

DATA ANALYTICS POWERED BY TABLEAU

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

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MONIKAA R
VIDHYA V M



PROJECT REPORT

1. INTRODUCTION

- a. Overview**
- b. Purpose**

2. PROBLEM DEFINITION & DESIGN THINKING

- a. Empathy Map**
- b. Ideation & Brain Storming Map**

3. RESULT

4. ADVANTAGES & DISADVANTAGES

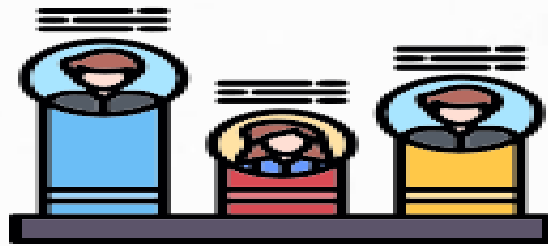
5. APPLICATIONS

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7. FUTURE SCOPE

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INTRODUCTION



Elections form the cornerstone of democracy, and the candidates who contest these elections play a central role in shaping the nation's future. This analysis delves deep into the data, employing advanced statistical techniques, to provide a nuanced understanding of these candidates' profiles, their electoral performance, and the factors influencing their success or defeat.

OVERVIEW



Our in-depth analysis of the candidates who contested in the 2019 Lok Sabha elections provides valuable insights into the political landscape of India during that crucial electoral event. Leveraging advanced data analytics and statistical methodologies, our report aims to shed light on the performance, trends, and characteristics of the candidates.

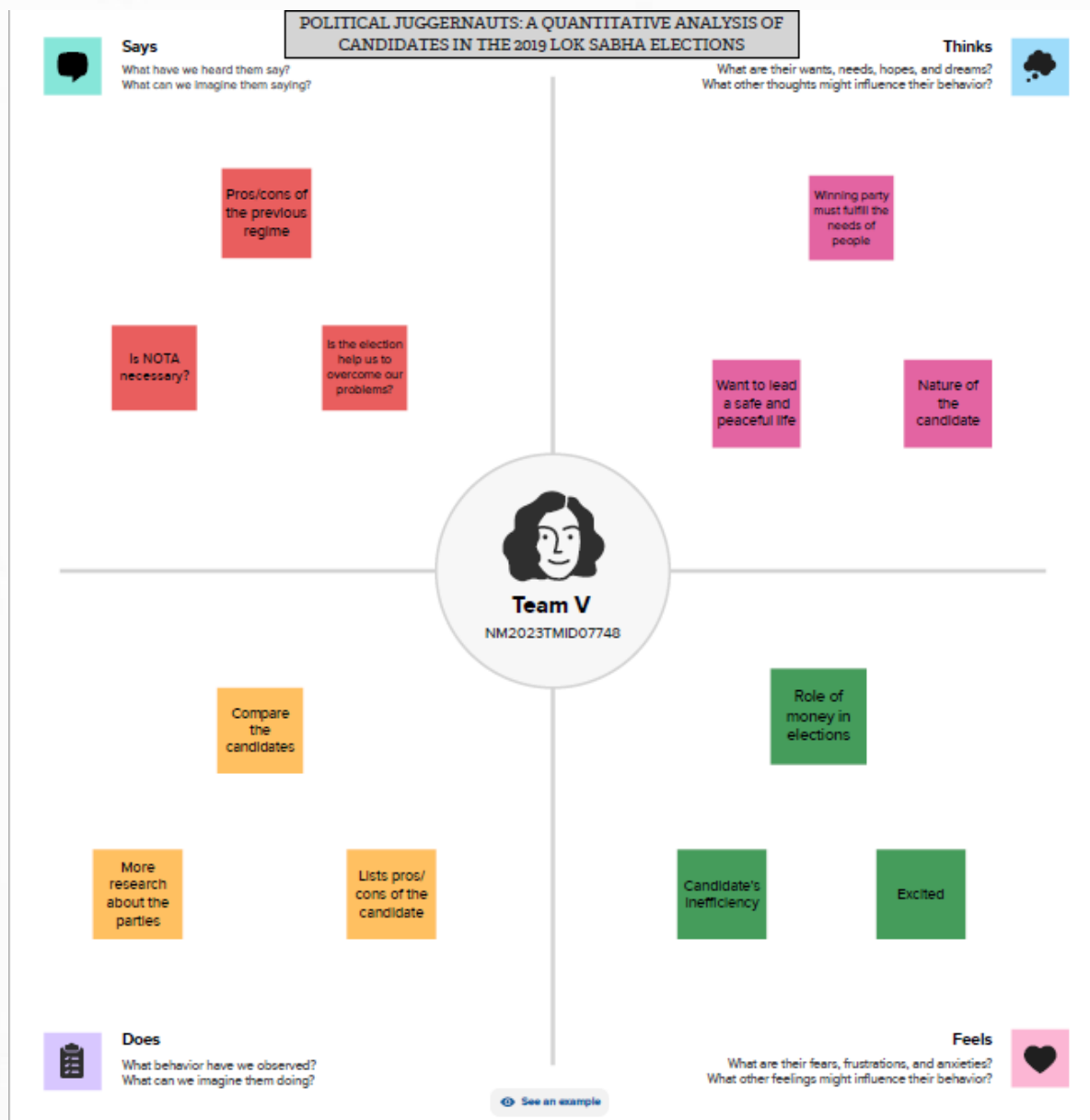
PURPOSE



The quantitative analysis of candidates in the 2019 Lok Sabha elections serves the purpose of providing valuable insights into the democratic process, helping stakeholders make informed decisions, and contributing to our understanding of Indian politics.

PROBLEM DEFINING & DESIGN THINKING

Empathy Map



Ideation & Brainstorming Map

1

Before you collaborate
A little bit of preparation goes a long way with the session. Here are some tips to get you going.

- **Set priority**
Define what you want to achieve in the session and what you want to avoid.
- **Set the agenda**
Define the topics you want to discuss and the order in which you want to discuss them.
- **Set the rules**
Define the rules of the session and the roles of the participants.

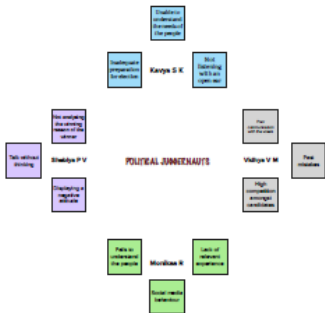
2

Define your problem statement
What problem are you trying to solve? Frame your problem in a way that is clear, concise, and actionable.



3

Brainstorm
Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just get them out of your head.



4

Group ideas
Take turns sharing your ideas with the group. Listen to what others have to say. Don't worry about whether your idea is good or bad. Just get it out there.



5

Prioritize
Your ideas are all on the same page. Now it's time to decide which ones are the most important and which ones are the least important.



6

After you collaborate
You've got the ideas. Now it's time to decide which ones are the most important and which ones are the least important.

- **Set the agenda**
Define the topics you want to discuss and the order in which you want to discuss them.
- **Set the rules**
Define the rules of the session and the roles of the participants.
- **Set the priority**
Define what you want to achieve in the session and what you want to avoid.
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Define the rules of the session and the roles of the participants.
- **Set the priority**
Define what you want to achieve in the session and what you want to avoid.



