GENERAL INDIAN ELECTION ANALYSIS

USING POWER BI

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WHAT IS POWER BI?

Data Connectivity and Integration:

- Power BI can connect to a wide range of data sources, including databases, cloud services, Excel spreadsheets, and on-premises data sources. This flexibility makes it easy to consolidate data from multiple sources into a single, cohesive view.

Interactive Visualizations:

- Users can create a variety of visualizations, such as charts, graphs, maps, and tables, which can be easily customized and interacted with. These visualizations help in exploring and presenting data insights effectively.

User-Friendly Interface:

- Power BI offers an intuitive drag-and-drop interface, making it accessible to users with varying levels of technical expertise. This user-friendly design allows users to quickly build and modify reports and dashboards without needing extensive coding skills.

Collaboration and Sharing:

- Power BI provides robust collaboration features, allowing users to share reports and dashboards with colleagues and stakeholders. Reports can be published to the Power BI service, embedded in other applications

AIMS & OBJECTIVE:

•**Data Integration**: Merge election results with party alliance data to see which alliances lead or trail in constituencies.

•**Data Cleaning**: Check for and fix missing values and errors in dataset.

•**Data Analysis & Visualization**:
-**Overall Results**: Summary of seats won by each party/alliance.
-**State-wise Analysis**: Performance across states.
-**Constituency-wise Analysis**: Victory/defeat margins.
-**Comparison**: Compare party/alliance performance in seats won and margins.

AIMS & OBJECTIVE:

•**Interactive Dashboard**:
-**Trend Analysis**: Identify voting patterns.
-**Filters**: Explore data by state, constituency, party, and alliance.
-**KPIs**: Display total seats, average margin, and constituencies won.

•**Insights & Recommendations**:
-**Report**: Summarize key insights.
-**Strategies**: Recommend improvements for future elections.

DATASETS :
ELECTION DETAILS

_id	State	Const. No.	Constituency	Leading Candidate	Leading Party	Trailing Canddiate	Trailing Party	Margin	Status
1	Andhra Pradesh	7	Amalapuram (	G M HARISH (BALA	Telugu Desam	RAPAKA VARAPRAS	Yuvajana Sramil	342196	Result Declared
2	Andhra Pradesh	5	Anakapalle	C.M.RAMESH	Bharatiya Jana	BUDI MUTYALA NA	Yuvajana Sramil	296530	Result Declared
3	Andhra Pradesh	19	Ananthapur	AMBICA G LAKSHM	Telugu Desam	MALAGUNDLA SAN	Yuvajana Sramil	188555	Result Declared
4	Andhra Pradesh	1	Araku (ST)	GUMMA THANUJA	Yuvajana Sram	KOTHAPALLI GEETH	Bharatiya Janata	50580	Result Declared
5	Andhra Pradesh	15	Bapatla (SC)	KRISHNA PRASAD T	Telugu Desam	NANDIGAM SURES	Yuvajana Sramil	208031	Result Declared
6	Andhra Pradesh	25	Chittoor(SC)	DAGGUMALLA PRA	Telugu Desam	REDDEPPA.N .	Yuvajana Sramil	220479	Result Declared
7	Andhra Pradesh	10	Eluru	PUTTA MAHESH KU	Telugu Desam	KARUMURI SUNIL H	Yuvajana Sramil	181857	Result Declared
8	Andhra Pradesh	13	Guntur	DR CHANDRA SEKH	Telugu Desam	KILARI VENKATA R(	Yuvajana Sramil	344695	Result Declared
9	Andhra Pradesh	20	Hindupur	B K PARTHASARATI	Telugu Desam	J SHANTHA	Yuvajana Sramil	132427	Result Declared
10	Andhra Pradesh	21	Kadapa	Y. S. AVINASH REDI	Yuvajana Sram	CHADIPIRALLA BHU	Telugu Desam	62695	Result Declared
11	Andhra Pradesh	6	Kakinada	TANGELLA UDAY SI	Janasena Party	CHALAMALASETTY	Yuvajana Sramil	229491	Result Declared
12	Andhra Pradesh	18	Kurnoolu	BASTIPATI NAGARA	Telugu Desam	B Y RAMAIAH	Yuvajana Sramil	111298	Result Declared
13	Andhra Pradesh	11	Machilipatnan	BALASHOWRY VAL	Janasena Party	SIMHADRI CHANDI	Yuvajana Sramil	223179	Result Declared
14	Andhra Pradesh	17	Nandyal	DR BYREDDY SHAB	Telugu Desam	POCHA BRAHMAN,	Yuvajana Sramil	111975	Result Declared
15	Andhra Pradesh	9	Narsapuram	BHUPATHI RAJU SR	Bharatiya Jana	UMABALA GUDURI	Yuvajana Sramil	276802	Result Declared
16	Andhra Pradesh	14	Narsaraopet	LAVU SRIKRISHNA	Telugu Desam	ANIL KUMAR POLU	Yuvajana Sramil	159729	Result Declared
17	Andhra Pradesh	22	Nellore	PRABHAKAR REDD'	Telugu Desam	VENUMBAKA VIJAY	Yuvajana Sramil	245902	Result Declared
18	Andhra Pradesh	16	Ongole	MAGUNTA SREENI'	Telugu Desam	DR CHEVIREDDY BI	Yuvajana Sramil	50199	Result Declared
19	Andhra Pradesh	8	Rajahmundry	DAGGUBATI PURAI	Bharatiya Jana	DR. GUDURI SRINIV	Yuvajana Sramil	239139	Result Declared
20	Andhra Pradesh	24	Rajampet	P V MIDHUN REDD	Yuvajana Sram	NALLARI KIRAN KU	Bharatiya Janata	76071	Result Declared
21	Andhra Pradesh	2	Srikakulam	KINJARAPU RAMM	Telugu Desam	TILAK PERADA	Yuvajana Sramil	327901	Result Declared
22	Andhra Pradesh	23	Thirupathi(SC)	GURUMOORTHY N	Yuvajana Sram	VARA PRASAD RAC	Bharatiya Janata	14569	Result Declared

