

PROJECT DOCUMENTATION

POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SABHA ELECTIONS.

1. INTRODUCTION:

1.1. OVER VIEW:

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:

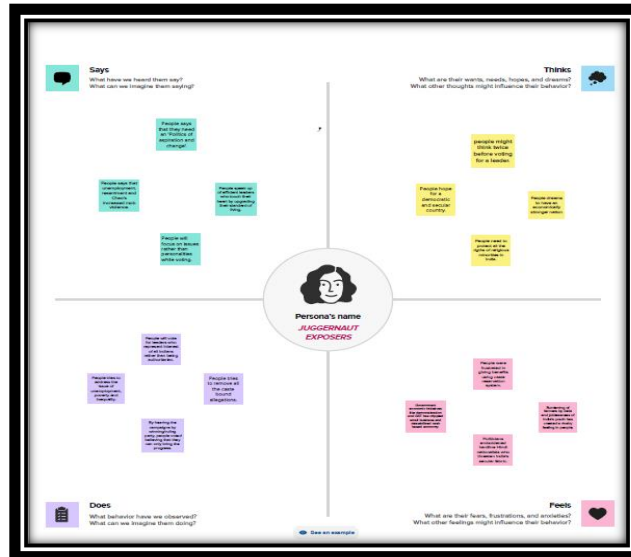
The purpose is to analyse the winners and total voters and electors and Postal Votes of Lok Sabha, and criminal Cases in Each State & Party. In which State There are more winners and which party got more seats and liabilities and assets of each state?

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1. EMPATHY MAP:

An empathy map is a template that organizes a user's behaviours and feelings to create a sense of empathy between the user and your team. The empathy map represents a principal user and helps teams better understand their motivations, concerns, and user experience. There are four quadrants to a traditional empathy map. These are: Does, Thinks, Says, and Feels. These quadrants will all ask unique questions about how you can analyse the perspective of the user and what they accomplish in their daily use.

Activity done: First we created an empathy map on mural platform in which we answered the questions like, What we think? What we feel? etc... We answered those questions based on our topic which helped us to have a better understanding on our topic.

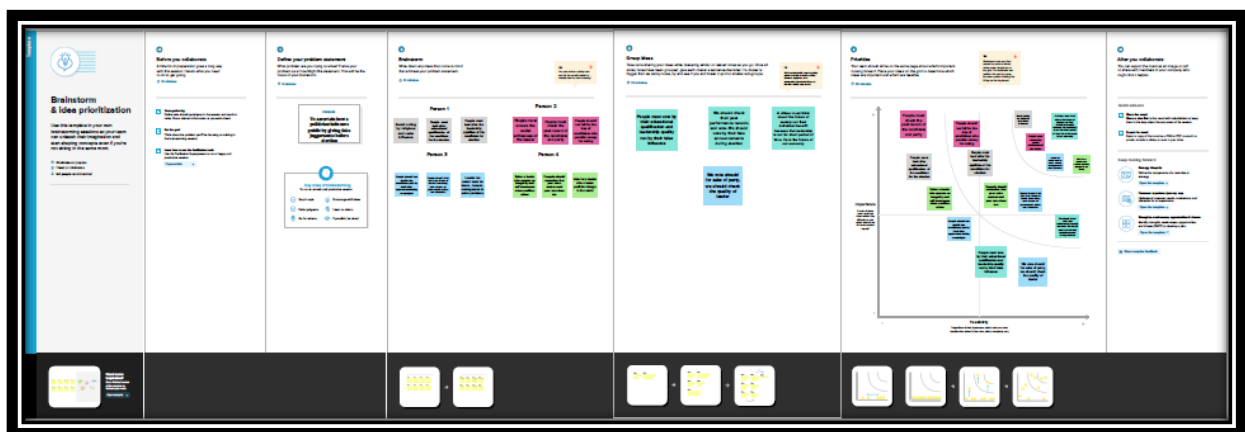


2.2. BRAINSTORM AND IDEA PRIORITIZATION:

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.