RESULT

Dashboard

LOK SABHA ANALYSIS 2019

Education
Null
5th Pass

Gender
Null
FEMALE

Measure Names
Total Electors
Winner

Winner
25 78

Party
AITC
RIP

Top n
10

KPI 1

Total Winners
539

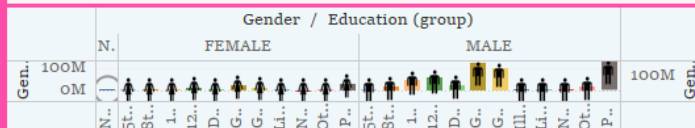
KPI 2

Total Criminal Cases
2,018

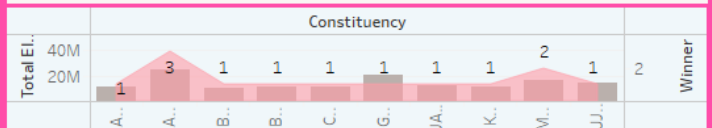
KPI 3

Total Votes
59,42,40,703

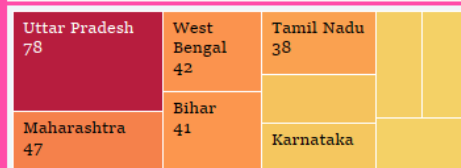
Gender ED Bar Chart



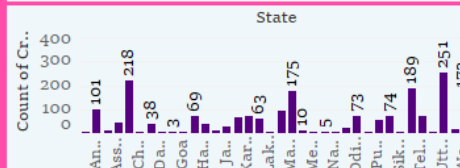
Con-Winner, Total Electors



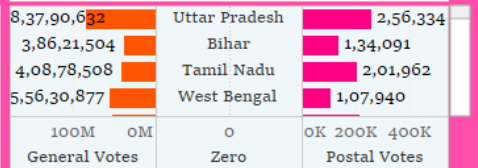
Treemap



Criminal Cases Br Chart



Butterfly Chart



Bubble Chart



Dounut Chart



Table

Category	Education (group)		
	Null	5th Pass	8th Pass
GEN..	0	1	
ST			

Story

Story Lok Sabha Analysis 2019

Total Winners

Total Criminal Cases

Total Votes

*Gender & Educational Wise
General Votes*

*Constituency Wise Winners &
Electors*

Party Wise Postal Votes

Total Winners
539

Story Lok Sabha Analysis 2019

Total Winners

Total Criminal Cases

Total Votes

Gender & Educational Wise
General Votes

Constituency Wise Winners &
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Party Wise Postal Votes

Total Criminal Cases
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Story Lok Sabha Analysis 2019

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Gender & Educational Wise
General Votes

