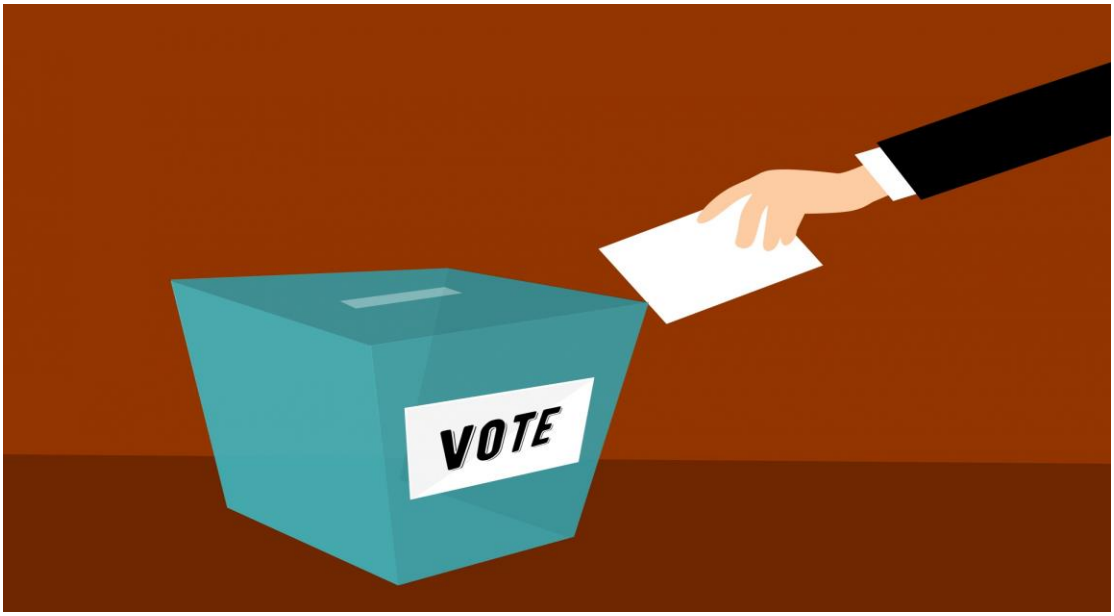
Data Analytics with Tableau



Political Juggernauts: Quantitative Analysis of Candidates Of 2019 Lok Sabha Election.

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1.Introduction:

1.1. Overview:

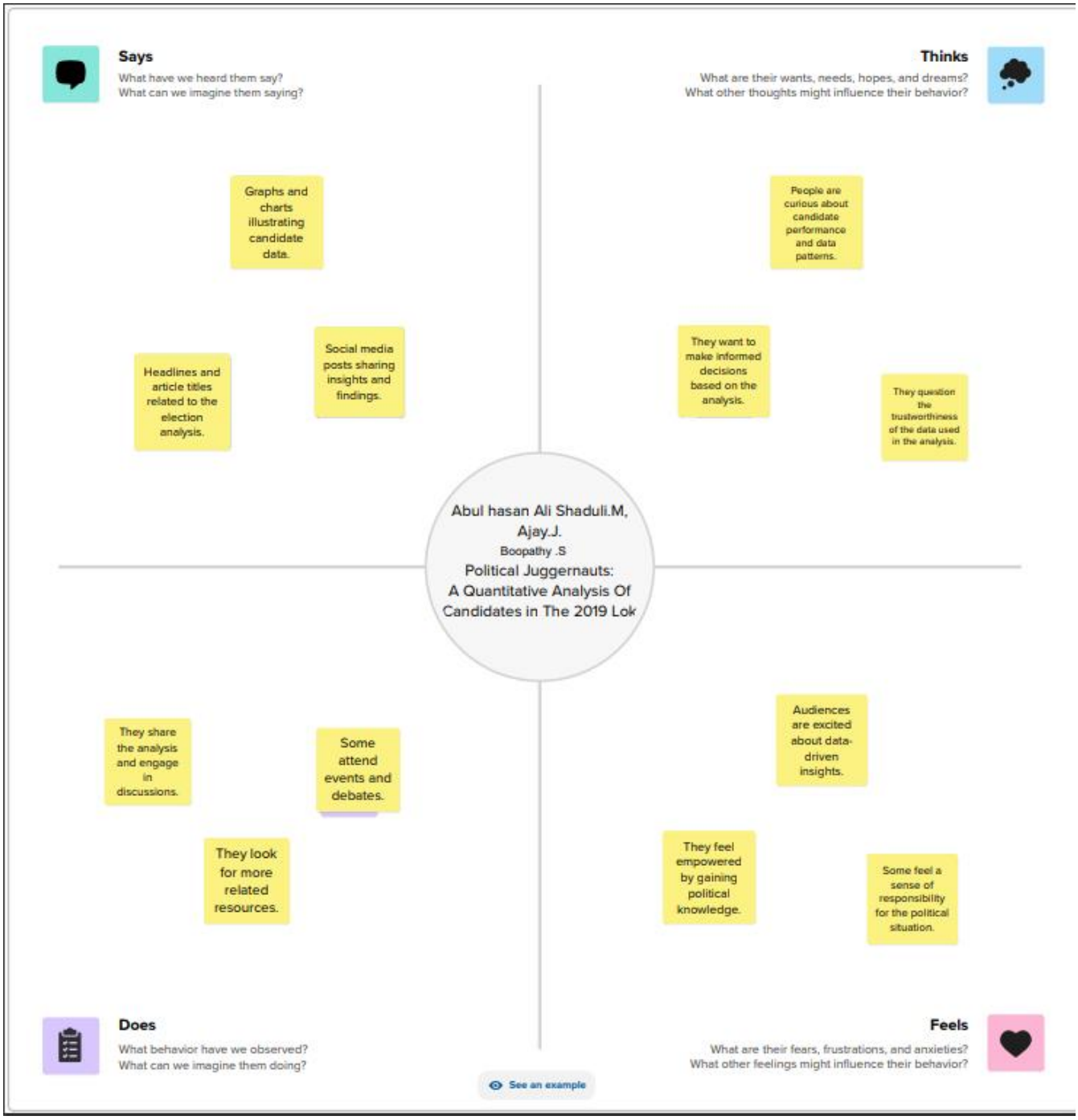
The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha 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, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

