PROJECT REPORT

ON

" POLITICAL JUGGERNAUTS :
A Quantitative Analysis Of Candidates
In The 2019 Lok Sabha Elections "

BASED ON THE COURSE

FUNDAMENTALS OF DATA ANALYTICS
WITH
TABLEAU – SMARTBRIDGE

DONE AND SUBMITTED BY

GOPINATH .A
DHANDAPANI.K
DINESHBABU.M
DHANUSH.S

TEAM ID – NM2023TMID23790

UNDER THE GUIDANCE OF

Dr. MALATHY THANGAVELU M.Sc., M.Phil., B.Ed., Ph.D.,

Associate Professor ,Department Of Mathematics,

GOVERNMENT ARTS COLLEGE (AUTONOMOUS),

COIMBATORE.

SUBMITTED TO

NAAN MUDHALVAN – SMART INTERNZ
DATA ANALYTICS UPSKILL PROGRAMMING

FUNDAMENTALS OF DATA ANALYTICS
WITH
TABLEAU – SMARTBRIDGE

1 INTRODUCTION

1.1 Overview

Political juggernauts aims to analyze,explore and understand the data about the candidates and their parties,gender,general votes etc.. in the 2019 LOK SABHA election.Without referring to the above information in a single graph or a single diagram, we have arranged it in a simple way to make it easy for the readers to understand.

The 2019 Lok Sabha election in India was a significant event that saw various political parties vying for power and influence. In this quantitative analysis, we will delve into the key players, their strategies, voter demographics, campaign expenditures, and electoral outcomes during this crucial electoral battle. By examining numerical data and statistical trends, we aim to provide valuable insights into the dynamics and impact of political juggernauts in the 2019 Lok Sabha election.

1.2 Purpose

- Political parties aimed to secure a majority of seats in the Lok Sabha, enabling them to form the government and influence policy decisions.

- Finds the members of Parliament and their parties, the seats he won, his rivals, the votes he got and his gender.

- The above details are simply colored by graphs rather than paragraph.

- It can also be used to find out if a politician has a case against him.