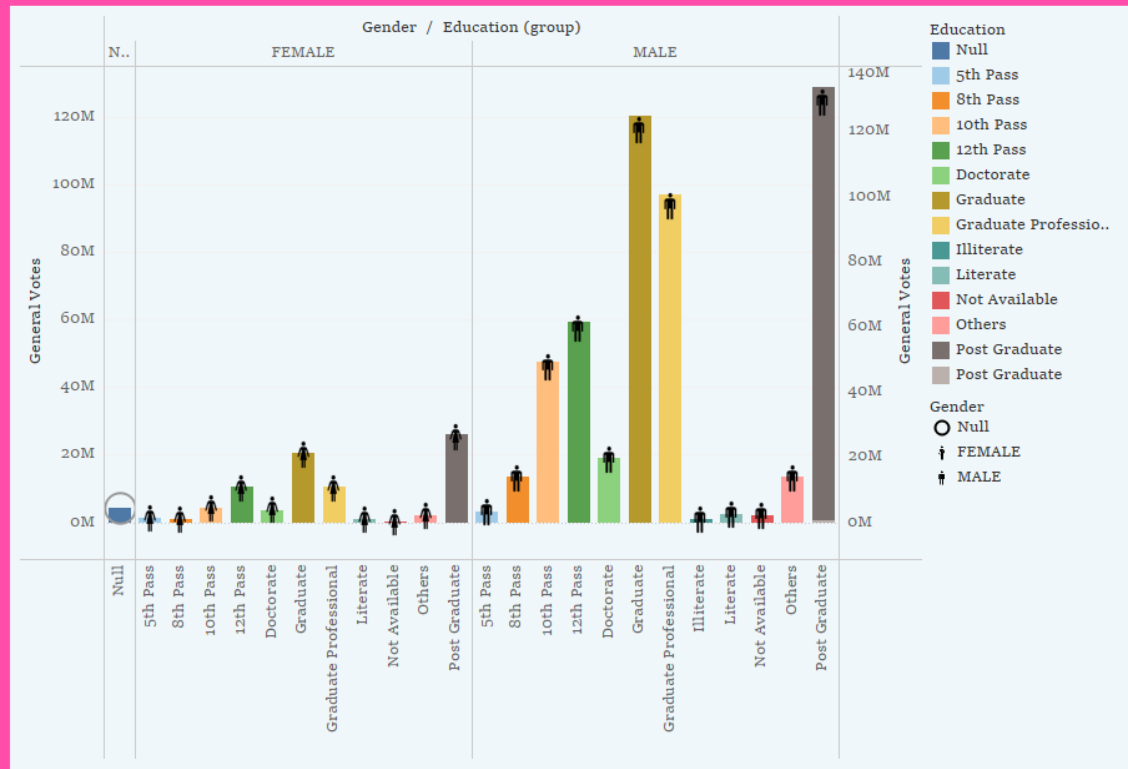
Constituency Wise Winners &
Electors

Party Wise Postal Votes

Total Votes
59,42,40,703

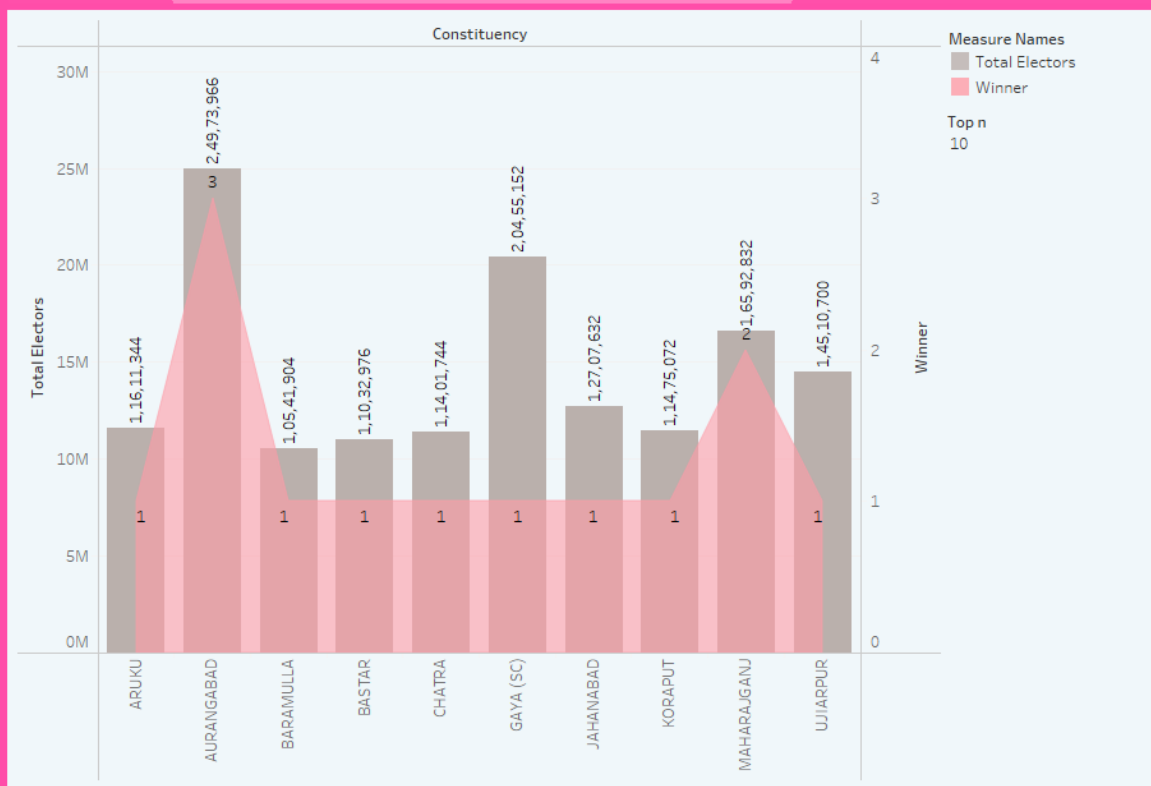
Story Lok Sabha Analysis 2019

Total Winners	Total Criminal Cases	Total Votes	Gender & Educational Wise General Votes	Constituency Wise Winners & Electors	Party Wise Postal Votes	Top 10 Winners States Wise
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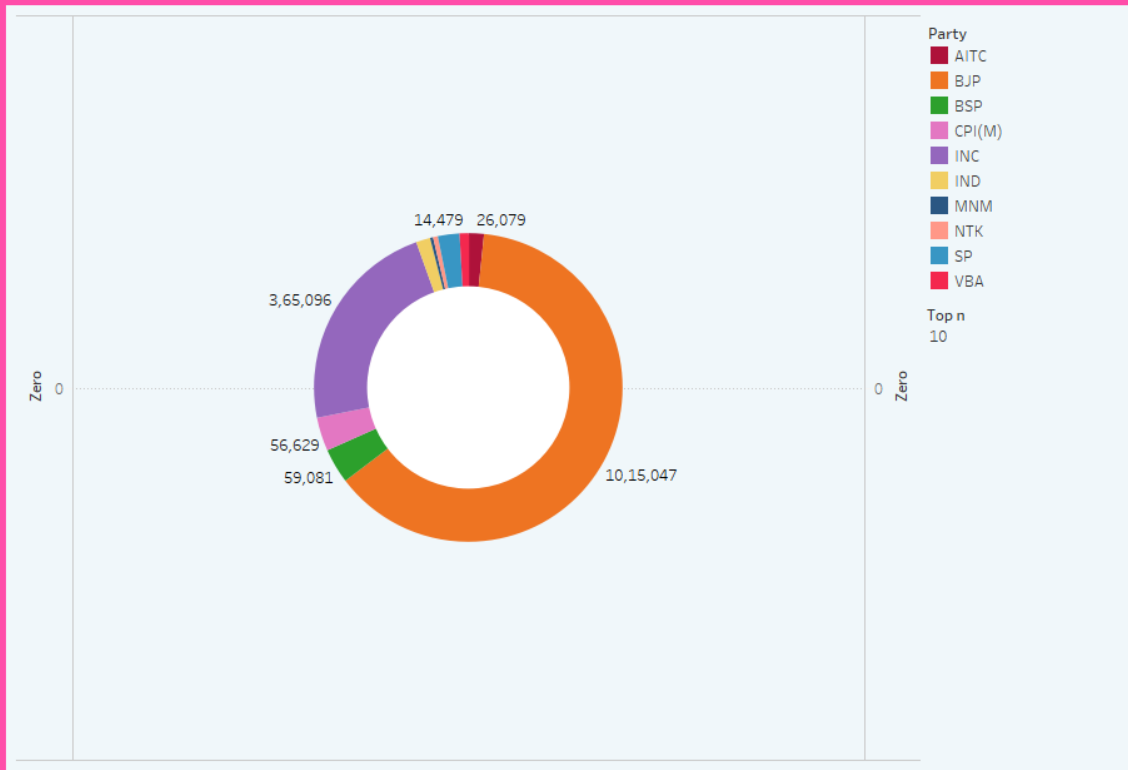
Story Lok Sabha Analysis 2019

Total Criminal Cases	Total Votes	Gender & Educational Wise General Votes	Constituency Wise Winners & Electors	Party Wise Postal Votes	Top 10 Winners States Wise	Total Postal Votes & General Votes State Wise
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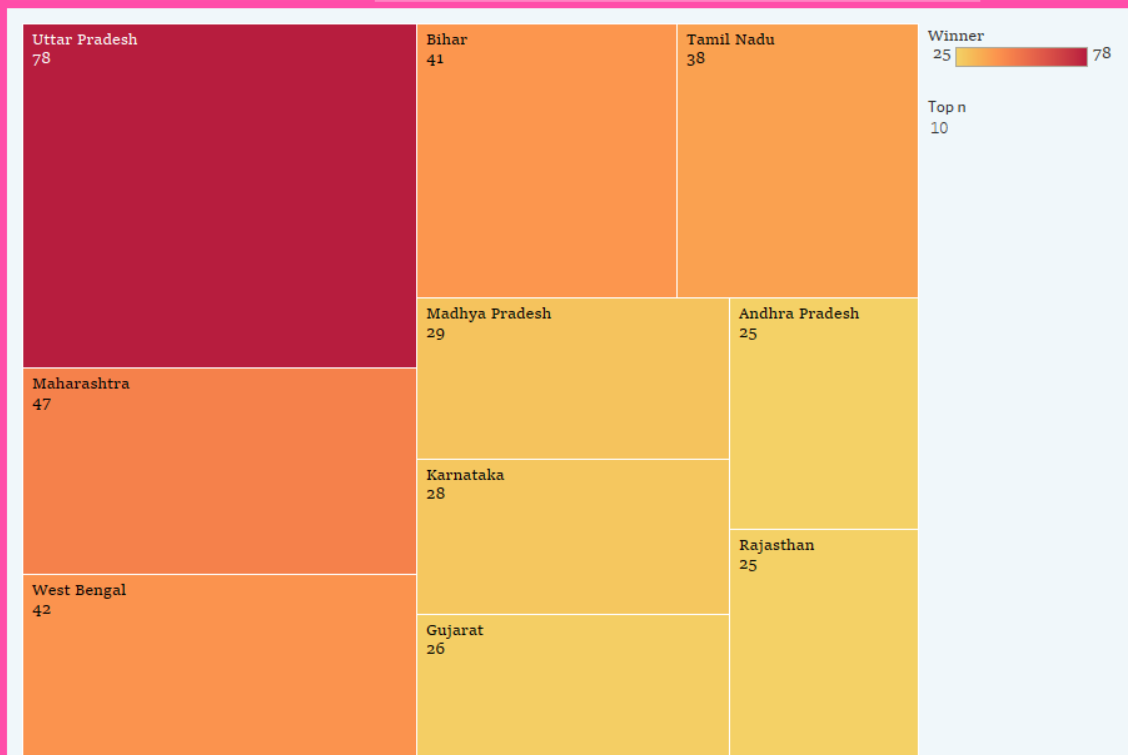
Story Lok Sabha Analysis 2019

