LOK SABHA ELECTIONS 2019 DETAILED REPORT

INTRODUCTION

General elections for year 2019 were held in India in 7 different phases to elect members of Lok Sabha. Around 912 million people were eligible to vote, and voter turnout was over 67 percent – the highest ever, as well as the highest ever participation by women voters.

The main aim of this study is to use the power of data and find insights from it using various data analysis tools like SQL, Python, Power BI etc that will help in making better decisions for the upcoming elections. The dataset provided has all the information regarding the various contestants contesting from their respective constituency. Let's deep dive in to this data and find some useful information for better planning of upcoming elections.

Before analysing the dataset, we need to understand what we are looking for? I mean we need to have certain set of questions and see if the data can help us to get answers for those. Below is the list of questions I believe will help in making better decisions in terms of planning, if we get answers to them.

1. Which are the top states that have a greater number of seats?
2. Which constituencies had close contest?
3. Which are the regional parties for particular states that have fair amount of vote share?
4. How many of elected MPs have good education?
5. How many of the elected MPs had more assets as compared to their contestants?

INFORMATION

STATE	total seats
Uttar Pradesh	78
Maharashtra	47
West Bengal	42
Bihar	41
Tamil Nadu	38
Madhya Pradesh	29
Karnataka	28
Gujarat	26
Rajasthan	25
Andhra Pradesh	25
Odisha	20
Kerala	20
Telangana	17
Assam	14
Jharkhand	14

Table 1. Top 15 states according to the total seats

From Table 1 we can see top 15 states with high number of seats. Having this information will help in following ways

- We should target these top states and try to create influence in these regions through various platforms like social media, running campaign etc
- This will help to target a lot of voters at once as these are densely populated regions.

Next thing that can help is to determine the constituencies were elections had a close contest. Close contest indicates those contests were the vote percentage difference between the winner and runner up is less than five percent. This information will help us in following way

- The constituencies where contest was close are vulnerable, this means they can go in favour of any party.
- As these were closely fought, more time and focus needs to be devoted to these regions.
- Try to find out the factors that will help in taking edge over the other party.
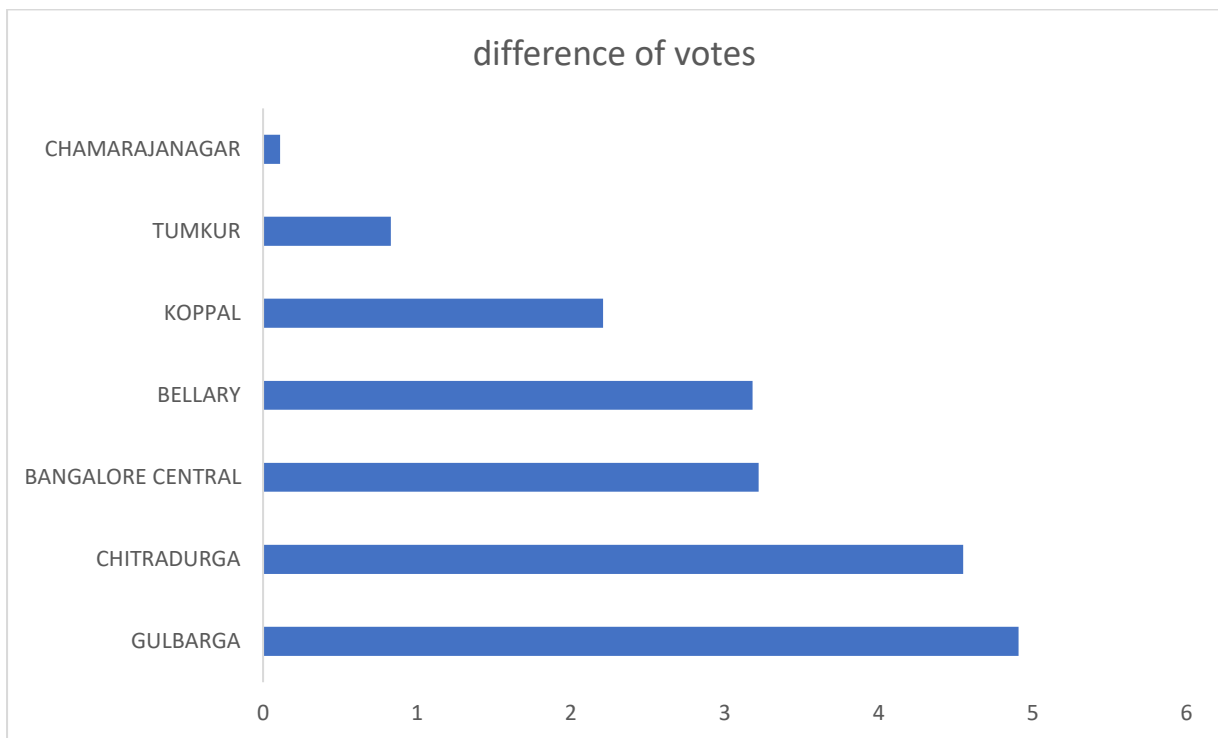

