



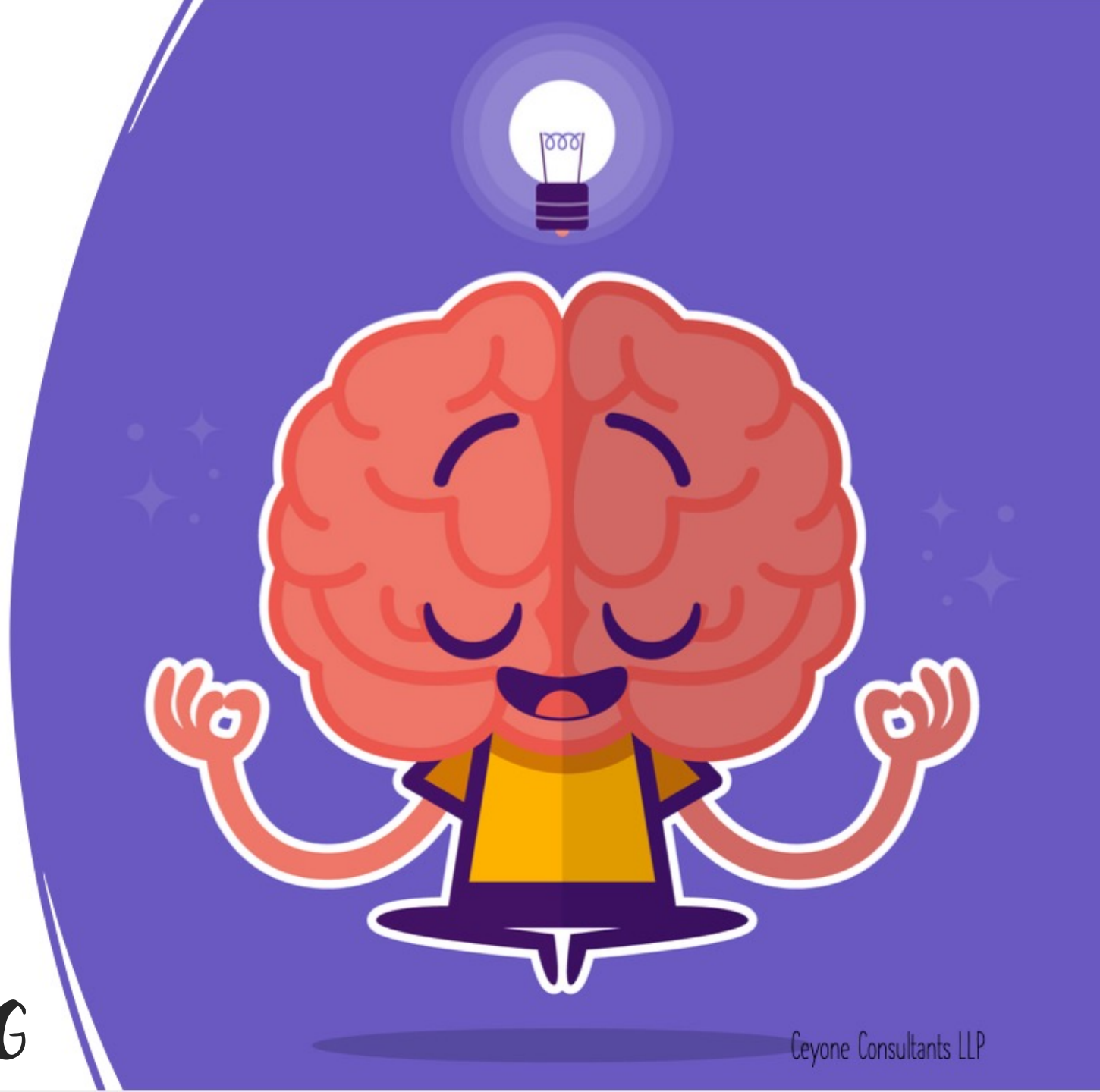
political insight

ELECTION ENGINEERING

About

'Political Insight' is a project that helps political candidates take "Intelligent" decisions to win elections

**ELECTION
ENGINEERING**



Why do we do what we do?

Conventional way of fighting elections is borne to waste resources.

There is a need to take "intelligent" decisions based on data-driven strategies to win elections

Political Insight is an intelligent
"tool" that will help you win
elections, hands-down!

