**Template-driven Natural Language Generation from structured data**

We are looking for a straightforward, affordable, in-house solution to generate narratives from structured data on a massive scale. The end narratives should be articulately useful and should sound like a person crafted each one with a high degree of variation from story to story. Our data is structured and is available as a JSON or directly from Mysql or spreadsheet.

At this point, the main option we are exploring is NLG using template-heavy paragraphs to generate language from our structured data. This will be aided by a set of rules with canned text, statements, placeholders, and special data representations. The stories will be generated by the use of preliminary rules guided by looping commands like if/else statements.

The narratives will be generated in other languages e.g German, French, by way of manually translating the statements to the target language and generating the stories in the target language.

Our in-house content team will avail the templates, statements, translations, etc

We want this done in the shortest time possible and within our budget limit.

Please let me know if this is something you can competently take up and deliver the desired results, within a short period of time.

A helpful resource we are considering is <https://github.com/simplenlg/simplenlg> but this is not final and we are open to suggestions on different ways of implementing this.

An example of a JSON for a single item (one record / story) is availabe here: <https://controlc.com/fd18beb9>

An example of a narrative is given below:

**Cameroon Bananas**

**Market Overview**

For the fourth consecutive year, the Cameroonian banana and plantain market recorded growth in sales value, which increased by 21% to $2B in 2010. The market value increased at an average annual rate of +13.0% from 2007 to 2010; however, the trend pattern indicated some noticeable fluctuations being recorded throughout the analyzed period. As a result, consumption attained the peak level and is likely to continue growing in the immediate term.

In value terms, banana and plantain production soared to $1.6B in 2010 estimated in export prices. Over the period under review, the total production indicated a significant increase from 2007 to 2010: its value increased at an average annual rate of +10.3% over the last three years. The trend pattern, however, indicated some noticeable fluctuations being recorded throughout the analyzed period. Based on 2010 figures, production increased by +75.8% against 2007 indices. As a result, production attained the peak level and is likely to continue growing in the immediate term.

In 2010, the average yield of bananas and plantains in Cameroon was estimated at 13 tonnes per ha, with an increase of 1.6% on the previous year's figure. Overall, the yield showed a relatively flat trend pattern. As a result, the yield reached the peak level and is likely to continue growth in the immediate term. Despite the increased use of modern agricultural techniques and methods, future yield figures may still be impacted by adverse weather conditions.

In 2010, the banana and plantain harvested area in Cameroon expanded rapidly to 337K ha, with an increase of 12% against the previous year's figure. The harvested area increased at an average annual rate of +9.9% over the period from 2007 to 2010; however, the trend pattern indicated some noticeable fluctuations being recorded throughout the analyzed period. As a result, the harvested area attained the peak level and is likely to continue growth in the immediate term.

**Consumption**

Banana and plantain consumption in Cameroon reached 4.3M tonnes in 2010, growing by 15% against the previous year. The total consumption volume increased at an average annual rate of +10.6% over the period from 2007 to 2010; however, the trend pattern indicated some noticeable fluctuations being recorded in certain years. As a result, consumption attained the peak volume and is likely to continue growth in the immediate term.

The revenue of the banana and plantain market in Cameroon skyrocketed to $2B in 2010, jumping by 21% against the previous year. This figure reflects the total revenues of producers and importers (excluding logistics costs, retail marketing costs, and retailers' margins, which will be included in the final consumer price). The market value increased at an average annual rate of +13.0% over the period from 2007 to 2010; however, the trend pattern indicated some noticeable fluctuations being recorded throughout the analyzed period. As a result, consumption attained the peak level and is likely to continue growth in the immediate term.

**Market Forecast**

Driven by increasing demand for banana and plantain in Cameroon, the market is expected to continue an upward consumption trend over the next twenty years. Market performance is forecast to decelerate, expanding with an anticipated CAGR of +18% for the period from 2010 to 2019, which is projected to bring the market volume to 4.3M tonnes by the end of 2022.