Total Votes	Gender & Educational Wise General Votes	Constituency Wise Winners & Electors	Party Wise Postal Votes	Top 10 Winners States Wise	Total Postal Votes & General Votes State Wise	State Wise Criminal Cases
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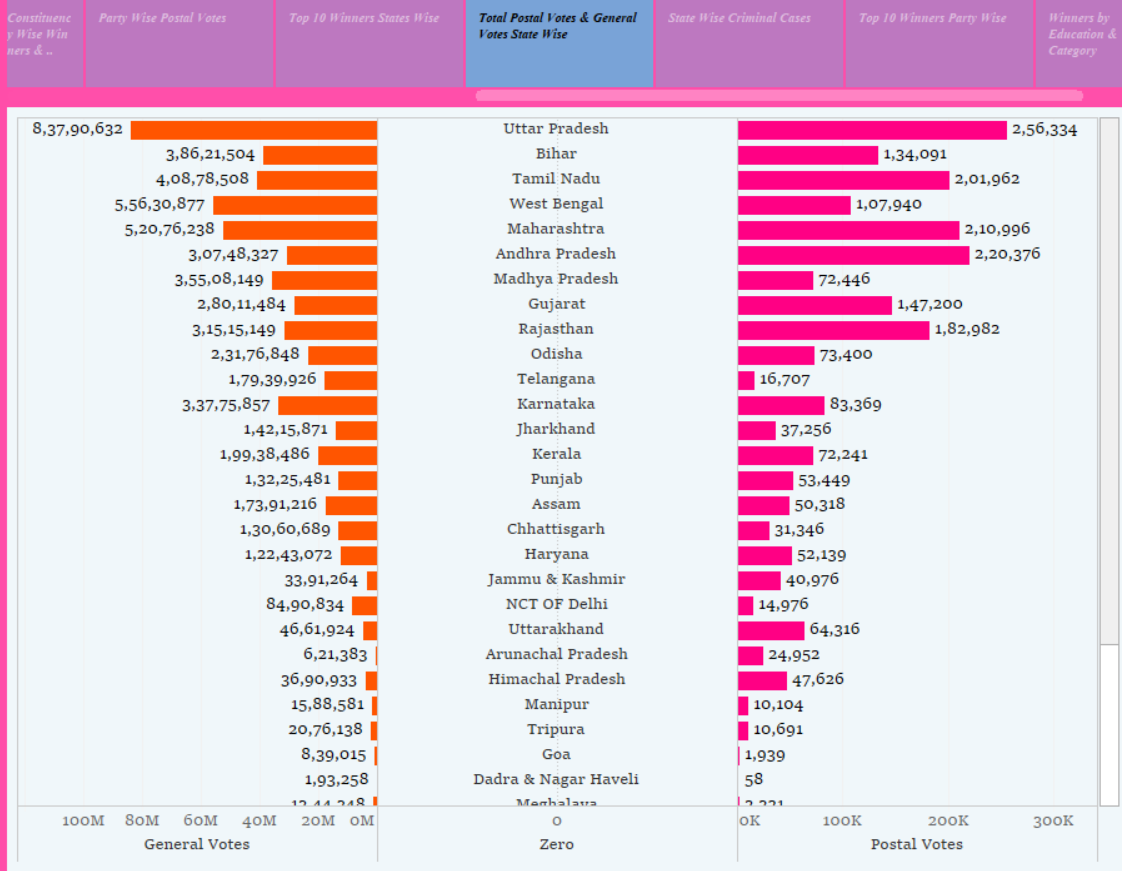


Story Lok Sabha Analysis 2019

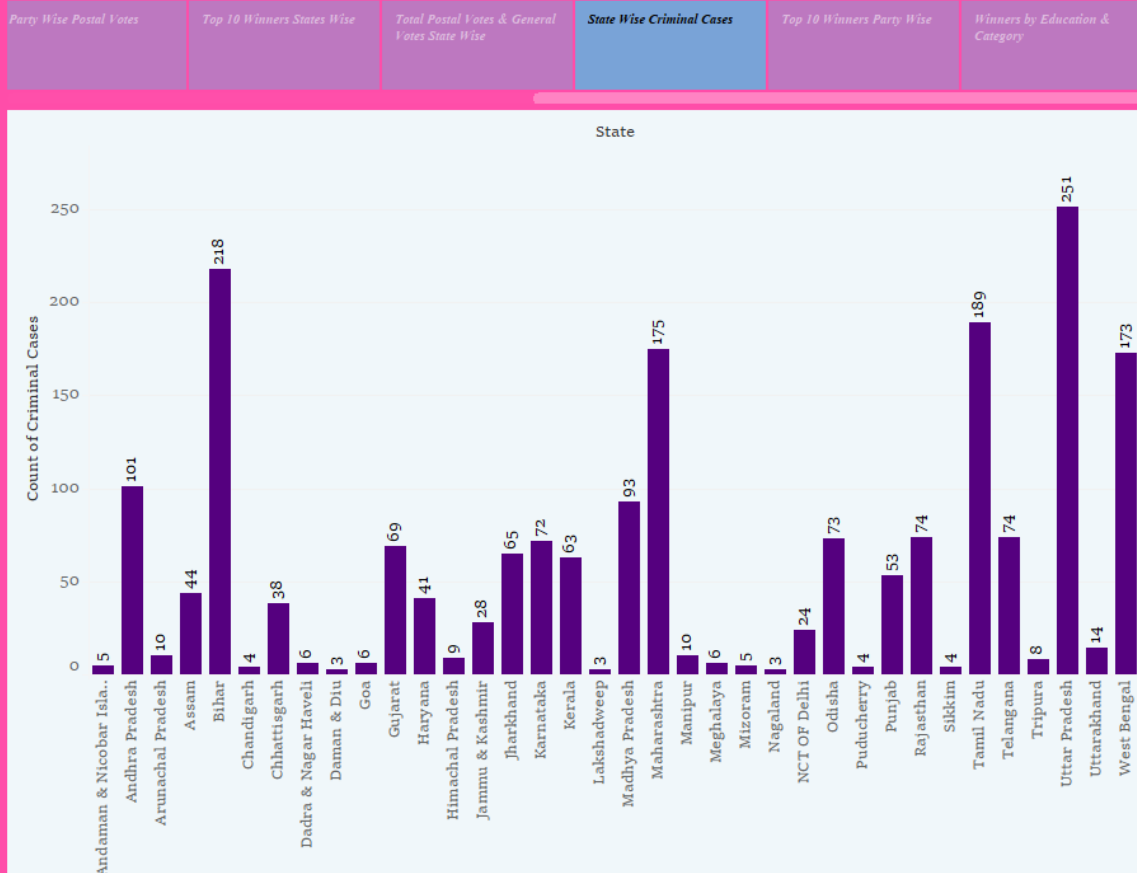
Gender & Educational Wise General Votes	Constituency Wise Winners & Electors	Party Wise Postal Votes	Top 10 Winners States Wise	Total Postal Votes & General Votes State Wise	State Wise Criminal Cases	Top 10 Winners Party Wise
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Story Lok Sabha Analysis 2019