Ideation is the process of forming ideas from conception to implementation, most often in a business setting. Ideation is expressed via graphical, written, or verbal methods, and arises from past or present knowledge, influences, opinions, experiences, and personal convictions.

Activity done: Brainstorm and Idea Prioritization map is also created on mural platform. From the empathy map we analysed the shortcomings in given topic. After that we displayed brainstorm and idea prioritization map by defining the problem with its solution. Each member of the group put forth their ideas of solving the problem. We had a small group discussion and then we found some more solutions to the problem. After that we prioritized the solutions based on their importance.



INITIAL PREPARATION BEFORE STARTING THE PROJECT IN TABLEAU:

Data contains all the Meta information regarding the columns described in the CSV file. 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.

Activity done: Initially we watched all the course videos provided in nan-mudalvan account which gave us an overall idea about the tableau. After that we downloaded excel sheet and project manual from my nanmudalvan account. As our excel sheet contains blank cells we used MySQL app to fill the blank cells as “Not Available” and we made our excel perfect for tableau.

TABLEAU:

We installed tableau as instructed in the video that we are provided with. Then we linked our excel sheet to tableau and verified whether tableau is ready for creating visualizations. .

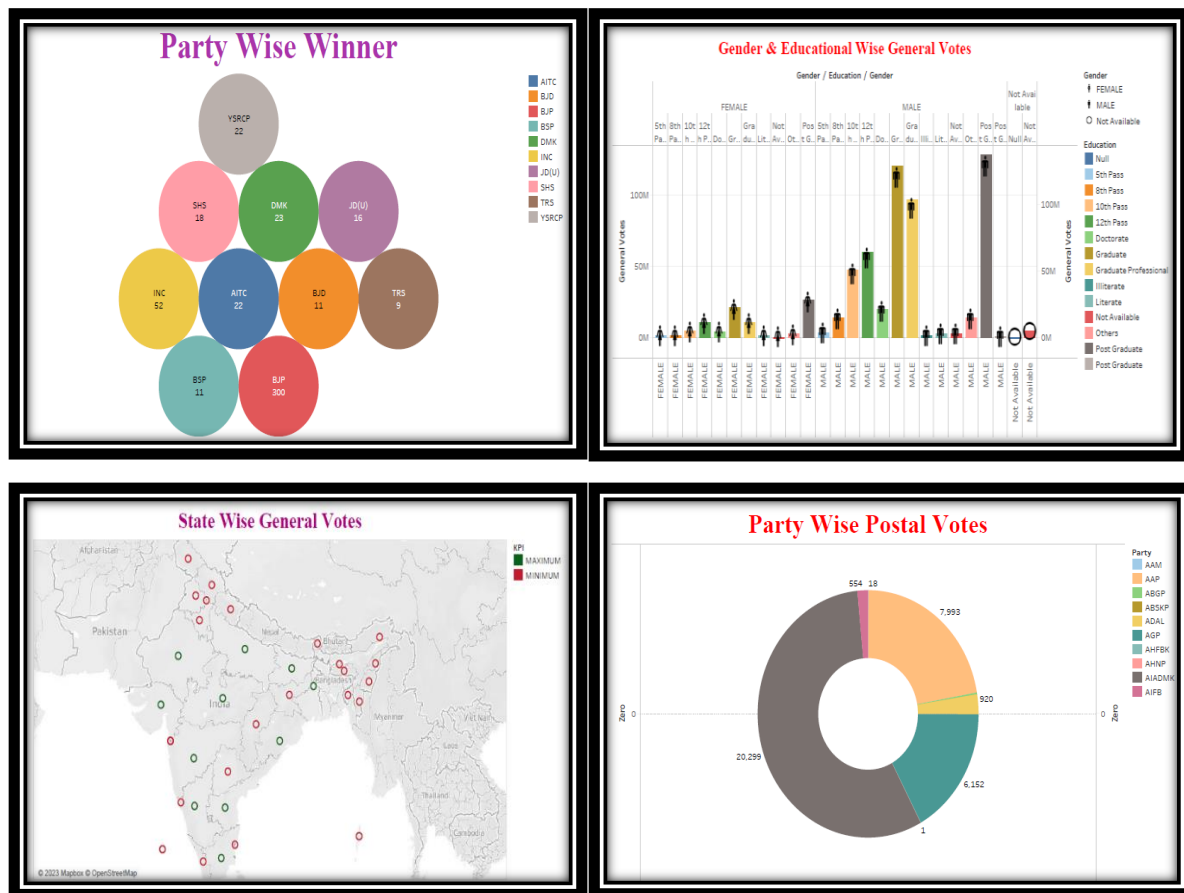
VISUALIZATIONS:

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.

Activity done: We created different types of visualizations as instructed in the project manual. Using different types of chart such as text table, symbol map, pie chat, bar chart, tree map, packed bubbles etc... We also used KPI (calculated field), parameters and filters to get better understanding. The visualizations are

- State wise General Votes (using KPI)
- Gender & educational Wise General Votes.
- State wise Winner.
- State wise General Votes and Postal Votes
- State wise Criminal Cases.
- Constituency wise Winners and Electors
- Party wise Winner.

- Winners by Education and Category.
- Party Wise Postal Votes

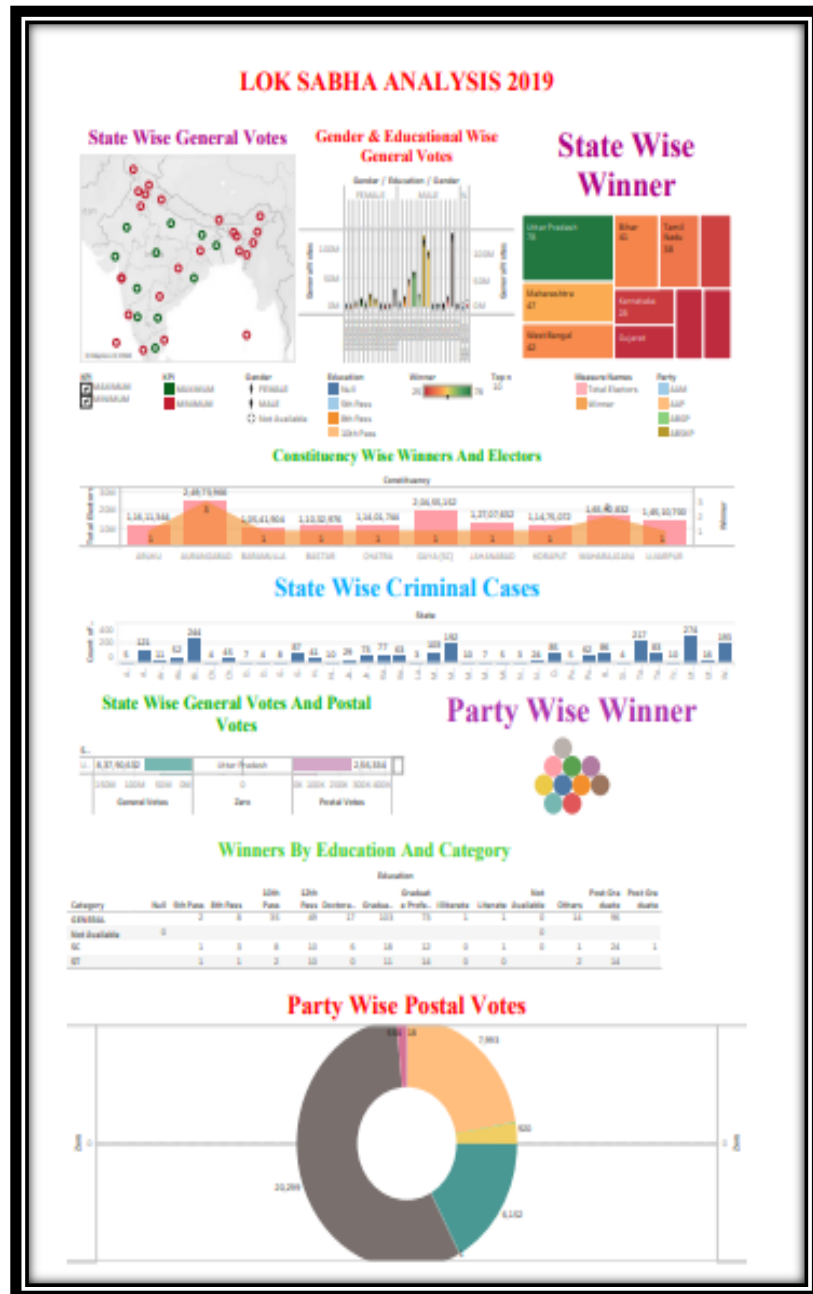


3. RESULT:

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. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity done: We created dashboard by aligning all the nine visualizations in a single sheet.



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.

Activity done: For each visualization we created a story by creating blank title boxes in which we write unique caption for each visualization which represent them. When we touch each title we can visualize each graph.



PUBLISHING AND RECORDING:

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. Help a publisher stay informed, make better decisions, and communicate their performance to others.

Activity done: Finally we published dashboard and story to tableau public server. Also we had recorded an explanation video for project with end to end solution.

OUTCOMES:

- Educated males has polled general votes more comparing to females
- Uttar Pradesh has more legislative assembly representatives of lok sabha as well as more criminal cases than other states.
- Comparing to other parties BJP has won more seats with great majority.
- In Lok Sabha majority of winners were graduated and from general category.
- AIADMK got more postal votes.

4. ADVANTAGES AND DISADVANTAGES:

It brings a Clarity to know what the weak places are and which type of votes supports which party and which category votes support which Party. Using this analysis, eligible parties or candidates without support can find a winning strategy. Even bad parties or politicians can also use this strategy to win.

5. APPLICATIONS:

By conducting an analysis the Party can identify areas for improvement and take steps to enhance the Votes, and increase voter satisfaction and loyalty. Using this analysis we can predict an approximate trend line of voting in upcoming election and we can make a winning strategy.

