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

1. INTRODUCTION

1.1 OVERVIEW

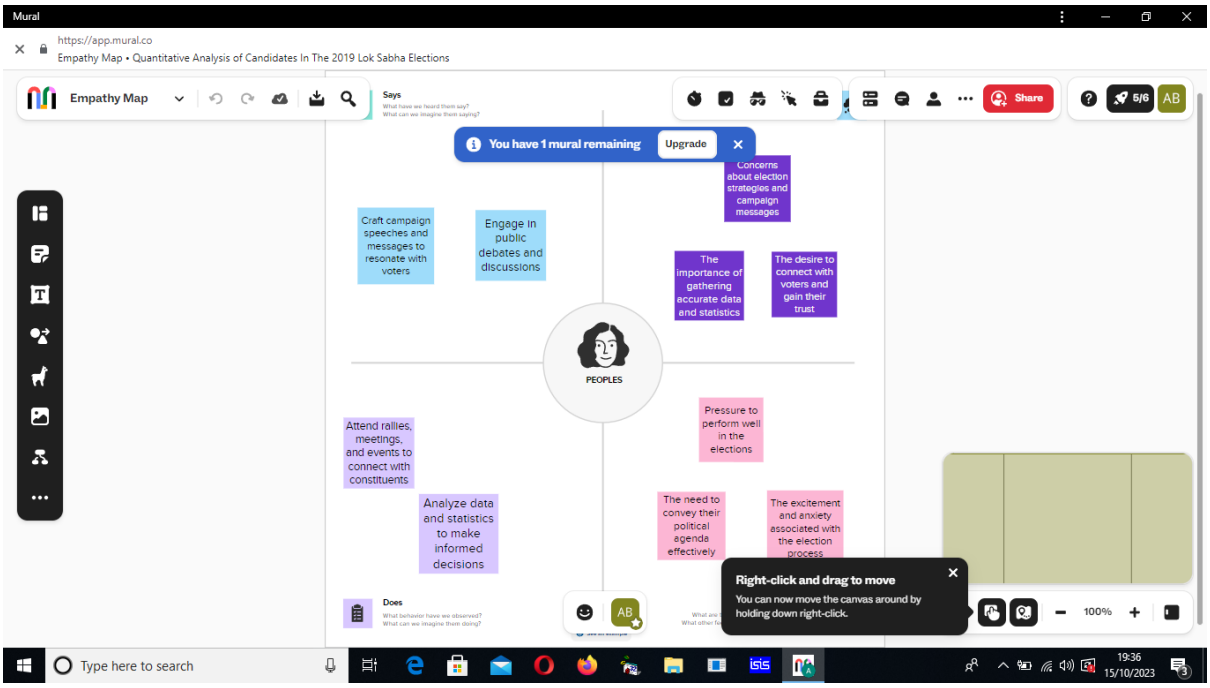
Problem Understanding, also known as Problem Definition or Problem Identification, is the initial and critical phase of any data analysis or problem-solving process. It involves gaining a clear and comprehensive understanding of the problem at hand, its context, scope, and objectives.

1.2 PURPOSE

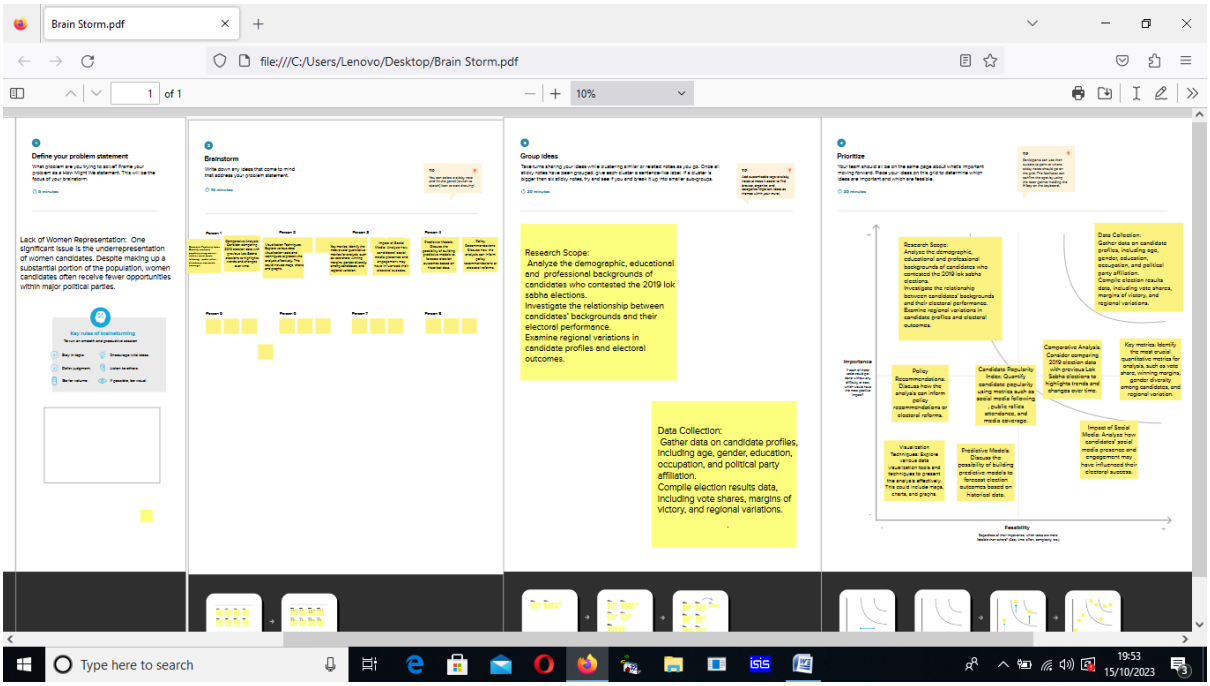
- **Understanding Voter Behaviour:**
  - Such an analysis can help in understanding the voting patterns, preferences, and behavior of voters.
  - By examining the data related to candidates, it becomes possible to identify the factors that influence voters' decisions, such as the candidates' backgrounds.
- **Predicting Election Outcomes:**
  - While not a guarantee, quantitative analysis can be used to make predictions about election outcomes.
  - By examining historical data and candidates' characteristics, it may be possible to make informed guesses about which candidates or parties have an advantage.
- **Informing Policy and Strategy:**
  - The results of such analysis can be used by political parties, policymakers, and analysis to make informed decisions about future campaigns, policies, and strategies.
- **Studying Democracy and Political:**
  - Beyond the immediate electoral context, this type of analysis can contribute to the academic understanding of democracy and political systems.
  - It can shed light on the functioning and dynamics of a democratic process.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