1.2. Purpose:

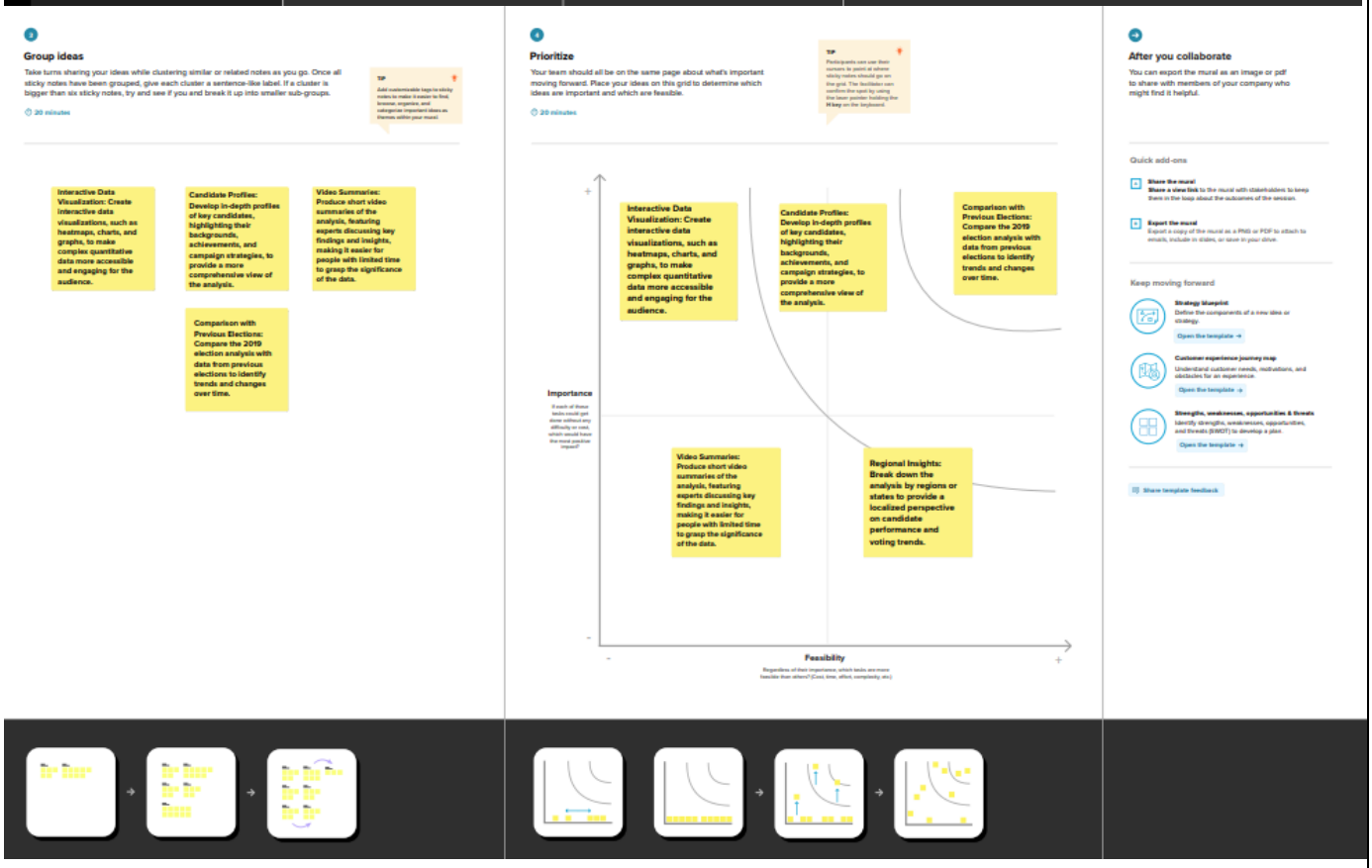
This project's main purpose is to analyze the election results to see the majorities and visualize the result in the most understandable insights.

2.Problem Definition & Design Thinking:

2.1. Empathy Map:

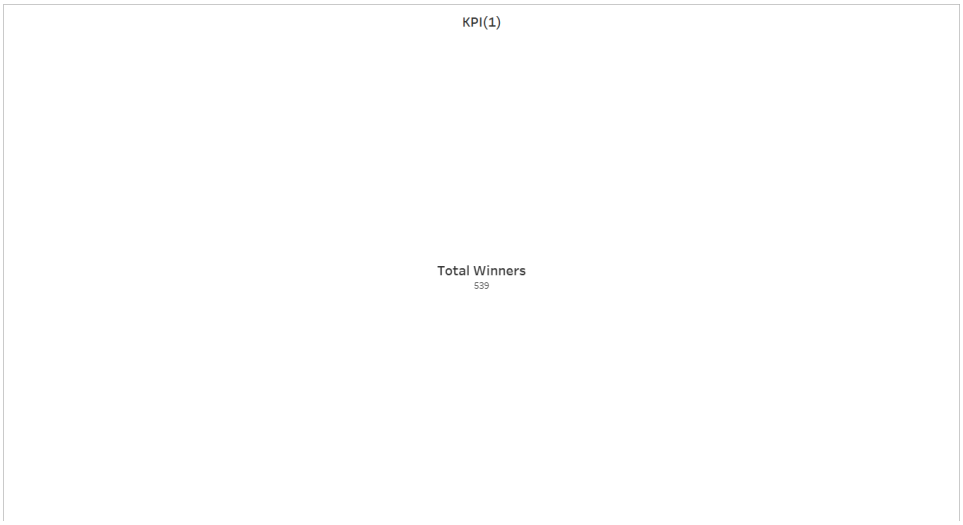


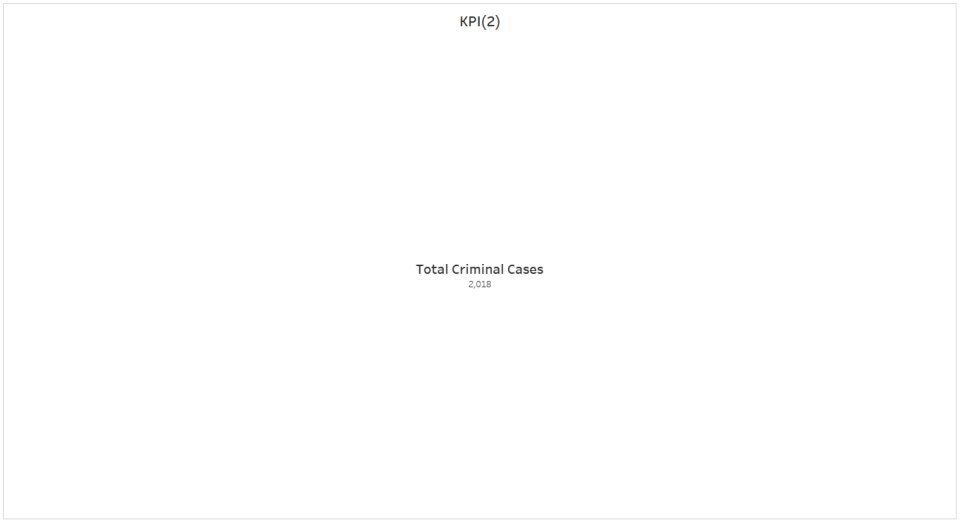
2.2 Brainstorm & Ideation:

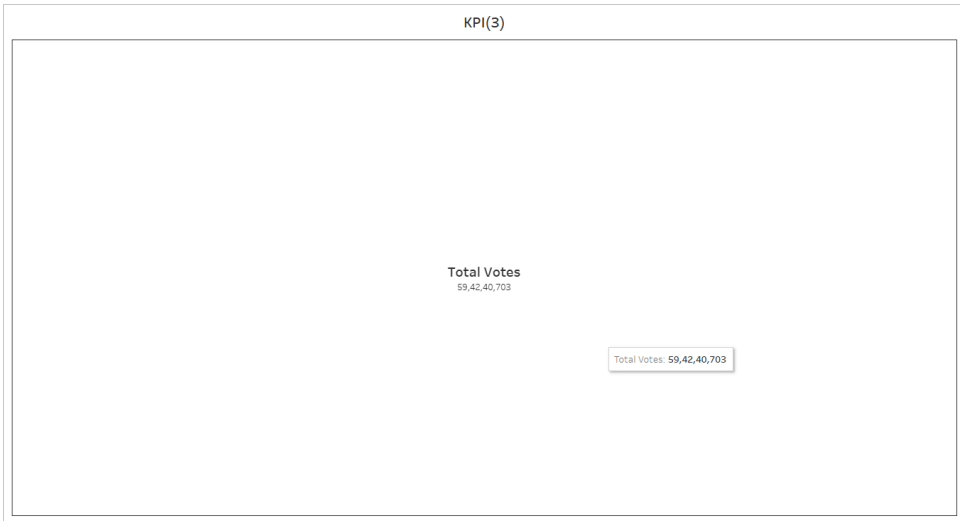


3.Result

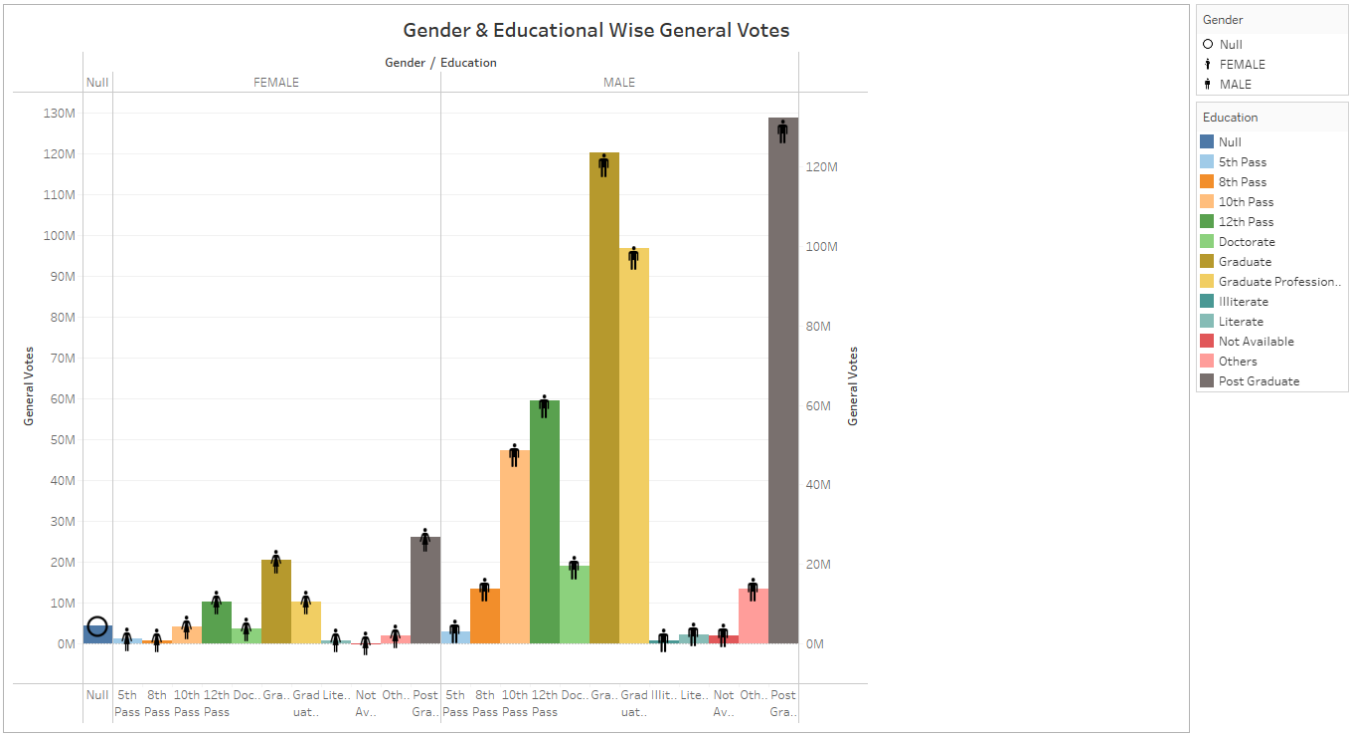
3.1 KPI’S.



