Srikar Devarapalli

DATA INTELLIGENCE & TECHNOLOGY LEAD

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SUMMARY

Data and technology lead with 8+ years in analytics, across election campaigns, news media and film box-office data. Build dashboards, reports and data pipelines, including scraping and OCR. Lead a 9-member team, and earlier managed data, SEO and product (developer) teams that delivered mobile apps and websites. Came up with CinemaIP, an IMDb-style website for Indian movies whose edge is live box-office data, and built most of it with Claude and other AI agents. Led three election surveys, and all three forecasts were correct. IIT (BHU) graduate and Claude Certified Developer – Foundations.

EXPERIENCE

G3ODisha Analytics, *Hyderabad*

Data Intelligence & Technology Lead Mar 2025 – Present

Lead a 9-member Data & Technology team on CinemaIP, G3ODisha's own product, and political analytics for clients. Also handle technical documentation, API integrations, client deliverables and data security standards.

CinemaIP: IMDb-style movie website with live box-office data

- **Live box-office data.** Built hourly Python pipelines covering 38K+ shows a day across 1,450+ cities, plus Indian films in the USA and UAE. Each show records tickets sold, occupancy and average ticket price, plus seats available versus booked in Indian theatres.
- **Automation and monitoring.** Automated the pipelines on Google Cloud VMs, with health checks that flag any source or machine that stops reporting. Data is deduplicated, validated and synced to the live database.
- **Reports engine.** Developed movie, theatre, box-office and benchmark reports generated by code, with charts, tables and PDF download. Samples are public on cinemaip.ai.
- **Trailers and news.** Built a daily pipeline that finds, validates and logs trailers and teasers for new releases, and a news generator that uses Gemini to suggest data-led stories from box-office data.
- **Producers' dashboard.** Built a paid, live tool with day-one predictions, competitor benchmarks and live box office down to theatre level, to help producers cut costs and plan promotion budgets.
- **Recommendation engine.** Created the recommendations on cinemaip.ai. It asks a viewer a couple of mood questions, then suggests movies to match.
- **SEO and data warehouse.** Led SEO for 50K+ indexable pages. Built a movie data warehouse of 650K+ titles from public sources, with scrapers for critic and audience scores and for 25 years of Wikipedia film data.

Political analytics

- **Political intelligence.** Delivered a ready-to-deploy dashboard for all 119 Telangana Assembly constituencies: news tracking, sentiment analysis (VADER plus custom models) and constituency maps built from GIS shapefiles, on BigQuery.
- **VPAS (Voter Party Affinity Score).** Designed a 0–1000 score for every polling booth, built from 27 KPIs, to find swing booths. Delivered as a dashboard and automated PDF reports.
- **Client reports.** Produced monthly social media reports for recurring MP and MLA clients: four platforms, benchmarked against peers, covering all Telangana leaders and parties.
- **Constituency dashboards.** Built heatmaps and booth-level swing analysis from Form 20 results, read from images with OCR.
- **E-Roll pipeline.** Used OCR (Tesseract, Google Cloud Vision) to turn Electoral Roll images into structured booth-wise voter data, scaled to constituency level on Google Vertex AI.
- **CAPTCHA solver.** Built a machine-learning solver (image preprocessing, digit segmentation, model inference) to automate the bulk download of E-Roll documents.
- **Census analysis.** Compared Telangana census demographics with voter registration patterns (correlation analysis) and built a constituency dashboard.

Other G3ODisha builds

- **Automation and bots.** Built large-scale scrapers, headless-browser automation and social media bots for engagement automation.

Other G3ODisha builds (continued)

- **Social listening dashboards.** CinePulse AI, a React dashboard comparing up to three films across social platforms by share of voice, buzz and sentiment, with AI-written insights, and a Streamlit dashboard tracking a film for 15 days before release.
- **Song similarity AI.** Built a model that matches songs by structure using librosa segmentation and the Hungarian algorithm. Its bulk mode processes a song in about 8 seconds.

ITP Software Pvt Ltd, *Hyderabad*

Data & Technology Manager Jun 2021 – Feb 2025

Client: Confidential (political party). Ran data, technology and digital operations for the client, managing three teams: data, SEO and product (developers).

- **Election analytics.** Analysed Telangana Form 20 (booth-wise election results), extracting the data from images with OCR (Tesseract, Google Cloud Vision), to shape campaign strategy.
- **Surveys and forecasting.** Led three surveys, including the 2023 Assembly election, on voter behaviour, sentiment and demographics. Built predictive models to forecast outcomes and find key voter segments.
- **Social listening tool.** Built a tool that produces media reports on political leaders and constituencies, with sentiment analysis and comparison across Facebook, X and Instagram. Also built beneficiary data summaries.
- **Apps.** Managed development of a volunteer-management mobile app to engage party workers on social media, and a member-registration app to recruit members in Maharashtra.
- **Websites.** Managed two party websites and three news websites (Telangana, Andhra Pradesh) with their social channels, and built mobile apps for the news sites. Two of the news sites were shortlisted for the Google News Initiative's Indian Languages Program (GNI-ILP) and received Google funding.
- **YouTube.** Ran analytics and social presence for six YouTube channels: two main channels with 1M+ subscribers each, plus their sub-channels.
- **Bots.** Built and deployed social media bots and bulk-messaging bots for campaign communications.

Indian Political Action Committee (I-PAC), *Hyderabad*

Data Analyst / Senior Data Analyst Apr 2018 – May 2021

Data analytics for election campaigns in four states.

- **Social media pipeline.** Built a pipeline that scraped social media data in real time and classified sentiment.
- **Profiling and forecasting.** Profiled leaders and parties, analysed follower engagement and built conversion forecasts.
- **Election analysis.** Led exploratory and booth-level analysis for Andhra Pradesh, Delhi, Tamil Nadu and West Bengal.
- **Party app.** Managed a state party's official mobile app, which reached 100K+ downloads and 43% daily retention. Automated its parliamentary and assembly constituency reports from app usage and volunteer activity.

SKILLS

Data and analytics: Python (pandas, scikit-learn, OpenCV, librosa), SQL, BigQuery, machine learning, NLP, computer vision, data engineering, data warehousing, ETL, data validation and quality, sentiment analysis, forecasting, geospatial mapping, Excel, Power BI

Automation: Web scraping, OCR (Tesseract, Google Cloud Vision), CAPTCHA solving, headless-browser automation (Selenium), social media bots, automated pipelines, monitoring

AI and cloud: Claude (API, Claude Code, MCP), AI agents, generative AI, LLMs, AI-assisted development, Gemini, Google Vertex AI, Google Cloud (GCP) VMs, Cloud SQL, Docker

Reporting and apps: Data visualisation, BI dashboards, Streamlit, Plotly, Dash, React, Next.js

Growth: Social media analytics, SEO and SEM, Google Analytics (GA4), Google Search Console, YouTube analytics

Management: Team leadership (data, SEO, product), product and project management, client delivery

Beyond work: Markets research (stock and fund screener, indicator and F&O analysis, paper-trading simulator)

EDUCATION

Bachelor of Technology (B.Tech), Indian Institute of Technology (BHU) Varanasi 2013 – 2017

CERTIFICATIONS

Claude Certified Developer – Foundations, Anthropic (verify on Credly) Oct 2026