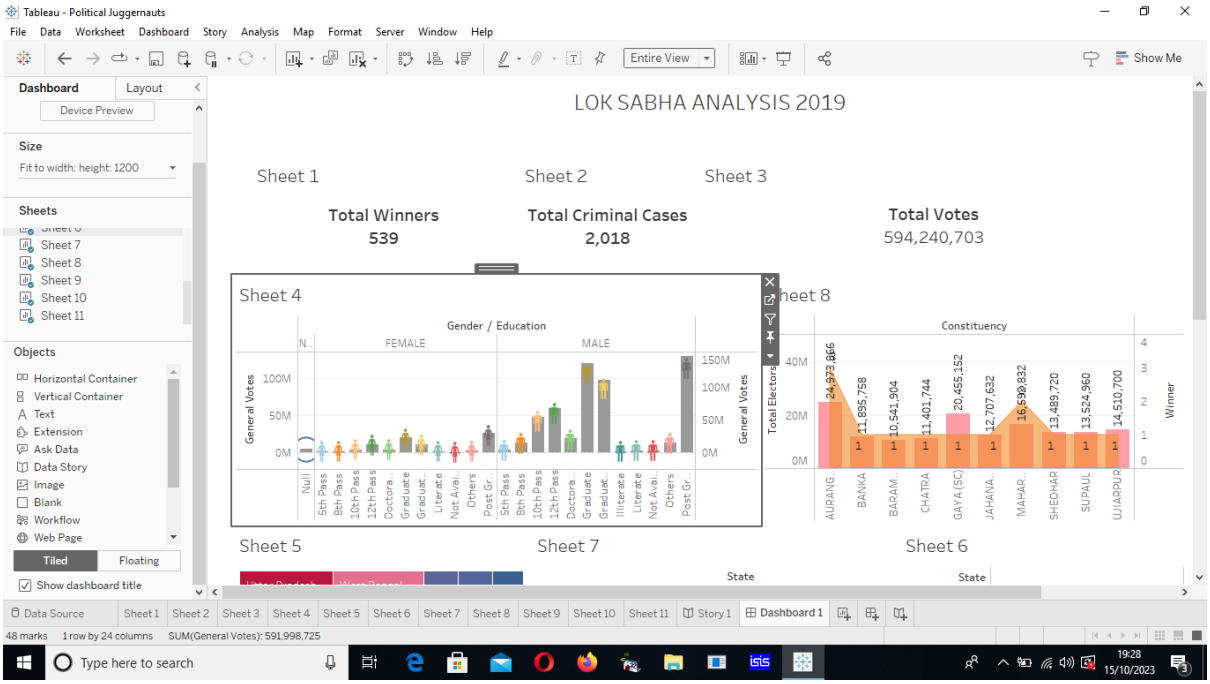


2.2 IDEATION & BRAINSTORMING MAP

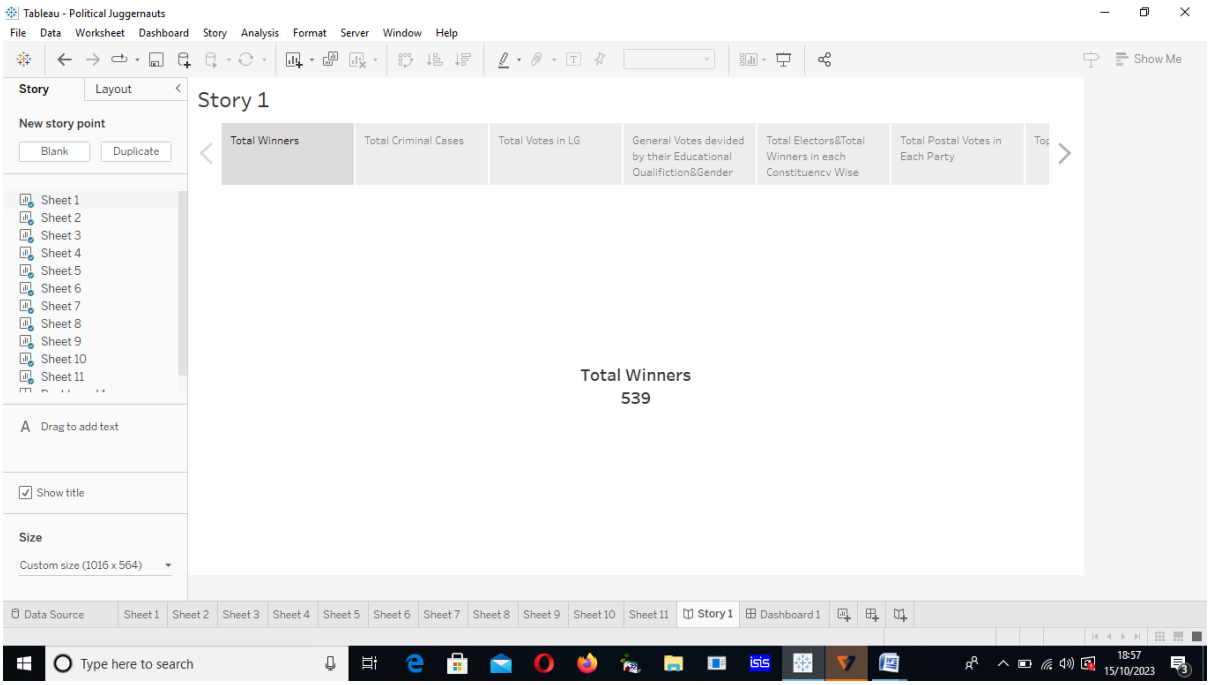


3. RESULT:

DASHBOARD



STORY:



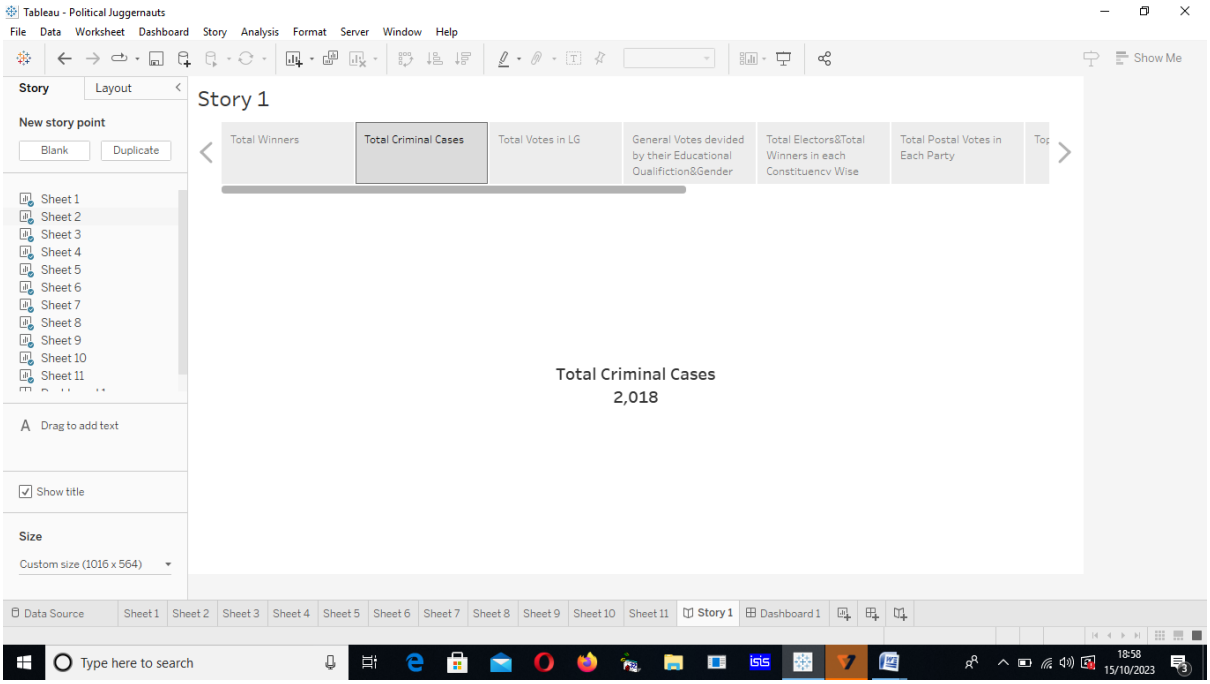


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Winners
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Total Criminal Cases
2,018
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
18:58
15/10/2023

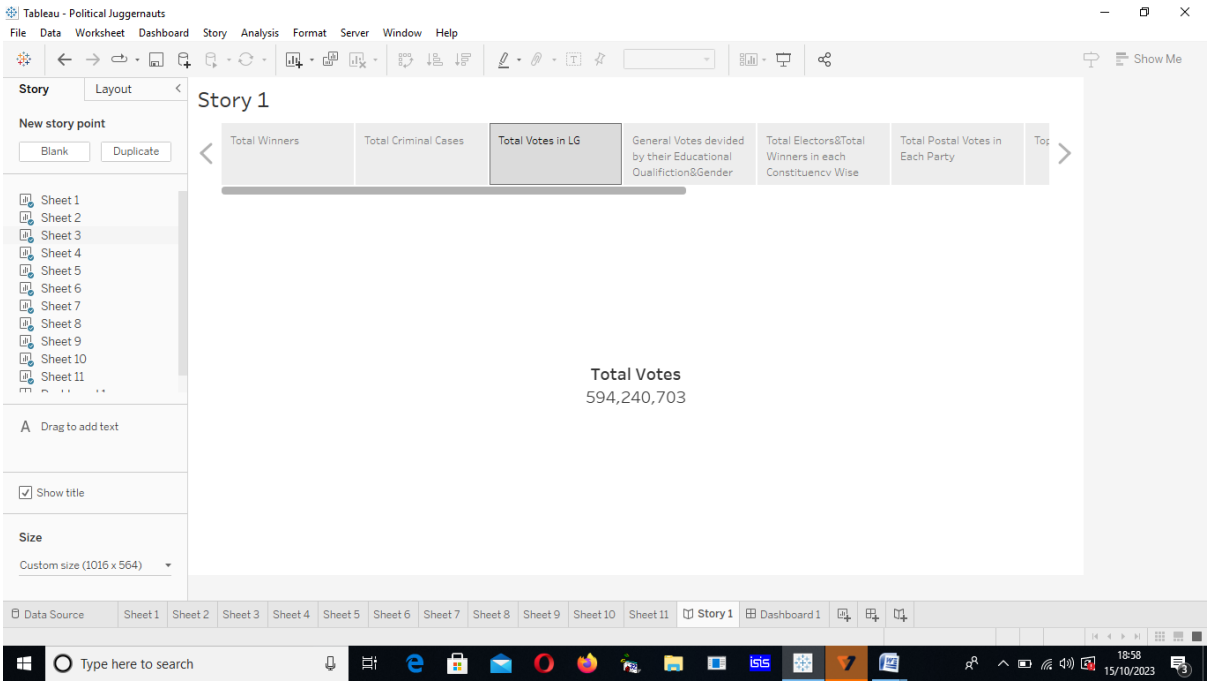


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Winners
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Total Votes
594,240,703
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
18:58
15/10/2023