ELECTION ENGINEERING

Political Insight- Verticals

Product

Software/Tool that will allow to focus on fluctuating votes that will help you win or lose elections

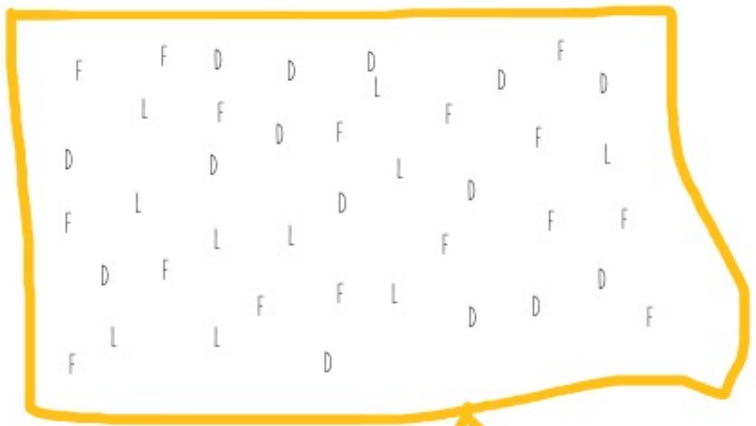
Service

Dedicated Dashboard with Check lists, Media Campaign Tools, Vendor Lists, Historic Data of Previous Elections, Survey Support

ELECTION ENGINEERING

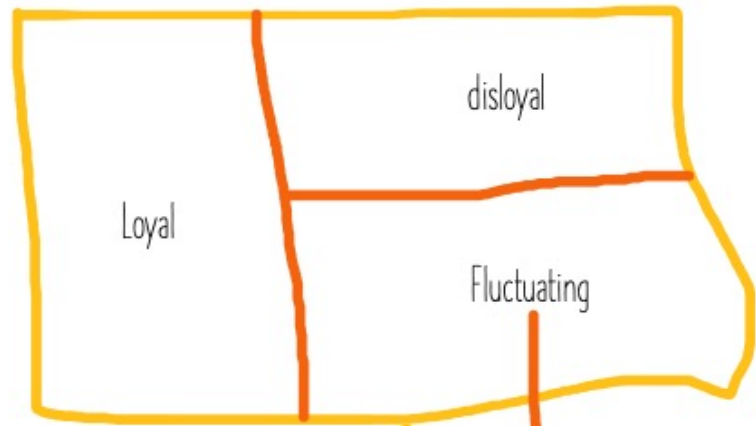
Identify the GAME CHANGER

Conventional Strategy Planning



L- Loyal
D- Disloyal
F- Fluctuating

Political Insight Strategy Planning



L- Loyal
D- Disloyal
F- Fluctuating



Algorithm



Modal



Game Changer

Execution of data- helps in creating probability statistics to understand difference between winning and losing candidates

Modal derived through algorithm helps in creating zones that separate loyal, disloyal and fluctuating voters

Grass from
Weed is
separated

ELECTION ENGINEERING

CASE STUDY



Chandigarh Elections 2019

(Candidate A)

The challenge

To identify the "most vulnerable population/zone" which was earlier loyal to the candidate but became vulnerable and are at high chances of shifting to the highly competitive opposition party.

The Game

Total Poling Booths - 600

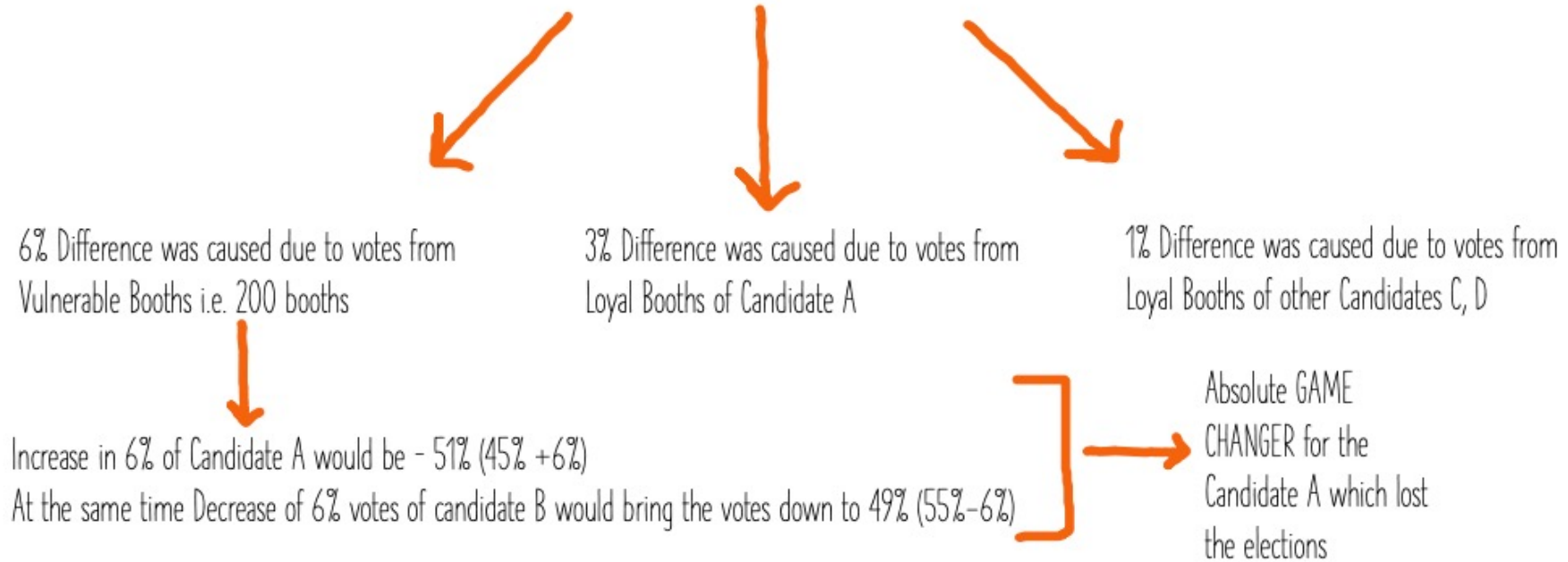
Highly Vulnerable Booths Identified - 200 (1,39,442 votes which is 30% of the total votes during 2019 elections)