Story Lok Sabha Analysis 2019



Story Lok Sabha Analysis 2019

Party Wise Postal Votes

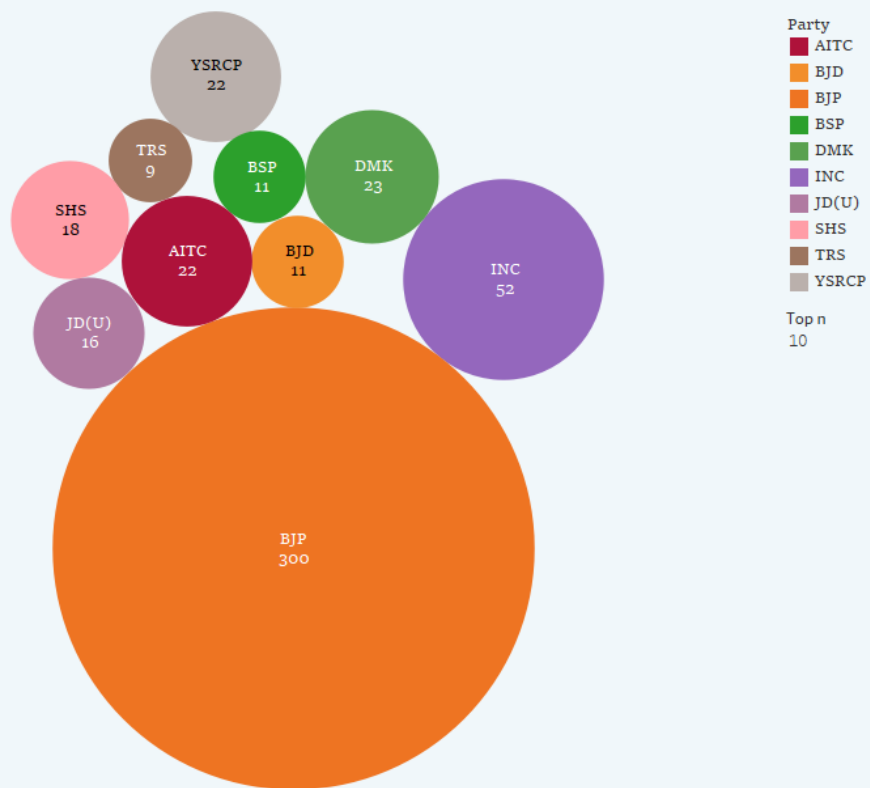
Top 10 Winners States Wise

Total Postal Votes & General
Votes State Wise

State Wise Criminal Cases

Top 10 Winners Party Wise

Winners by Education &
Category



Story Lok Sabha Analysis 2019

Party Wise Postal Votes

Top 10 Winners States Wise

Total Postal Votes & General
Votes State Wise

State Wise Criminal Cases

Top 10 Winners Party Wise

Winners by Education &
Category

Education (group)								
Category	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctorate	Graduate	Graduate Professional II
Null	0							
GENER..		2	8	35	49	17	103	73
SC		1	3	8	10	6	18	12
ST		1	1	2	10	0	11	14

ADVANTAGES & DISADVANTAGES



Advantages

Informed Decision Making

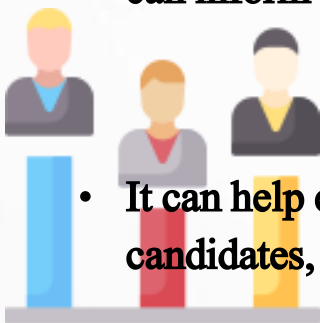
- Political parties can make informed decisions about candidate selection, focusing on those with a better chance of winning.

Predictive Modeling

- Quantitative analysis can help predict election outcomes, aiding campaign strategies and resource allocation.

Identifying Trends

- It allows for the identification of trends in candidate performance, which can inform future election strategies.



Voter Engagement

- It can help engage voters by presenting data-driven information about candidates, fostering a more informed electorate.

Long-Term Planning

- Parties can use historical quantitative data to plan for future elections and improve candidate selection processes.

Disadvantages



Oversimplification

- Quantitative analysis may oversimplify complex political and social issues, reducing candidates to mere numbers or statistics.

Neglect of Qualitative Factors

- It may disregard essential qualitative traits like leadership skills, integrity, and dedication, which are difficult to quantify but crucial for effective governance.

Ignoring Voter Sentimental

- It may overlook the emotional and subjective factors that influence voter choices, leading to inaccurate predictions.

Limited Predictive Power

- Elections can be influenced by unexpected events or swings in public sentiment that quantitative models may struggle to predict accurately.

APPLICATIONS



- + Parties can make informed decisions about candidate selection by considering factors such as incumbency advantage, candidate popularity, and electoral history in specific constituencies.**
- + After the elections, quantitative analysis can help parties evaluate why they won or lost in specific areas, and plan for future elections accordingly.**
- + Parties can compare their performance in the 2019 elections with previous elections to assess trends and changes in voter support.**
- + Quantitative analysis can be used to inform the general public about election-related trends and patterns, increasing voter awareness and engagement in the political process.**

CONCLUSION

- + Defined our main problem as lack of understanding.**
- + To solve the problem an analysis was carried out with the help of TABLEAU.**
- + The results of our analysis are Dashboards, and Stories.**
- + From those Dashboards and Stories one can understand the strategies of success in elections clearly.**

