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## Executive Summary

We analyzed two issues with our product:

1. Clients complain about quality not being stable and thus not trusting the service.
2. A large group of editors is not getting tasks.

The main finding is that there is a mismatch between the client domain and editors skill-level:

- \* While 49% of tasks are from the travel domain, almost 50% of editors have travel skills of 1.

Next steps:

- \* Further investigate the task assignment process.
- \* Get more data to do deep dive on task performed by editors.

## Agenda

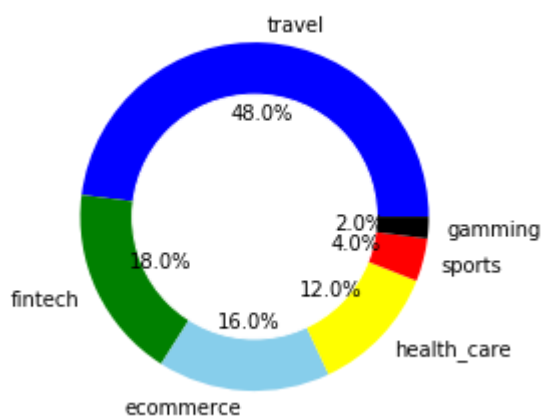
- Analysis
  - Clients
  - Tickets
  - Tasks
  - Editors
- Conclusions
  - Information Requirements
  - Hypothesis
  - Action Items

## Analysis

### Analysis: Clients

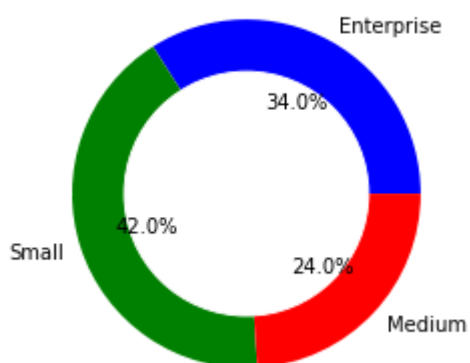
There are 50 active clients.

Distribution of clients per domain

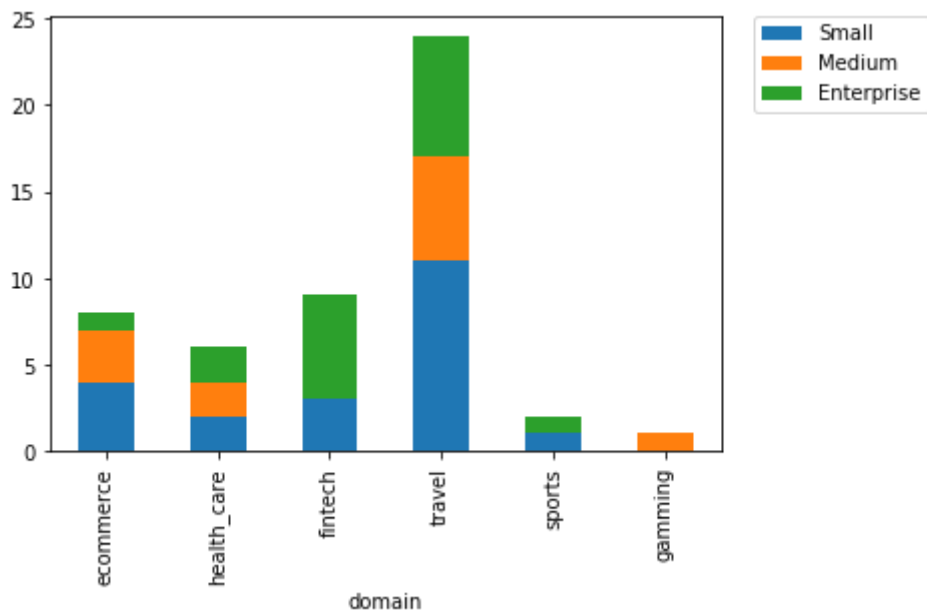


The travel industry is our biggest source of clients (48%), closely followed by fintech (18%) and ecommerce (16%).

Distribution of clients per category



Small clients represent 42% of our client base, followed by enterprise (34%) and medium (24%).

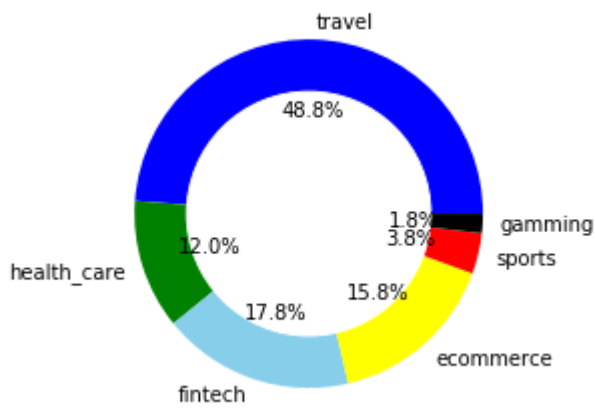


Our travel-industry clients are mostly small companies(45%).  
66% of fintech clients are Enterprises.