Out of these 200 booths - 55.22% belonged to Candidate B and 45% Belonged to Candidate A causing 10% of difference among the 200 booth votes and $\pm 3\%$ difference in overall votes which is - Candidate B with 17% votes and Candidate A with 14% votes.

Total Difference & Game Changer

10% was the total difference of votes between Candidate A & B



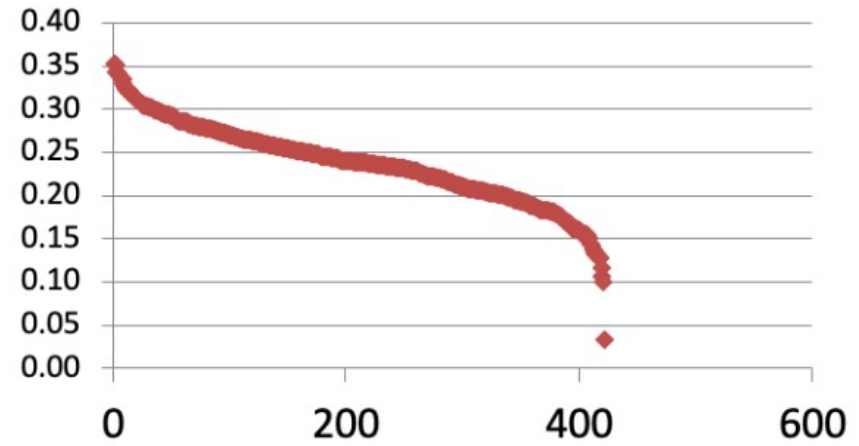
ACCURACY RATE ACHIEVED : 99.9%



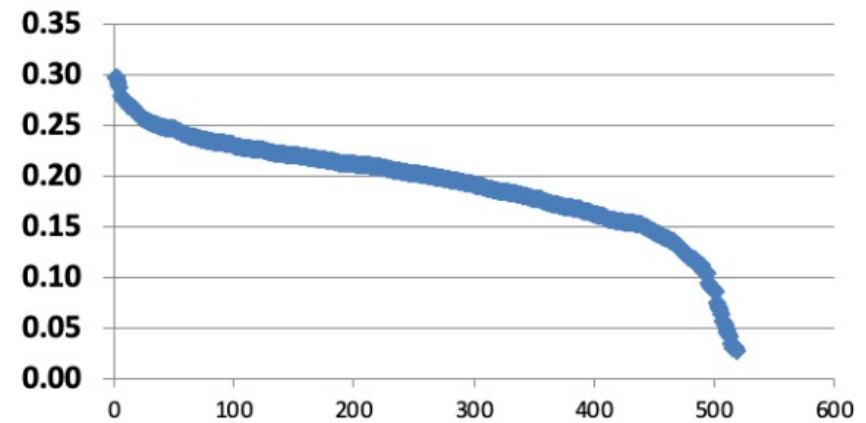
**SOME INSIGHTFUL STATISTICS
THAT WERE USED**

