

Win your constituency with your own data.

The latest voter list, every past result, your family mappings, your grievance tickets and your leaders' work — one system, down to the booth. Built to survive delimitation and part shuffling.

Darsi (Assembly) · Prakasam · Results Analysis SAMPLE DATA

STRONG VILLAGES		SWING VILLAGES		WEAK VILLAGES		NET MARGIN
63		41		38		+6,412
PART	VILLAGE	STATUS	MLA	MP	SWING VS 19	
018	Darsi (Ward 4)	Strong	61.2%	57.8%	+9.4	
074	Donakonda	Swing	49.6%	44.1%	+2.1	
129	Kurichedu	Swing	47.3%	51.9%	-3.6	
156	Mundlamuru	Weak	38.4%	42.7%	-7.2	

Your seat has 280 booths. Most teams can name thirty.

The information already exists. It sits in a three-thousand-page PDF, in a result sheet nobody opened after counting day, and in the heads of four people who are always travelling.

The roll is unreadable

Three lakh voters across hundreds of parts, published as scanned pages. Nobody has read it end to end.

Results die after counting

You know you lost by nine thousand. You don't know which forty booths gave it away, or whether they moved together.

Grievances vanish

A request arrives on WhatsApp, someone promises something, and six months later nobody can say who asked or whether it was done.

Tours repeat themselves

The comfortable villages get visited again. The ones that quietly slipped away get skipped.

WHY VOTERIQ

Five reasons offices switch

End-to-end political CRM

Voter list, analysis, grievances, leaders and planning in one system — not five spreadsheets and a WhatsApp group.

Win with data

Where to go, whom to call, what to fix — decided from your own roll and results, not from what somebody felt last week.

Make your leaders compete

Assign work village by village and see who is delivering. A visible scoreboard changes behaviour faster than a meeting.

Beneficiary tracking

Every request becomes a ticket with a name, a village, a referrer and a closing date.

Village & booth detail

Nothing is a constituency average. Everything lands on a village and a booth you can drive to.

From the roll to the follow-up call

01 — VOTER LIST & VOTER ANALYSIS

The roll, readable at last — and mapped into families

Load the latest voter list and search it by name, house, part or village. Do the family mapping once, and every revision after that slots new enrolments into the mapping you already built.

- Generation-wise view — first-time voters through seniors
- Family mapping, so you campaign to a household, not a name
- New voters keep flowing into the same structure

02 — RESULTS ANALYSIS

Strong, weak and swing — named village by village

Every past election at part level, party by party. Each village classified from real booth results, with the Assembly vote read against the MP vote on the same booths.

- Booth-level comparison against the previous election
- MLA result checked against the MP result
- Ranked contribution to margin — the booths that decided it

03 — BENEFICIARY & WORK TRACKING

Every request tracked, every village counted

A request becomes a ticket linked to the real voter on the roll, with who referred it and what was promised. It moves through the approvals your office defines, gets executed, and gets closed.

- Approval rules you set — small requests never reach the leader
- Work tracking per leader — who is closing, who is sitting on things
- Which villages send requests, and which you have never visited

04 — CAMPAIGN PLANNER & VISIT PREP

What to visit, and why to visit

Campaign Planner names the villages that need you, mandal by mandal, and every suggestion carries its reason. Visit Prep turns a selection into a briefing you can read in the car.

- Village-wise suggestions, grouped under their mandal
- Thin margin, turnout drop, no leader mapped, open grievances
- Multi-select villages into one tour and generate the pack

Leaders & influencers

Map who moves votes in each village, assign them work, link grievances back to whoever brought them in.

Duplicate voters

Find the same voter repeated across parts anywhere in your area. Export before the revision, not after.

Master data

Your geography, election years and your own nicknames for part numbers — all editable, with guardrails.

Scoped access

A mandal in-charge sees his mandal. The office sees the constituency. You decide, per person.

THE THING NOBODY PLANS FOR

Built for delimitation and part shuffling

Part numbers change. Boundaries get redrawn. Most systems key everything to the part number and quietly break the day the Commission publishes a revision — five years of records stranded against numbers that no longer mean anything.

VoterIQ ties every voter, household, grievance and result to identities that survive the change, and walks the mapping chain when you compare years.

2019 Part 074 — Donakonda

2024 Parts 081 + 082 — same village, split

2029 Still one village in your reports

HOW IT WORKS

Set it up once. Then just use it.

1

We load the latest voter list

Send us the published roll. Every part is parsed into structured records — names, ages, gender, house numbers, relations.

2

One-time family mapping

Households linked, parts given their real village and mandal names plus your own nicknames. You do this once.

3

Past results go in

Booth-level Assembly and Parliament results layered on the same geography, so swing and strength sit on real ground.

4

Your team works, and it keeps up

Accounts scoped to what each person should see. At every revision, new voters flow into the mapping you built.

WHO CAN USE IT

Built for the people who answer for the seat

Psephologists

MLA & MP aspirants

Local body election candidates

Political analysts & strategists

COMING SOON

Your own surveys

Run field surveys on the same geography and read them against the roll and past results. Stop taking a third party's word for your own constituency.

COMING SOON

Android & iOS apps

The full portal in your pocket — tickets raised from the field, briefings read on the road, no laptop needed.

Three packages. One conversation.

Pricing depends on how many constituencies you're running and how much of the work you want us to do. Tell us the seat and we'll quote it.

Basic

The data foundation — know your constituency before you do anything else.

- Voter list, loaded and searchable
- Voter analysis — generation-wise, family mapping
- Results analysis — strong, weak and swing villages
- Election comparison — booth level, across years and against the MP vote

MOST CHOSEN

Advanced

For an office that is running, not just studying — daily grievance work and planned tours.

- Everything in Basic
- Beneficiary tracking — tickets, approvals, work tracking per leader
- Campaign Planner & Visit Prep
- Village-level request and visit tracking

Supreme

For a serious contest — the full platform, plus our team working the campaign with you.

- Everything in Advanced
- Complete implementation by our team
- Psephology support — we work as your analysts
- Campaign strategy planning, built with you

SUPPORT & IMPLEMENTATION

You don't need a data team. We are one.

Full implementation

We set the entire system up on your constituency — roll loaded, parts mapped, results layered, users created.

Psephology & strategy

Our team works alongside you as psephologists and political strategists, not just as a software vendor.

Campaign strategy

We help turn what the data says into a plan — which villages, in what order, with which leaders.

24x7 support

Campaigns don't keep office hours. If something breaks before a tour, someone picks up.

See it on your own constituency

Tell us the seat. We'll load a sample of it and walk you through exactly what it shows — on a call, or in your office.

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