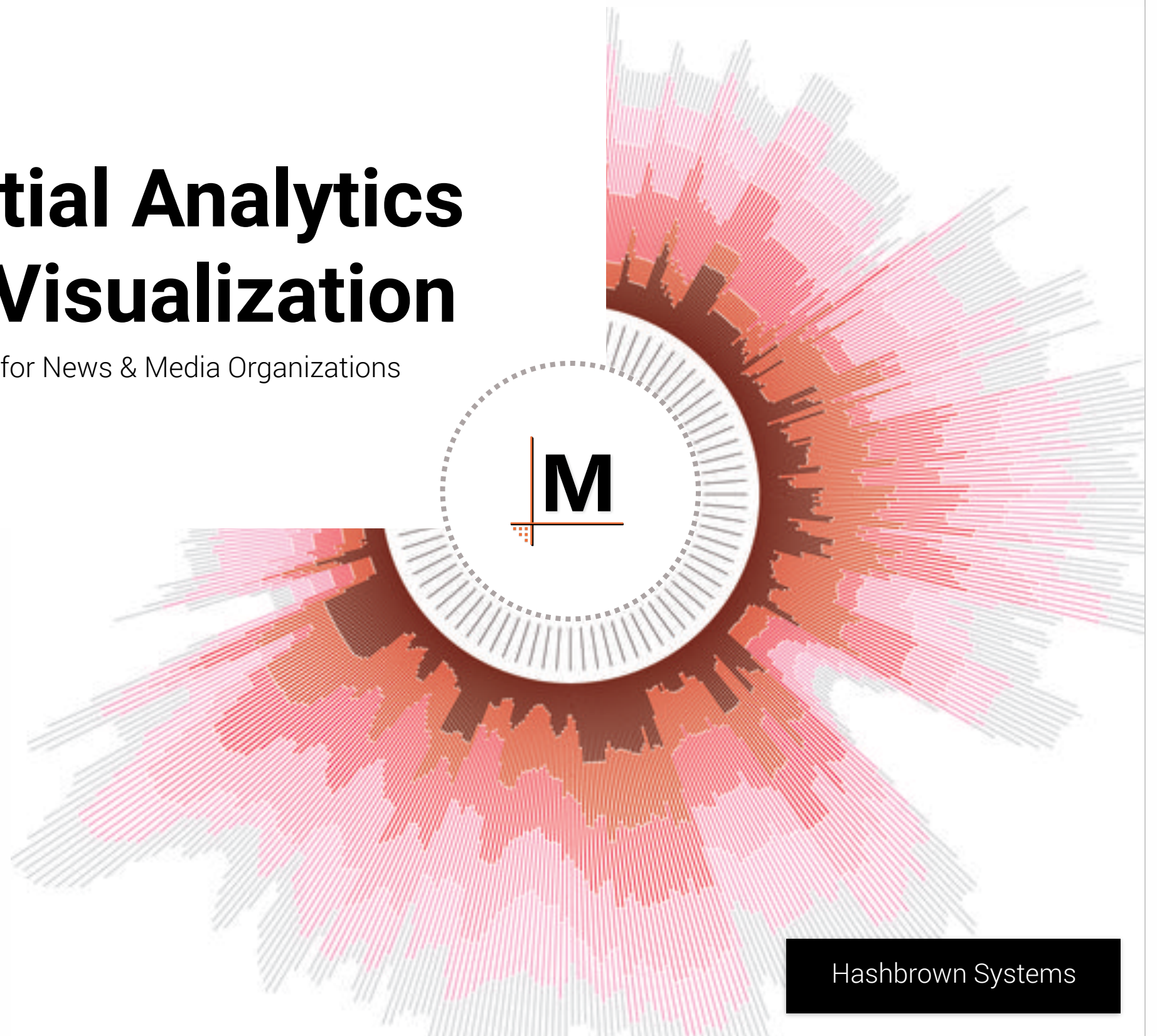**Meradesh.org**

Geospatial Analytics & Data Visualization

Platform as a Service for News & Media Organizations

Hashbrown Systems

Geographic Intelligence
& Spatial Data

Personalized maps to display geographically linked information for an engaged reader.