## Analysis: Tickets

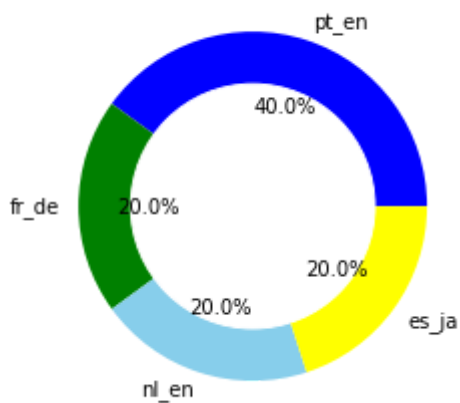
There are 7788 tickets. Each client generated an average of 155 tickets.

Distribution of tickets per domain



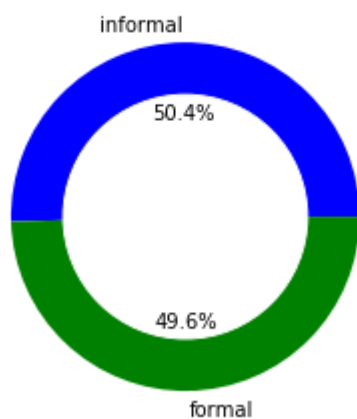
Our biggest source of tickets is the travel industry (49%), closely followed by fintech (18%) and ecommerce (16%).

Distribution of tickets per language pair



Most translations are from Portuguese to English (40%). Other language pairs (fr\_de, es\_ja, nl\_en) are evenly distributed at 20 % each.

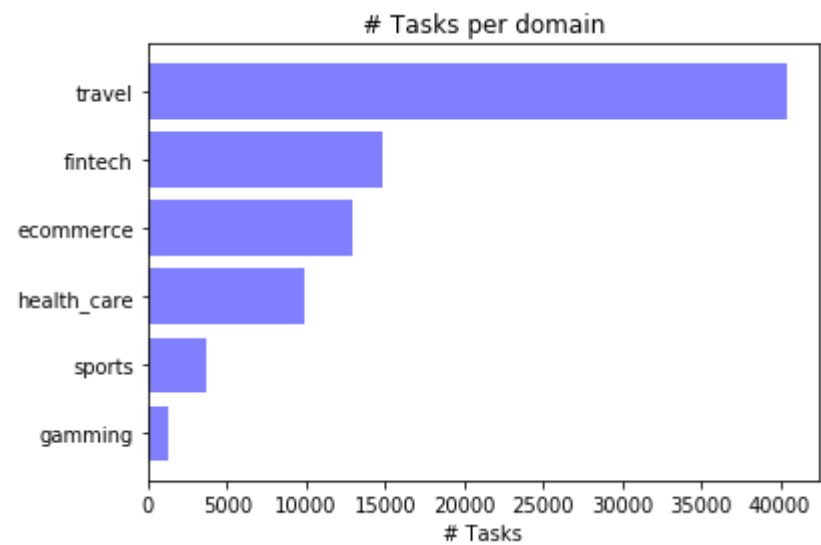
Distribution of tickets per tone



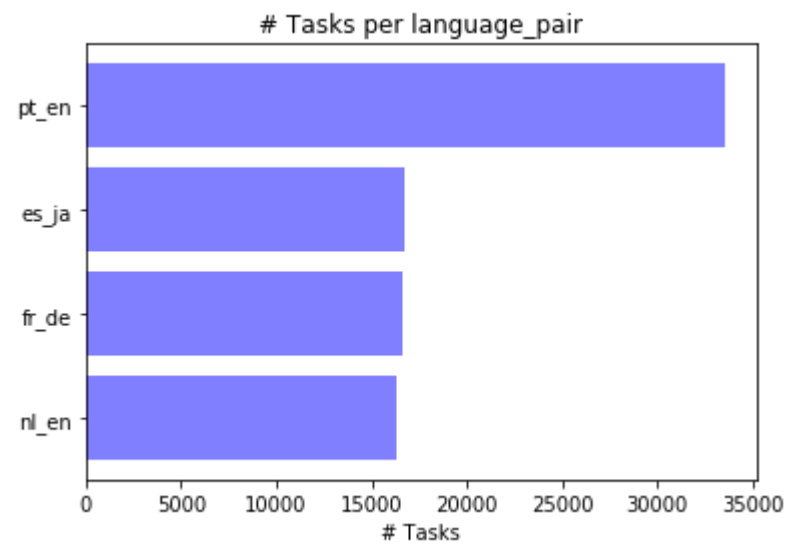
Tickets are evenly distributed (50%) between formal and informal tone.