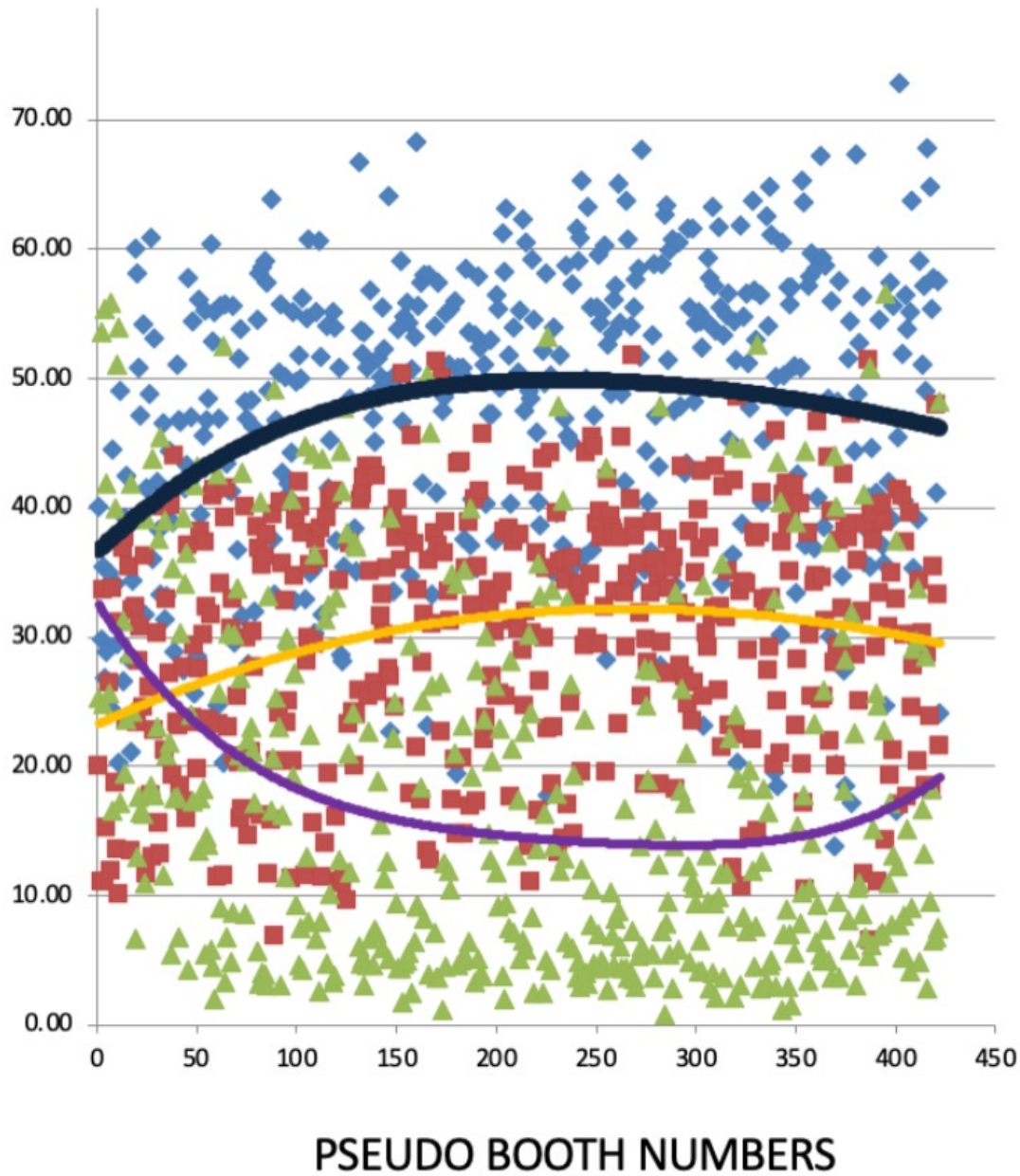
*Descending order of total
vote share over pseudo
polling booths*