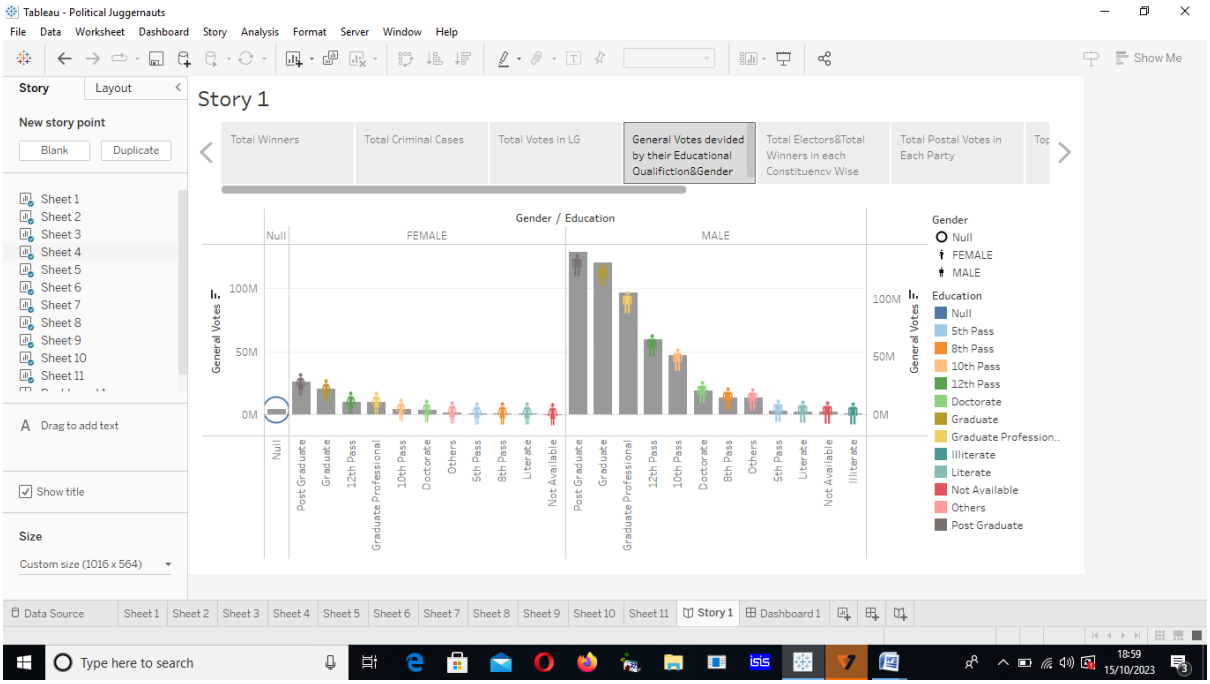


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Winners
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Gender / Education
Null
FEMALE
MALE
General Votes
100M
50M
0M
Post Graduate
Graduate
12th Pass
Graduate Professional
10th Pass
Doctorate
Others
5th Pass
8th Pass
Literate
Not Available
Illiterate
Gender
Null
FEMALE
MALE
Education
Null
5th Pass
8th Pass
10th Pass
12th Pass
Doctorate
Graduate
Graduate Profession..
Illiterate
Literate
Not Available
Others
Post Graduate
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
18:59
15/10/2023

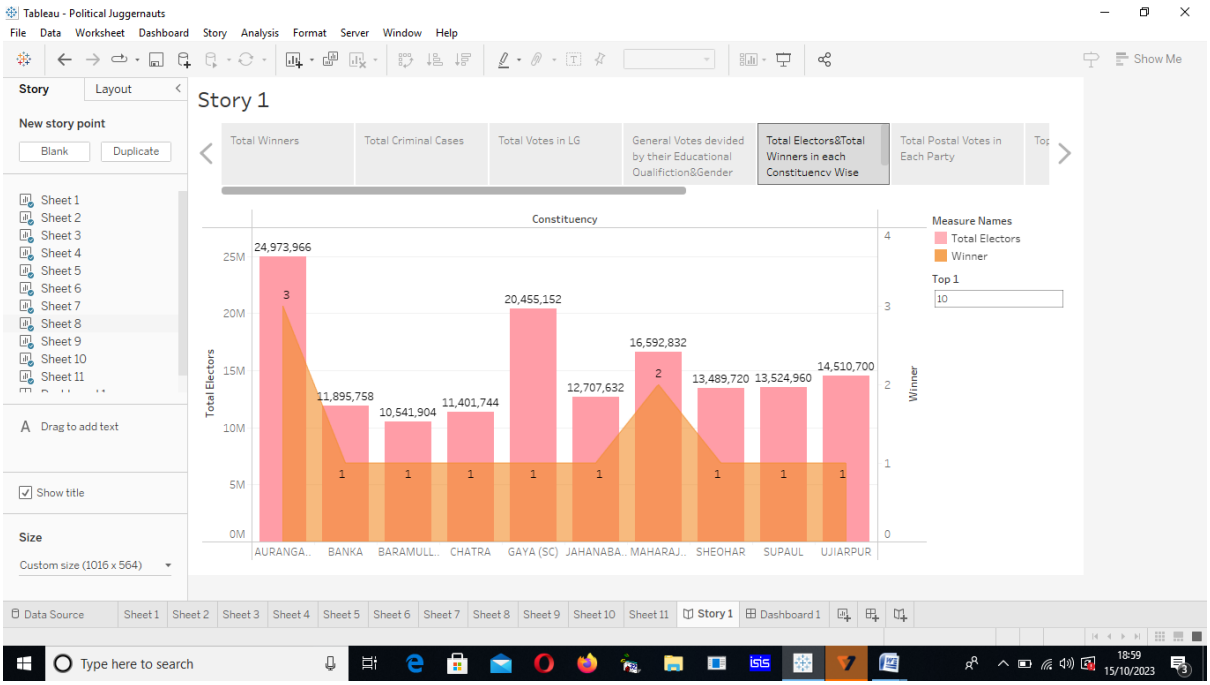


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Winners
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Constituency
Total Electors
Winner
25M
20M
15M
10M
5M
0M
4
3
2
1
0
24,973,966
11,895,758
10,541,904
11,401,744
20,455,152
12,707,632
16,592,832
13,489,720
13,524,960
14,510,700
AURANGA..
BANKA
BARAMULL..
CHATRA
GAYA (SC)
JAHANABA..
MAHARAJ..
SHEOHAR
SUPAUL
UJIARPUR
Measure Names
Total Electors
Winner
Top 1
10
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
18:59
15/10/2023