DATASETS :
ALLIANCE DETAILS

Party name	Alliance
Telugu Desam	Independent
Bharatiya Janata Party	NDA
Yuvajana Sramika Rythu Congress Party	Independent
Janasena Party	Independent
Asom Gana Parishad	NDA
Indian National Congress	INDIA
United Peoples Party, Liberal	Independent
Communist Party of India (Marxist-Leninist) (Liberation	Independent
Rashtriya Janata Dal	INDIA
Janata Dal (United)	Independent
Hindustani Awam Morcha (Secular)	Independent
Lok Janshakti Party(Ram Vilas)	Independent
Independent	Independent
Janata Dal (Secular)	Independent
Communist Party of India (Marxist)	Independent
Revolutionary Socialist Party	INDIA
Kerala Congress	INDIA
Indian Union Muslim League	INDIA
Nationalist Congress Party Sharadchandra Pawar	Independent
Shiv Sena	NDA
Shiv Sena (Uddhav Balasaheb Thackrey)	Independent
Nationalist Congress Party	NDA
Voice of the People Party	Independent
Zoram Peoples Movement	Independent
Aam Aadmi Party	INDIA
Shiromani Akali Dal	Independent
Bharat Adivasi Party	Independent

DATA DESCRIPTION:

1. Election Results Data:
- `_id`: Unique identifier for each record.
- `State`: Name of the state.
- `Const. No.`: Constituency number.
- `Constituency`: Name of the constituency.
- `Leading Candidate`: Name of the leading candidate.
- `Leading Party`: Name of the leading party.
- `Trailing Candidate`: Name of the trailing candidate.
- `Trailing Party`: Name of the trailing party.
- `Margin`: Vote margin between the leading and trailing candidates.
-   `Status`: Status of the election result (e.g., Won, Lost, Leading, Trailing).

2. Party Alliance Data:
- `Party Name`: Name of the political party.
- `Alliance Name`: Name of the political alliance the party belongs to.

LOADING DATA AND TRANSFORMATION IN POWER BI

- HOME TAB
- GET DATA
- SELECT DATA TYPE
- SELECT DATA
- LOAD AND TRANSFORM

DATA INTEGRATION:

Combine the election results data with the party alliance data to get a comprehensive view of which alliances are leading or trailing in various constituencies.

