

Live Election Analysis with path breaking Analytic Tools



A market leading English News Channel in India develops path breaking Election Properties collaborating with M76 Analytics

The Client:

The client is a leading English News Channel in India, the market leader for more than a decade.

The Situation:

The client had empanelled M76 Analytics as a consultant for number crunching during elections, and the development of election properties for the live coverage of elections. There was a pressing need to develop innovative number crunching around elections to the extent of metrics as well as Early Warning Signals.

The Solution:

- A gradual ranking of the ascension of seats for any particular political party was developed as an algorithm. This was used to develop an **Extent of Victory** property, called the Spectrum to be populated and broadcast live, when the election results would come in.
- A unique agglomeration of seats signifying a particular social or historic indicator was worked out to generate post electoral insights about the factors influencing the election. This was an instant analytic property that helped in a sort of root cause analysis with live data.
- A unique property was developed for the purpose of signifying an **Early Warning Signal**. The property would indicate how much of its stake a particular political party was losing. This served to stir immediate on-air debates about the extent of victory or defeat of a particular political party.

Output & Benefits Delivered

The properties have been utilized effectively from 2012 till date on Television, delivering an awestruck audience for election viewership, and helping M76 , create a unique niche for itself.

Link to the video:

http://m76analytics.com/wp-content/uploads/2017/03/analytics_promo.mp4

ABOUT US: M76 ANALYTICS

M76 Analytics was founded by IITB (IIT Bombay) alumnus Jai Mrug, and is currently incubated at SINE, IIT Bombay. M76 Analytics endeavours to make customers realize the utility of data far beyond its transactional manifestation.

M76 Analytics has developed its platform MOBOT™, which utilizes organizational Data to build Operational and Business Strategies. It develops deep learning algorithms in-house that are suited to specific business scenarios, and can produce direct business actionable.

M76 Analytics is credited with carrying out the unique, one of its kind annual exercise of ranking PSU's (Public Sector Units), and developing some compelling election properties that have been broadcast on India's leading English News Channel Times Now.

Contact Us

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