



Project DatArtistry

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DatArtistry

Data, AI, Machine Learning

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Problem

Here the focus has been given in automating the job applying and CV processing system. A social networking website for the job seekers and employers is proposed to develop which will forward CV to the desired company or organizations automatically by matching the required criteria instead of traditional job searching and applying process. With the help of the website or platform, the job organizations would be able to choose the efficient and right person for the right job among the applicants on the basis of Psychometric analysis, and also it will increase job satisfaction among the employees. Most of the websites build AI models to help job posters to fast shortlisting based on the function description and skill required for the desired job.

This implemented system leads an unprepared job seeker would fail to win the job opportunity at the first stage of shortlisting resumes. The causes of the job applicants failing are might:

- Not understand the mythology of the shortlisting model that is being used on LinkedIn or other job seekers platforms.
- Forget to write a win-keywords of proper skills based on job vacancy Not include a proper text job description if he was an before.
- no proper formatting style is being used.

Solution

The proposed solution is a platform that is powered by an AI and machine learning algorithm. A job seeker would upload his or her resume to receive the grade of submitted resumes. Additionally, the platform gives job seeker programmatic visualization to a powerful suite of services:

- Dissect and quantitatively analyze the job seeker pitch profile, this includes resume & cover letters.
- Get access to up-to-the-minute trends in the industry.

- Receive free reports on industry trends and best practices.
- Recommend the skills and courses that may be obtained based on the job seeker pitch profile.
- Match a job seeker with a current job post in job boards.

Benefit from the solution

They will use a grade score feature for improving writing a resume. The visual report would help the candidates to know what skills would be required to a specific desired field or industry. As the end-goals to the candidate to increase the chance in passing the screening phase in the recruiting process.

Customer Segments

1 Passive job seekers

Passive candidates could change jobs now but aren't currently looking for new opportunities. They might not have had the time to start their job search or might not be motivated to start looking. These candidates have often looked for new opportunities within their current institution or network, but have not considered universities beyond their current employer. They do not look at job boards or networking sites. Passive candidates tend to hope that the perfect job will just appear or be offered to them making it unnecessary for them to spend time looking for opportunities elsewhere. They could be interested in a job opportunity from a previously unknown organization if they are presented with it, but they will not seek it out.

2 Future job seekers

Future candidates are not in a situation that allows them to apply for a vacant position even if they are interested. They might not yet have the qualifications for a new position or may have just started a new fixed-term contract. For this reason, future candidates are less likely to read jobs adverts or check traditional job boards. First-year Master's students are often future candidates as are first-year postdocs. They don't yet have the necessary experience to apply for the next job in the academic career path.

3 Early Adopters (Active job seeker)

Active candidates are currently looking for new positions and they are able to apply for a job. They frequently visit job boards and other similar media to keep an eye out for new jobs. Compared to other candidates they are very open to positions at unfamiliar

institutions. For instance, High school graduated, or bachelor students or Second-year Master's students or final year.

Unique Value Prop.

1 A scoring resume system

The platform would help the customer to see the grade score of her or his resume based on the standard criteria for CV writing.

2 To do guidance

The platform would suggest action items to follow to make the resume more appealing.

3 High-Level Concept

1 Courses recommender

The platform would help the customer to recommend such a course that needs to be acquired to the desired field.

2 A quick responsive interactive platform

The platform is built on the top of AI technology that has fast extracting information and computing.

3 Skills recommender

The platform would help the customer to recommend such a skill that needs to be acquired to the desired field.

Unfair Advantage

1 A dream team

2 A coding algorithm

3 A Bilingual understanding

The platform that can process and analyze any resume that is being written in English or Arabic.

Channels

1 Email

Email is our primary channel to get the customer to pay the premium products. Since the free grading feature would act as a hook, it will let us collect many emails for the prospective customer. It allows us to apply the latest trends in content marketing, such as personalization and automation, without hurting our marketing budget.