Alliances Details In Each Contituency
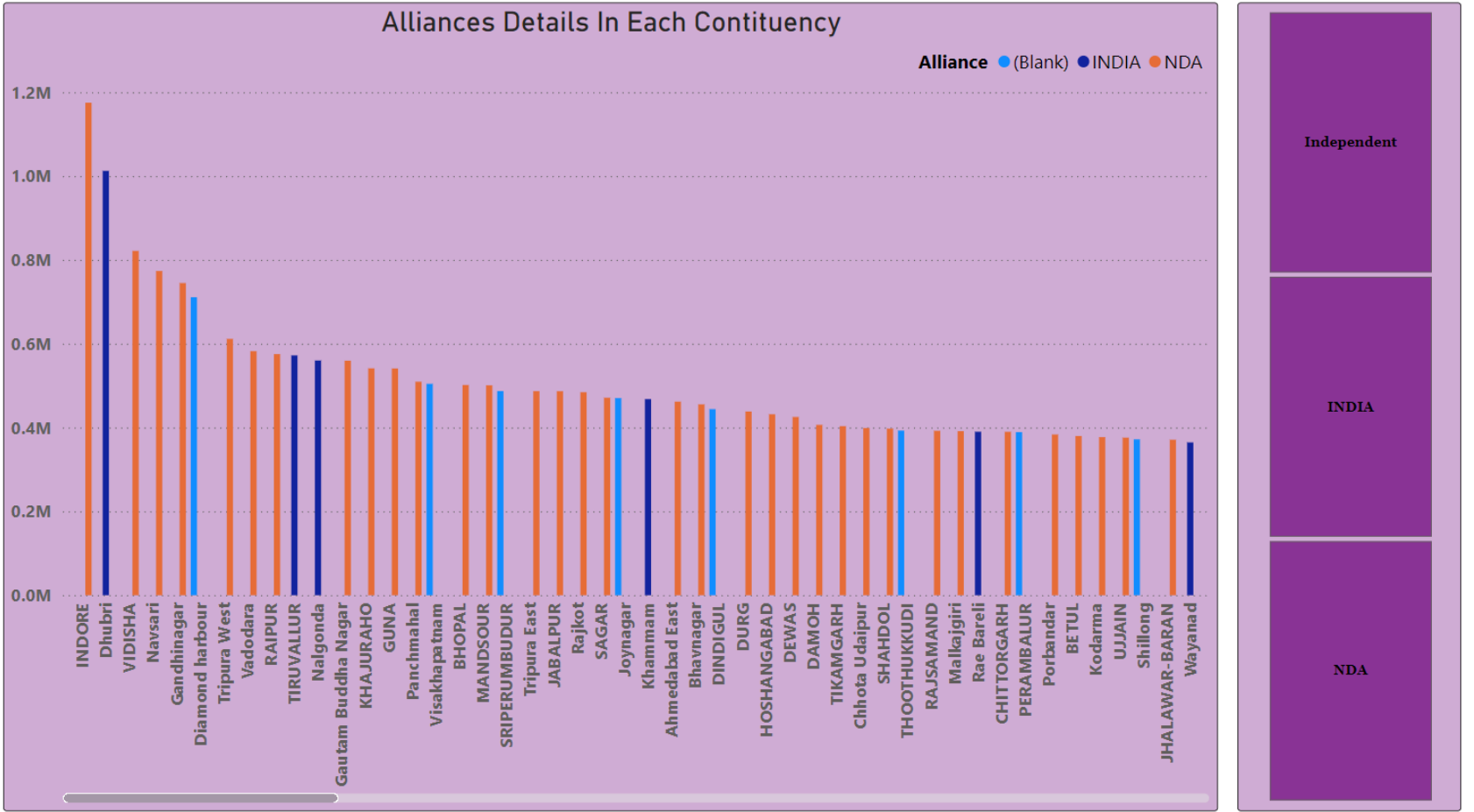
DATA CLEANING AND PREPARATION:

Ensure data quality by checking for missing values, inconsistencies, and correcting any errors in the datasets.

DATA ANALYSIS & VISUALIZATION:

Seats Won by Leading Party
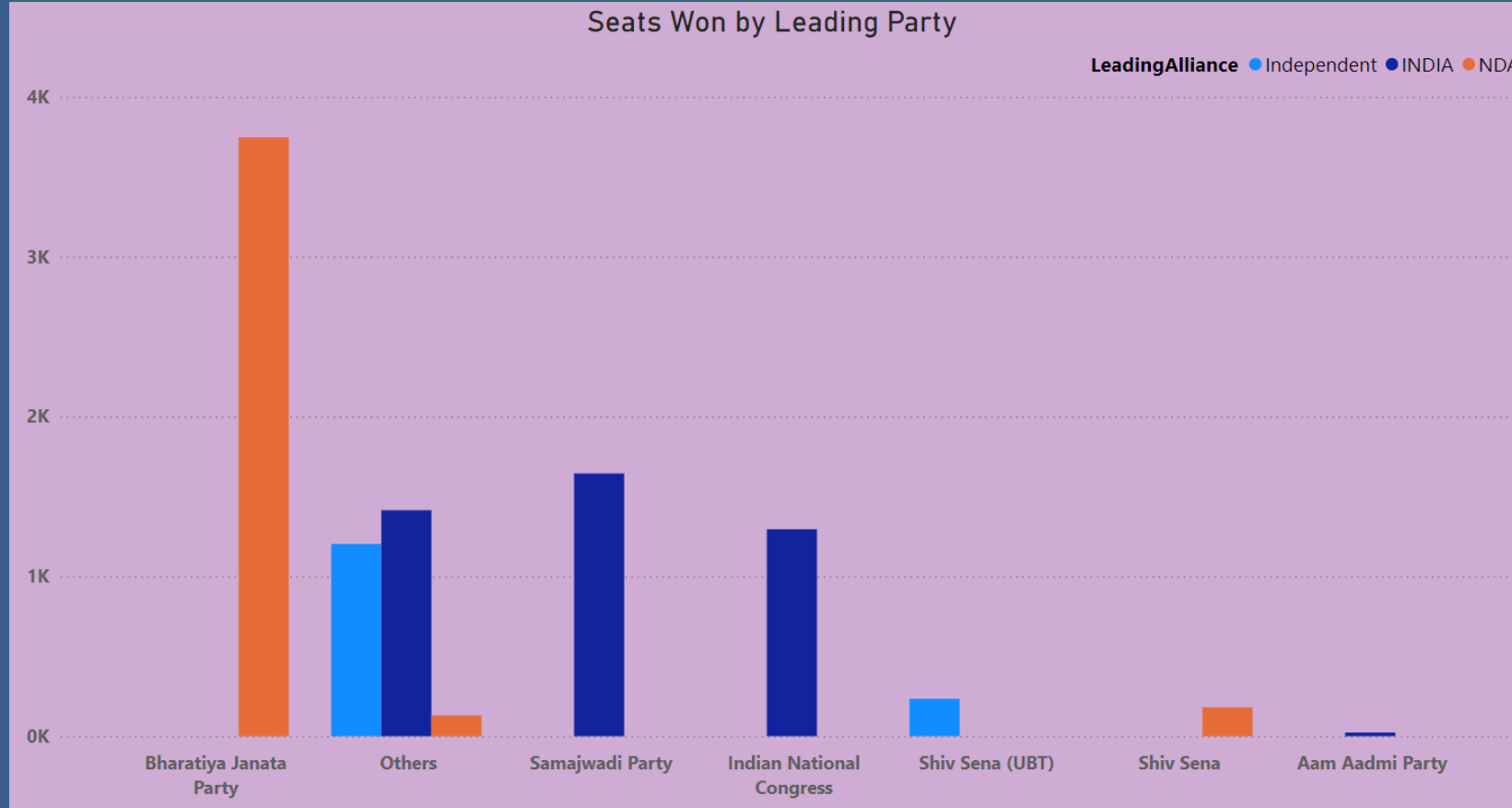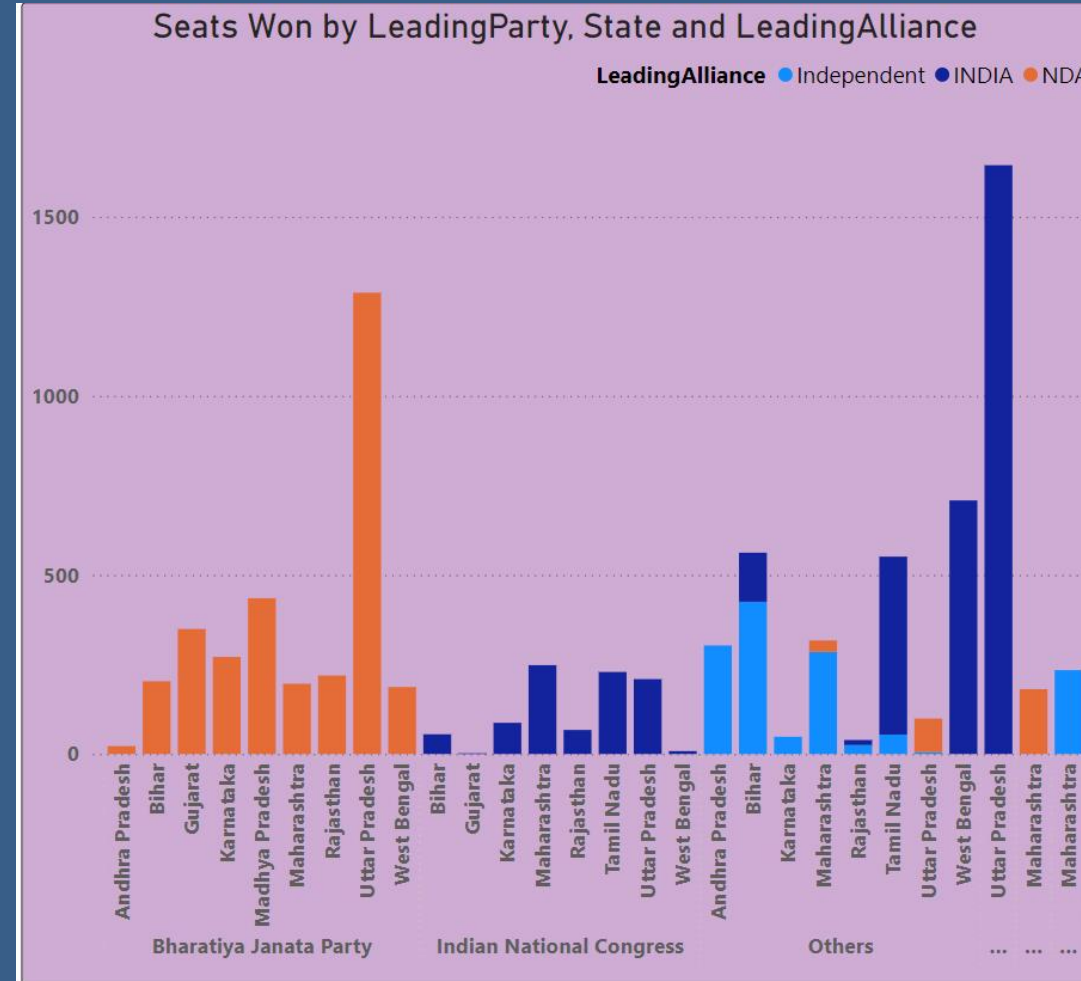
Overall Results: Create a summary of the overall