

PepperContent has more than 1000 writers onboarded, and over 500 clients. Each client can create projects with over 100+ assignments. These assignments need to be matched to the most relevant writer to keep user satisfaction high.

Problem Statement

Design a recommendation model based on the historic data you would have access to regarding writers and assignments that will give us a list of 5 writers in the order of relevancy. Also, list what information you would like, to improve these recommendations.

Definition of writer and other parameters

Writer is a creator associated with us who writes content on the basis of information they receive from us. The writer has an option to accept/pass the assignment, and we record the reasons for passing.

We collect/maintain the following information:

Gender	Male/Female
Language	The languages they can write content in
Genre	The industries they can write about (fashion, tech, food etc)
Vertical	The type of content (blogpost, PR article, whitepaper etc)
Pay	Rupee Per Word (RPD) they expect
Availability	The days of week they are available to take up gigs
WPD	Average words per day
Average Score	Average of assignment scores. This is computed after every assignment they submit.

Definition of assignment and other parameters

Assignment is a unit of content requested by the client.

This carries the following information:

Genre	The industry the client wants the content in
Vertical	The type of content
Pay	The max RPD a client is willing to pay
Audience	The target demographic - includes age, and gender
Topic	The title/broad area of the assignment
Due Date	When is the assignment expected by
Word count	Expected word count

We also record the following data/events during the process of assignment

Acceptance time	How long the writer takes to accept the assignment
Deadline	By when the writer needs to finish the assignment. This is usually a lot sooner than the Assignment Due Date
Completion time	How long the writer takes to submit the assignment
Score	The score given by editors, out of 10
Status	Accepted/Rejected by client