Psephology & Visualization

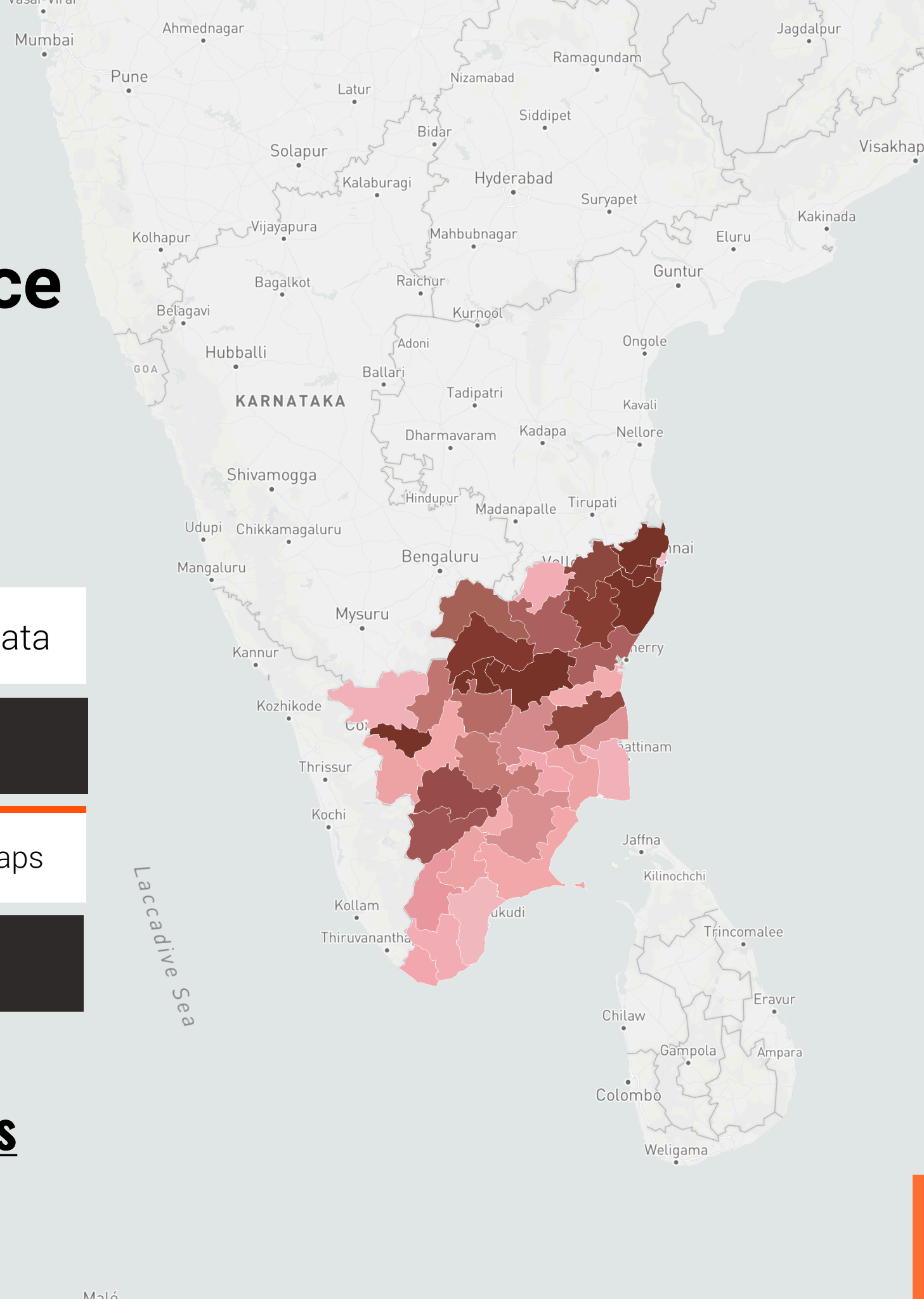Electoral Data

Demographic Segmentation

Geographic Trends

Tailored Maps

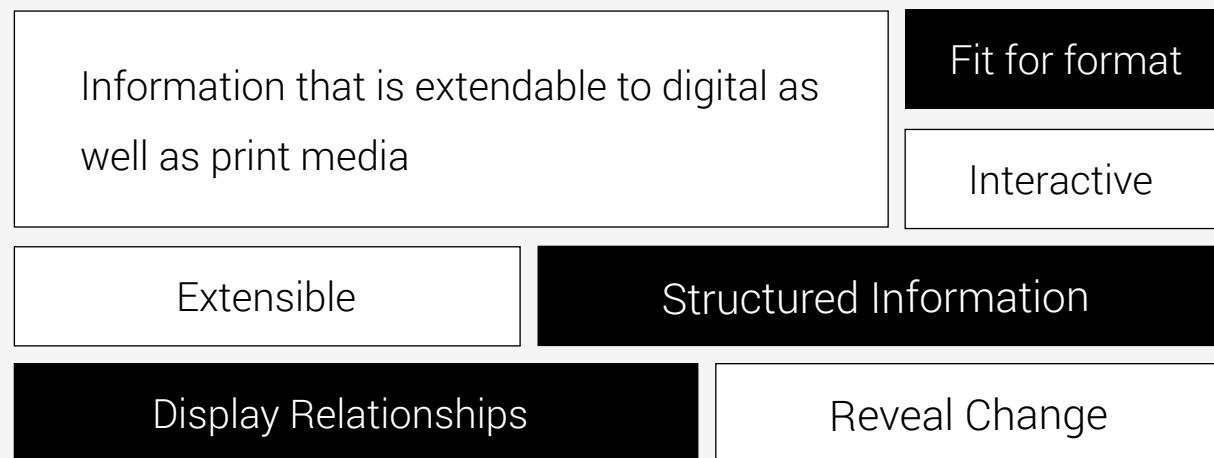Hyper-local Insights

Projections
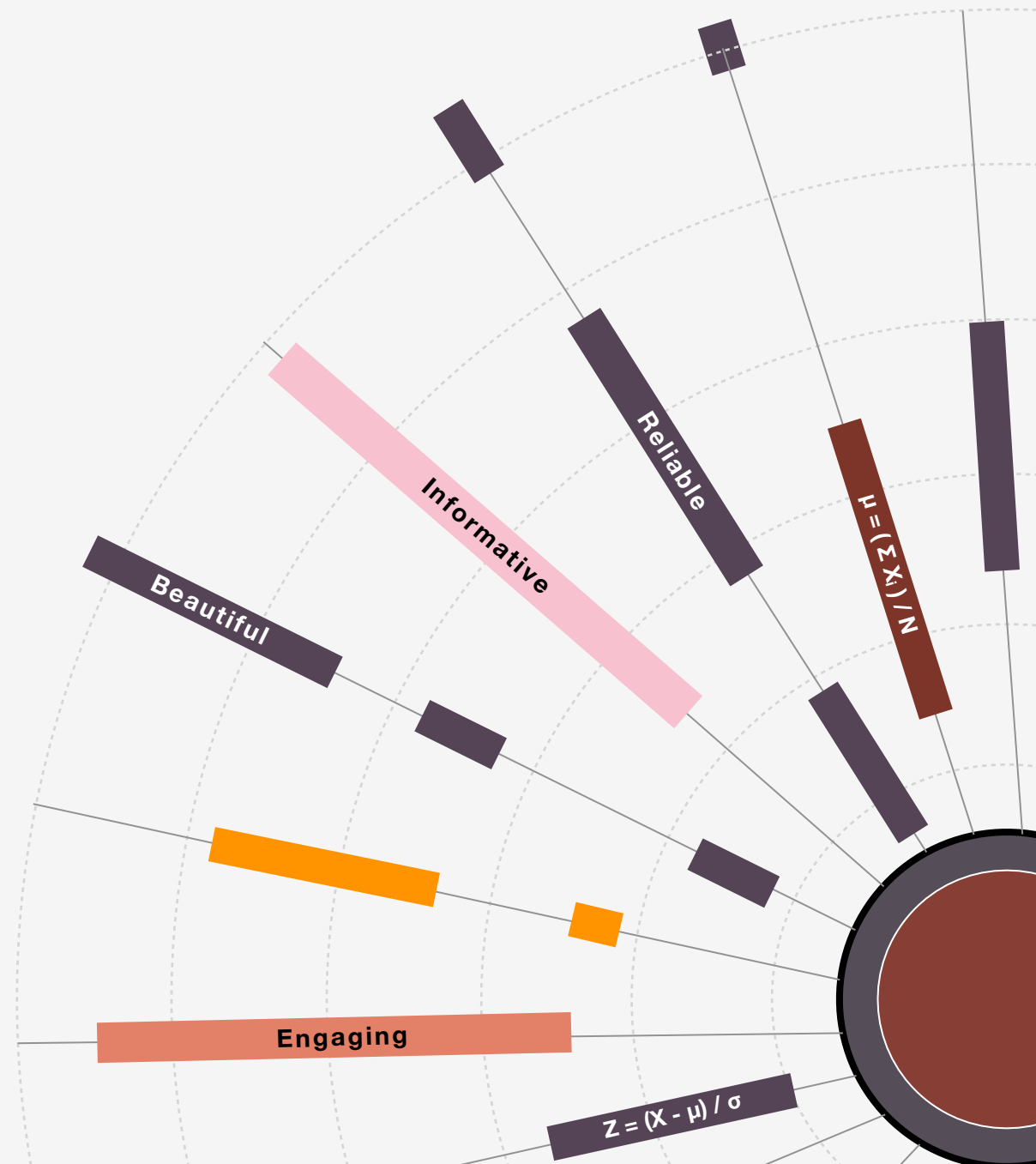
Data Mapped for Spatial Analysis

Data Visualization

Story telling with **numbers**, **graphs** and **interactive graphics.**

Deploy visualizations that employ multiple data sources to create a compelling narrative.