2 Content Marketing

Our website is an ideal channel for our content marketing campaigns. through blog posts and announcements, we can provide existing and potential customers with valuable and relevant content to help them solve their pain points. Because websites have multimedia capabilities, we can easily distribute different types of content—from articles to infographics, and even video. This can exponentially increase our site traffic and engagement. Ultimately, this can result in better brand recognition, authority building, and new sales opportunities for our business.

3 Social Media

Social media marketing is on this list for some very worthwhile reasons, but this isn't just about social media users reaching the 3.81 billion mark. From being a channel that people use to establish personal connections, social media has evolved into something grander, bigger, and better than what it was originally envisioned to be. We can reach out to potential buyers by engaging them in a more personal and authentic fashion.

4 Paid Ads

Paid ads would be one of our approaches to go fast and reach out to many prospective customers. Paid ads mainly would be LinkedIn or google ads. Here we would need our focus on marketing investment.

5 Job fairs

Job fairs would attract the job seeker candidates, it is on us to introduce our products to them and have a chance to convert most of the candidates later on. Our participation could be a booth or just only a banner.

Revenue Streams

The platform has chosen A freemium business model which means it would offer a basic service (Resume Grading, and Job trends) for free, additional premium functions (the remaining features) are only available for a fee.

- Skills recommendation
- Course recommendation
- Resume coaching services

Key Metrics

- 1st Version interactive Prototype.
- 2nd ver. feat(complete modeling for all categories)
- 3rd ver. feat(skills recommendations)
- 4rd ver. feat(course recommendation)
- Lunch product on real website.
- First 100 early adopter

Cost Structure


1 Marketing


This includes the marketing cost and all services associated with marketing activities.

2 Web hosting

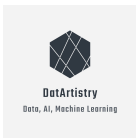


This includes, hosting domain, cloud storage, website templates,..etc.

Existing Alternatives

	RezScore.com, the site that offers online job resources and content operated by RezScore.com, Inc. https://rezscore.com/
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	<p>Adzuna is a search engine for job advertisements. The company operates in 16 countries worldwide and the UK website aggregates job ads from several thousand sources. https://www.adzuna.com/</p>
	<p>TalentAdore Ltd. is a Finnish HR technology company, located in the Helsinki metropolitan area. The company was founded in 2014 by two entrepreneurs, Saku Valkama and Joni Latvala. Our mission is to bring the human touch back to recruitment and be the best talent engagement solution provider in the world. At the same time, we are building a powerful HR and recruitment ecosystem by integrating value-adding tools into our solution. https://talentadore.com/</p>

1 Competitor Analysis

				
1 A quick responsive interactive platform	X	X	X	
2 A Bilingual understanding	X			
3 Skills & Courses recommender	X		X*	
4 Salary range & job trends	X	X	X*	
5 Communication consultancy	X			X

Market Size

U.S. Recruiting Industry Market	200B USD
SAUDI ARABIA Recruiting Industry Market	2.674B USD
CV Writing Services Market	280M USD
% target penetration	1%

Below table shows the assumption that we have considered in calculation the market sizing. Annex.1 Market sizing shows the details of the calculation

Assumptions			
Item	Amount	Source	Note
U.S. Recruiting Industry Market	200,000,000,000	Forbes	Google For Jobs: Potential To Disrupt The \$200 Billion Recruiting Industry
Saudi Population Estimates	34,220,000	General Authority for statistics	2019 estimate
% Unemployment as a percentage of population	4%	General Authority for statistics	2016 Q3 report
% Employment as a percentage of the population	52%	General Authority for statistics	2016 Q3 report
% Employed and looking for an opportunity	67%	Market Survey	
Avg. % who ask for consult in CV writing	42%	Market Survey	
Average spend on	4000	Forbes	Google For Jobs: Potential To