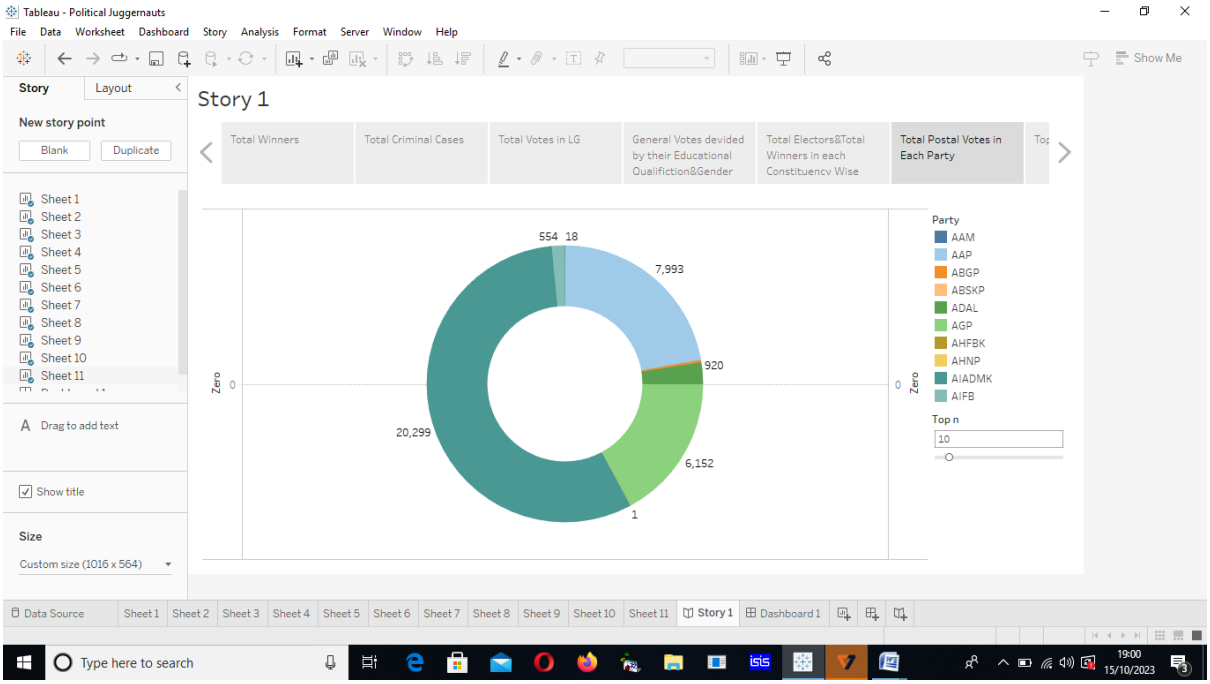


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Winners
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
554
18
7,993
920
6,152
1
20,299
Zero
0
Party
AAM
AAP
ABGP
ABSKP
ADAL
AGP
AHFBK
AHNP
AIADMK
AIFB
Top n
10
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
19:00
15/10/2023

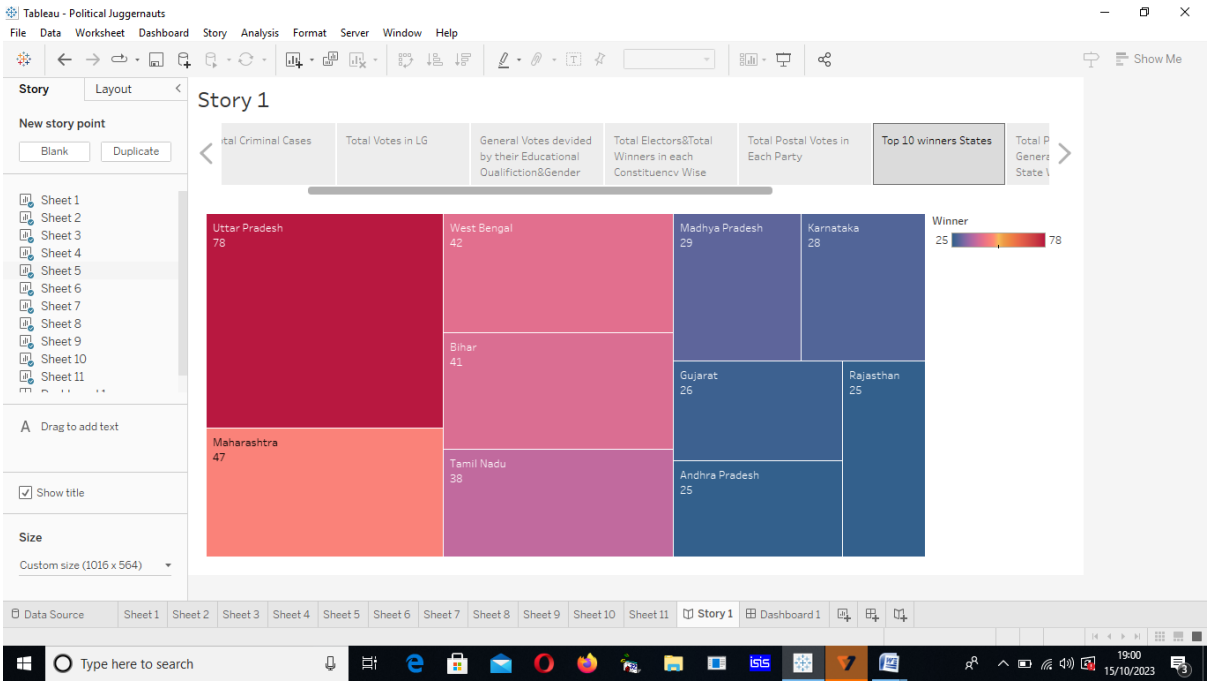


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Criminal Cases
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Top 10 winners States
Uttar Pradesh
78
West Bengal
42
Madhya Pradesh
29
Karnataka
28
Bihar
41
Gujarat
26
Rajasthan
25
Maharashtra
47
Tamil Nadu
38
Andhra Pradesh
25
Winner
25
78
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Story 1
Dashboard 1
Type here to search
19:00
15/10/2023