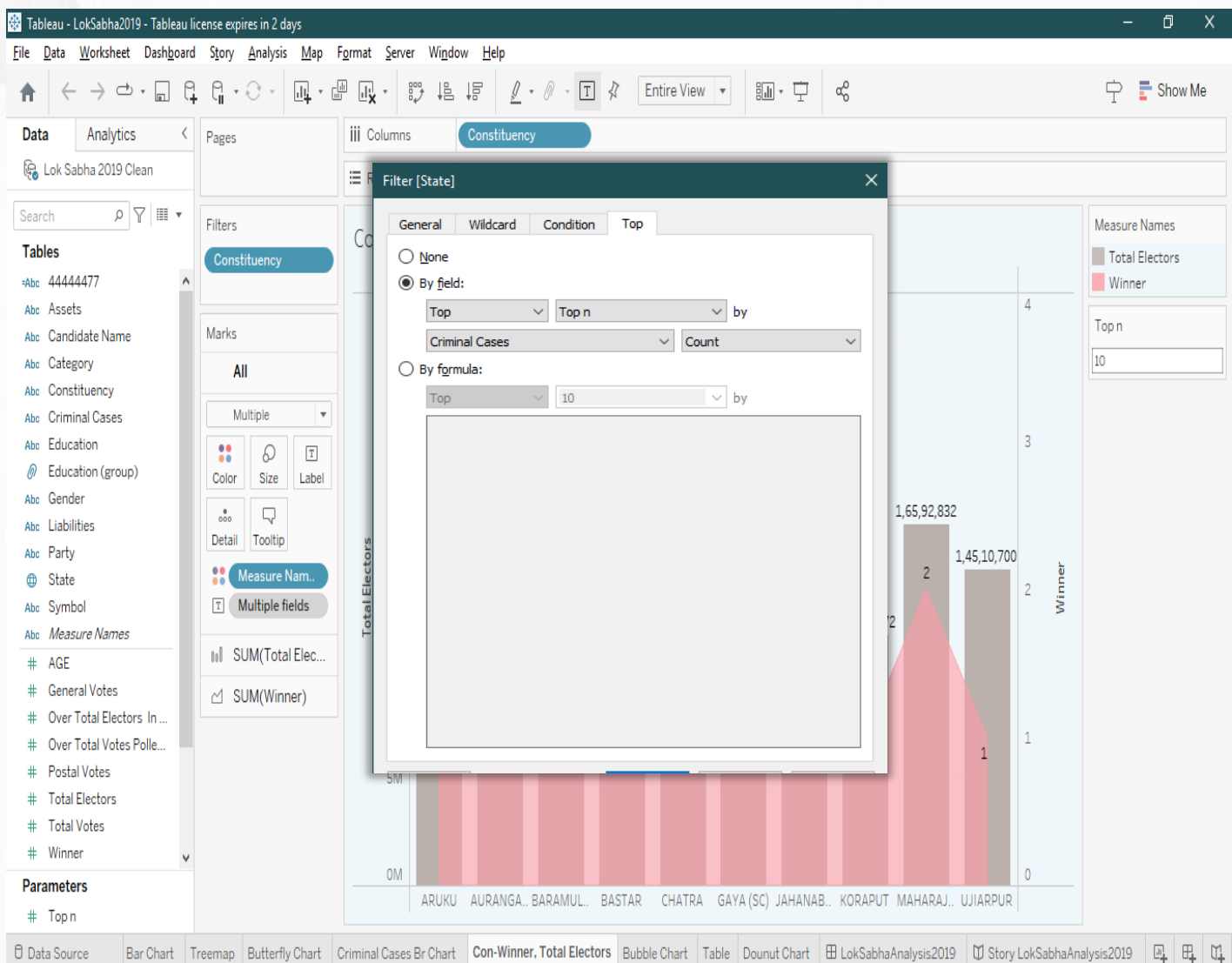
FUTURE SCOPE



- ✚ This analysis can lead to a deeper understanding of voter behavior and electoral dynamics.
- ✚ Political parties, candidates, and policymakers can use quantitative analysis to make informed decisions.
- ✚ Quantitative analysis of elections contributes to academic research in political science and related fields.
- ✚ The results of quantitative analysis can be communicated to the public, increasing voter awareness and engagement in the political process.

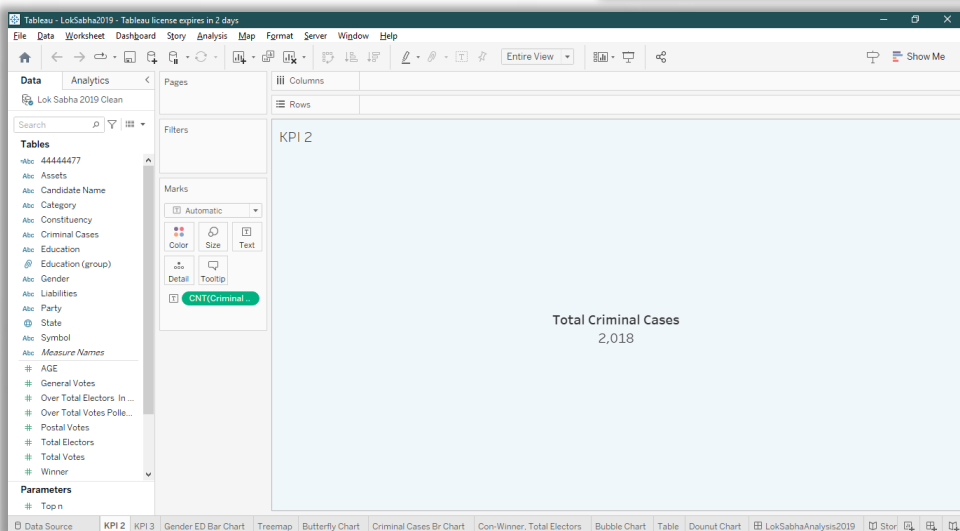
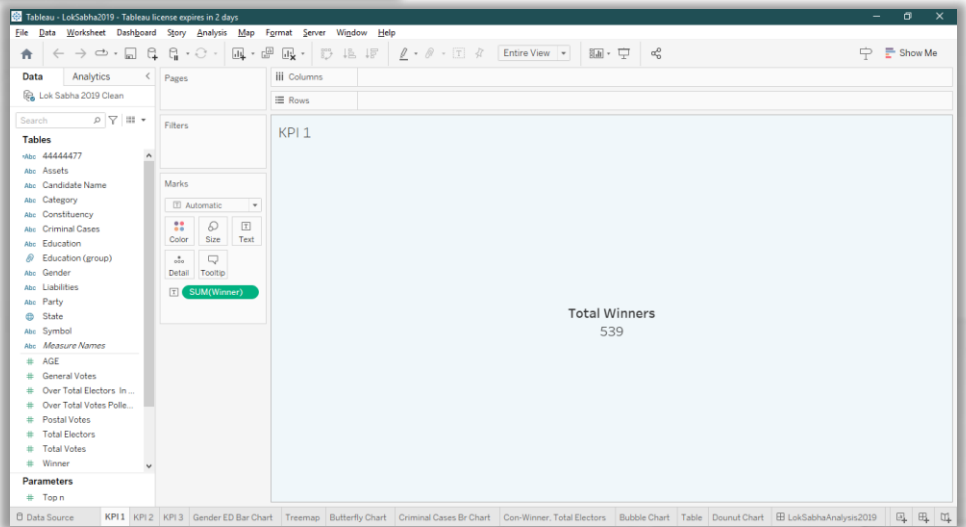
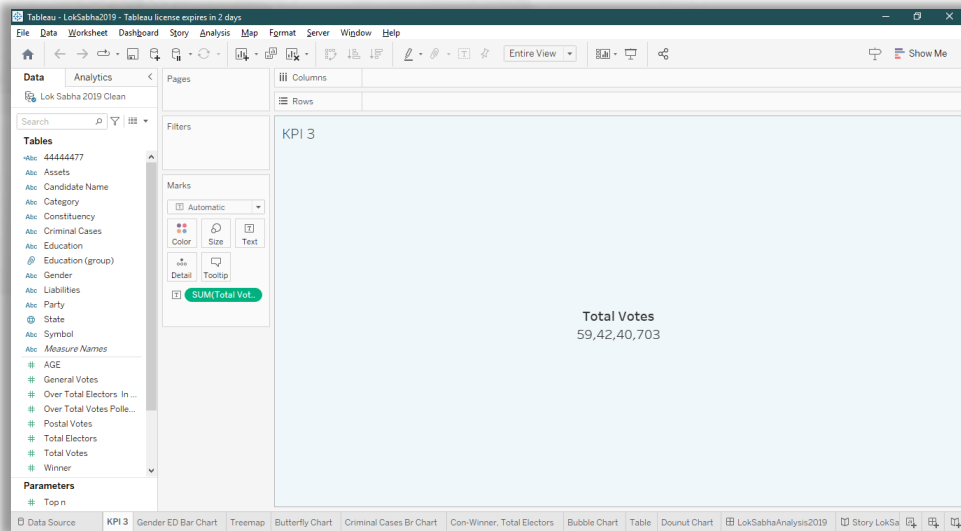
PERFORMANCE TESTING

