320	south gate	cell phones	View

Show [10 ▼] entries

① up to 100 results per page

First Previous **1** 2 3 4 5 Next Last

Some phone numbers are just typos of the other, but it's entirely possible the suspect is using several phone numbers to try to "shake the trail". Hover over the blue phone numbers to reveal other phone numbers in the same ad.

Showing 1 to 50 of 960 entries

Refine:

Rank	Title	Phone Numbers	Date Posted	Price	Location	Category	Link
379	iPhone 5 (desbloqueado) T-Mobile, Metropcs, AT&T	323-747-3414...	2015-03-25	260	south gate	cell phones	View
328	Galaxy Note 3 (desbloqueado) T-Mobile, Metropcs, AT&T	323-747-3414 323-748-3414	2015-03-31	320	south gate	cell phones	View
794	Samsung galaxy note 3 (t-mobile)	323-274-5362...	2014-08-08	380	South gate	cell phones	View
711	iphone 5s (desbloqueado) T-MOBILE, METRO PCS, AT&T	626-941-5429	2014-10-02	360	LYNWOOD	cell phones	View
497	iPhone 4s (verizon) excellent condition	323-747-3414	2015-03-11	90	south gate	cell phones	View

Use the refine box to match on the title any keywords of interest.

Save Report as 📕 📗

Showing 1 to 50 of 109 entries (filtered from 960 total entries)

Refine: galaxy note

Rank	Title	Phone Numbers	Date Posted	Price	Location	Category	Link
328	Galaxy Note 3 (desbloqueado) T-Mobile, Metropcs, AT&T	323-747-3414...	2015-03-31	320	south gate	cell phones	View
794	Samsung galaxy note 3 (t-mobile)	323-274-5362...	2014-08-08	380	South gate	cell phones	View
504	Samsung Galaxy Note 4 (T-Mobile)	323-747-3414	2015-03-11	520	south gate	cell phones	View
	Samsung Galaxy Note 4						

If you would like to save your hot sheet parameters to run again in the future, click Save and put in a name, and click Save again.

Top 10 Report

Top 10 gives you a quick prioritized report of the most important leads to focus on for an investigation. It is emailed to you at a user-defined frequency in PDF or XLS format. Here's how to set it up:

1. Open the Top 10 Tab and click New
2. Enter the Report name and Report description
3. Schedule Frequency. Indicates how often you'd like to receive reports. Choice of daily, weekly or monthly. The less frequent you schedule the reports, the more data can be included in the analysis (see Lookback Period below)
4. Search Type. Either Keywords, or People (name, email, phone number)
5. Keywords, up to 5 keywords or keyphrases may be entered, one per line, per Top 10. For example, if your product of interest is Michael Kors, you might want to put synonyms like mk in it. To avoid false positives, e.g. Michael Jordan, it is recommended to use double quotes around your keyphrase, "Michael Kors". If you are not sure what to enter as keywords, you might want to "practice" on the Keywords tab to make sure you're getting relevant ads before creating a Top 10.
6. Number of results. Default is 10, but you can have up to the Top 50 results displayed
7. Order Results by either Total ads or Total $ value, which is the default.
8. Email recipient. Enter your email address

9. Enter in the Category and Location parameters (See steps 2 and 3 of the Hot Sheet for strategies on how to select these)

Category	39 categories selected
Location	[California] [los angeles (METRO AREA)]

10. The Lookback Period parameter indicates how far back to include data for each report. So if the Top 10 report was run on May 1, and 10 days was selected, then the raw data used by Harmari would be from April 20 – May 1.

Date Range [10 days]

Lookback Period:

[10 days ▼]

3 days
5 days
7 days
10 days

Advanced ...ates, new condition

11. Advanced Parameters recommended for retail loss prevention include selecting the "new" checkbox, which takes care of the keyword new, and all possible synonyms for new, like nwt, nws, bnib, brand new, unused, never used, lnib. Best to search on title instead of entire post because Craigslist ads often contain spam in the bottom of the post. Exclude duplicates may be relevant if it's a few high-priced items under investigation, or leave it enabled to see the complete history of ads. Price is also a useful filter parameter, but be advised may sellers deceptively put their items at $1 to attract buyers

Advanced title, exclude duplicates, new condition

● title ● entire post ● posting id

☑ exclude duplicates

☑ new condition

Min Price: [   ] to Max Price: [   ]

12. Once all the parameters are in the right place, click Save. Then you will see a button that automatically schedules the report to be run.

