

**POLITICAL JUGGERNAUTS – A QUANTITATIVE ANALYSIS  
OF CANDIDATES IN THE 2019 LOKSHABA ELECTION**

**PROJECT REPORT**

submitted to the Manonmaniam Sundaranar University  
Tirunelveli, in partial fulfilment of the requirements for the  
award of the Degree in

**BACHELOR OF SCIENCE IN PHYSICS**

by

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## ACKNOWLEDGEMENT

At the outset set, we whole heartedly thank God the almighty, the sole creator of the all the creations in the Universe. We took is opportunity to thank for giving us a strength and confident to complete this project work in a smooth manner.

I also express our gratefulness to **Dr. C. Veerabahu M.Sc., Ph.D., The Principal**, for giving us the permission to do the project work.

With a deep sense of gratitude we express our sincere thanks to our project supervisor **Dr. S. Subramanian Assistant Professor** for his valuable guidance & constant encouragement in completing this project work.

I would like to thank our **H.O.D. Dr. John Prince Soundranayagam Associate Professor** for his valuable advices whenever we approached him. We also express our sincere thanks to **Dr. K. Amudhavalli, Dr. M. Nagarajan, Prof. A. Infantia Daphne and Prof. S.**

**Subha**, Department of Physics for their encouragement & suggestions throughout the course of study.

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We took great pleasure in thanking **Our Parents** for their continuing efforts in shaping our career. Also we wish to extend to heartfelt thanks to our friends for their encouragement and support during the course of Project Work.



## CENTRAL VISTA



## INTRODUCTION

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

In the present work we are going to analyse the 2019 Lok Shaba General Elections using Data Analytics tool Tableau by creating

- Empathy Map
- Brain Storming And Idea Prioritization
- Visualisations of KPI's
- Gender and Educationwise General Votes
- Statewise Winners
- General votes and Postal votes – Statewise
- Statewise Criminal Cases
- Constituencywise winners and Electors
- Partywise Winners
- Winners by Education
- Postal votes – Partywise

# PROJECT FLOW

- Empathy Map
- Brain storming and Idea Prioritization
- Data Preparation

Prepare the Data for Visualization

- Data Visualizations

No of Unique Visualizations

- Dashboard

Responsive and Design of Dashboard

- Story

No of Scenes of Story

- Performance Testing

Amount of Data Rendered to Tableau

- Publishing

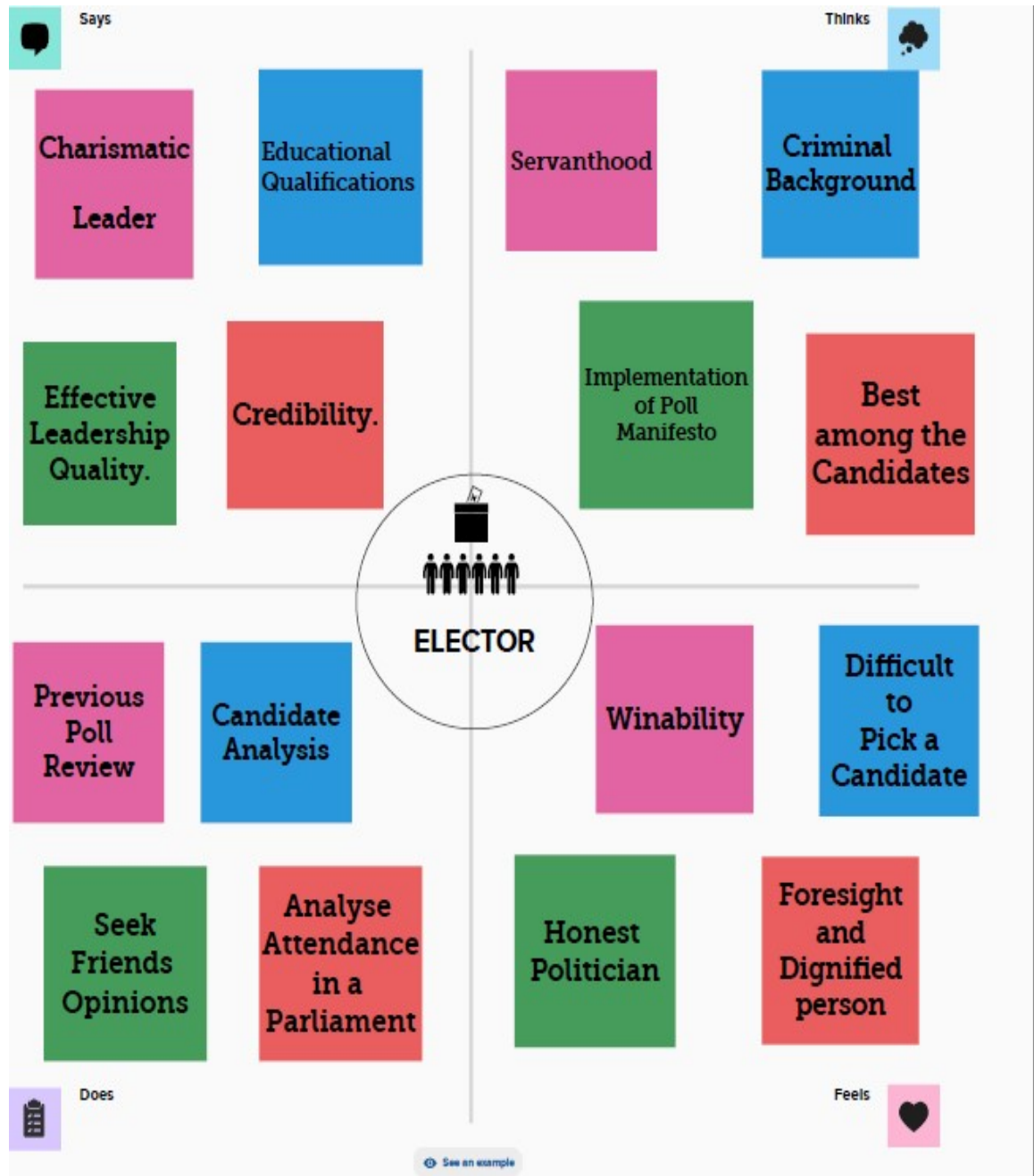
Publish Dashboard & Story to Tableau Public