Utilization of Filters

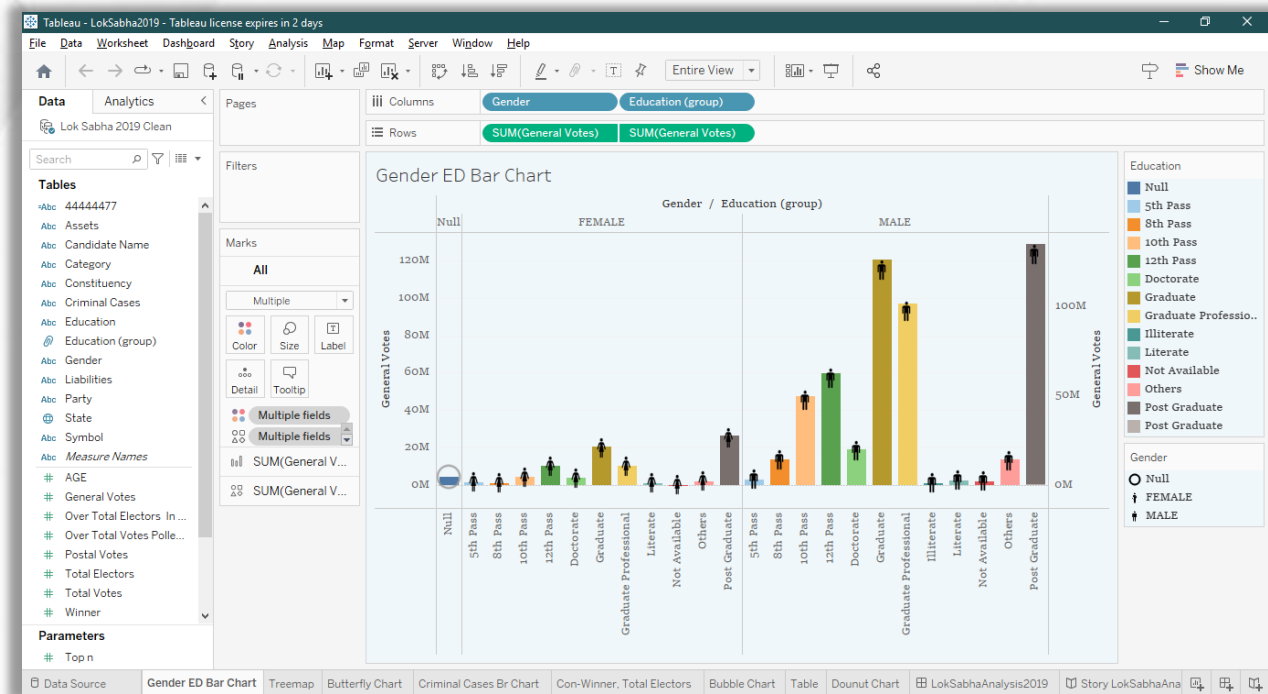


No of Visualization

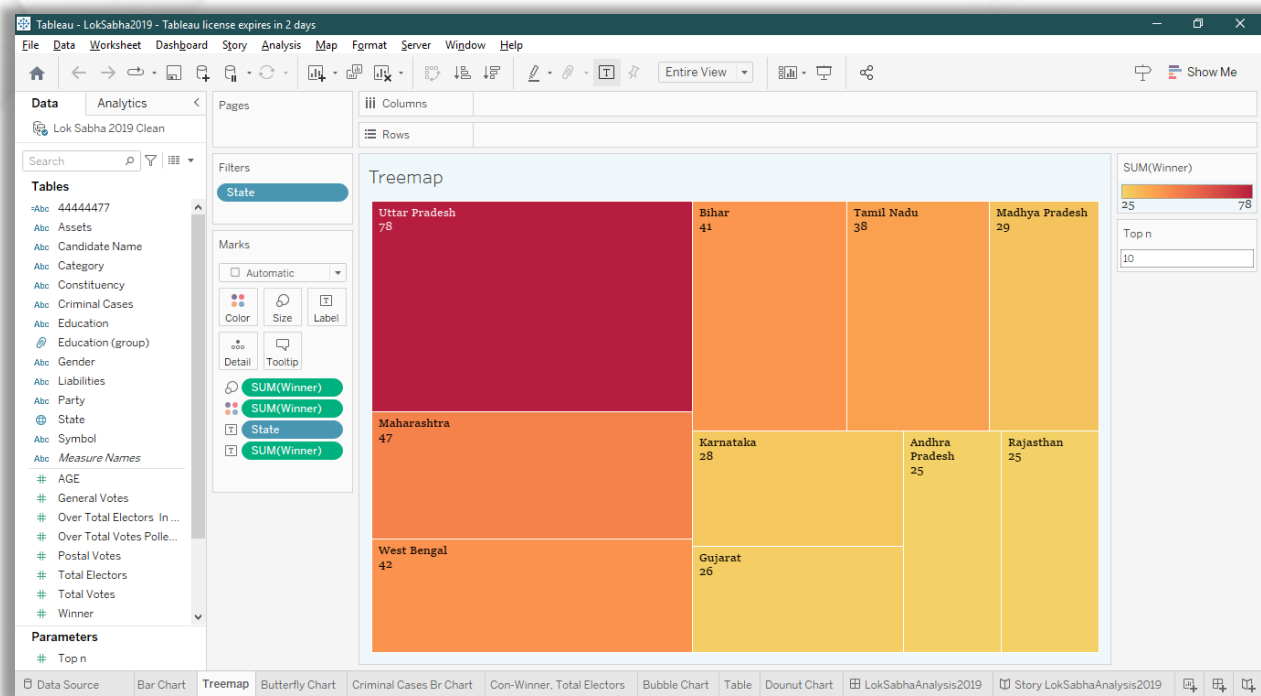
KPI's



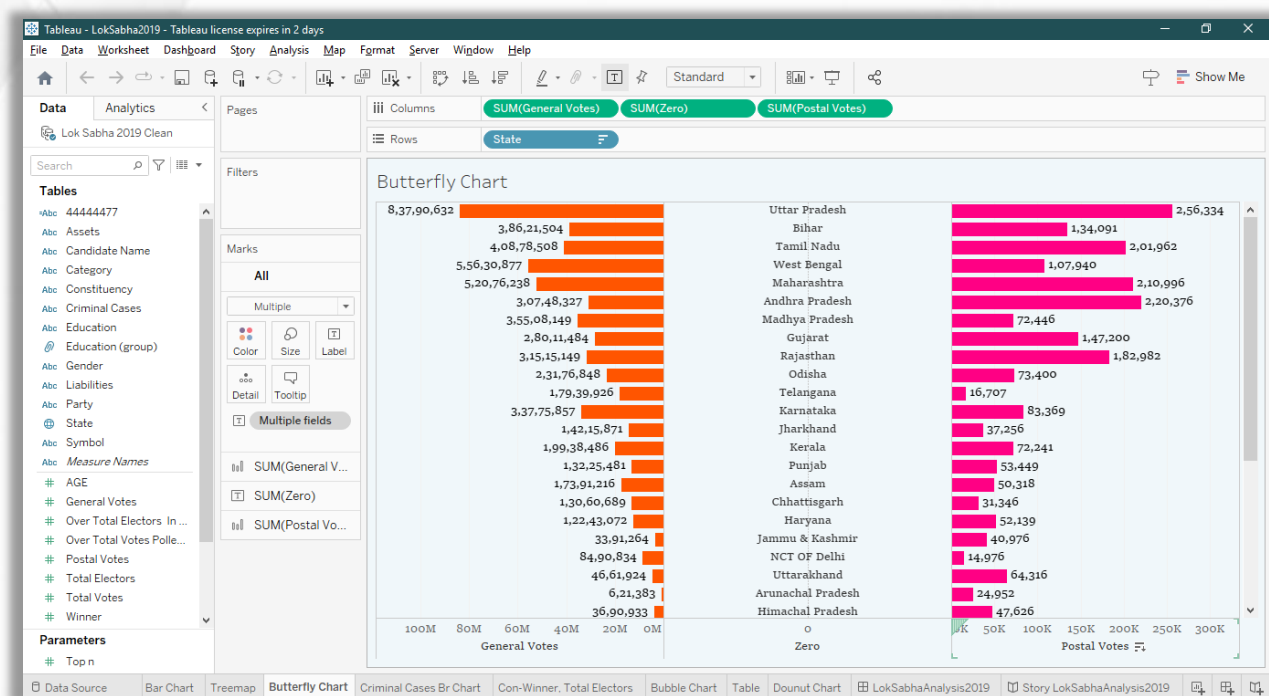