[Schedule] [Unschedule]

13. When the report arrives in your inbox, open the XLS or PDF attachment. You will find the worksheet is interactive because you can click on the Contact Information to bring up Harmari Search. All ads relevant to that seller appear. The columns are as follows:
    a. Contact Information. Contains phone numbers, names, emails, aliases that correspond to the seller uniquely
    b. # of ads. Total ads brought in by all unique identifiers above in the keyword searches.
    c. Total value. $ value of all ads found in the keywords query. Note: this does not include ads that didn't show up with those keywords, so it's a good idea to search under all ads for the phone number that may or may not have the keywords "Michael kors" in it
    d. # unique weeks. Unique weeks where the ad has shown up. I.e. if ads showed up on April 1, May 1 and May 3, then it will only show 2 for this column
    e. Frequent Words in the Title. The most frequently occurring keywords in the title of the craigslist ads returned
    f. Post Dates Range. The earliest and latest ads that appear for this seller for those keywords
    g. Location. Location(s) corresponding to the ads that came up for the keyword search

Michael Kors Report
Top 20 Report for keywords Michael Kors, California, January to April, searching through the title only

Contact Information	# of ads	Total Value	# unique	Frequent Words inside the Title	Post Dates Range	Location
310-924-	168	$41,230	13	BAG, MICHAEL KORS, HAMILTON	2015/01/01 - 2015/03/28	[SFV]
323-564-	50	$14,600	14	SCHENKER, ELECTRIC, MICHAEL, DEAN, STD, GUITAR, MK5623	2015/01/02 - 2015/03/31	[Lynwood]
323-307-	39	$5,110	5	MICHAEL KORS, BRAND, WALLET, MK, LOGO, BLACK, BROWN	2015/01/15 - 2015/03/05	[maywood ca, maywood y anahiem,ca, downey and anahiem]
userID: 8722	38	$5,555	6	MICHAEL KORS, TOTE, BLACK, PURSE, GOLD, BROWN, SHELL	2015/01/22 - 2015/03/16	[Granada Hills]
818-704- userID: 3526, userID: 7911	31	$400	13	NFL, VICK, WARREN, SAPP, MICHAEL, MEZCO, FIGURES	2015/01/01 - 2015/03/30	[Woodland Hills]
760-681-	28	$7,320	9	JORDAN, SIGNED, BASKETBALL, MICHAEL, BRYANT/MICHAEL, AUTHENTICITY!,...	2015/01/12 - 2015/03/31	[n county, south]
619-407- , 619-451-	26	$4,741	11	MICHAEL, DOONEY, COACH, MICHAEL KORS, CHANEL, JUICY, LOUIS VUITTON	2015/01/09 - 2015/03/30	[Chula Vista]
626-616-	26	$3,890	7	MICHAEL KORS, BAG, JET, SET, CROSS-BODY, LARGE, SIGNATURE	2015/01/28 - 2015/03/30	[city of indutry, City Of Industry]
619-244-	24	$6,285	7	MICHAEL KORS, COACH, IPHONE, WALLET, WALLET!, LARGE, HANDBAG	2015/01/02 - 2015/03/11	[El Cajon]
949-267-	23	$2,175	10	MICHAEL KORS, AUTHENTIC, WATCH, TOTE, GOLD, WALLET-NEW, SILVER	2015/01/09 - 2015/03/27	[south orange county/Trabuco Canyon,, South Orange]
916-642-	22	$3,900	5	ROSE, MICHAEL KORS, CHRONOGRAPH, GOLD, WATCH	2015/01/03 - 2015/02/02	[Citrus Heights]
916-583-	22	$2,200	7	MICHAEL KORS, SHOES, COACH, WATCH, SUNGLASSES	2015/01/20 - 2015/03/29	[sacramento]

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