election results including the total number of seats won by each party and alliance.
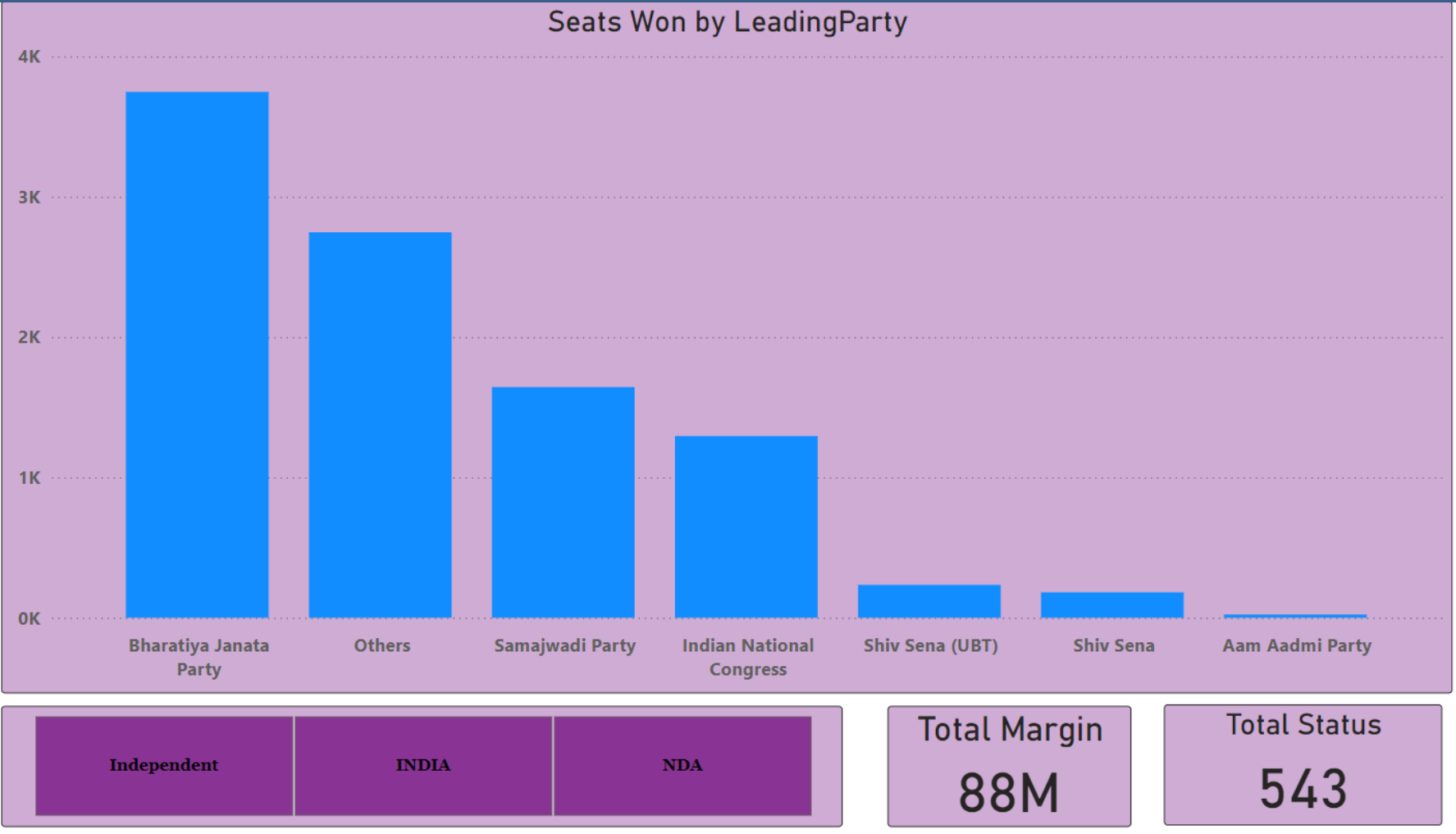
DATA ANALYSIS & VISUALIZATION:

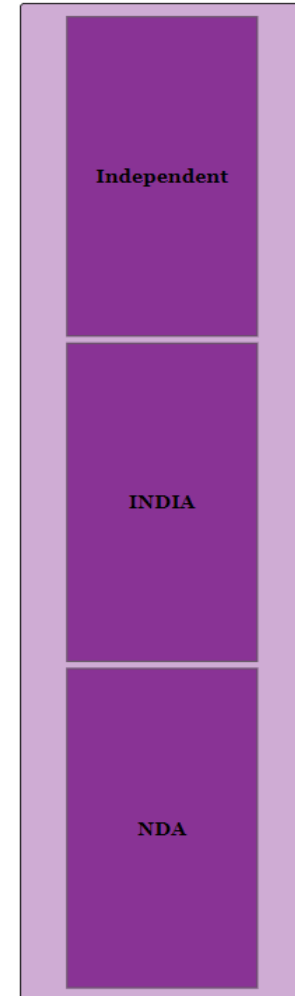State-wise Analysis: Visualize the performance of leading parties and alliances across different states.
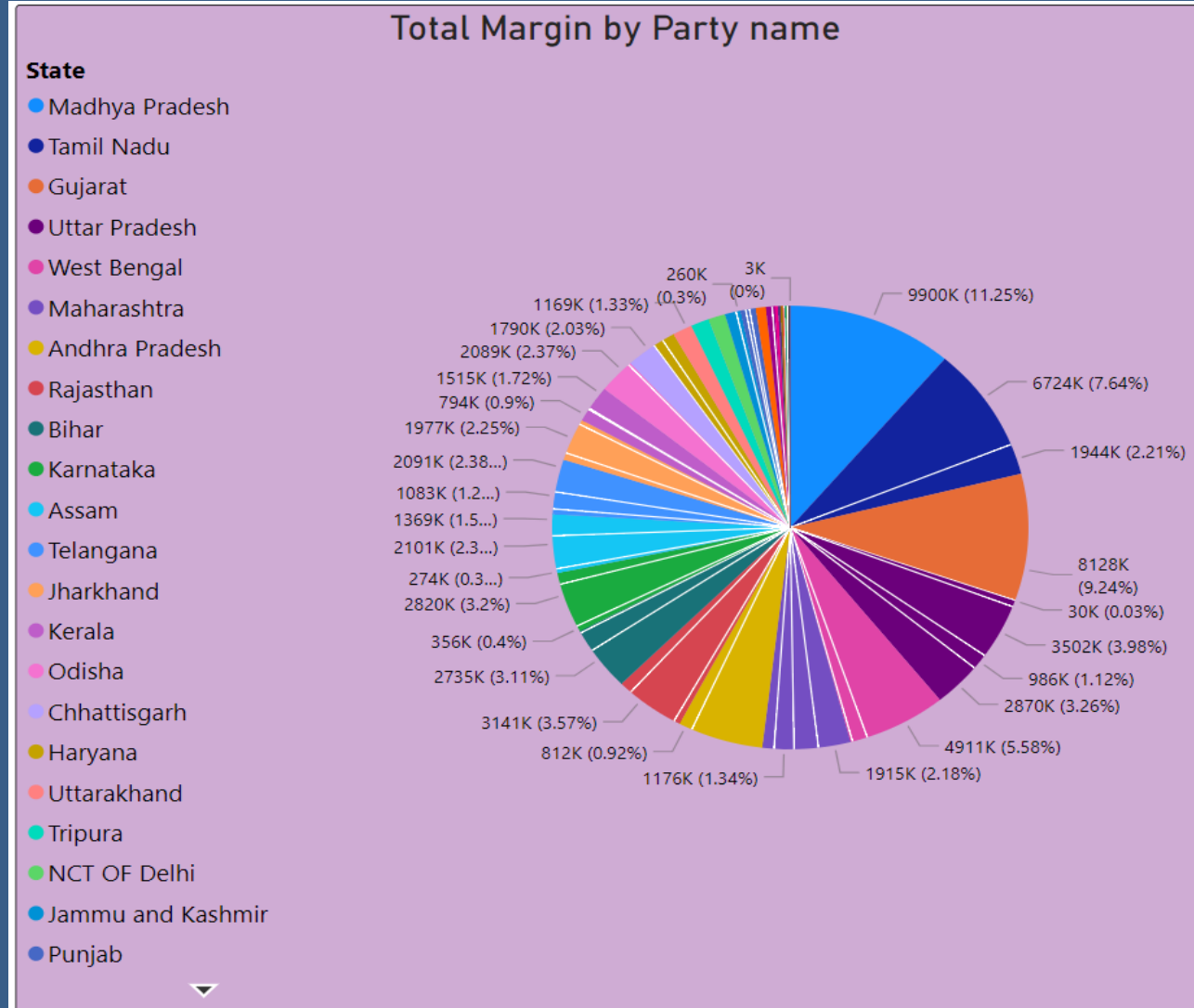
DATA ANALYSIS & VISUALIZATION:

Seats Won by LeadingParty

Party and Alliance Comparison: Compare the performance of different parties and their respective alliances in terms of seats won, margins, and status.

Independent	INDIA	NDA

| Total Margin	Total Status
88M	543

INTERACTIVE DASHBOARD:

Trend Analysis: Identify and visualize trends in voting patterns, such as regions with high competition

(small margins) or dominance by specific parties or alliances.

Total Margin by Party name

State
- Madhya Pradesh
- Tamil Nadu
- Gujarat
- Uttar Pradesh
- West Bengal
- Maharashtra
- Andhra Pradesh
- Rajasthan
- Bihar
- Karnataka
- Assam
- Telangana
- Jharkhand
- Kerala
- Odisha
- Chhattisgarh
- Haryana
- Uttarakhand
- Tripura
- NCT OF Delhi
- Jammu and Kashmir
- Punjab

Independent

INDIA

NDA

INTERACTIVE DASHBOARD:

Create an interactive dashboard that allows users to filter and explore the data by state, constituency, party, alliance, and status.
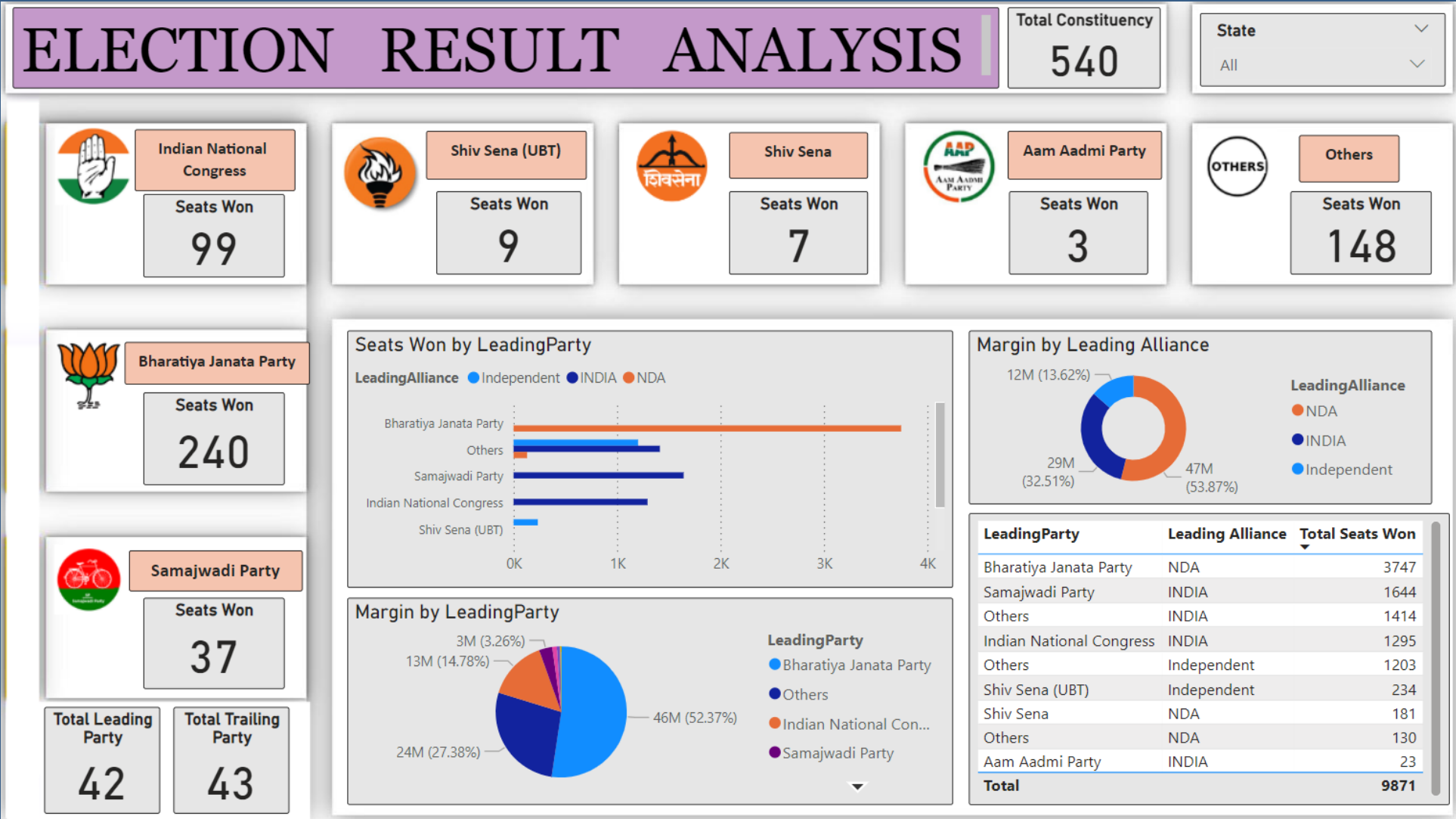
INSIGHTS:

• 📊 **Overall Performance**:
•**NDA** leads across all other alliances in all constituencies with a total margin of **1.18 million**.

• 🏆 **Constituency with Highest Margin**:
•**Indore** constituency has the highest total margin of **1.175 million**.

• 🥇 **Seats Won**:
•**Bharatiya Janata Party (BJP)** and its alliances in **NDA** have won the highest number of seats with **239**.

🗺️ **State-wise Leading Alliances**:
NDA alliances are leading in the majority of states.
INDIA alliances are in second place.

⚖️ **Small Margin Competitions**:
The last 10 parties and alliances are involved in close contests.