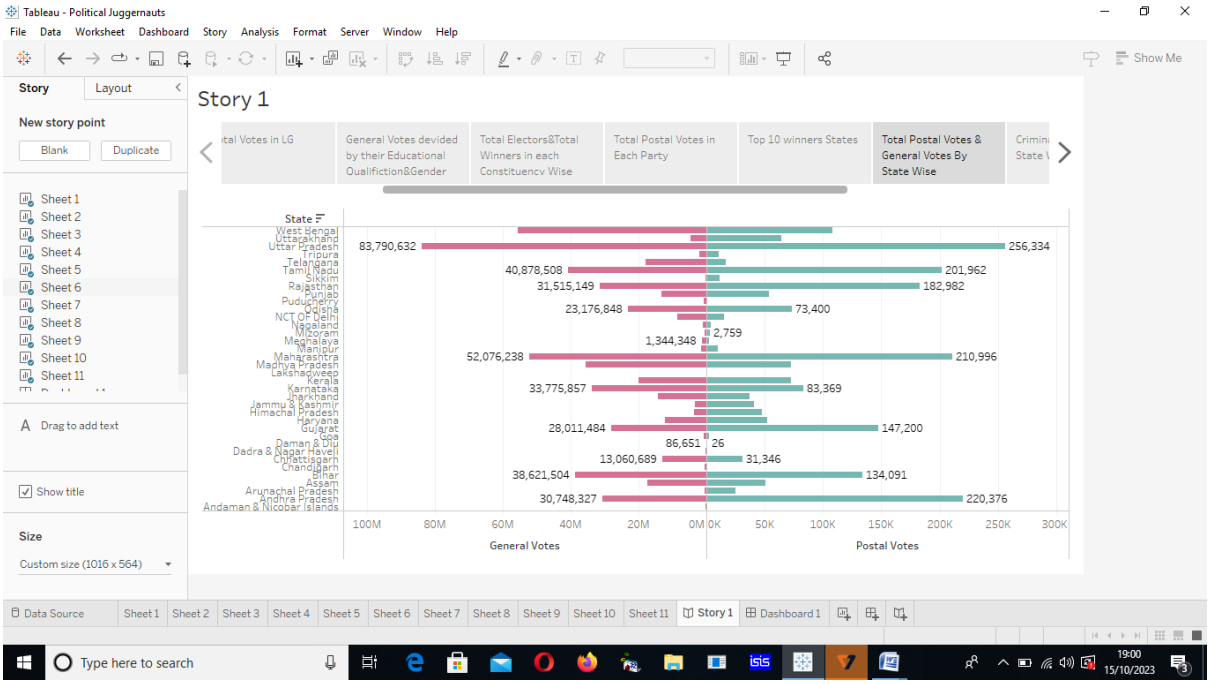


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Votes in LG
General Votes devided by their Educational Qualifiction&Gender
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Top 10 winners States
Total Postal Votes & General Votes By State Wise
State
West Bengal
Uttarakhand
Uttar Pradesh
Tripura
Telangana
Tamil Nadu
Sikkim
Rajasthan
Punjab
Puducherry
Odisha
NCT OF Delhi
Nagaland
Mizoram
Meghalaya
Manipur
Maharashtra
Madhya Pradesh
Lakshadweep
Kerala
Karnataka
Jharkhand
Jammu & Kashmir
Himachal Pradesh
Haryana
Gujarat
Goa
Daman & Diu
Dadra & Nagar Haveli
Chhattisgarh
Chandigarh
Bihar
Assam
Arunachal Pradesh
Andhra Pradesh
Andaman & Nicobar Islands
83,790,632
256,334
40,878,508
201,962
31,515,149
182,982
23,176,848
73,400
1,344,348
2,759
52,076,238
210,996
33,775,857
83,369
28,011,484
147,200
86,651
26
13,060,689
31,346
38,621,504
134,091
30,748,327
220,376
100M 80M 60M 40M 20M 0M
0K 50K 100K 150K 200K 250K 300K
General Votes
Postal Votes
Data Source
Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11
Story 1
Dashboard 1
Type here to search
19:00
15/10/2023

