



scribble

Enrich

Voter Data Platform for National Party

a whitepaper



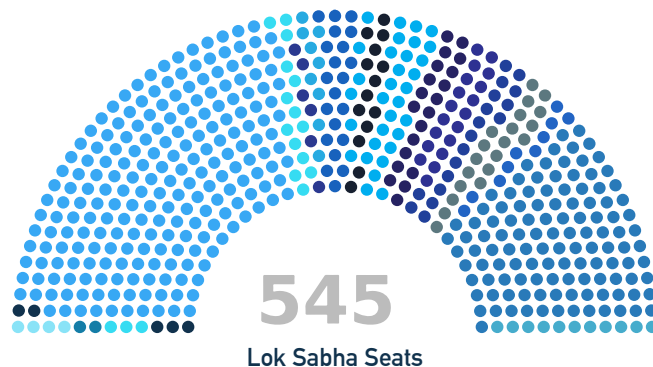
scribble Data

Introduction

The client is a party with national recognition in India. It has members that run into millions, and a large base of voters that cut across regions and communities. The party wanted to change the way it engaged voters, from broad-based messaging campaigns to campaigns that were targeted, issue-based, and responsive to needs and aspirations.

The party had data assets, and was gathering more every day through its mobile and online campaigns. The need was for a data platform that could construct rich profiles for every one of the millions of voters by stitching together diverse datasets, and provide an interface for media and messaging coordinators to be able to consume these datasets and run the appropriate campaigns. This needed to be done end-to-end in a short time frame (less than a month). Because of the nature of the domain and the risks involved, the platform and team needed to be highly trusted and aware of the needs of the party.

Existing solution alternatives suffered from lack of trust and domain knowledge, time to roll out (analytics vendors), and inability to scale.



Solution

Scribble Enrich was deployed in the client's network, and it processed about 30GB of data spread across 70 datasets of varying quality covering 10s of millions of voters. Enrich faced two main challenges - the complexity of the pipeline (with more than 50 stages), and datasets that exceeded server memory capacity. A new class of transforms involving streaming data was introduced to address the new needs.

ENRICHED VOTER PROFILE



ENRICH BENEFITS

ENRICH PLATFORM CAPABILITY

- Scalable enrichment pipeline
- Streaming Transforms
- Campaign interface
- Flexible Renderer
- Software Development Kit (SDK)

BENEFIT

- Handle 10s of millions of voters
- Very large datasets
- Auditable search interface for the data
- Overlay voter data on political maps easily
- Rapid turnaround times

End Result

The targeted messaging, and the ability to measure any responses (to messaging, surveys etc) and tag it to individual voters played a significant role in the Party's coming to power via coalition.