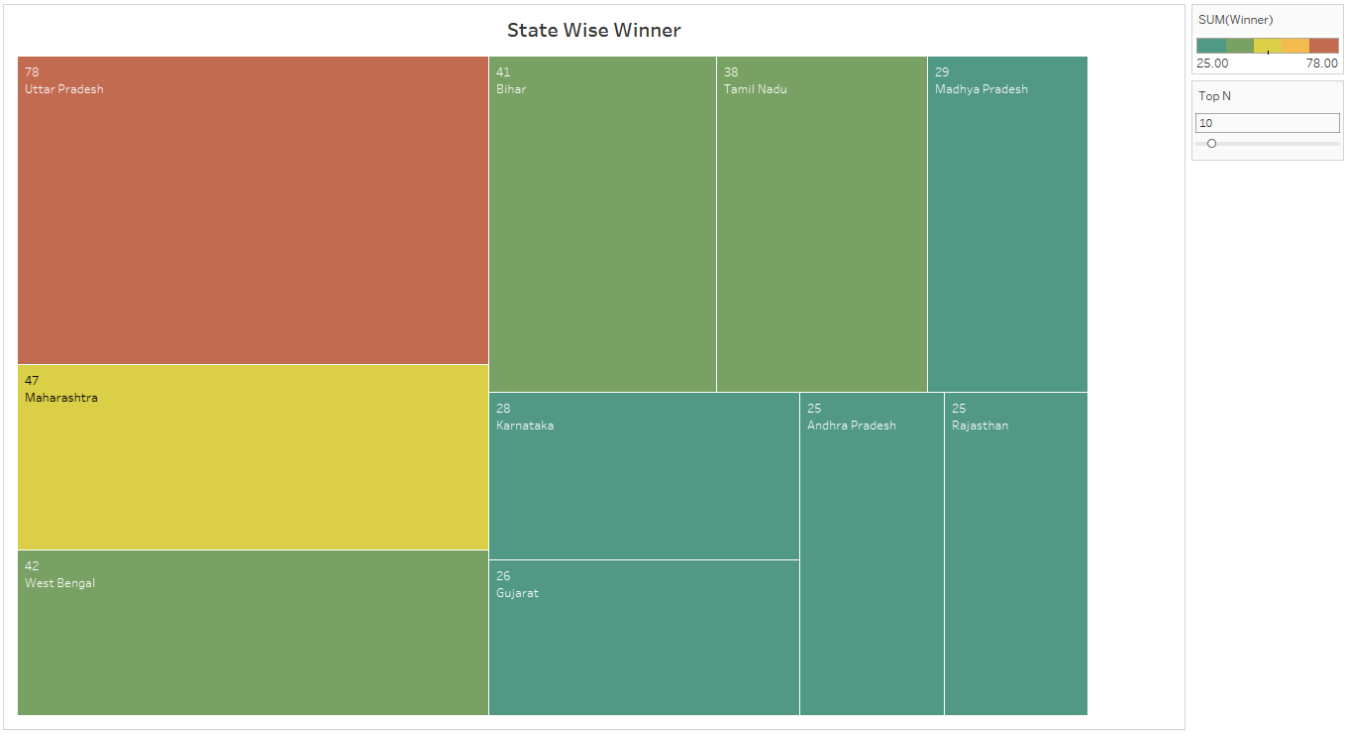




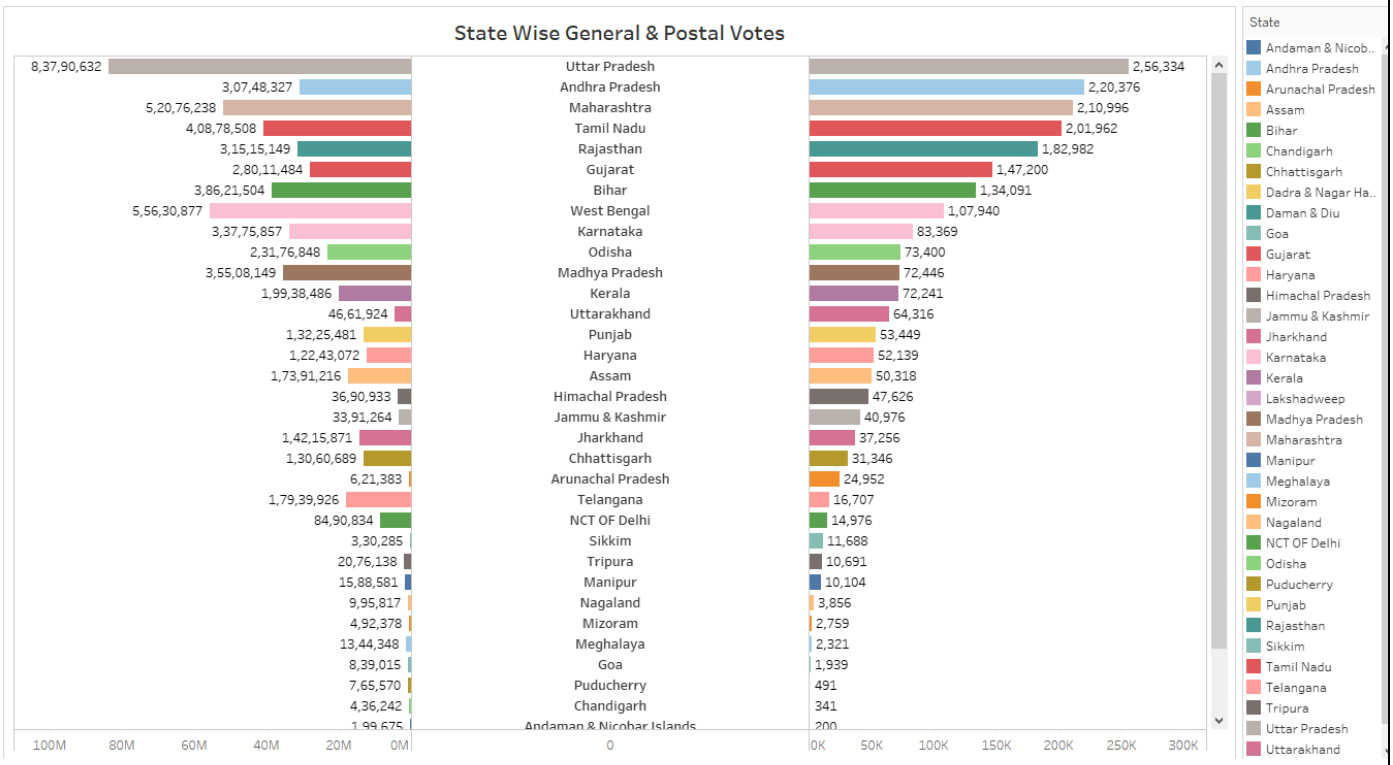
3.2 General & Educational Wise Votes.