- Project Demonstration & Documentation

Record explanation Video for project end to end solution  
Project Documentation-Step by step project development procedure



# EMPATHY MAP





[illegible]

## **DATA PREPARATION**

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

## **DATA VISUALIZATION**

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

## SHEET 1 – KPI's

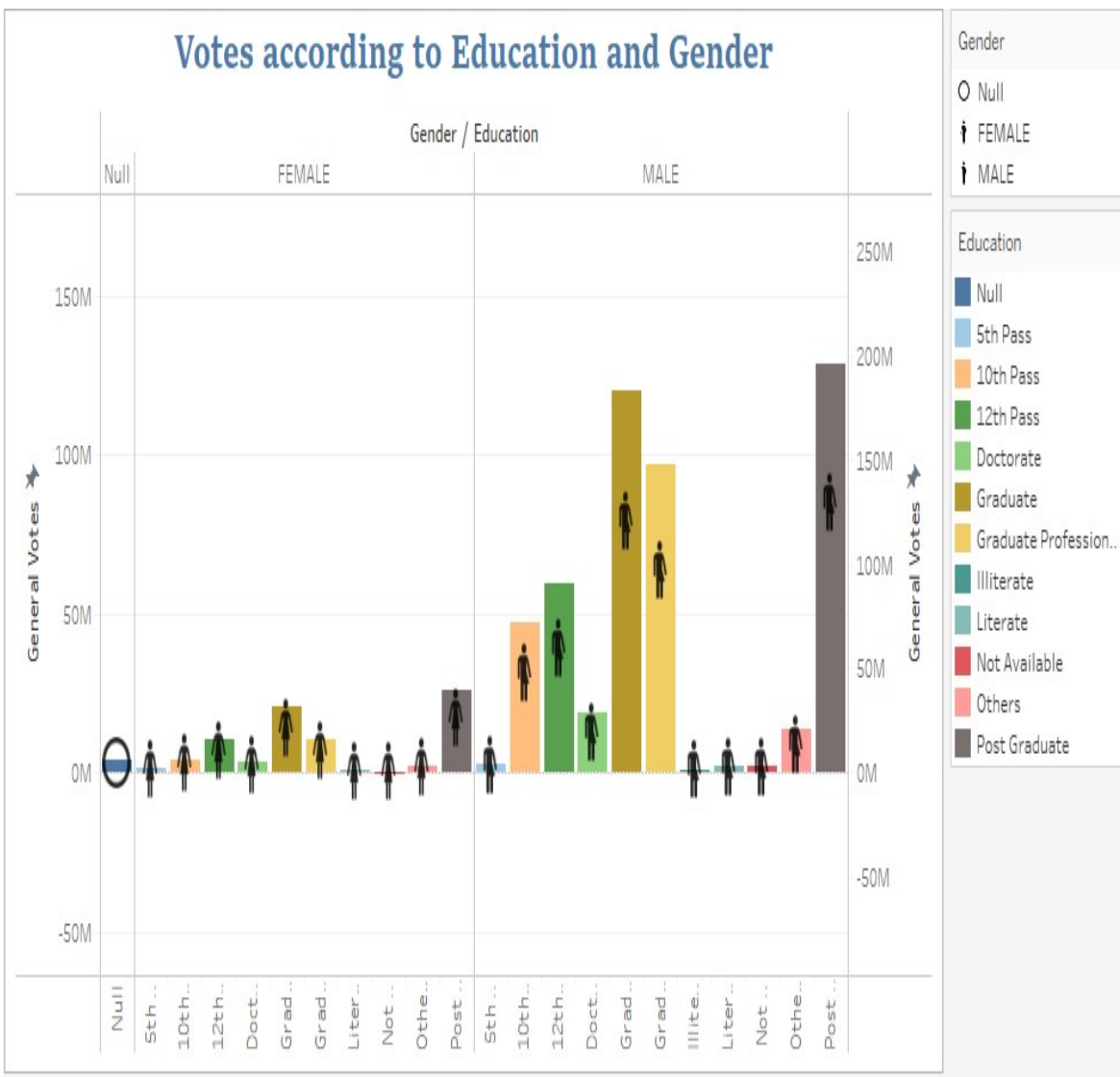
Total Winners  
539

Total Votes  
59,42,40,703

Total Criminal Cases  
2,018

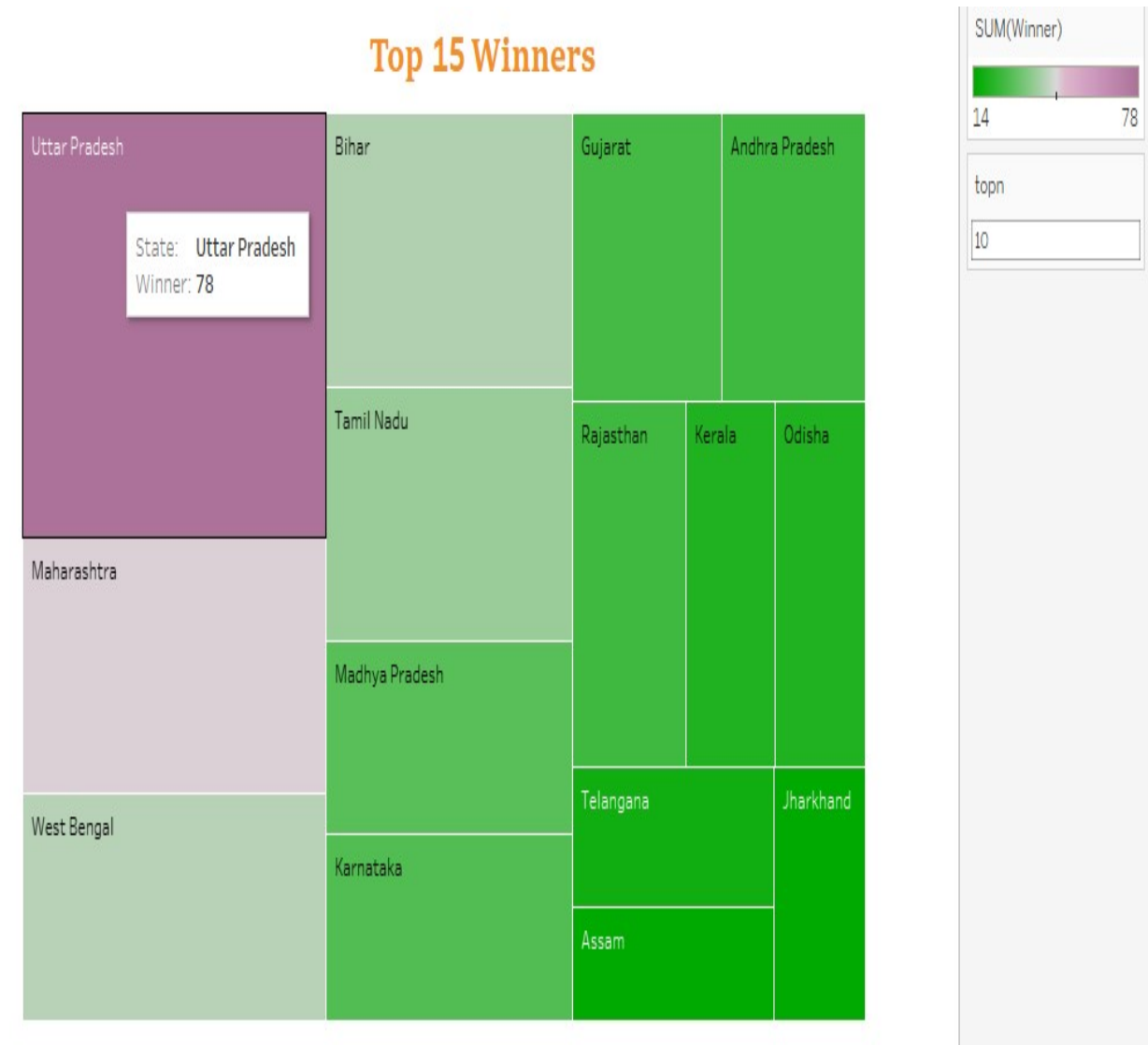
Visualisations of Total Winners, Total Criminal Cases and Total Votes in our country.