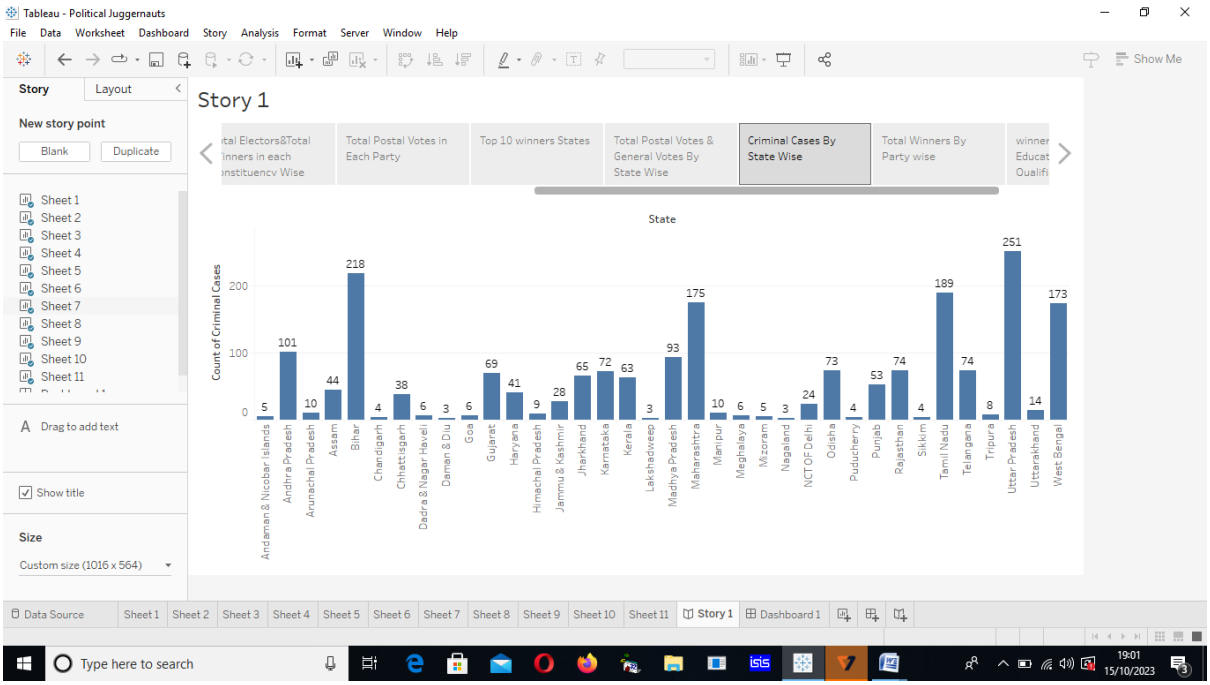
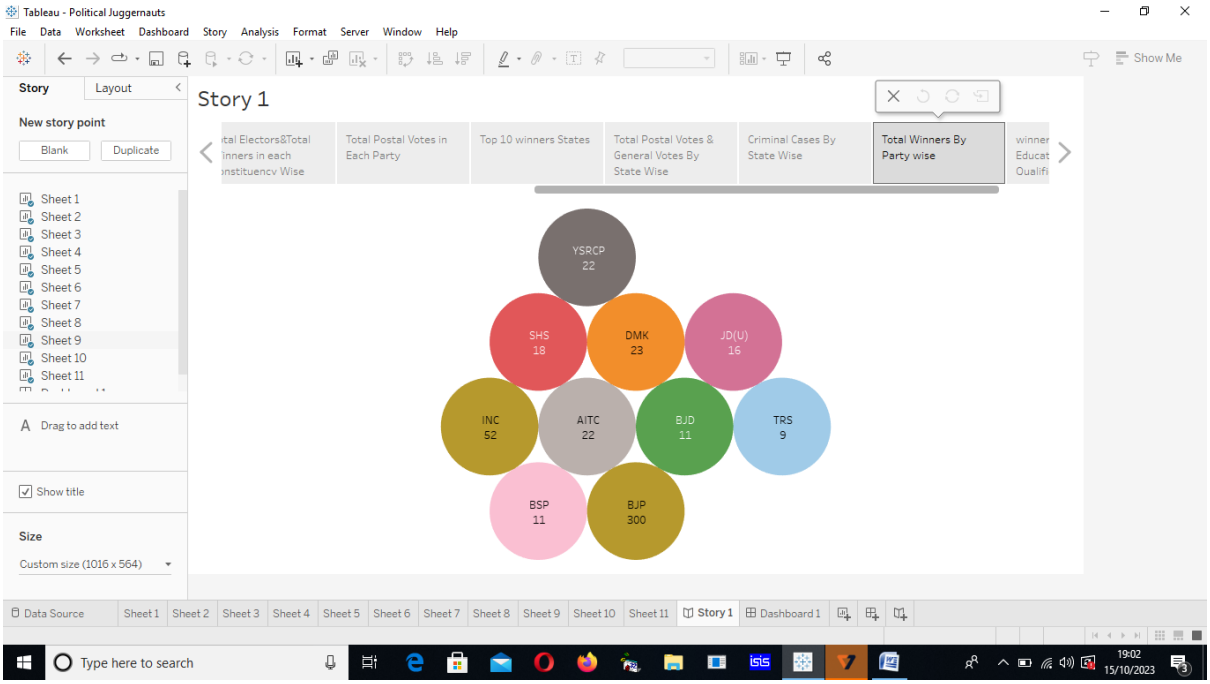
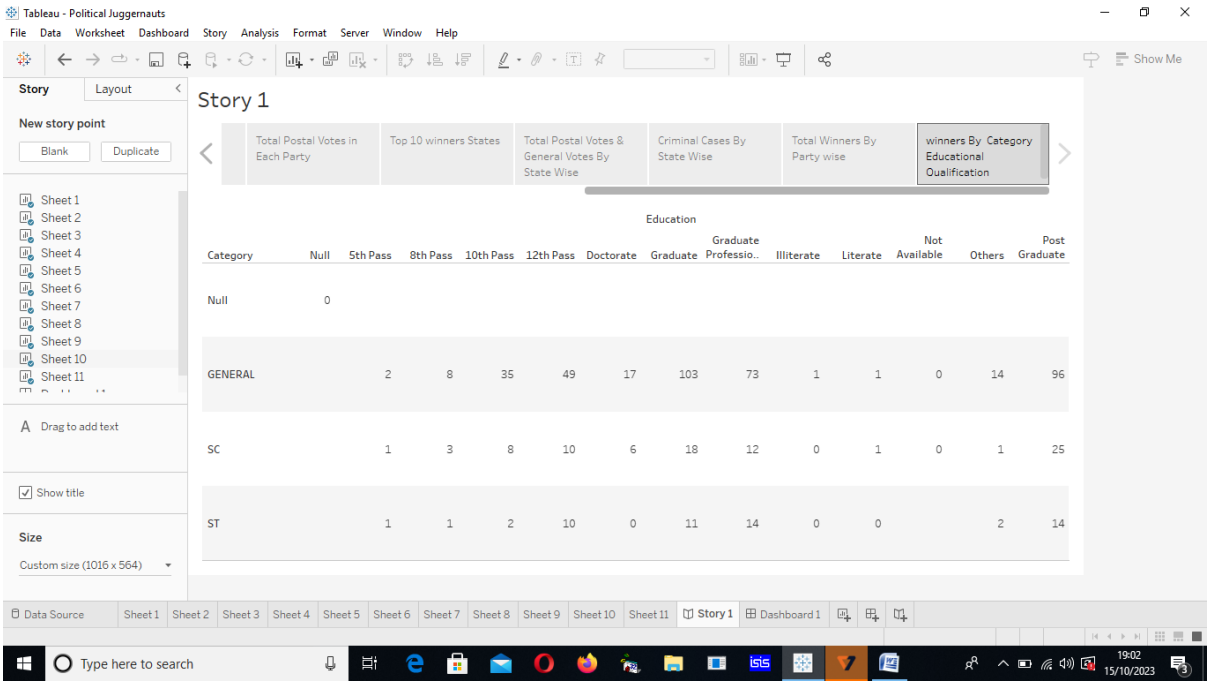