2 PROBLEM DEFINITION & DESIGN THINKING :

2.1 Empathy Map
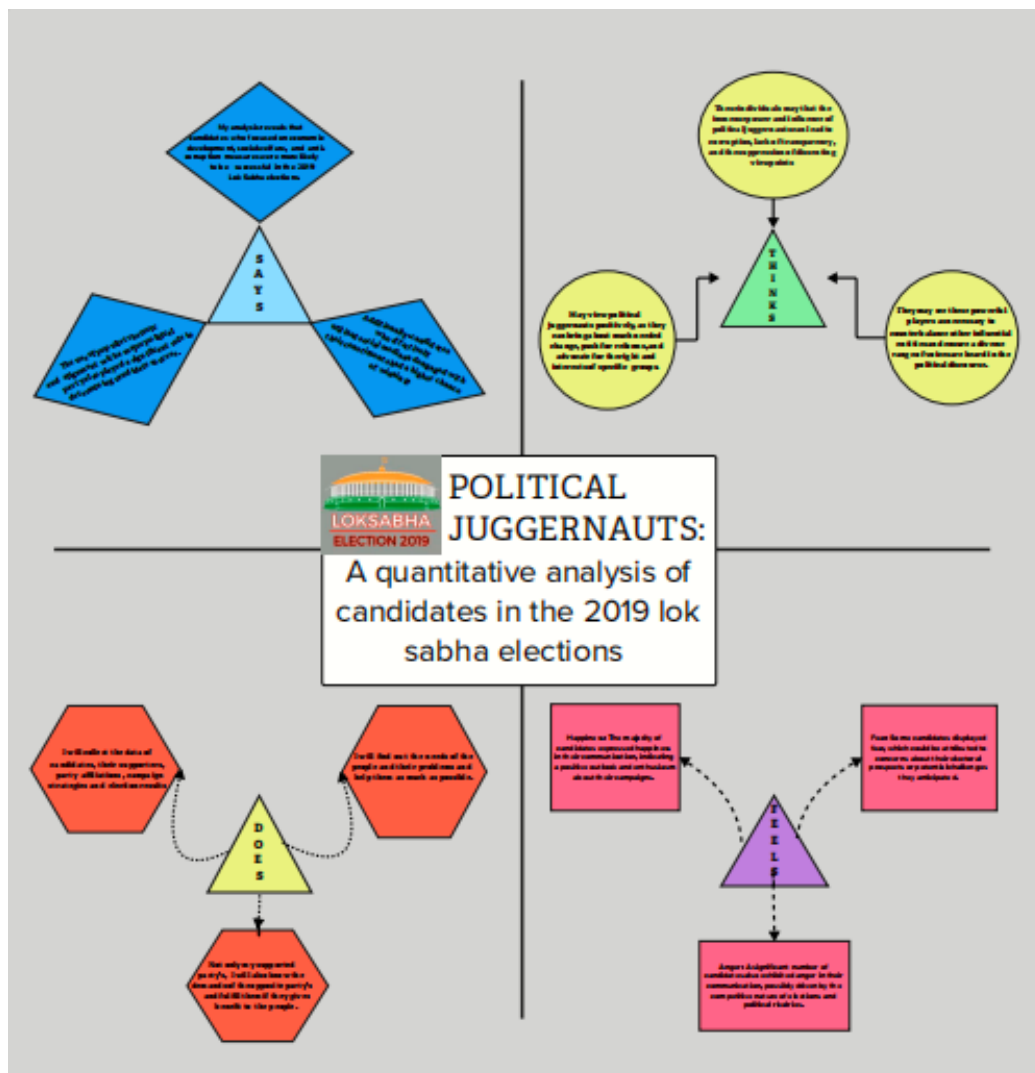