## SHEET 2 - Gender & educational Wise General Votes.



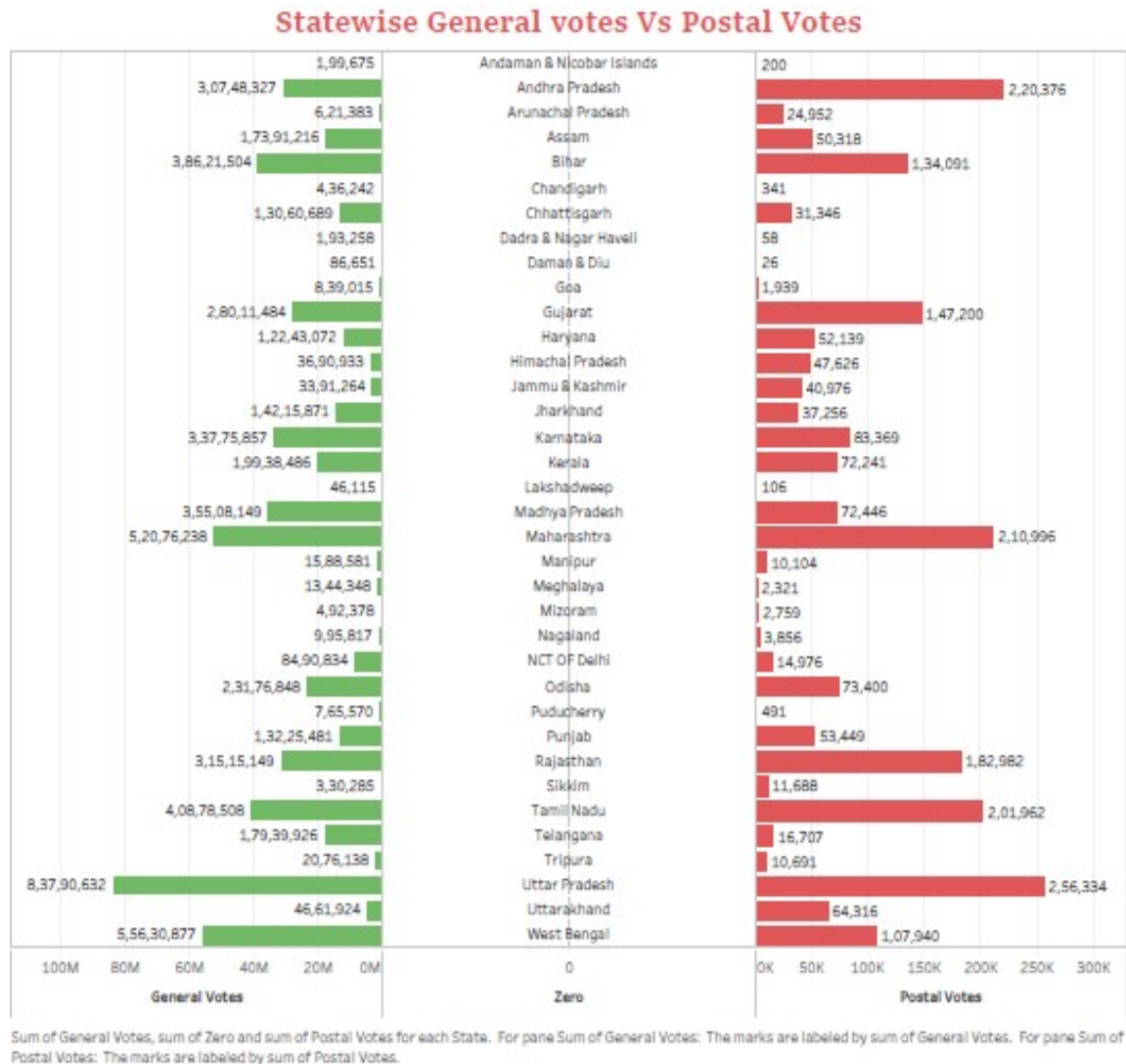
. We have drawn the graph between the candidates gender and education votes gained.