These close competitions are taking place in **Kerala**, **Bihar**, and **Maharashtra**.

📈 **Performance Metrics**:
-**BJP and NDA** have:
   47 million total margin.
   252 total won areas.
   239 seats for BJP.

COMPETITORS AND ALLIANCES:

- **Competitors and Alliances**:

INC (Indian National Congress) and **BJP (Bharatiya Janata Party)** are the major competitors across all other parties.

The major alliances are **NDA (National Democratic Alliance)** and **INDIA (Indian National Developmental Inclusive Alliance)**.

STRATEGIC RECOMMENDATIONS FOR INC:

1. **Localize Campaigns**:
- Focus on state-level campaigns.
- Cultivate strong local leaders.
- Address region-specific issues.
- Objective: Connect with voters and build trust.

2. Target Direct Contests:
- Focus on winning direct contests against BJP.
- Goal: Win around 50 of the 200-odd direct contest seats with BJP.
- Outcome: Help INC cross the 100-seat mark.

3. Strategic Alliances:
- Collaborate with like-minded parties such as:
  - Samajwadi Party (SP), Rashtriya Janata Dal (RJD), Shiv Sena
- Implement strategic seat-sharing.
- Objective: Optimize chances of victory in specific constituencies.

4. Focus on Key States:
- Prioritize states where INC has historically performed well:
  - Kerala, Punjab, Parts of Karnataka
- Objective: Consistent victories in these states to contribute significantly to the overall seat count.

5. Address Voter Concerns:
- Focus on addressing issues such as:
  - Joblessness, Rising prices. Economic challenges
- Objective: Connect with voters and resonate positively by addressing their concerns.

THANK YOU!