2.2 Ideation And Brainstorming Map
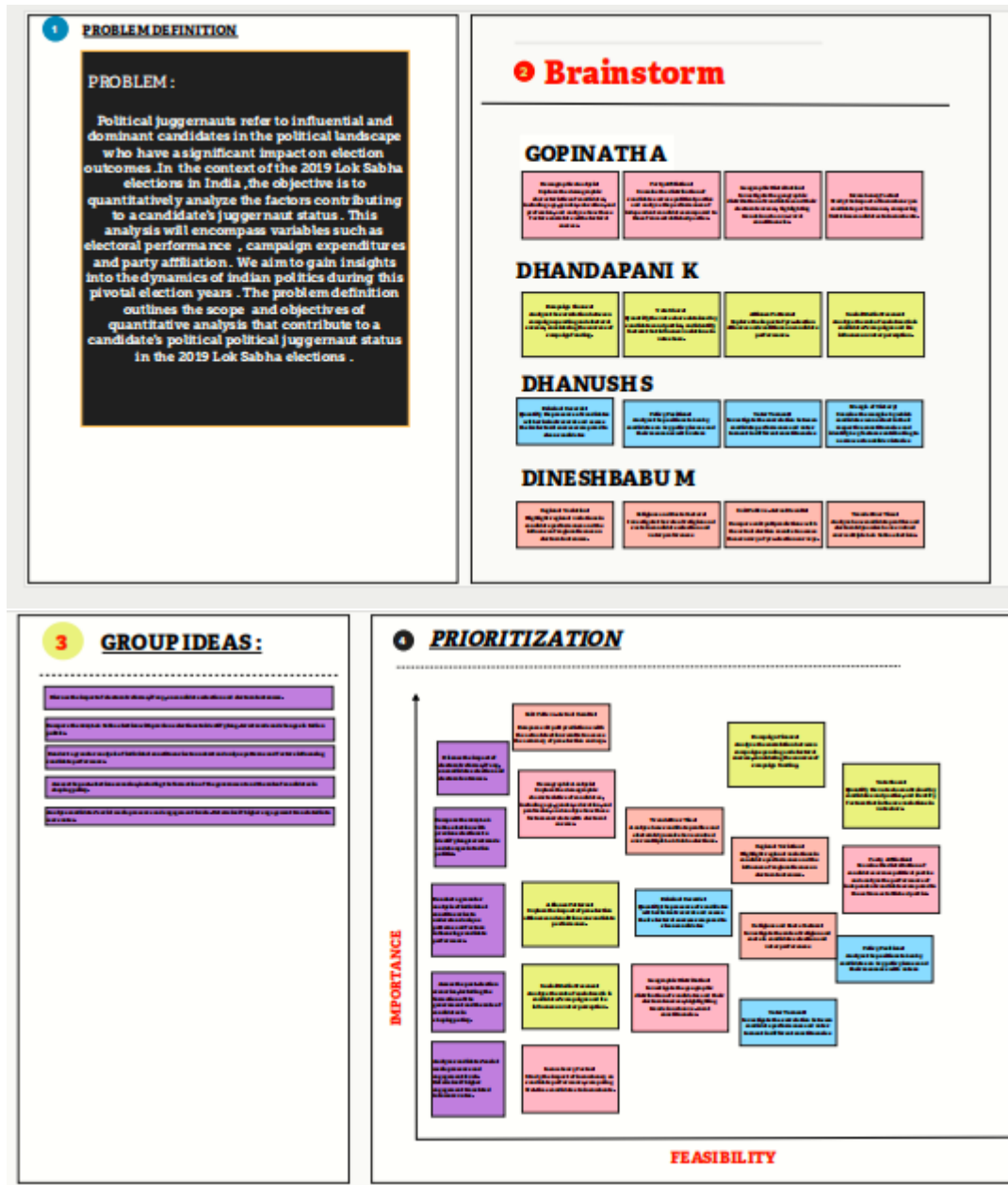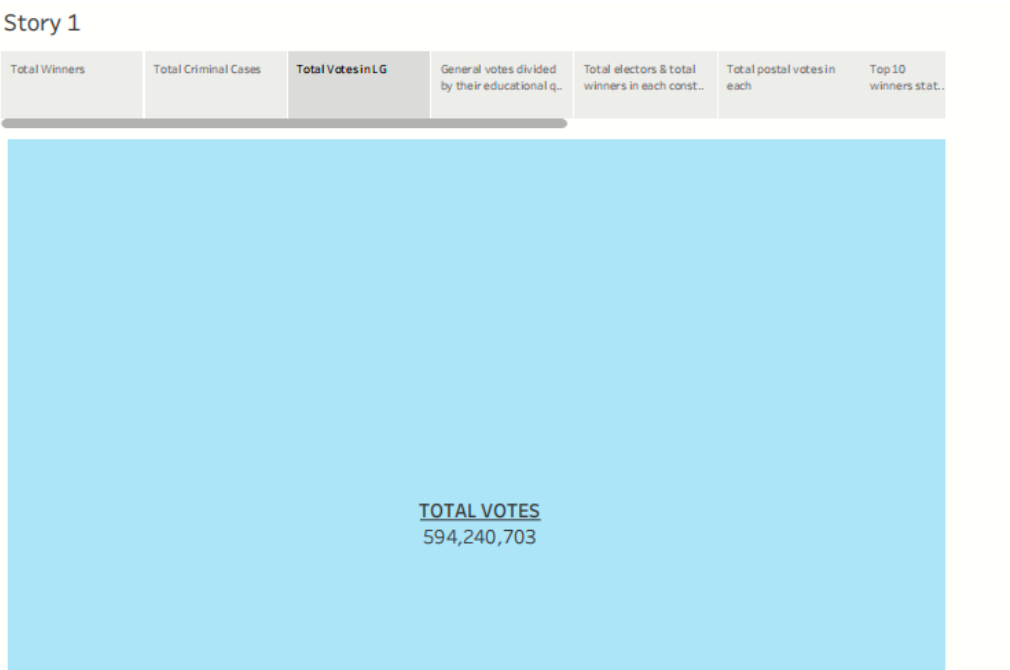
3 RESULT