## SHEET 3 - State wise Winner.



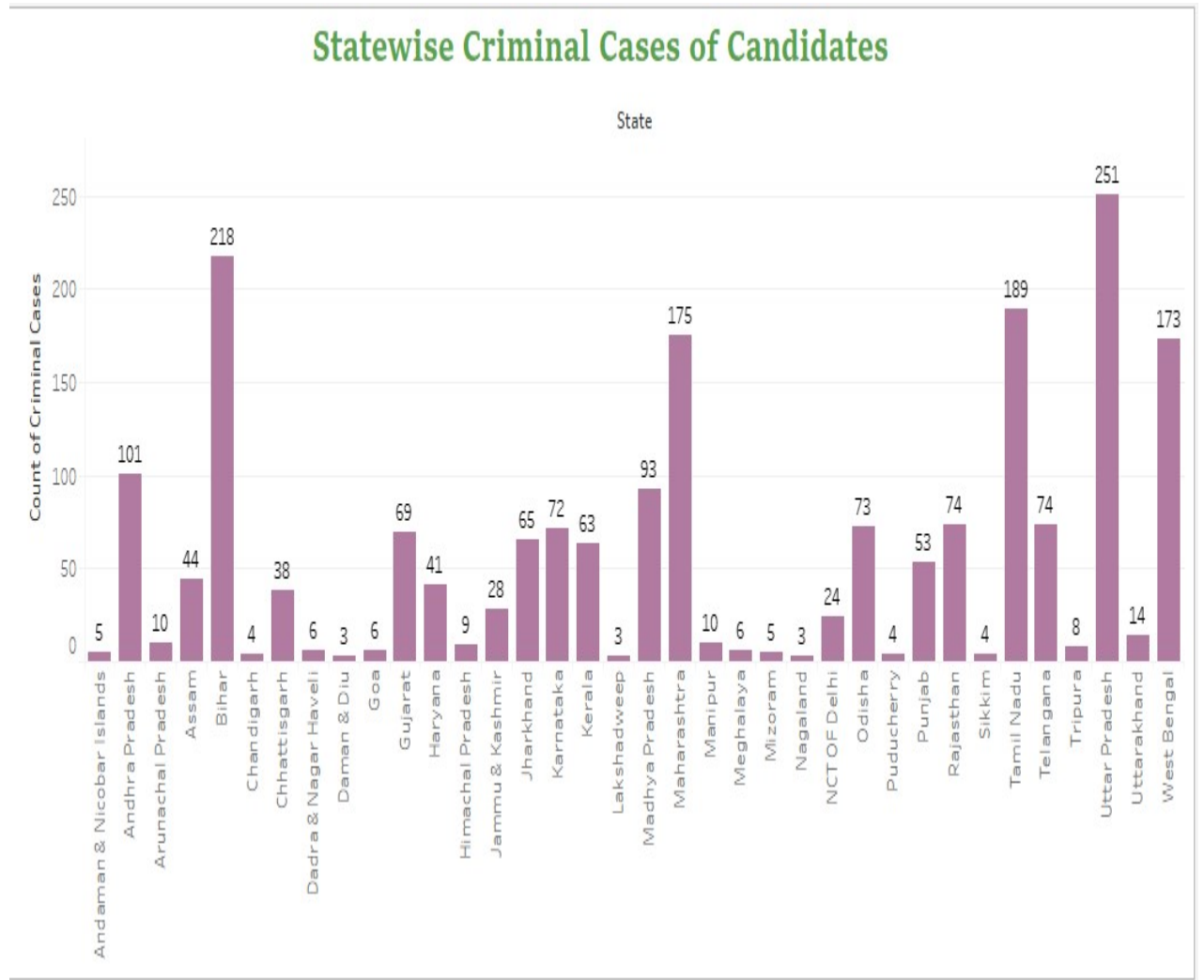
Here we observe the total 15 winning states of the Country. Size shows the levels of the state.

# SHEET 4 - State wise General Votes and Postal Votes.



This is Butterfly Chart. Green colour shows number of General votes and Postal votes in constituency and constituent name.

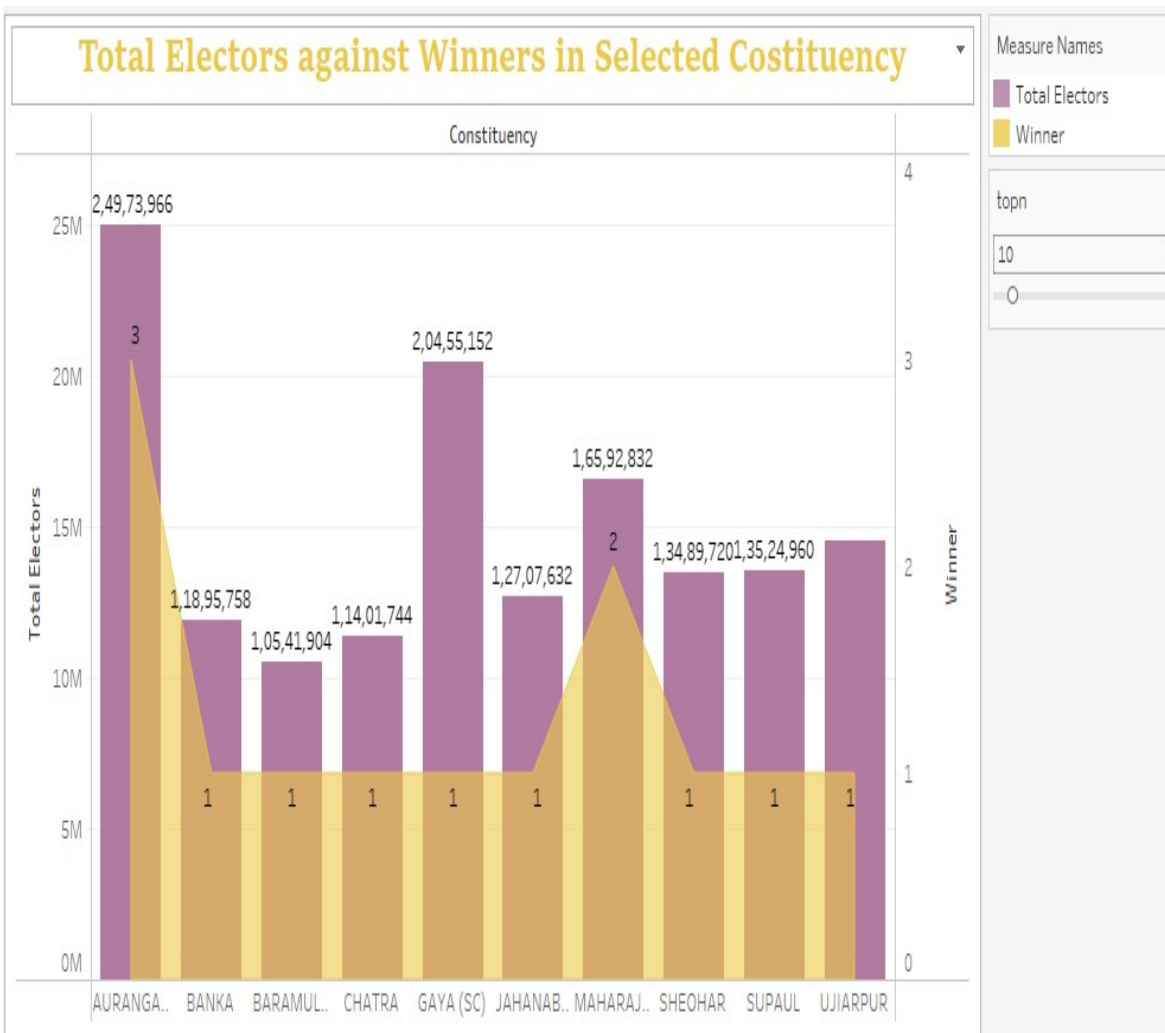
## SHEET 5 - State wise Criminal Cases.



