

REPORT ON, “Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections”

INTRODUCTION

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

Purpose

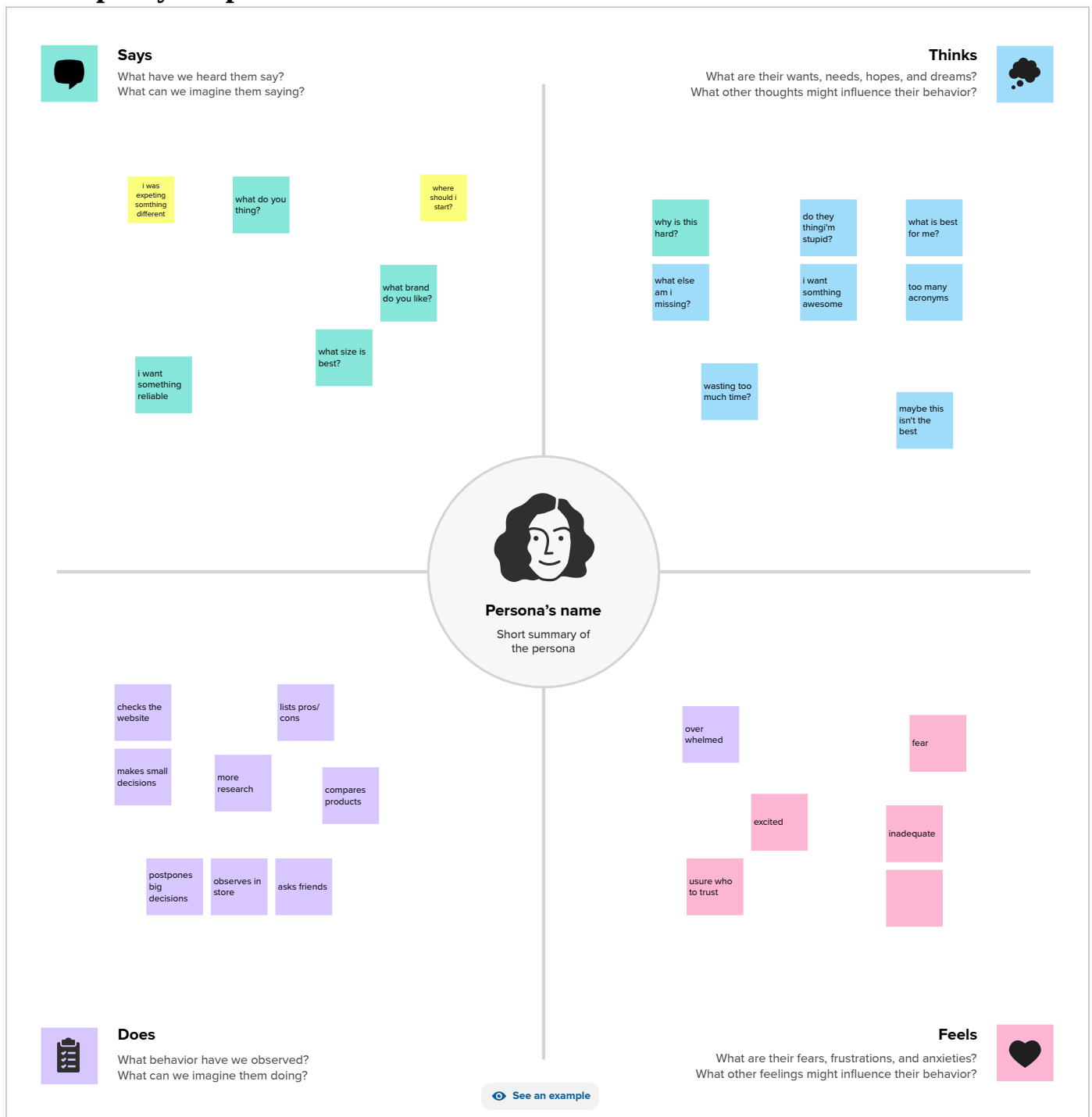
The Requirement is to analyse the winners and total voters and electors and Postal Votes of Lok Sabha, and criminal Cases in Each State & Party. In which State There are more winners and which party got more seats and liabilities and assets of each state. For this Created KPI's and interactive Visualizations and Dashboard and story Board to bring clean and deep understanding of the data.