3.1 DASHBOARD

3.2 STORY

Story 1

Total Winners	Total Criminal Cases	Total Votes in LG	General votes divided by their educational q...	Total electors & total winners in each const...	Total postal votes in each	Top 10 winners stat..

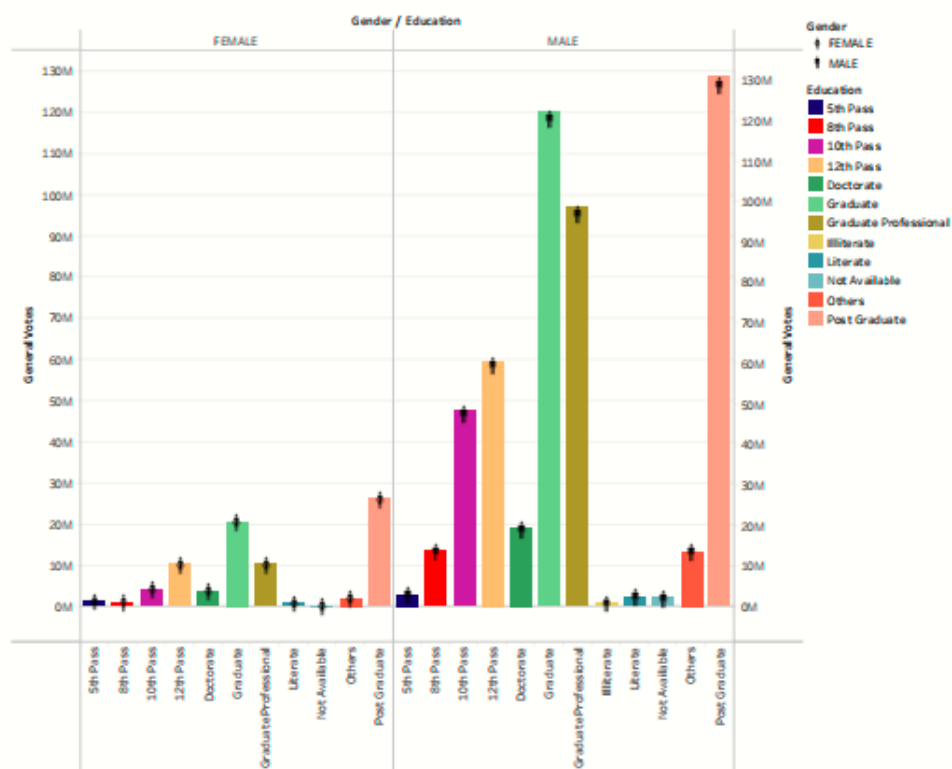**TOTAL WINNERS**
539

Story 1

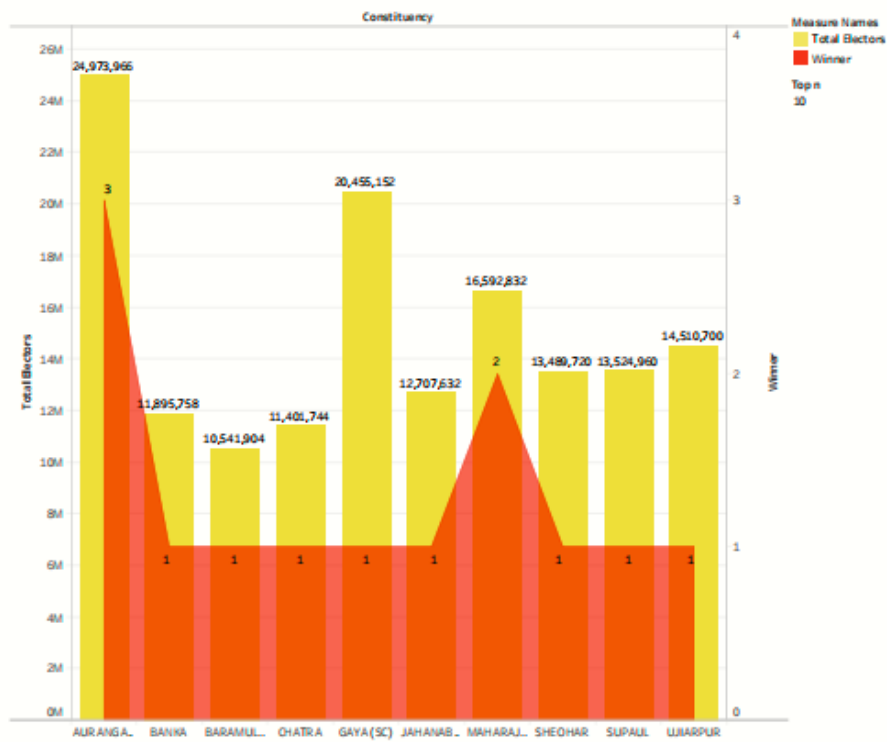| Total Winners	Total Criminal Cases	Total Votes in LG	General votes divided by their educational q...	Total electors & total winners in each const...	Total postal votes in each	Top 10 winners stat..