Fig 1. Example of Karnataka state constituencies that had close contests

- As an example, we can consider Karnataka state and we can see that seven constituencies had close contest, the margin of victory for the elected MP was less than five percent.
- So, try reaching out to these regions or constituencies and study factors that will help in winning election over there.
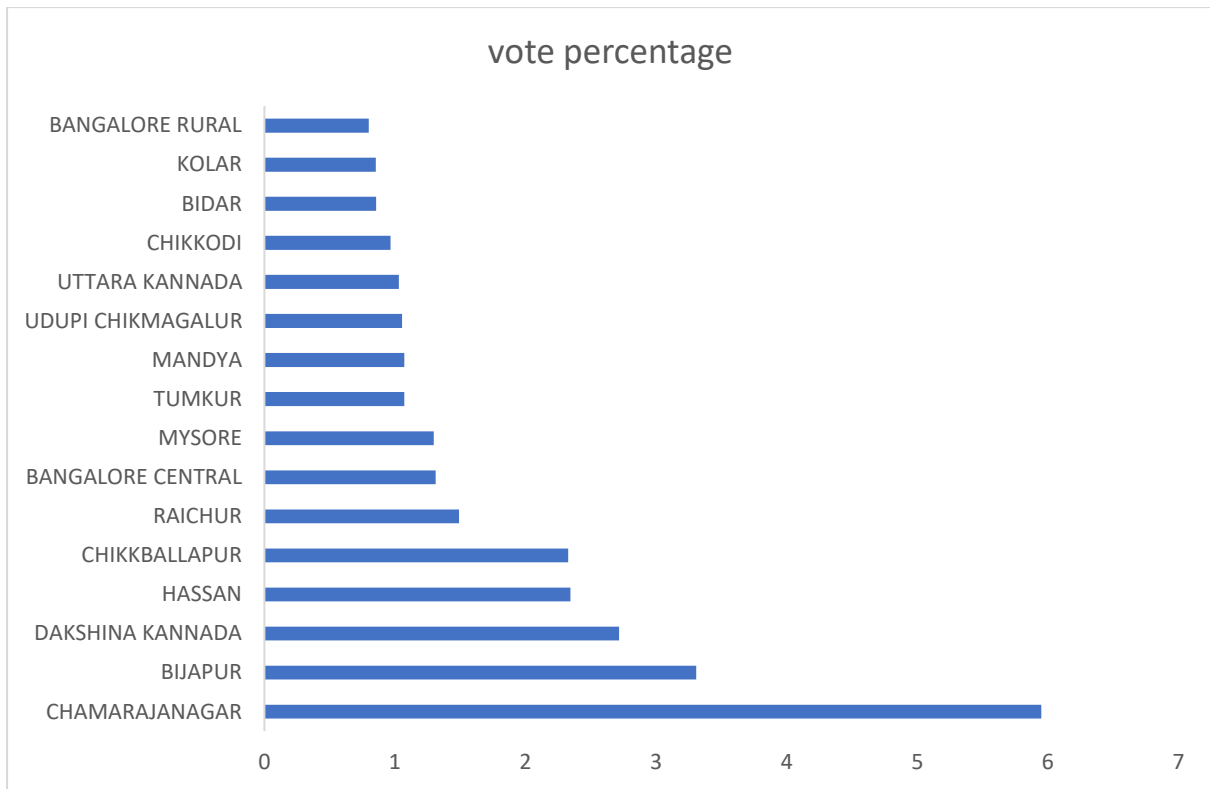
Fig 2. Karnataka constituencies vote share other than top 2 parties

In India there are various regional parties that are having their influence in the corresponding region. Identifying these parties may help us in the following way

- The regional parties that have fair share of vote percentage will play a major role for winning in that constituency.
- The talks can be initiated to form alliance with the regional parties which indeed will help the party by getting support from them.
- Also, in India people are more biased towards their region, so having support of regional party will definitely help in getting faith of the voters in the corresponding region.