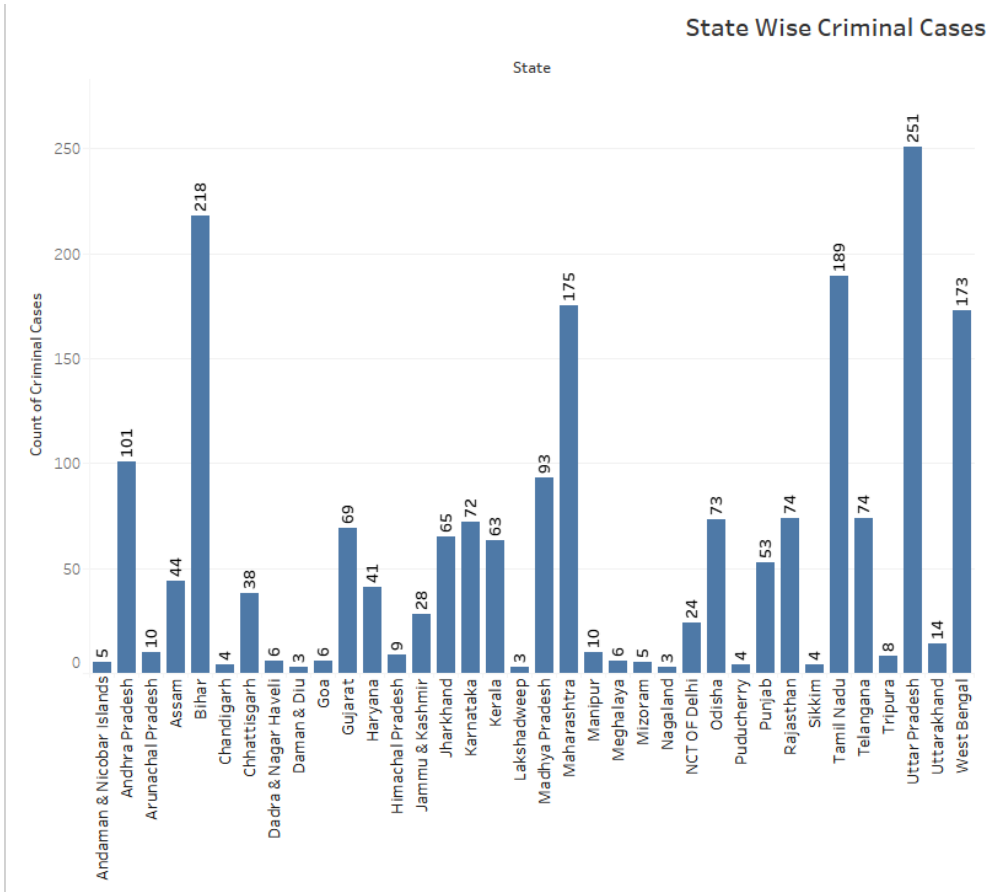
3.3 State Wise Winners.



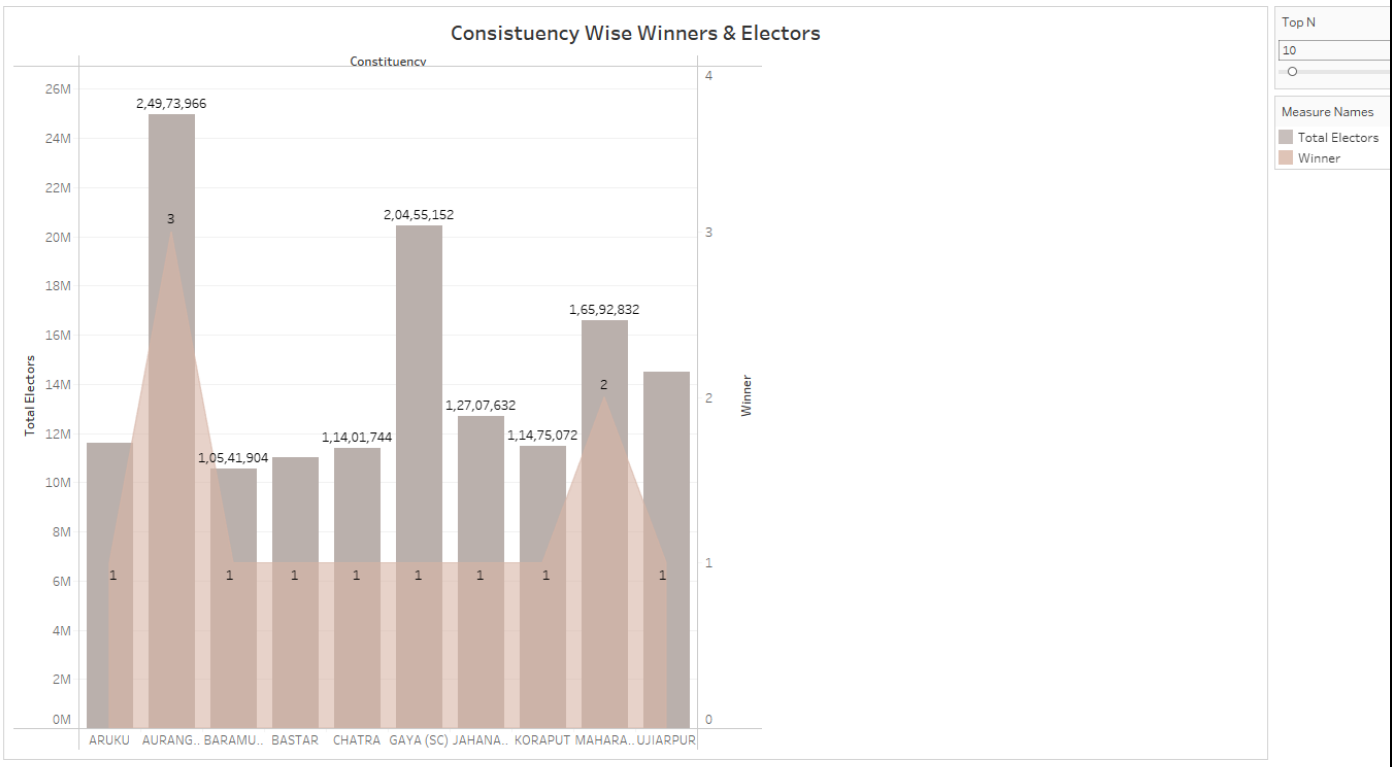
3.4 State Wise General & Postal Votes.