TOTAL CRIMINAL CASES
2,018

Story 1

TOTAL VOTES
594,240,703

Gender / Education

Story 1

Constituency

Measure Names
- Total Electors
- Winner

Top n
10

Story 1

Postal Votes
0 to 1,015,047

Party
- AAM
- AAP
- ABGP
- ABSKP
- ADAL
- AGP
- AHFBK
- AHNP
- AIADMK
- AIFB

Top n
10

554 18

7,993

920

6,152

1

20,299

0

0

Story 1

Uttar Pradesh 78	Bihar 41	Tamil Nadu 38	Madhya Pradesh 29
Maharashtra 47	Karnataka 28	Andhra Pradesh 25	Rajasthan 25
West Bengal 42	Gujarat 26		

Winner
25 — 78

Top n
10

10

Story 1

State	General Votes	Postal Votes
Andaman & Nicobar Islands		
Andhra Pradesh	30,748,327	220,376
Arunachal Pradesh		
Assam		
Bihar	38,621,504	134,091
Chandigarh		
Chhattisgarh	13,060,689	31,346
Dadra & Nagar Haveli	193,258	58
Daman & Diu	86,651	26
Goa		
Gujarat	28,011,484	147,200
Haryana	12,243,072	52,139
Himachal Pradesh	3,690,933	47,626
Jammu & Kashmir		40,976
Jharkhand		
Karnataka	33,775,857	83,369
Kerala	19,938,486	72,241
Lakshadweep		
Madhya Pradesh		
Maharashtra	52,076,238	210,996
Manipur	1,588,581	10,104
Meghalaya	1,344,348	2,321
Mizoram	492,378	2,759
Nagaland		
NCT OF Delhi		
Odisha	23,176,848	73,400
Puducherry		
Punjab		
Rajasthan	31,515,149	182,982
Sikkim		
Tamil Nadu	40,878,508	201,962
Telangana	17,939,926	16,707
Tripura		
Uttar Pradesh	83,790,632	256,334
Uttarakhand		
West Bengal	55,630,877	107,940