In modern era, where people are educated, they will take in to consideration, the education of the contestant. For this purpose, we need to understand the education details of MP from states or the constituencies where they got elected previously. The below table will help in understanding the count of educated MPs from various states

STATES	count of educated MPs
Uttar Pradesh	59
West Bengal	31
Tamil Nadu	30
Bihar	29
Madhya Pradesh	26
Maharashtra	25
Andhra Pradesh	21
Rajasthan	18
Kerala	17
Karnataka	17
Odisha	13
Telangana	12
Gujarat	12
Assam	11
Jharkhand	10
Haryana	10
Chhattisgarh	9
Punjab	6
Jammu & Kashmir	5
NCT OF Delhi	5

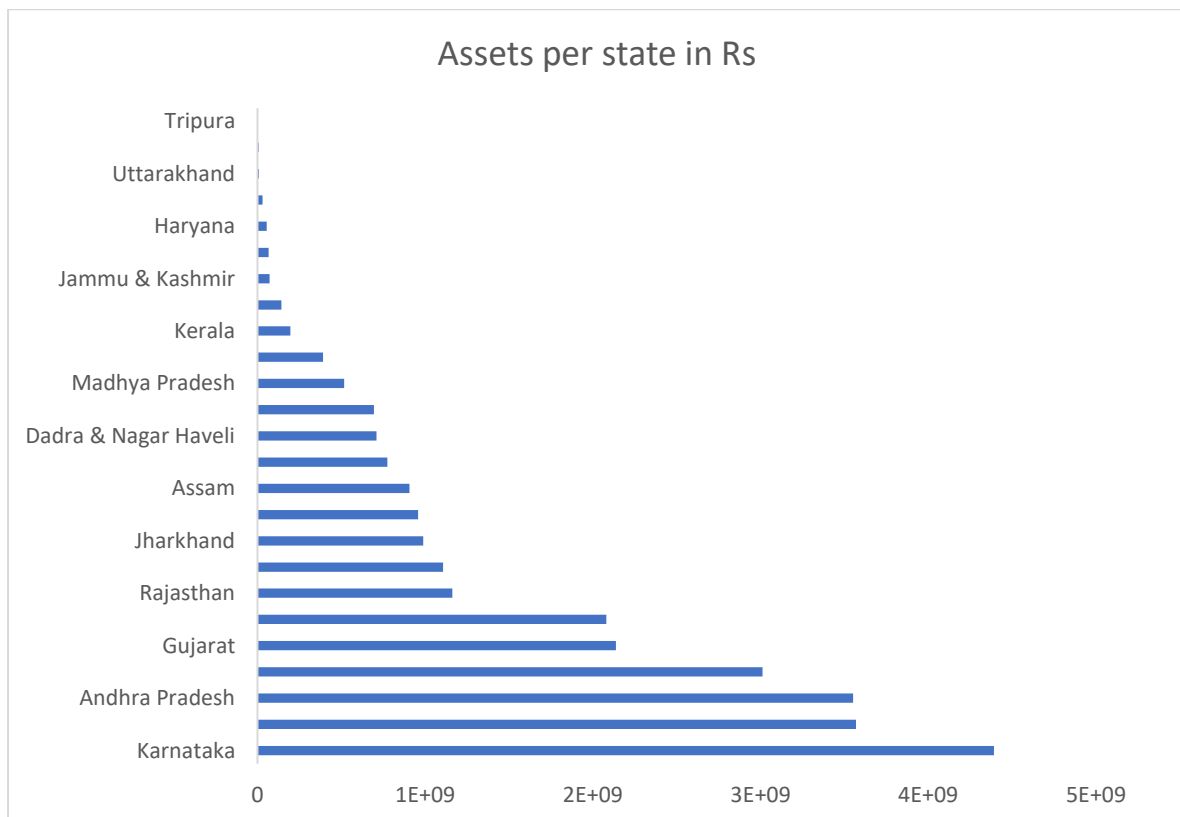Table 2. Top 20 states with educated MPs

Fig 3. Assets for elected MPs in different states

Another information that might be helpful is the assets of the elected MPs. We cannot deny the fact that the power of money is used during elections for getting the votes. This information will help in understanding the voters of those particular regions, investigating to find out whether the money was distributed to the voter on vote basis.

CONCLUSION

1. Those regions or states can be given more attention where the seat count is high.
2. The constituencies where the contest was close for the previous election can be given more focus.
3. Identifying the regional parties with good amount of vote share for getting the support in upcoming elections.
4. Education of the MPs also plays a crucial role as we can see that a greater number of previously elected MPs had good education background.
5. Finally, money plays its role during elections but the region where the money has influenced more can be determined through this data.