6. CONCLUSION:

First we created an empathy map on mural platform in which we answered the questions like, What we think? What we feel? etc... We answered those questions based on our topic which helped us to have a better understanding on our topic. Brainstorm and Idea Prioritization map is also created on mural platform. From the empathy map we analysed the shortcomings in given topic. After that we displayed brainstorm and idea prioritization map by defining the problem with its solution. Each member of the group put forth their ideas of solving the problem. We had a small group discussion and then we found some more solutions to the problem. After that we prioritized the solutions based on their importance. Then we watched all the course videos provided in nan-mudalvan account which gave us an overall idea about the tableau. After that we downloaded excel sheet and project manual from my nanmudalvan account. As our excel sheet contains blank cells we used MySQL app to fill the blank cells as "Not Available" and we made our excel perfect for tableau. Next we created different types of visualizations as instructed in the project manual. Using different types of chart such as text table, symbol map, pie chat, bar chart, tree map, packed bubbles etc... We also used KPI (calculated field), parameters and filters to get better understanding. We created dashboard by aligning all the nine visualizations in a single sheet. For each visualization we created a story by creating blank title boxes in which we write unique caption for each visualization which represent them. When we touch each title we can visualize each graph. Finally we published dashboard and story to tableau public server. Also we had recorded an explanation video for project with end to end solution. And we find following conclusions: Educated males has polled general votes more comparing to females. Uttar Pradesh has more legislative assembly representatives of lok sabha as well as more criminal cases than other states. Comparing to

other parties BJP has won more seats with great majority. In Lok Sabha majority of winners were graduated and from general category. AIADMK got more postal votes.

7. FUTURE SCOPE:

In tableau, we found answers only for the questions provided with few datas in dataset. Still there is many unused datas in dataset. In future, by upgrading we can use remaining datas to find more solutions for new questions.

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