

# AI Project Report: Personalized Content Writing Engine for Riddhi Deorah

## System Overview

The project aims to automate Riddhi Deorah’s **daily content ideation pipeline** through **data aggregation, competitor analysis, and AI script generation** using Google Sheets, RSS feeds, Apify, and Gemini LLM.

## Workflow Summary

Component	Description	Tool/Node Used
1. Scheduler	Triggers workflow daily at 10 AM	n8n-nodes-base.scheduleTrigger
2. Data Source	Google Sheet with competitor details (influencers in parenting niche)	Google Sheets Node
3. News Fetching	Pulls latest viral parenting/lifestyle news	RSS Feed Read Node
4. Competitor Scraping	Scrapes recent Instagram posts via Apify Actor Task	HTTP Request Node
5. Data Aggregation	Aggregates all fetched content into structured fields	Aggregate + Merge Nodes
6. Data Formatting	Formats persona, viral news, and competitor data	Code Node (data formatter)
7. AI Ideation	Generates viral reel scripts (news, competitor, and unique)	Google Gemini Model Node
8. Output Structuring	Parses AI response into clean JSON array of ideas	Code Node (final ideas)

# Input Data Sources

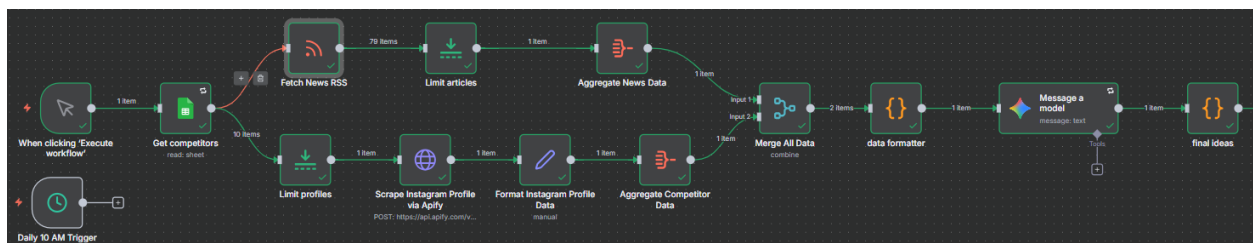
## Persona Source

Data stored in a **Google Sheet** with the following columns:

Name	Instagram Handle	Followers	Location	Key Content Focus	Instagram URL
Neha Dhupia	@nehadhupia	7.1M	India	Parenting, lifestyle, fitness	<a href="#">Link</a>
Mandira Bedi	@mandirabedi	2M	India	Parenting, wellness, fitness	<a href="#">Link</a>
Sameera Reddy	@reddysameera	1.9M	Goa	Mom hacks, podcasts, family	<a href="#">Link</a>
Etc ...	Etc ...	Etc ...	Etc ...	Etc ...	Etc ...

These represent **competitor accounts** used to extract inspiration and engagement trends.

## N8N workflow:



## Response:

```
[
  {
    "type": "news",
    "title": "URGENT Baby Safety Alert! Stop Using This NOW!",
    "hook": "Parents, listen up! This news could save your child's life.",
    "script": "[0-3s Hook] 'Parents, listen up! This news could save your child's life.' [Visual: Neha looking concerned, text overlay: URGENT BABY SAFETY ALERT]\n[4-10s Context] 'There's an urgent warning out about baby self-feeding products. Authorities are saying to 'immediately stop' using them.' [Visual: Quick cut to a blurred news headline, then back to Neha]\n[11-20s Explanation] 'These products, designed to help babies self-feed, are now linked to serious safety concerns, including choking hazards.' [Visual: Neha holding a generic baby product (not specific to the recall), looking serious. Text overlay: Choking Hazard Risk!]\n[21-30s Call to Action/Advice] 'If you have any baby self-feeding devices at home, please, for your child's safety, stop using them right away and check for specific product advisories.' [Visual: Neha making eye contact, pointing to the screen. Text overlay: Check Your Products NOW!]\n[31-40s Urgency & Share] 'This isn't something to ignore. Your vigilance can prevent a tragedy. Please, share this reel with every parent you know.' [Visual: Neha looking empathetic, then gesturing to share. Text overlay: Share & Save Lives!]",
    "cta": "Share this reel with every parent you know. Stay informed, stay safe.",
    "hashtags": "#BabySafety #ParentingAlert #UrgentNews #ChildSafety #NewParents #MomLife #DadLife #SafetyFirst"
```

### Future Enhancements

- Using multiple data sources for knowing about industry rather than single source
- Creating a proper target market and competitors list