Tableau - Political Juggernauts
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Custom size (1016 x 564)
Story 1
Total Electors&Total Winners in each Constituency Wise
Total Postal Votes in Each Party
Top 10 winners States
Total Postal Votes & General Votes By State Wise
Criminal Cases By State Wise
Total Winners By Party wise
State
Count of Criminal Cases
0
100
200
5
101
10
44
218
4
38
6
3
6
69
41
9
28
65
72
63
3
93
175
10
6
5
3
24
73
4
53
74
4
189
74
8
251
14
173
Andaman & Nicobar Islands
Andhra Pradesh
Arunachal Pradesh
Assam
Bihar
Chandigarh
Chhattisgarh
Dadra & Nagar Haveli
Daman & Diu
Goa
Gujarat
Haryana
Himachal Pradesh
Jammu & Kashmir
Jharkhand
Karnataka
Kerala
Lakshadweep
Madhya Pradesh
Maharashtra
Manipur
Meghalaya
Mizoram
Nagaland
NCT OF Delhi
Odisha
Puducherry
Punjab
Rajasthan
Sikkim
Tamil Nadu
Telangana
Tripura
Uttar Pradesh
Uttarakhand
West Bengal
Data Source
Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11
Story 1
Dashboard 1
Type here to search
19:01
15/10/2023





4. ADVANTAGES & DISADVANTAGES:

- **ADVANTAGES:**
  - Incumbency Advantage: Candidates from the ruling party, Bharatiya Janata Party(BJP), had the advantage of incumbency, having been in power at the

national level. They could showcase their government's achievements and leadership.

- Strong Leadership: The BJP, under the leadership of Narendra Modi, had a charismatic and popular leader, which played a significant role in mobilizing voters and consolidating support.
- Nationalistic Sentiments: The BJP's emphasis on nationalism and strong foreign policy resonated with many voters, especially in the context of security concerns and border issues.
- Use of Technology: BJP effectively used technology and social media to reach a vast audience, which helped in disseminating their message and connecting with young voters.
- Alliances: Some parties have strategic alliances to maximize their chances, such as the Mehagathbandhan in Uttar Pradesh, which aimed to consolidate anti-BJP votes.

- **DISADVANTAGES:**
  - Anti-Incumbency: While the BJP had the advantage of incumbency, it also faced anti-incumbency sentiment in some regions where voters were dissatisfied with the performance of their MPs or local issues.
  - Regional Factors: In a diverse country like India, regional issues often play a crucial role. Candidates who could not effectively address these local concerns faced challenges.
  - Lack of Strong Opposition: The lack of a united and strong opposition at the national level weakened the ability of rival parties to challenges the BJP's dominance.
  - Religious and Caste Divisions: India's elections often involve considerations of religion and caste. Some candidates may have faced disadvantages due to their inability to navigate these complex identity politics.
  - Economic Issues: Economic challenges, such as unemployment and agrarian distress, were significant issues in 2019. Candidates from the ruling party had to address these concerns to maintain their appeal.
  - Incidents of Violence: In some areas, incidents of violence and electoral malpractice married are election process, creating disadvantages for candidates and parties who could not maintain law and order.

5. APPLICATIONS:

- Campaign Management: Candidates used technology to manage their campaigns efficiently. Mobile apps and software were employed to organize volunteers, schedule events, and track voter dat.
- Social Media: Social media platforms like Facebook, Twitter, and Instagram played a crucial role. Candidates utilized them to reach a broader audience, share their messages, and engage with voters.
- Data Analytics: Data analytics tools helped candidates analyze voter data, preferences, and demographics, enabling them to tailor their campaigns for specific constituencies.
- Online Donations: Candidates established online platforms for accepting campaign donations. This made it easier for supporters to contribute and fund their campaigns.
- Voter Outreach: Mobile apps and SMS services were used for voter outreach, sending campaign message, and remaining people to vote.
- Exit Poll Analysis: Some candidates and parties used data analysis tools to interpret exit polls and anticipate election outcomes.
- Communication: Candidates often employed communicated tools like Whatsapp and email to send personalized messages and campaign updates to voters.
- Crowdsourcing Ideas: Some Candidates used platforms that allowed supporters to suggest ideas and provide feedback on campaign strategies.
- Election Monitoring: Applications were used for monitoring and reporting any irregularities during the election process.
- Constituency-Specific Apps: Some candidates developed constituency-specific apps to provide information about local issues and their plans to about local issues and their plans to address them.

6. CONCLUSION:

The 2019 Lok Sabha elections in India were a political Juggernauts, featuring a multitude of candidates representing various parties and ideologies. This democratic spectacle reflected the vibrancy and diversity of Indian politics. The BJP-led NDA emerged victorious, securing a clear majority, and Narendra Modi was re-elected as the Prime Minister.

This election highlighted the significance of dynamic campaigning, regional alliances, and the role of social media in shaping political narratives. It also emphasized the need for continued focus in issues like economic development, social inclusion, and national security. Ultimately, the 2019 Lok Sabha elections showcased the enduring strength of India's democratic system and the importance of political participation.

7. FUTURE SCOPE:

- Re-election: Candidates who won in the 2019 Lok Sabha elections and performed well in their roles may have a good chance of getting re-elected in future election.
- Leadership roles: Successful candidates could rise through the ranks of their political parties and take on leadership positions within the party or government.
- Policy Influence: Candidates who demonstrate a strong understanding of key issues and propose effective policies may continue to influence policy-making and contribute to their party's agenda.
- Building a Political career: For newcomers who contested in 2019, they may this experience as a stepping stone to build a long-term political career, contesting in subsequent elections.
- Political activism: Some candidates may choose to stay active in politics even if they didn't win 2019, engaging in grassroots activism, advocacy, or joining civil society organizations.