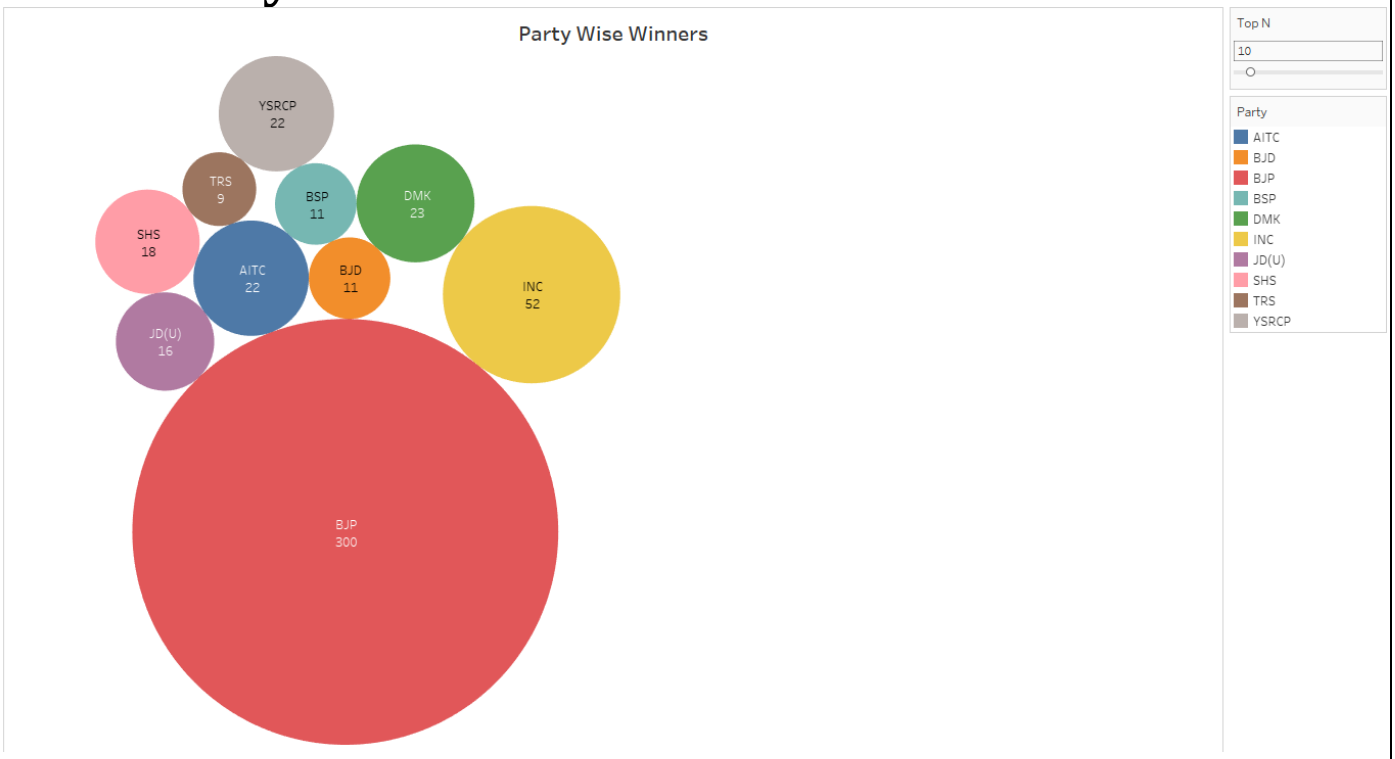
3.5 State Wise Criminal Cases.