The above Bar chart shows the total number of Criminal cases of candidates in each Constituency.

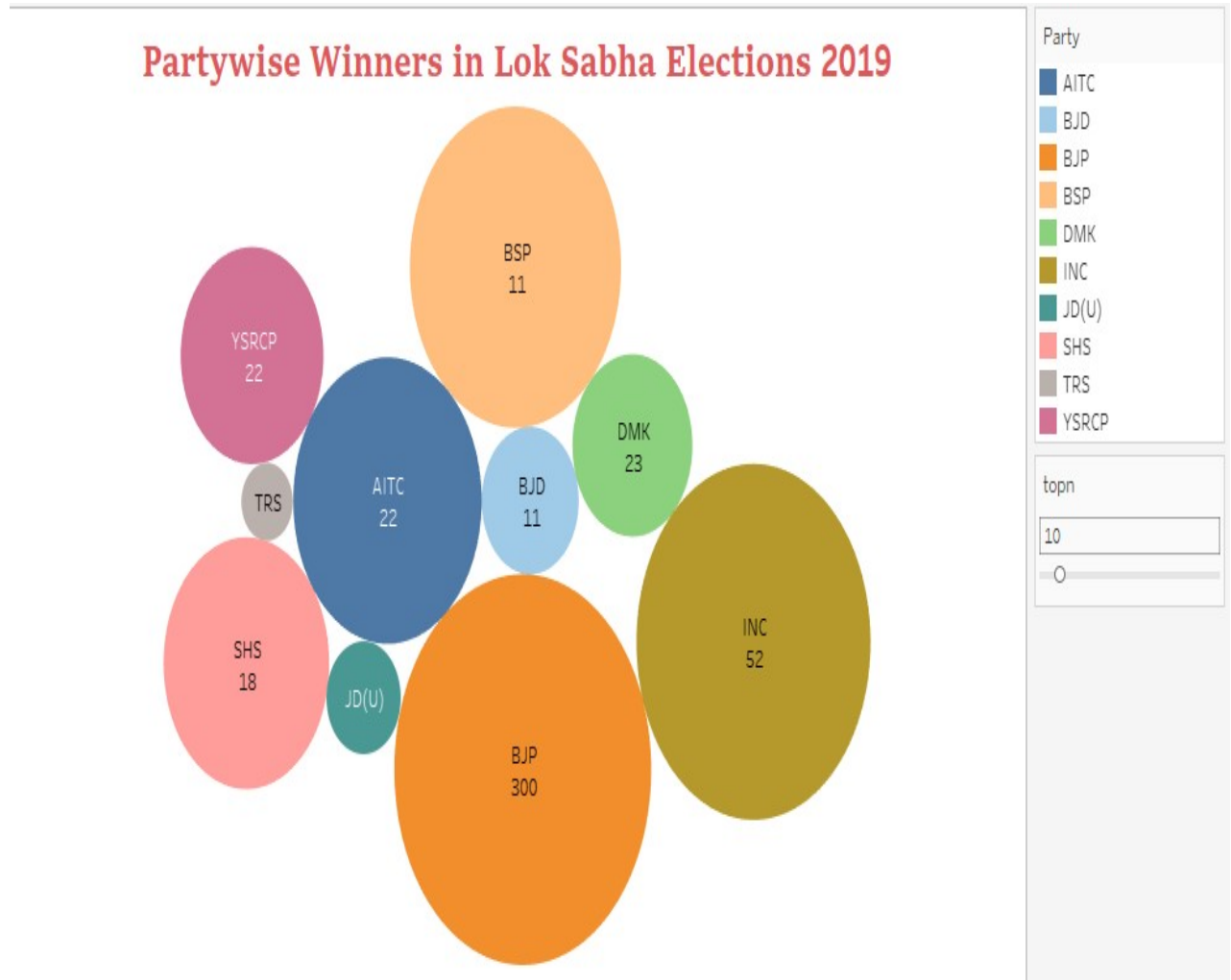


## SHEET 6 - Constituency wise Winners and Electors



In this chart Purple colour shows the total electors and Orange colour shows the number of winners in State .