General Votes — 100M 80M 60M 40M 20M 0M

Zero — 0
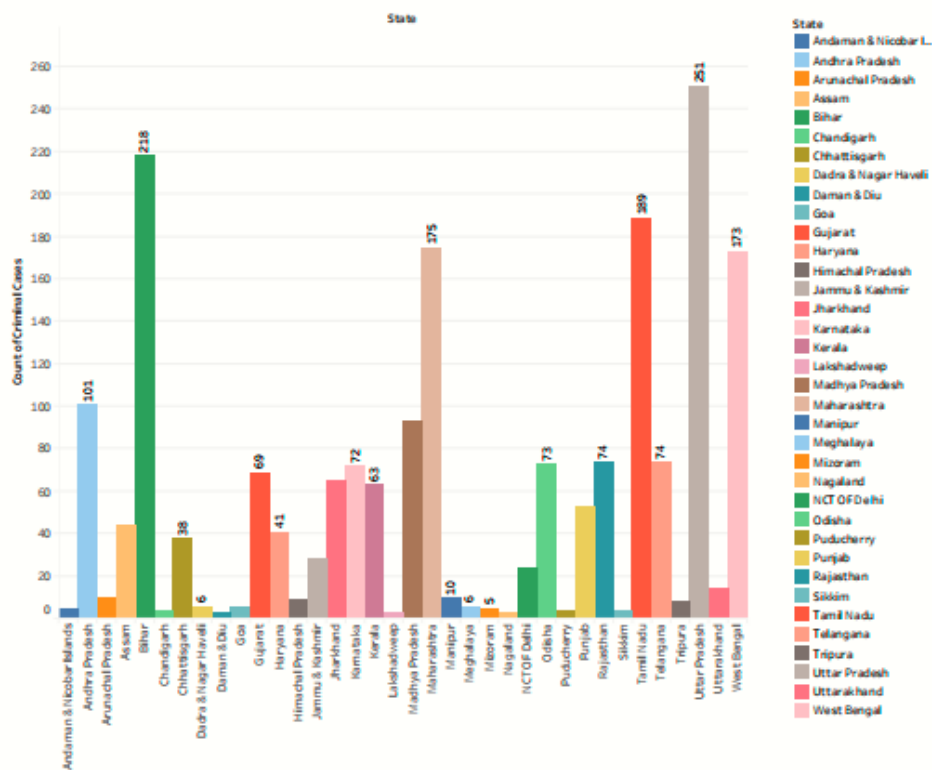
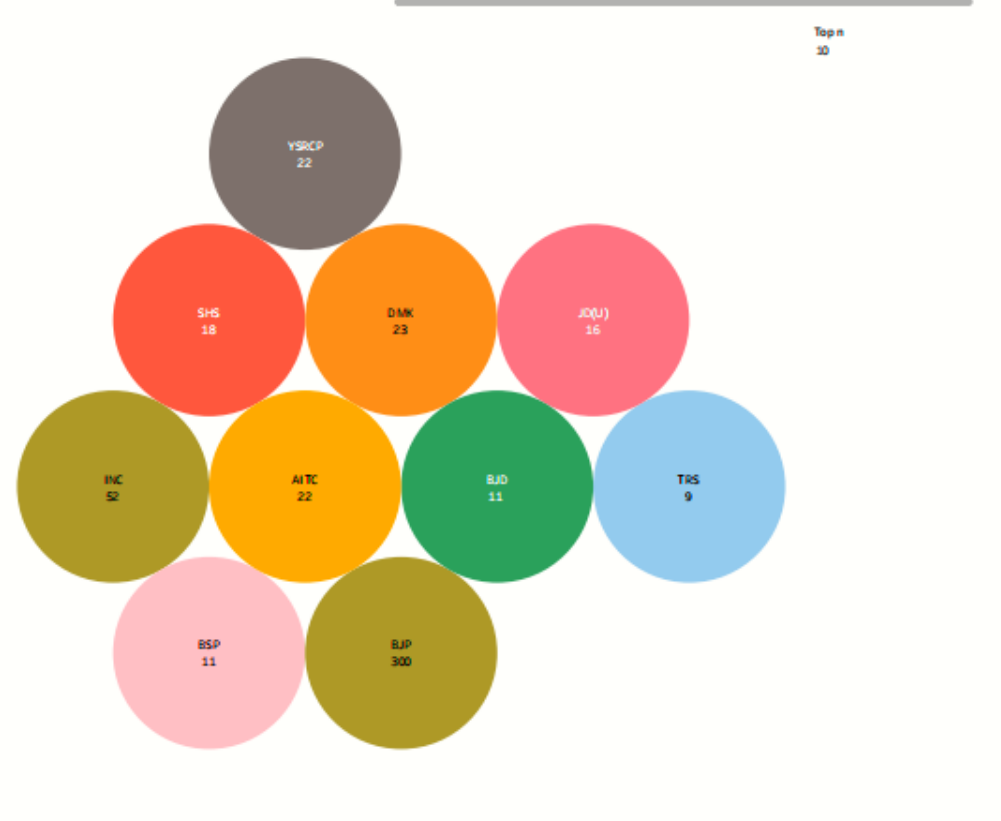**Postal Votes** — 0K 50K 100K 150K 200K 250K 300K

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Story 1

| Total electors & total winn... | Total postal votes in each | Top 10 winners states | Total postal votes & general votes by | Criminal cases by state wise | Total 10 winners by party wise | Winners by category & educational qualificat... |