3.6 Constituency Wise Winners & Electors.



3.7 Party Wise Winners.

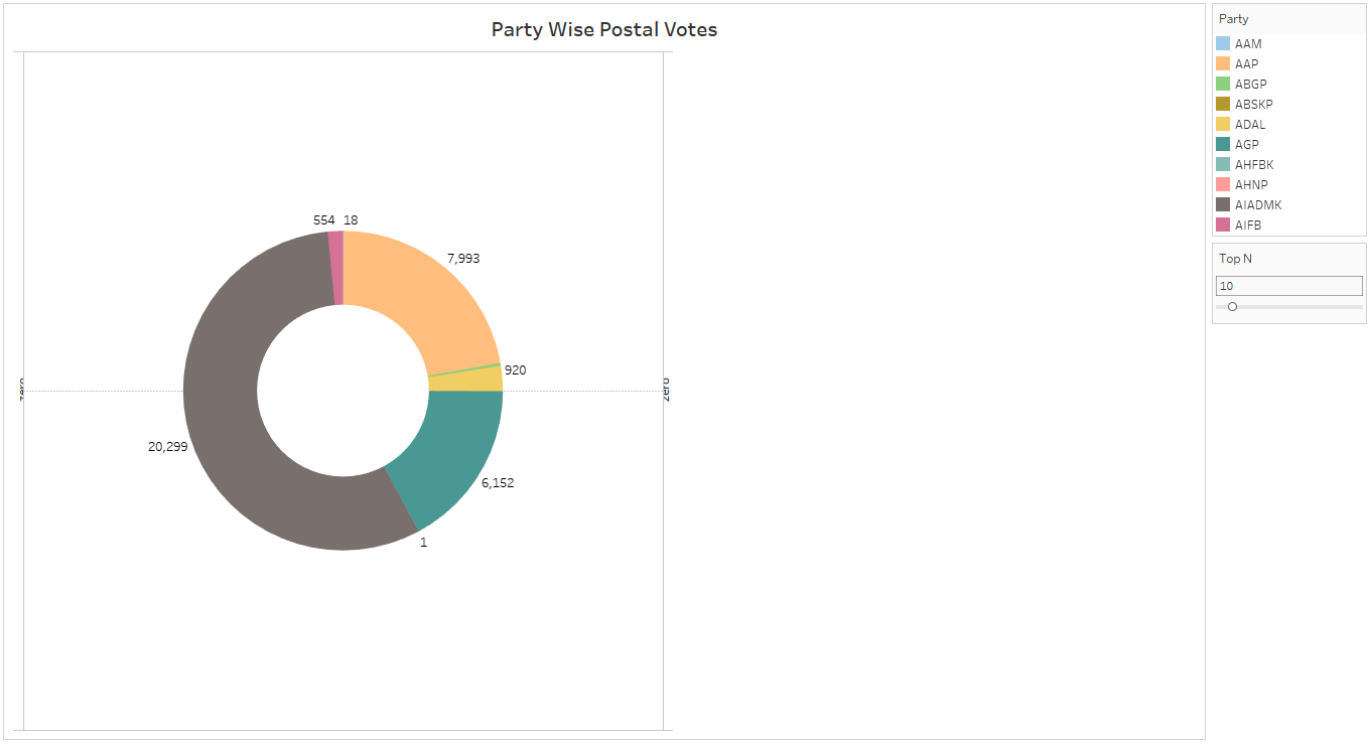


3.8 Winners by Education Category.

Winner 's by Education & Category

Category	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua..	Graduate Profe..	Illiterate	Literate	Not Available	Others	Post Graduate
	Education												
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

3.9 Party Wise Postal Votes



4. Advantages & Disadvantages.

4.1. Advantages:

- **Informed Decision-Making**: The analysis provides data-driven insights that can inform political parties, strategists, and candidates in making informed decisions about campaign strategies, candidate selection, and resource allocation.
- **Identifying Trends and Patterns**: It helps identify trends and patterns in candidate performance, which can be valuable for understanding the electorate's preferences and predicting future outcomes.
- **Transparency**: A quantitative approach can enhance the transparency of the electoral process, as it relies on data that can be independently verified, reducing the potential for fraud and disputes.
- **Data-Backed Policies**: Analysis results can support the development of data-backed policies and initiatives, allowing politicians to address issues that resonate with voters effectively.
- **Resource Optimization**: By identifying the strengths and weaknesses of candidates, parties can allocate campaign resources more efficiently, potentially reducing wasteful spending.
- **Accessibility**: Using tools like Tableau for data visualization makes the analysis results accessible and understandable for a broader audience, including the general public.
- **Historical Context**: The analysis can provide historical context, helping parties and candidates learn from past elections and adapt their strategies accordingly.

4.2. Disadvantages:

- **Data Accuracy**: The quality of the analysis heavily depends on the accuracy and completeness of the underlying data. If the data is flawed, it can lead to incorrect conclusions.
- **Complexity**: Quantitative analysis can be complex, especially for non-experts. Misinterpretation of results or misuse of statistical methods can lead to errors.
- **Resource Intensive**: Conducting comprehensive quantitative analysis, especially on a national scale like the Lok Sabha election, can be resource-intensive, requiring substantial time, expertise, and computational resources.
- **Limited Predictive Power**: While data can provide insights, it may not always accurately predict electoral outcomes due to the dynamic and complex nature of politics.
- **Privacy Concerns**: Political data, especially when dealing with individual candidates and their strategies, may raise privacy concerns. It's important to handle and present this data ethically and responsibly.
- **Resistance to Change**: Traditional political strategies and decision-making processes may resist the adoption of data-driven approaches, making it challenging to implement the proposed solution.
- **Bias and Subjectivity**: There may be inherent biases in the data or the analysis process. Political analysts must be cautious about potential biases, both in data collection and interpretation.
- **Overemphasis on Quantitative Data**: Overreliance on quantitative data can overlook the nuances of political campaigns, the role of public sentiment, and qualitative factors.
- **Unforeseen Events**: The analysis may not account for unforeseen events or scandals that can significantly impact the electoral landscape.

5. Applications.

- **Candidate Selection**: Political parties can use quantitative analysis to select candidates with a higher likelihood of electoral success, based on historical performance, demographics, and other relevant data.
- **Campaign Strategy**: Parties and candidates can tailor their campaign strategies by identifying key issues and voter demographics that resonate with their constituencies, as determined through data analysis.
- **Resource Allocation**: Efficient allocation of campaign resources, such as funding, manpower, and advertising efforts, can be based on data-driven insights about which regions or constituencies are most critical.
- **Voter Outreach**: Analysis can guide voter outreach efforts by identifying target demographics and crafting messages that are most likely to influence their voting decisions.
- **Election Forecasting**: Quantitative analysis can help in forecasting election outcomes, helping political parties prepare for different scenarios and allocate resources accordingly.
- **Constituency Profiling**: Understanding the demographics, socioeconomic conditions, and political preferences of specific constituencies can help in creating more relevant campaign strategies.
- **Campaign Performance Evaluation**: After the election, candidates and parties can evaluate the performance of their campaigns and understand what worked and what didn't, facilitating continuous improvement.
- **Political Research**: Researchers can use quantitative analysis to study political trends, voter behavior, and the impact of various factors (e.g., demographics, campaign spending, historical data) on election outcomes.
- **Polling and Surveys**: Polling organizations can incorporate quantitative analysis to improve the accuracy of their surveys and forecasts by considering historical data and trends.
- **Transparency and Accountability**: Quantitative analysis can contribute to greater transparency and accountability in the political process by providing verifiable data about election results and campaign activities.
- **Academic Studies**: Scholars and researchers can use the results of such analysis for academic studies, contributing to a deeper understanding of political science and electoral processes.