## SHEET 7 - Partywise Winner



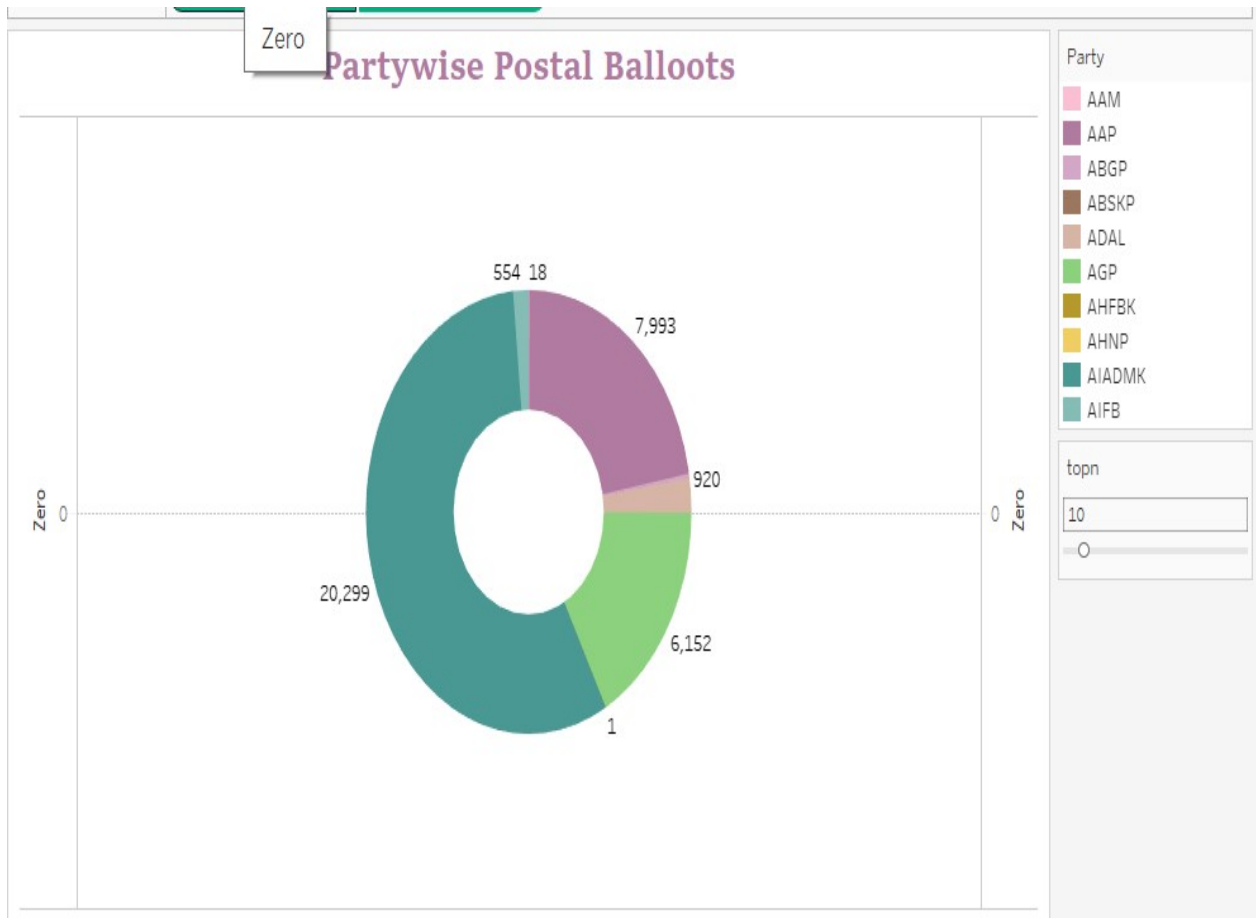
In this Bubble Chart, we analysed Partywise Winners in each party size if the bubble shows the number of Winners.

## SHEET 8 - Winners by Education and Category

Communitywise Winners and their Education													
Category	Education												
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctorate	Graduate	Professio..	Illiterate	Literate	Not Available	Others	Post Graduate
Null	0												
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96
SC		1	3	8	10	6	18	12	0	1	0	1	25
ST		1	1	2	10	0	11	14	0	0		2	14

In this table chart, we see the category and education of the candidates. And the number of votes polled are also shown.