Total Votes 2009

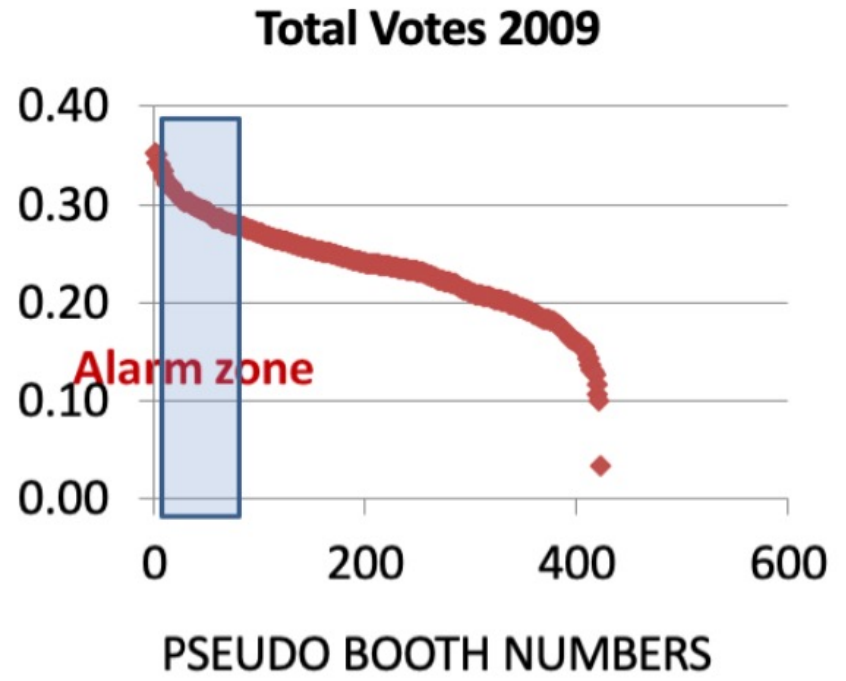


Total Votes 2014





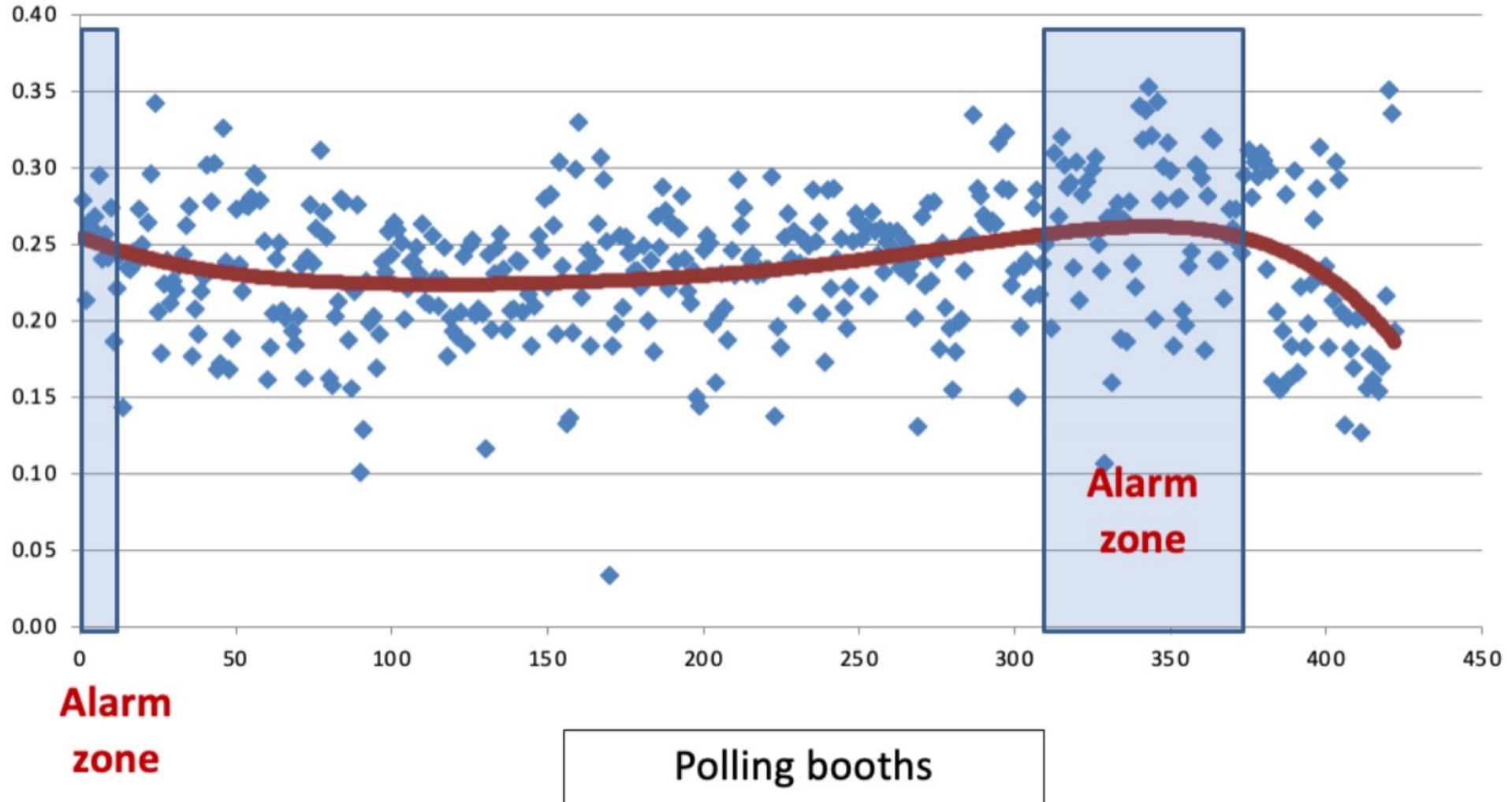
PSEUDO BOOTH NUMBERS

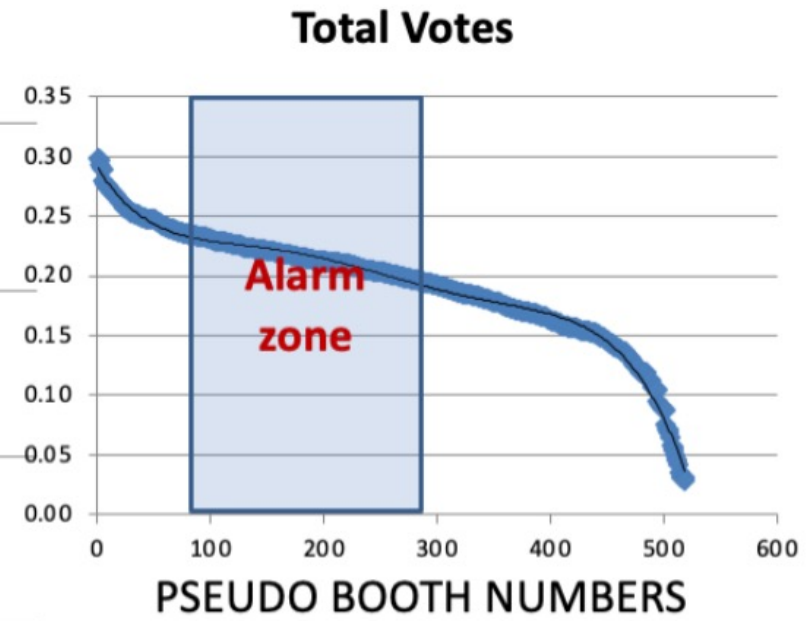
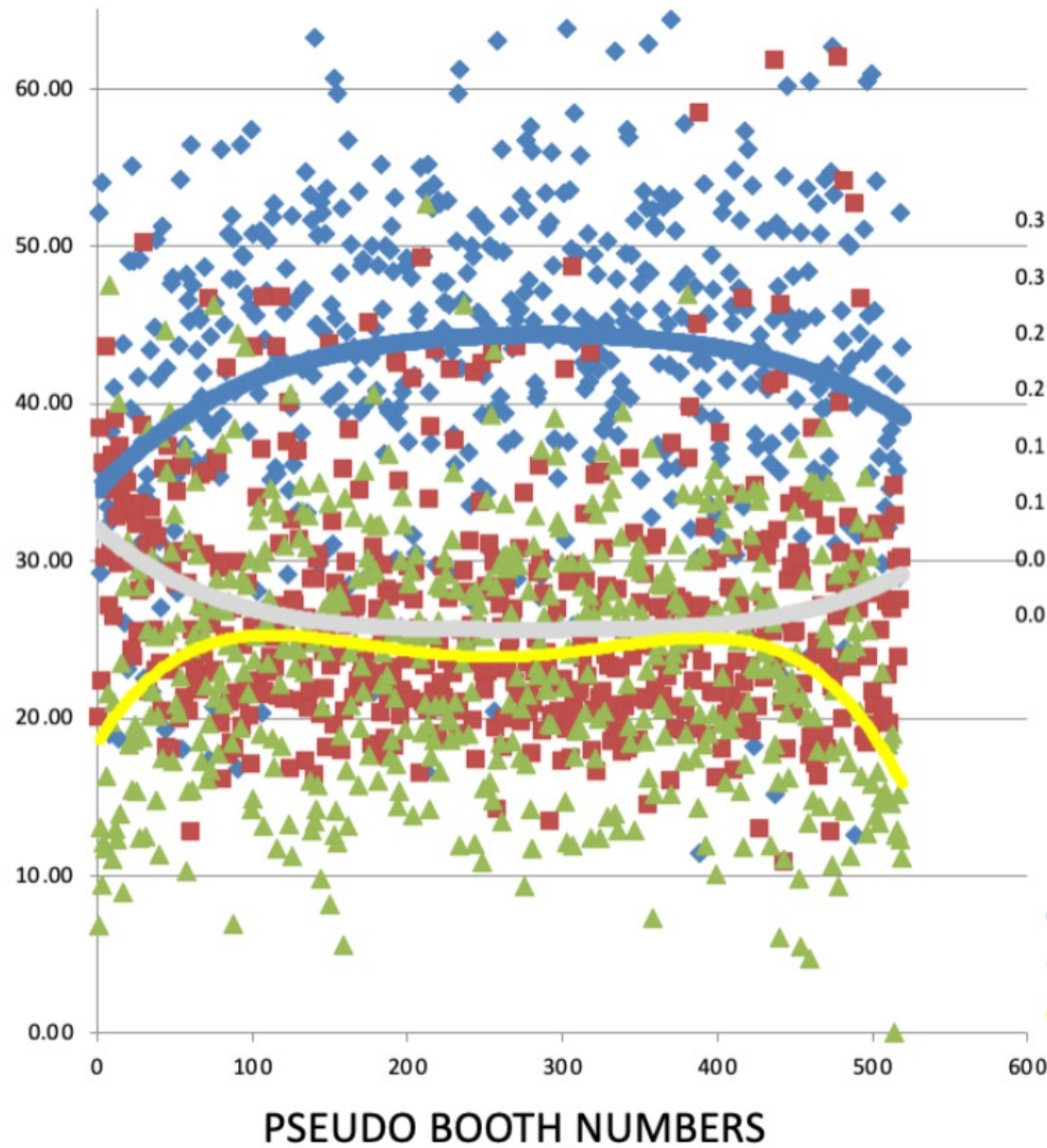


PSEUDO BOOTH NUMBERS

- ◆ Pawan Kumar Bansal (INC)
- Satya Pal Jain (BJP)
- ▲ Harmohan Dhawan (BSP)
- Poly. (Pawan Kumar Bansal (INC))
- Poly. (Satya Pal Jain (BJP))
- Poly. (Harmohan Dhawan (BSP))