6. Conclusion.

Summarization of Entire Work:

Step 1: Data Preparation

- Gather and clean the data related to the 2019 Lok Sabha election, including details on candidates, votes, criminal cases, and demographics.

Step 2: Key Performance Indicators (KPIs)

- Define and calculate key performance indicators (KPIs), such as voter turnout, seats won by each party, total votes cast, etc.

Step 3: Gender & Education-wise General Votes

- Create visualizations that break down general votes by gender and educational qualifications to identify voting patterns.

Step 4: State-wise Winner

- Generate a map or chart showing the winners in each state to provide a geographical overview of election results.

Step 5: State-wise General Votes and Postal Votes

- Display a comparison of general votes and postal votes in each state through a dual-axis chart or side-by-side bars.

Step 6: State-wise Criminal Cases

- Create a heatmap or bar chart that shows the number of criminal cases against candidates in different states.

Step 7: Constituency-wise Winners and Electors

- Develop a visualization showing the winning candidates in each constituency and the number of registered electors in each constituency.

Step 8: Party-wise Winner

- Create a chart that illustrates which political parties won the most seats.

Step 9: Winners by Education and Category

- Analyze and present a chart showing winners based on their educational qualifications and categories.

Step 10: Party Wise Postal Votes

- Provide a chart displaying postal votes won by each political party.

Step 11: Dashboard and Story Creation

- Compile all these individual visualizations into a Tableau dashboard. Arrange them in a coherent and informative manner.
- Create a Tableau story to guide viewers through the dashboard, explaining the significance of each visualization and providing context.

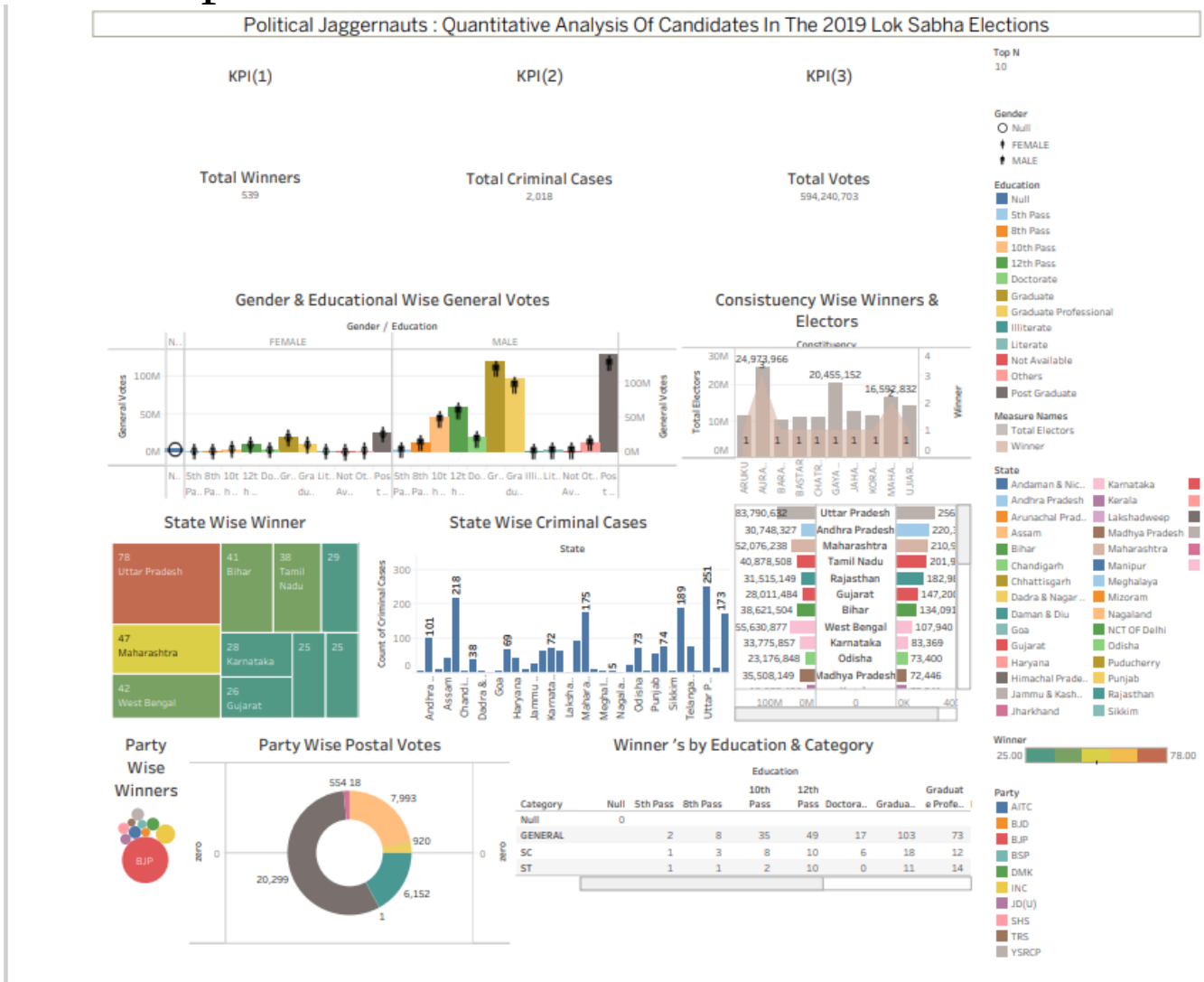
By this analysis we assumed that the Political Juggernauts in 2019 Lok Sabha Election are the candidates of BJP Party

Conclusion Summary.

- In the story, include a concluding section summarizing the key findings and insights from the analysis. Discuss any noteworthy trends, anomalies, or correlations that emerged from the data.
- Conclude with recommendations or implications, if applicable.

Once you've completed all the steps and created your dashboard, story, and conclusion, you'll have a powerful tool for conveying the results of your quantitative analysis of the 2019 Lok Sabha election, providing insights into various aspects of the political landscape.

Final Input of Dashboard:



Thanks For the Opportunity Given
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