State

Story 1

Top n
10

Story 1

Education

Category	5th Pass	8th Pass	10th Pass	12th Pass	Doctora...	Gradua...	Graduat e Profe...	Illiterate	Literate	Not Available	Others	Post Gra duate
GENERAL	2	8	35	49	17	103	73	1	1	0	14	96
SC	1	3	8	10	6	18	12	0	1	0	1	25
ST	1	1	2	10	0	11	14	0	0		2	14

Category
- GENERAL
- SC
- ST

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4 ADVANTAGES & DISADVANTAGES

4.1 ADVANTAGES

- The quantitative approach may reduce biases, providing a more objective assessment of candidates and their electoral strategies.

- The study likely employs statistical methods to analyze vast amounts of data, offering a comprehensive view of candidate performance.

- The findings could assist political strategists, parties, and voters in understanding electoral dynamics and making informed decisions.

- Insights generated can help shape policies by highlighting the preferences and performance of candidates in different regions.

- By studying multiple candidates, the research may allow for meaningful comparisons, identifying trends and patterns across constituencies.

4.2 DISADVANTAGES

- A purely quantitative approach may overlook crucial qualitative aspects like local issues, candidate charisma, or community perceptions.

- The accuracy and reliability of the data used for the analysis can be a concern, potentially affecting the validity of the findings.

- Over reliance on statistics may oversimplify complex political dynamics and fail to capture the intricate nuances of elections.

- Certain critical variables impacting elections may not be quantifiable or included in the study, limiting the scope of the analysis.

- The study may become outdated as political landscapes and voter behaviors evolve over time, potentially reducing its long-term applicability

5 APPLICATIONS

- Candidate Selection Strategies:
  Political parties can use the analysis to refine their candidate selection strategies by identifying key characteristics and factors that contribute to electoral success.

- Resource Allocation:
  Parties can optimize resource allocation based on the quantitative insights, focusing on constituencies and candidates that exhibit high potential for electoral gains.

- Campaign Planning and Targeting:
  The analysis may guide political campaigns by highlighting the demographics, issues, and regions that need specific attention to maximize voter outreach and impact.

- Policy Formulation:
  Policymakers can use the study's findings to tailor policies based on the identified preferences and needs of different constituencies, thus aligning policies with voter demands.

- Voter Engagement and Awareness:
  The analysis can inform voter engagement strategies, aiding in crafting messages and initiatives that resonate with the target electorate.

- Academic and Research Purposes:
  Scholars and researchers can refer to the paper for academic purposes, using the methodology and findings to enhance their understanding of electoral dynamics and candidate behavior.

- Media and Journalism:
  Journalists and media outlets can utilize the research to provide data-driven insights and analysis during election coverage, promoting informed discussions and debates.

- Public Awareness and Education:
  The study can be utilized in civic education programs to enhance public awareness and understanding of the electoral process, fostering a more informed electorate.

- International Comparative Studies:
  Researchers can use this study as a reference point for comparative

analyses with elections in other countries, providing a global perspective on electoral dynamics.

6   CONCLUSION

"Political Juggernauts: A Quantitative Analysis of the Candidates in the 2019 Lok Sabha Elections" offers valuable insights into the electoral landscape of the 2019 Indian Lok Sabha elections. The study employed rigorous quantitative methodologies to analyze a diverse array of candidates, shedding light on various aspects of their performance and electoral strategies. The analysis meticulously profiled candidates based on a range of quantitative variables such as demographics, electoral history, party affiliation, and financial status. This comprehensive profiling enriched the understanding of the candidate pool.

7   FUTURE   SCOPE

The future scope for a project titled "Political Juggernauts: A Quantitative Analysis of the Candidates in the 2019 Lok Sabha Elections" are:

- It could involve expanding the analysis to subsequent elections, incorporating more variables for a comprehensive study, or applying advanced analytical techniques to derive deeper insights from the data.

- This project could involve analyzing emerging political movements, utilizing advanced data analytics to predict electoral outcomes, exploring the impact of digital media on political influence, or investigating the rise of non-traditional political figures and their strategies

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!! *THANKING   YOU* !!

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