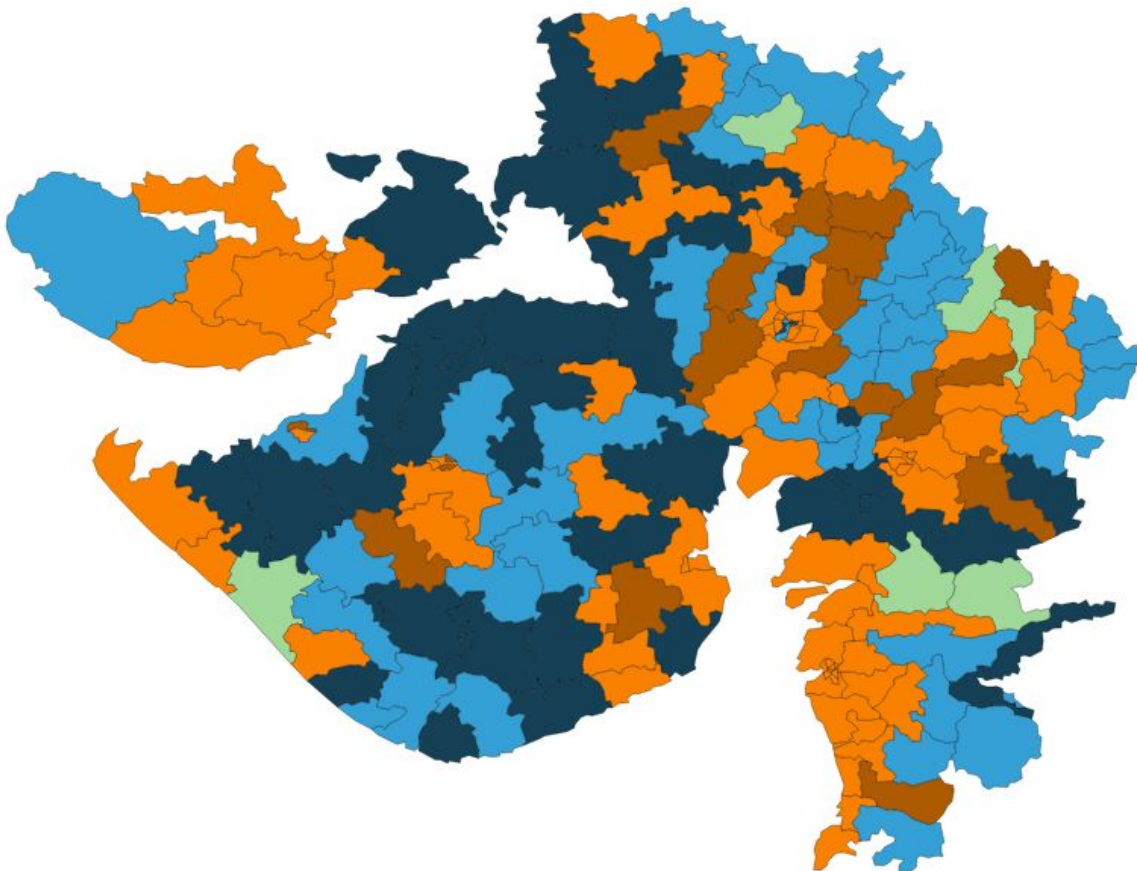


Loki.ai—Case Study

Visual, locally-relevant election coverage at the speed of light

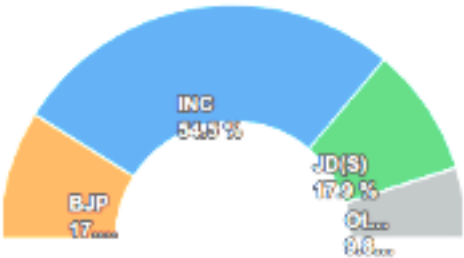
CHANGE FROM 2012

BJP Hold  BJP Gain  INC Hold  INC Gain  Other 

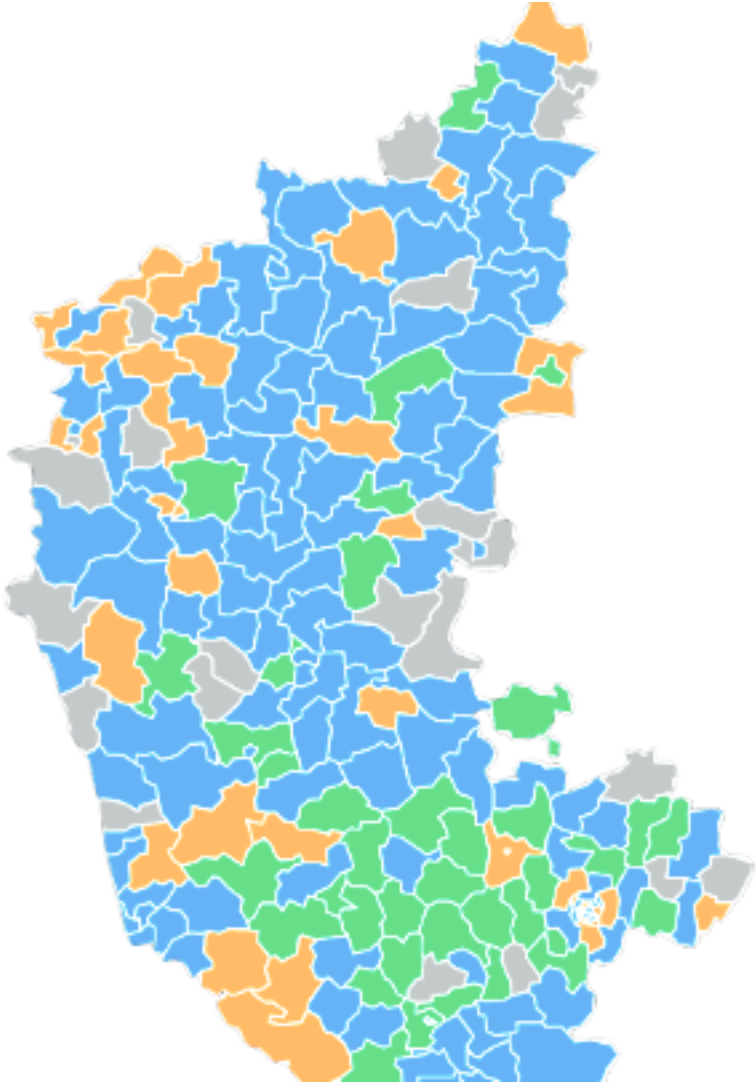
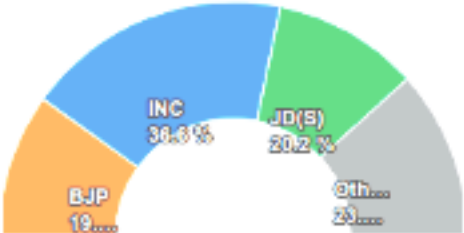