Activity 3: Social Impact

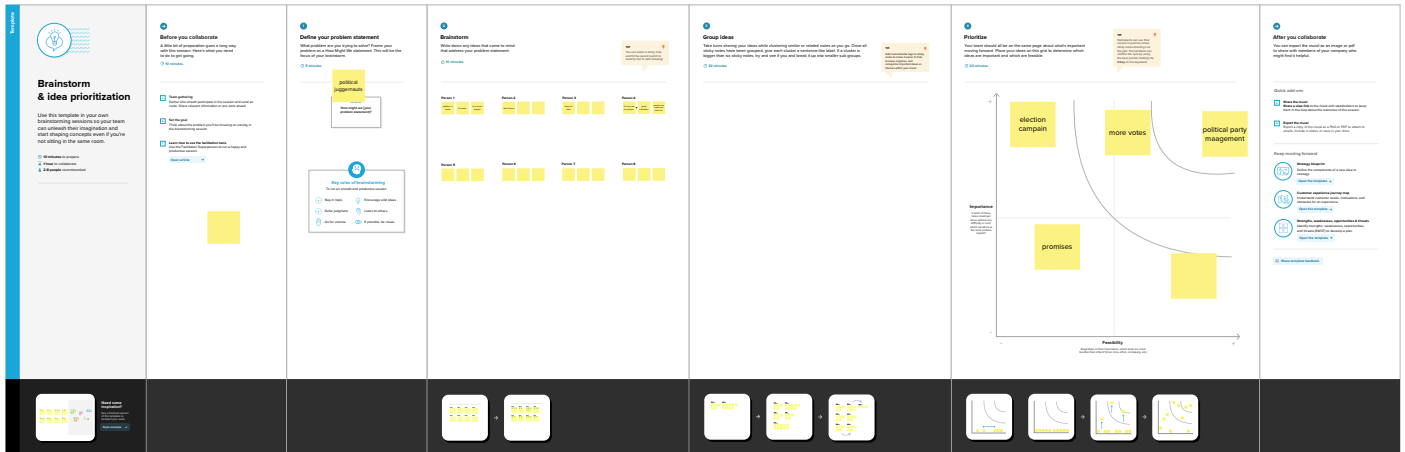
It brings a Clarity to know what are the weak places and which type of votes supports which party and which Category votes support which Party.

Model/Impact: By conducting an analysis the Party can identify areas for improvement and take steps to enhance the Votes, and increase voter satisfaction and loyalty. Improve its Party reputation, which can lead to increased Voter loyalty.