## Analysis: Tasks

There were 83153 tasks. In average, each ticket is divided in 10 tasks.  
This trend is stable among all domains. Only sports (+2 tasks) and gaming (-1 task) show some deviations.  
Below we can observe the tasks distribution per domain:



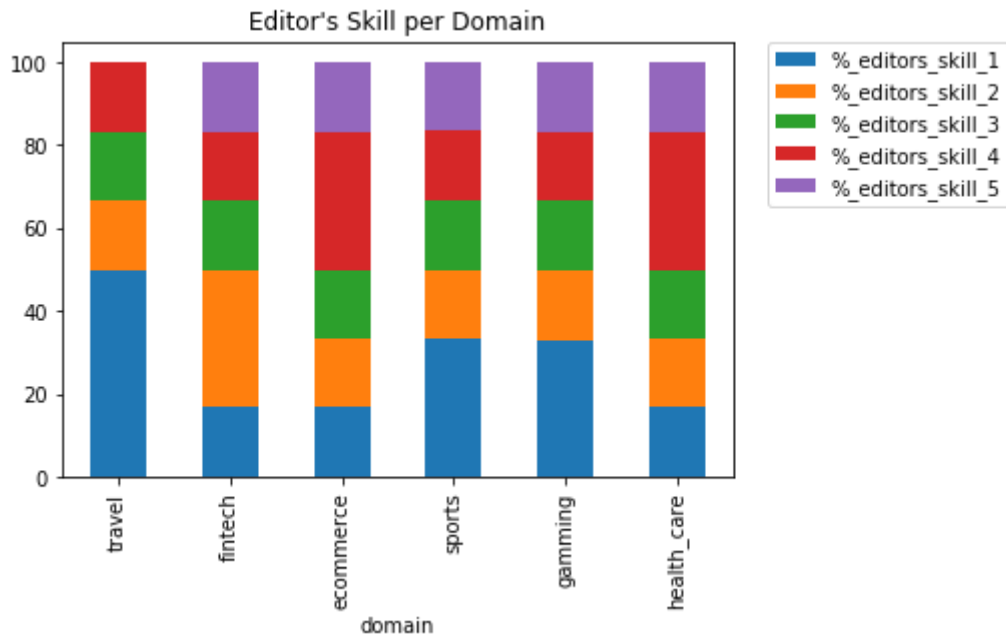
49.0% of tasks come from the travel domain, followed by fintech( 18.0%), ecommerce(16.0%) and healthcare(12.0%)



40% of tasks come from the pt\_en language\_pair, followed by es\_ja(20%), fr\_de(20%) and nl\_en(19%).

## Analysis: Editors

There are 418 editors.



We observe that travel editors skill is very low. 50% of editors have skill=1.

This is a serious issue since 49% of the tasks come from this domain.

Travel is also the only domain with no editors skill=5.

## Conclusions

# Information requirements

## Data

- Missing data
  - Ticket: Quality and price data are all set to default value (-1).
    - Get correct information about ticket quality and price.
    - Need to disaggregate quality and price data by task.
  - Editors: language proficiency, quality of task, performance a priori.
- Cannot match editors to tasks.
- Need to identify clients and editors that have complaints.

## Processes

- Quality
  - How is quality assessed for each ticket? Is it an average of all translators?
  - How often is editors' performance checked and updated? How often is the performance a priori updated? How is this done? (editors correct other editors?)
- Task assignment
  - How are tasks randomly assigned?
  - How are editors sets defined?
    - Are there any entry/exit conditions for editors to be assigned translations? Example: certain skill level, price, domain.
  - Do different clients require a different quality level?
  - Do editors select a price that they want to be paid and only receive tasks that we (Unbabel) are willing to pay that price for?

# Hypothesis

## Quality problem

- Editors lack proficiency in the translation's domain.
  - Editors have low skills (skill=1) in our main business (travel).
- Lower-skill editors are doing reviews.
- Is the performance algorithm working properly? Are tasks being assigned to qualified editors?

## Tasks for editors

- There could be a mismatch between supply (tasks) and demand (editors). This could be due either to: language skills, domain-quality or price.

## Action Items

- Fill in information requirements in order to perform further analysis.
- Search for patterns among clients and editors that have issues.
- Check match between editors skills and tasks available.
- Control performance evolution. See if there is any unusual deviations.
- Understand why our editors have poor travel-domain skills.