Information that is extendable to digital as well as print media

Fit for format

Interactive

Extensible

Structured Information

Display Relationships

Reveal Change

Visual Representation of Complex Newsworthy Data

Reliable

Informative

Beautiful

$\mu = (\Sigma X_i) / N$
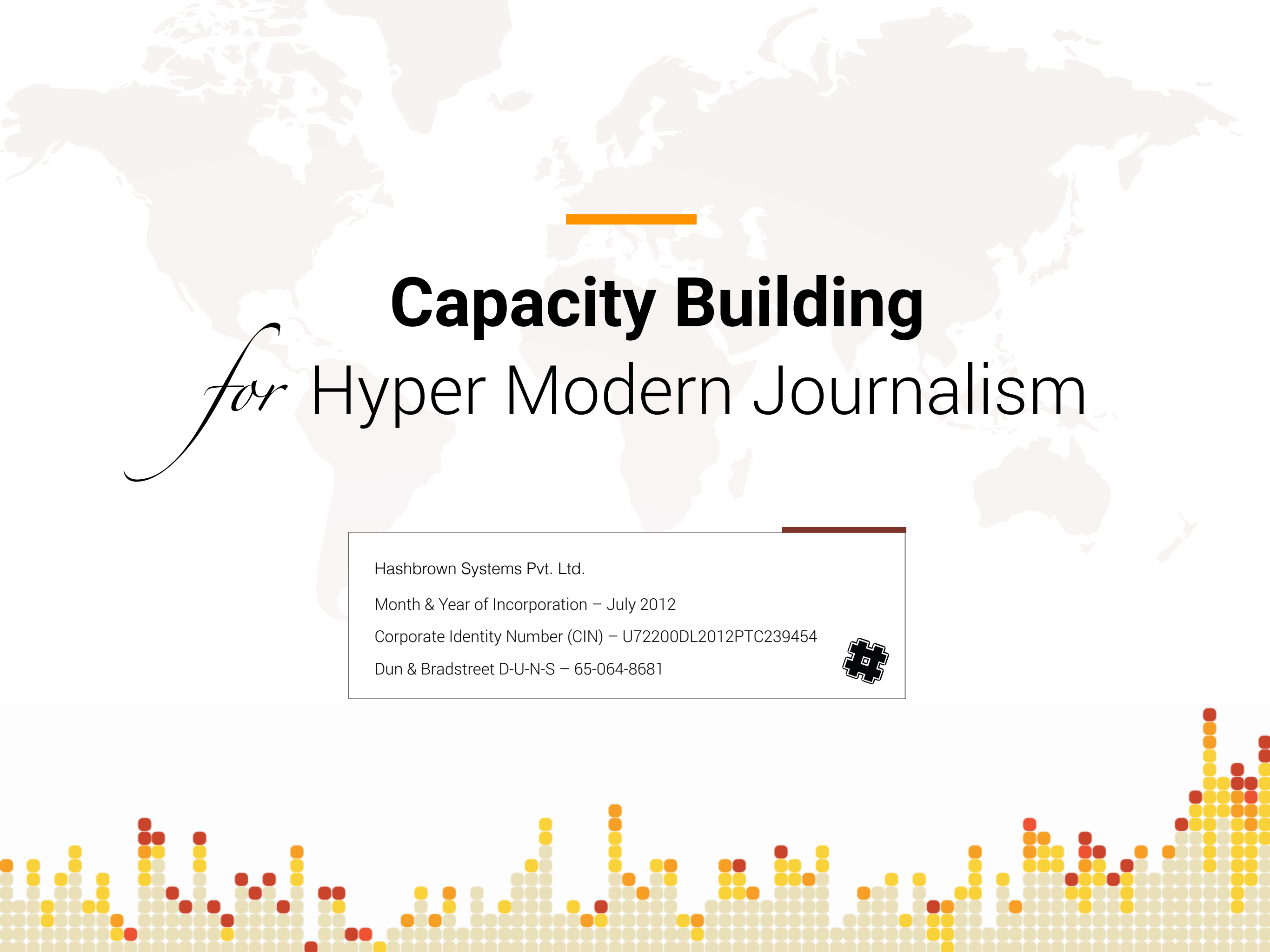
Engaging

$Z = (X - \mu) / \sigma$

Data Analytics & Ai for News & Journalism

→ Deploy Machine Learning for prediction, classification and association

→ Fact Checking

→ Data Acquisition Tools

- Extract key data points from government **reports** and **affidavits**
- Scrape, clean and organize data

→ News Personalization, Recommendation and Distribution based on user activity

→ Employ computational statistics for research

→ Build your own **First-Party Data** Program

NLP (Natural Language Processing) to read lengthy and obfuscated texts. Structured data, stored in an accessible form readily available to all stakeholder.

Capacity Building
for Hyper Modern Journalism

Hashbrown Systems Pvt. Ltd.

Month & Year of Incorporation – July 2012

Corporate Identity Number (CIN) – U72200DL2012PTC239454

Dun & Bradstreet D-U-N-S – 65-064-8681