2.1 Empathy Map



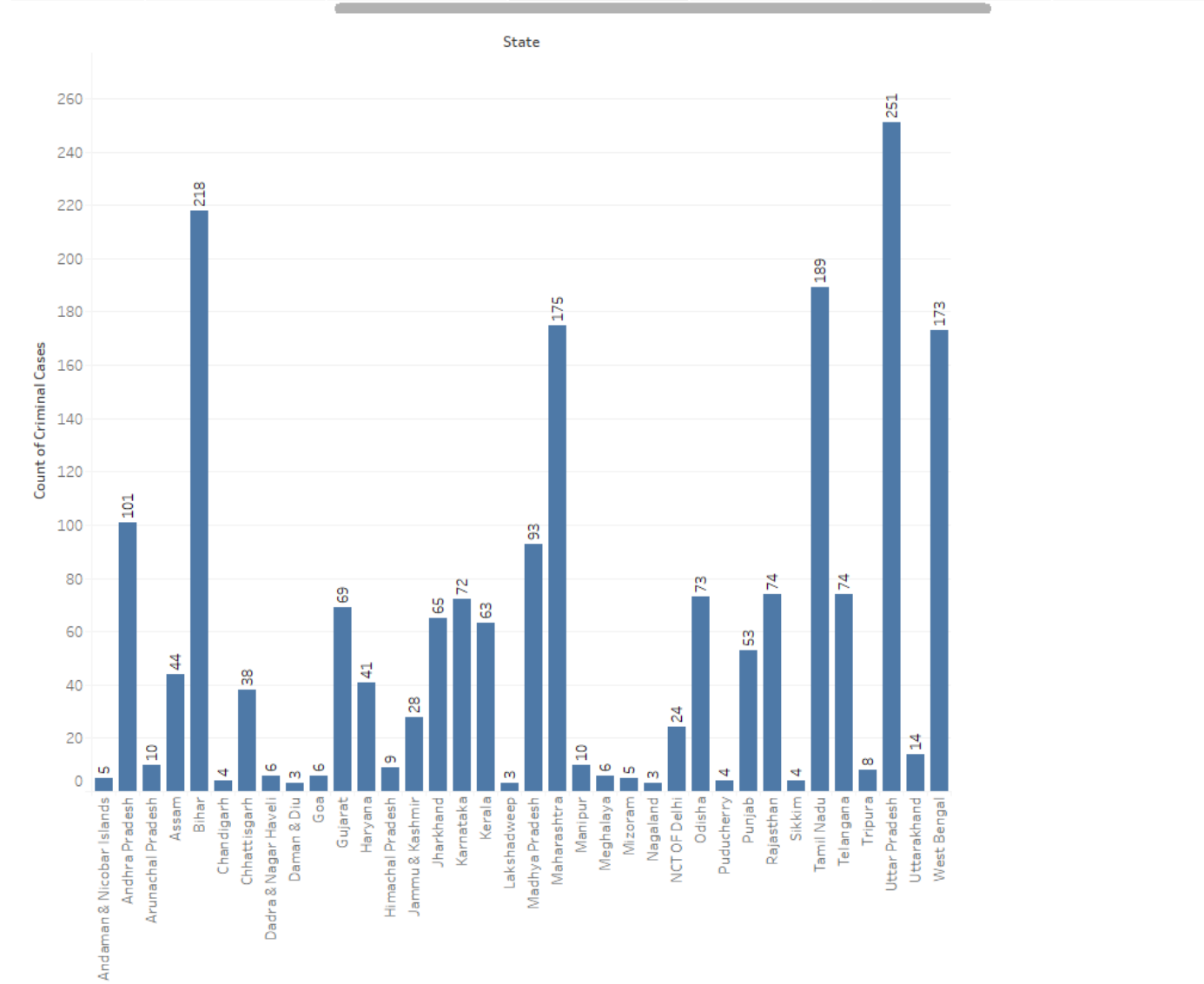
2.2 Ideation & Brainstorming Map



RESULT

Story 1

gender education	top ten state winners	butterfly states	statewise criminals	top ten parties in terms of seats	caste and educaton	dounut
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Studying elections is very important and necessary. Elections decide the future of the nation. Many corrupt and criminals getting into politics and degrading the system. By studying the behaviour of parties we can control the power given to parties during campaigns and select good parties based on some newly formed merit.

ADVANTAGES & DISADVANTAGES

Advantages are that we can better manage elections and maintain restricted flow of criminals in politics and increase educated people.

These types of studies can also be used by corrupt politicians to control people into voting them.

APPLICATIONS

Tableau can be used to analyse many data and a powerful tool.

CONCLUSION

We were able to study and analyse the project with the help of Tableau and got good results and visualisations.

FUTURE SCOPE

Although Tableau is a good software it is not free and we complete using only free trial and not easy to get student licence. There is not much future scope of Tableau as better open source alternatives are available for free and better features.