**Statement of Work**

**Prepared For**

**Kool Kanya Private Limited**

**Created By**

**Buvana J Iyer**

**Description of Services**

Build a Hybrid recommendation system for recommending articles and posts on the web portal of koolkanya.com based on user behaviour displayed through written posts, comments, sub-comments, questions and articles. The model would leverage ML techniques to make relevant recommendations. In the absence of model output for a user, system would use clickstream data and customer profile to recommend using a rule-based model.

**Deliverables**

Model Web API using Django REST framework or Flask RESTful for the Model

**Project Schedule**

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| --- | --- |
| 1 | Data Access to all the relevant DB |
| 2 | Meta Data Understanding |
| 3 | Understanding current processes and Tags |
| 4 | Build Tag Classification Model in Python- Third party API from Entropy to be leveraged |
| 5 | Recommender Model Build in Python |
| 6 | Scoring and Scaling for Deployment |
| 7 | Build the relevant APIs for the model in Django/Flask framework |
| 8 | Deployment & Integration support |

**Pricing and Payment Schedule**

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| (1) Tag Classification Model- Rs. 30,000 |
| (2) Recommender System Build – Rs. 50,000 |
| (3) Scoring and Scaling for Deployment- Rs. 30000 | |
| (4) Build the relevant APIs for the model in Django/Flask framework: Rs. 30000 |
| (5) UAT & Deployment support: Rs. 10,000 (ownership of UAT is on Kool Kanya) |
| Total Rs. 1,50,000 |

Ps. Note: Above cost does not involve any software or infrastructure cost. All such cost to be born by Koolkanya.

Invoice would be raised in three parts:

* Part 1 Rs. 80,000/ to be paid after completion of items (1) & (2)
* Part 2 Rs. 30,000/ to be paid after completion of item (3) & (4)
* Part 3 Rs. 40,000/ to be paid after completion of UAT on website (not exceeding one month from delivery of model APIs)

**Assumptions**

1. Timely accesses from Koolkanya will be provided to required AWS services
2. Timely access will be provided to required datasets and a SPOC from Koolkanya will answer any data or business-related questions deemed important for the delivery of the project
3. Key stakeholders from Koolkanya will provide business inputs while finalising the scoring rules for the recommendations. This would be necessary if any business rules are to override the model recommendations
4. Only the current categories of Tags will be included in current scope of analysis. If any new tags are to be introduced during the analysis Koolkanya to identify them at early stage of project.

P.S. Note: Any new tags introduced will most likely be rule based as there will not be any historical tagging for the new tags.

**In Scope:**

1. Development of Recommendation Scoring Engine (Model + Rule Based) for Posts and Blogs/Articles on Koolkanya.com website
2. Delivery of the Model & Recommendation scoring engine in the form of API

**Not in Scope:**

1. Integration of API with Koolkanya website
2. AB testing of implementation is not included in the current scope
3. Subsequent periodic model refreshes for updating the model with new data
4. Ownership of UAT
5. User training on Codes