“Thanks very much for adding facts, data, and charts to the political discussion.”

- User on Reddit India



Voteshare



Executive Summary

Background

1. We created mobile-friendly interactives, games, data-hubs, and simulations related to assembly elections for a large media company in India.

2. We supplemented these with hyper-local properties that contained neighbourhood level voting patterns, as well as research tools that powered stories for video, print, and digital.

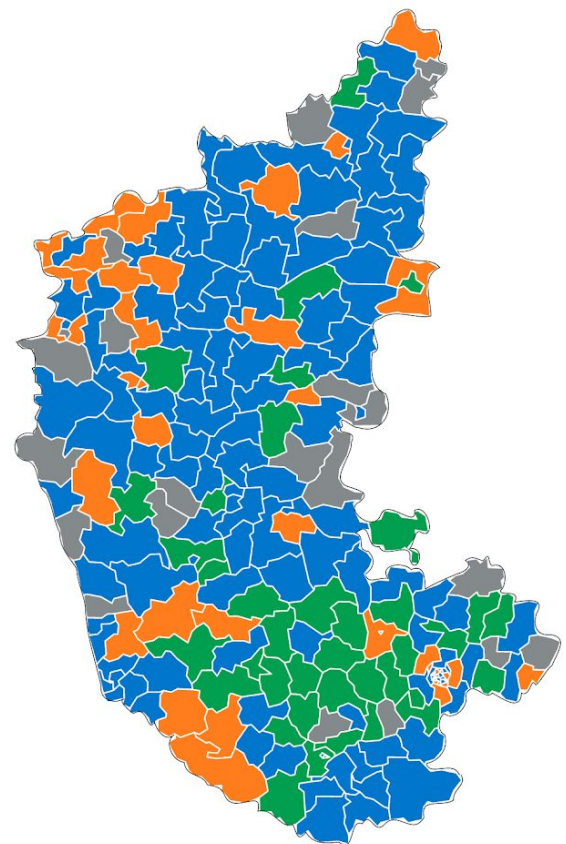
3. Bot-generated articles (complete with charts) were also used to boost search traffic from smaller cities.

Year: 2013 ▾ Winning Parties ▾
All Regions ▾ All Issues ▾

Party Seatshare



Party Voteshare



What we looked at

Historical voting patterns across constituencies

We have analyzed and visualized the winning parties, turnout, and individual party voteshares of all constituencies in India since 1978 - for both Assembly and Parliamentary constituencies.

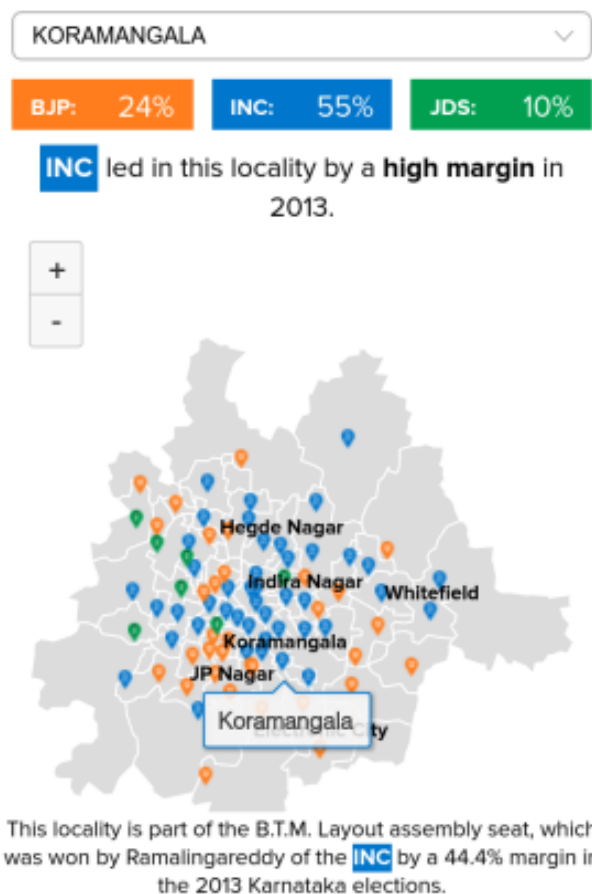
These dashboards can be used as embeds in stories, for videos, and also as standalone properties.

All voter rolls in a constituency

We have also analyzed all voter rolls in India, and have created age, gender, and ethnicity profiles of neighbourhoods in all major cities.

Socio-economic indicators across districts and constituencies

We analyzed and mapped social and economic indicators across different districts and constituencies, in order to provide more context to election coverage.



About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

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