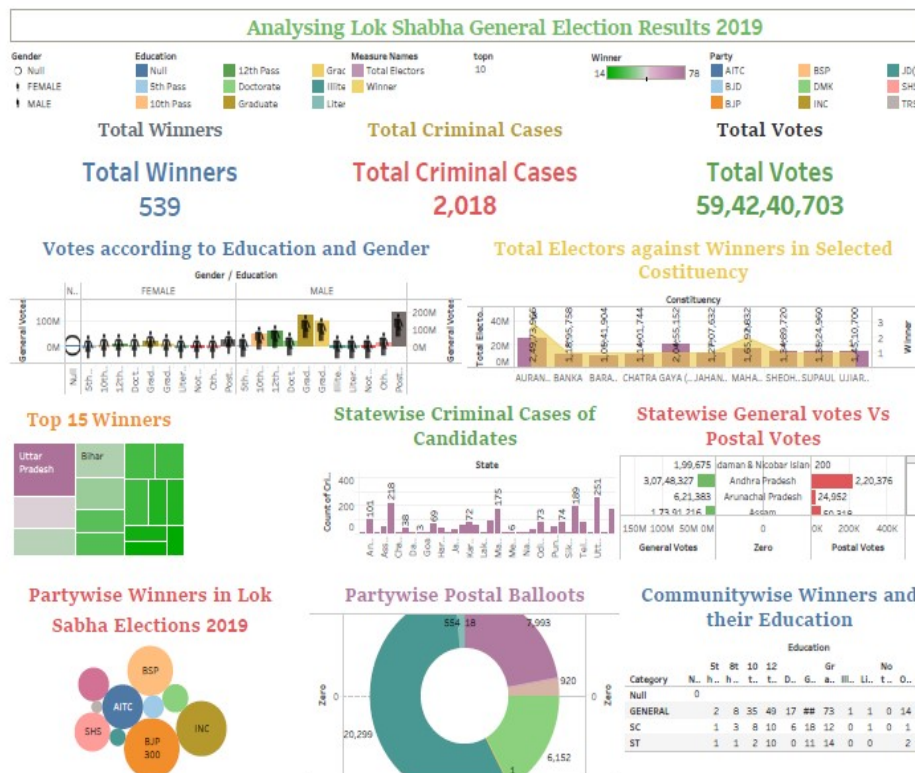
## SHEET 9 - Party Wise Postal Votes



This the Donut chart, here the number of postal votes are given to party.

# DASHBOARD

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.



# STORY

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

The below is the link for story.

<https://drive.google.com/file/d/1uNrZH6XIIOPtqDC5G594JCQ6dMYh1e9G/view?usp=drivesdk>

## **Publish Dashboard & Story to Tableau Public**

We have published the results of our analysis in Tableau Public and given the link below.

<https://public.tableau.com/app/profile/udaya.sowmya.k/vizzes>

## **PROJECT DEMONSTRATION**

Video explanation of our work have been recorded and the link for access is given here.

<https://drive.google.com/file/d/1tD12UAb9Rax1k8sgG9z6jBq3P9-5yM47/view?usp=drivesdk>



## RESULTS AND DISCUSSIONS

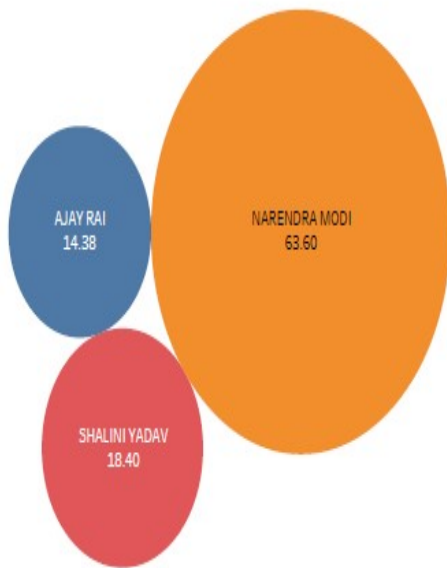
We have studied the 2019 Lok Shaba General Elections with the use of Data Analytics tool Tableau, by creating the following charts

- Empathy Map
- Brain Storming And Idea Prioritization
- Visualisations of KPI's
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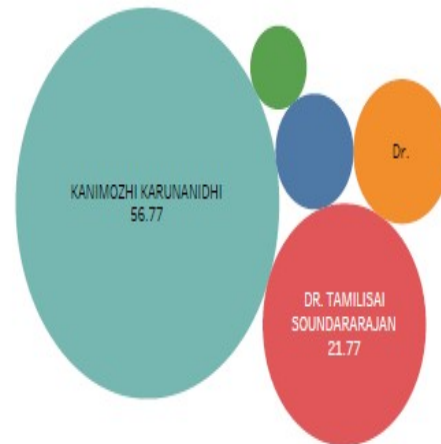
**The present work may be extended to analyse rural and urban voting pattern. By doing this Project Work we have got an exposure to Data Science and Data Analytics software Tableau.**

## MY CONSTITUENCY Vs PRIMEMINISTER CONSTITUENCY

PRIME MINISTER CONSTITUENCY



MY CONSTITUENCY



**Out of our own interest, we have studied the percentage of votes polled for our Honourable Prime Minister Mr. Narendra Modi in Varanasi constituency by plotting bubble chart using Tableau. Also we plotted bubble chart for our own Constituency Thoothukudi and studied the**

**voting pattern. We have created an additional dashboard for these two constituencies.**

**By doing this Project Work, we have got an exposure to Data Science an emerging field by studying Data Analytics Software Tableau.**

**THANK  
YOU**