



Says



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Candidates  
By  
Contesting  
Analysis

State  
Parties  
Nomination  
Data's

Percentage  
of Vote  
Share

Vote Share  
of  
Winner  
Details

National  
Parties  
Nomination  
Data's

Percentage  
of Margin  
of victory

QUANTATIVE  
ANALYSIS  
OF  
CANDIDATES  
LOK SABHA  
ELECTION - 2019

Electronic  
voting  
machines  
and security

BJP Party  
Head  
Posting  
details

Party  
Manifestos

Opinion  
polls

PM Modi  
and  
BJP details

▮ Out of 303  
winners of  
BJP, 79(26%)  
won with less  
than 50 %



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?