Recruiting			Disrupt The \$200 Billion Recruiting Industry
Average spend on CV Writing Services	50	PurpleCV	https://purplecv.co.uk/cv-writing.html
Annual labor force rate	4%	Jadwah investment Report	Calculated by subtracting the number of labour force between the year 2014, 2015

Repository

Resume Parsing techniques in NLP modeling, the dashboard is pushed to a GitHub repository and the progress of the project would be maintained by tracking issues and commenting on the change. <https://github.com/Inventrohyder/datartistry>

Team

MUHAMMED ALMUTAIRI :

Business developer / Team lead

LinkedIn Profile: <https://www.linkedin.com/in/muhammed-almutairi/>

Experienced Engineer with a demonstrated history. Skilled in Project Management, Business Development, Team Building, Teamwork, and Goal Orientation. Fascinated with technical transformation and data analysis.

Recently, I am working with a talent initiative Saudi company that provides consultations to the upper-level decision-maker of the local content unit at SABIC. We are focusing on the complete insight of the business development where it turns an idea to an executed application to the commercialization pipeline. Indeed, I worked as a Project Manager in the industrial services sector. I have more than five years of experience in project management, planning, execution, problem-solving, and building teamwork. Indeed, I am holding a master's degree in engineering management from Point Park University, Pittsburgh, the USA in addition to my bachelor's in mechanical engineering.

Included in my list of talents are;

Project Management Skills: In all my projects, a proper plan helps me to lead to successful execution. Good anticipation of risk supports me to avoid any delay in the projective deliverables. As an estimate, the cost of the projects and measure tools help me ensure that the cost is controlled.

Leadership Skills: Being a countable person, I worked together with the team to achieve monthly/ yearly project goals. Proper communication, motivation, and positivity thinking were and still are my keys to help increase productivity and better performance of my team. By boosting performance in one of the SABIC affiliate” plants, up to 150% compared to the previous year, I got promoted to project manager during the year 2017.

Business Development Skills: I started to demonstrate this business development skill in where bring a new pipeline of business to the second employer by establishing a collaboration with a technology holder and working with the end-users to prove a concept and to solve the end user's pain. As attend JOBEX meeting and prepare and draft the commercial bids and tenders. Recently, I had been providing professional consultancy to several external parties to develop their business lines.

Data Analysis skills: Being close to startups, I am able to be hired as a data analyst, utilizing my excel knowledge, and lately using advanced python programming and the libraries that build on it. Also, since I am fascinated with data, this led me to do a couple of projects and posted on GitHub such as scraping the web for real estate data and building a machine learning module to predict the rental price.

Haitham Alhad Hyder:

Machine learning, NLP Modeling, Data Scientist

LinkedIn Profile: <https://www.linkedin.com/in/inventrohyder/>


Current undergrad student at Minerva studying Computational and Natural Sciences with concentrations in AI and solutions.

I haven't taken AI courses in Uni yet, however, I have taken online courses in ML. Recent Machine Learning Engineer Nanodegree graduate from Udacity.

Ifeoma Okoh :

Data analyst

LinkedIn Profile: <https://www.linkedin.com/in/ifyokoh/>



A masters degree student in mathematics, interested in both the theory and applications of data science.

Nahid albakri:

UI/dash designer/ Sata Scientist

Data Scientist with a master degree in Data Science, experienced in statistical modeling, machine learning and Data visualization. I have interests in HR/people analytics , digital marketing and creating wide enterprise data strategies.

Projects I have worked on:

develop a growth strategy through building dashboards and analyzing customers data using tools such as R and Tableau.

Preformed Spatial analysis on several geographical data sets using tools like R and HTML. The analysis led to creating maps that were turned into data products.

Created a decision tree model to predict building's names in Dubai. The predictions results helped in cutting the processing time by almost %40.

Lulu Alsumaiel

Graphic designer/ HR

LinkedIn Profile: <https://www.linkedin.com/in/lulu-alsumaiel/>

A Bachelor of Human Resources Management, working as HR coordinator, interested in graphic design and creative thinking