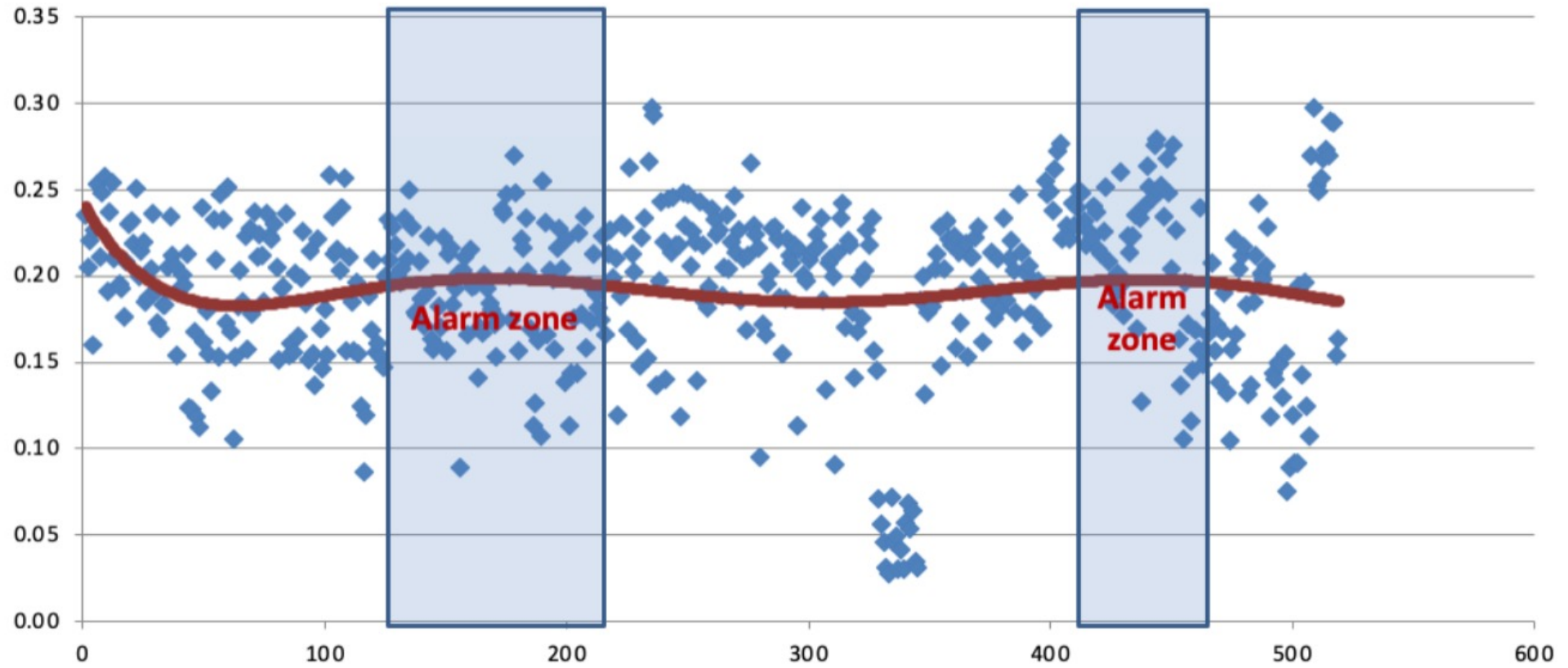
Alarm Booths 2009



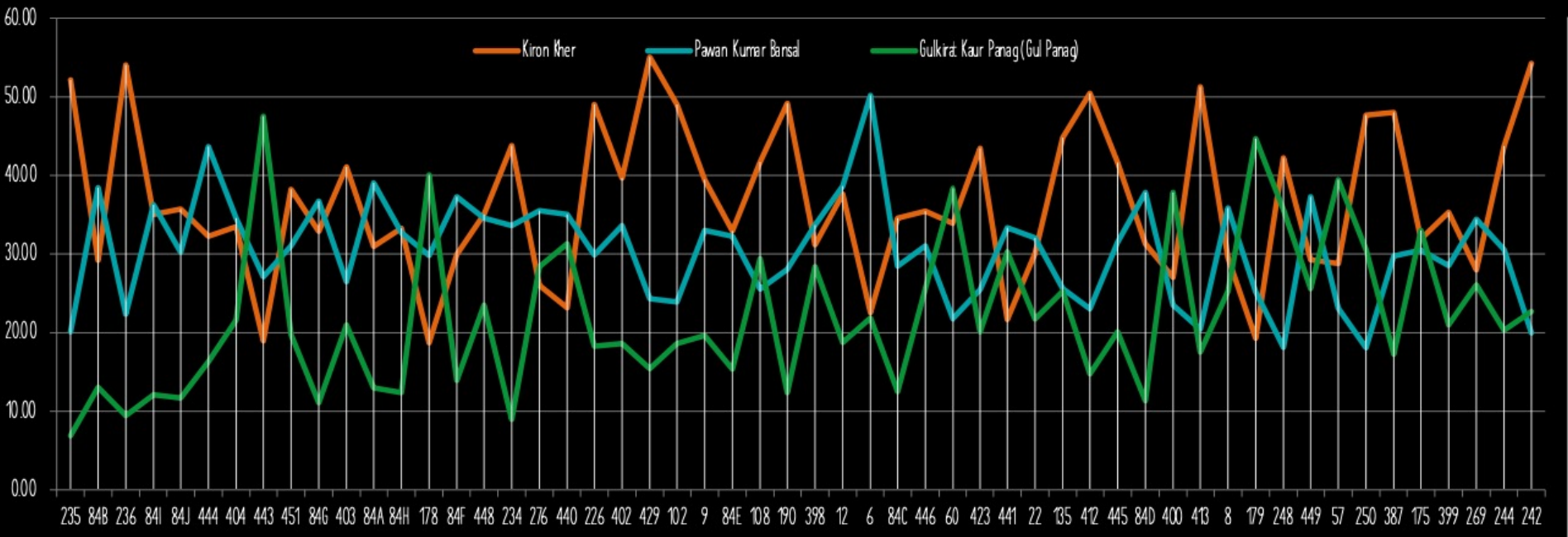
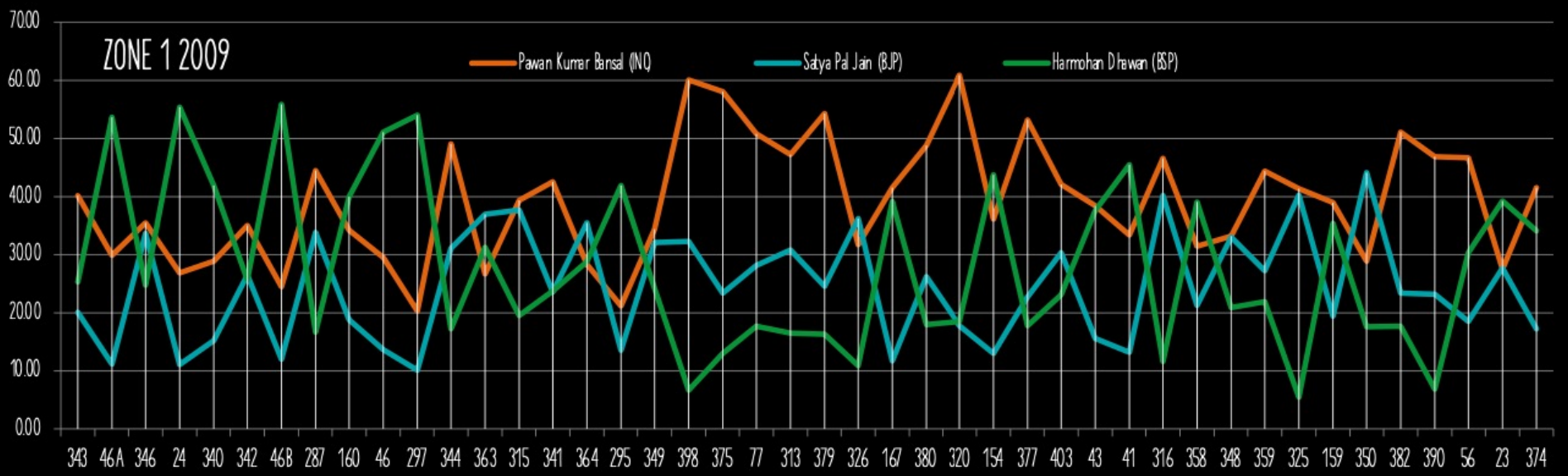


- ◆ Kiron Kher
- Pawan Kumar Bansal
- ▲ Gulkirat Kaur Panag (Gul Panag)
- Poly. (Kiron Kher)
- Poly. (Pawan Kumar Bansal)
- Poly. (Gulkirat Kaur Panag (Gul Panag))

Alarm Booths 2014



Polling booths



A large, hand-drawn red circle with a white outline, resembling a brushstroke, positioned on the left side of the slide.

OUR TEAM

RESEARCH & DATA MANAGEMENT TEAM



Mukul Gupta
USA

9 years of experience in Data Sciences.
Masters in Business Analytics from
University of Minnesota.

Strengths: Tools & programming
languages, databases & big data
operations and statistical techniques &
machine learning



Rahul Thakur
India

10 years of experience in Data
Strategy and analysis.
Diploma in Data Science from
University of Amsterdam.

Strengths: Psephology, Data
Management and Projection strategy



Shaily Gautam
India

8 years of experience in Data Mining.
Bachelors in Commerce from Delhi
University.

Strengths: Communication,
Coordination, Data mining and
sorting

RESEARCH & DATA MANAGEMENT TEAM



Dr Deepti Kashyap
India

6 years of experience in Research.
PhD in Psychology.

Strengths: Secondary Researching, Report writing,
Data Detailing, Data Drafting and Testing

BUSINESS MANAGEMENT



Anil Kapoor
India

37 years of experience in Public Relations & Political Media Campaigning.
Masters in Mass Communication.

Strengths: Public Relations, Mentoring, Media Strategist, Crisis Management, Speech and Content writing, Policy Advising



Gayatri Thakur
India

12 years of experience in Project Management.
Post Graduation in Advertising and Public Relations from Panjab University.

Strengths: Media campaigning, Business Development, marketing and Sales, Data Strategy



Abhishek Bansal
India

11 years of experience in Business Management
Mechanical Engineering from PEC.

Strengths: Liasoning, Social Media Management, Manpower Management, On field Survey

FOR DETAILS CONTACT US AT
+91 9878449968, piyoosha@ceyone.in

CEYONE CONSULTANTS LLP

Plot No. 55, First Floor, Industrial
Area, Phase 2, Panchkula

www.Ceyone.in