Gender & Educational Wise General Votes



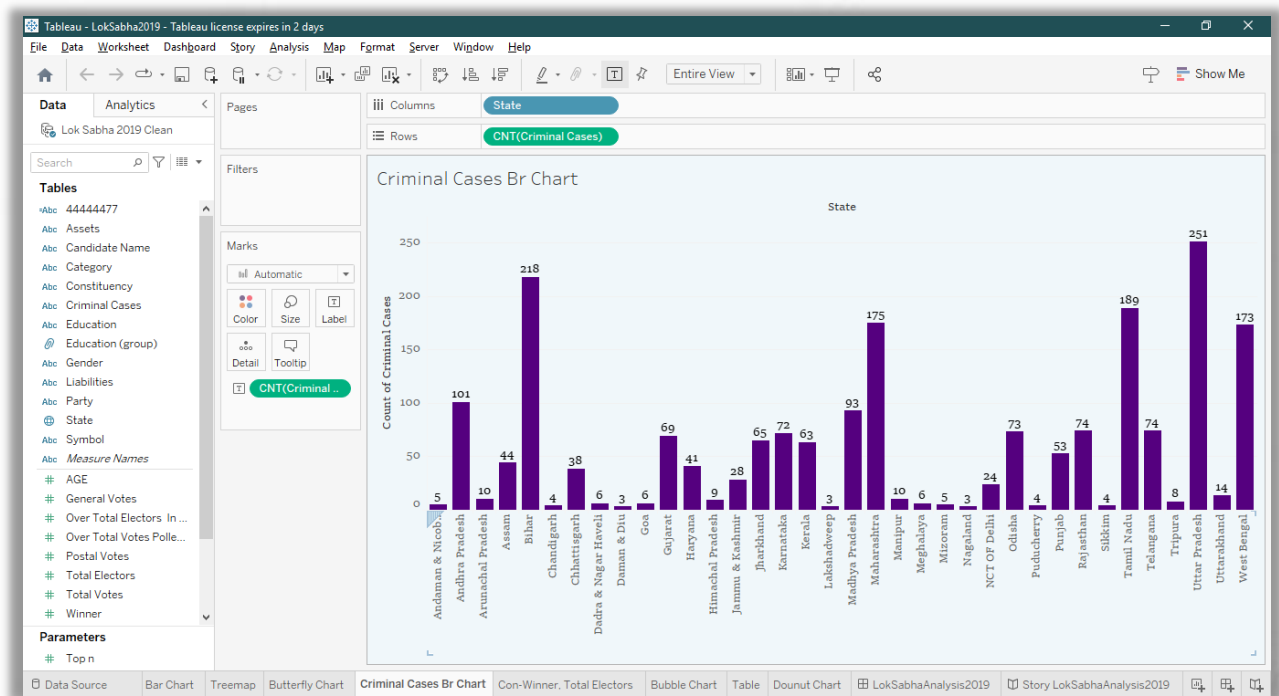
State Wise Winner



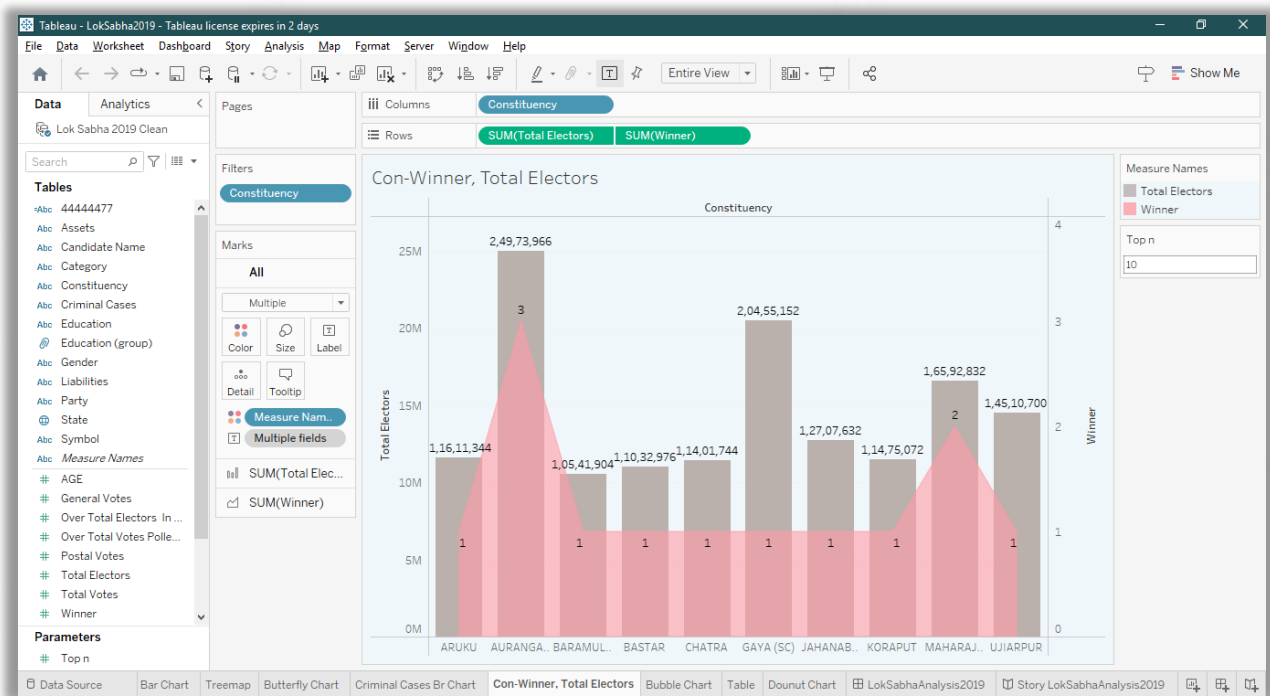
State Wise General Votes and Postal Votes



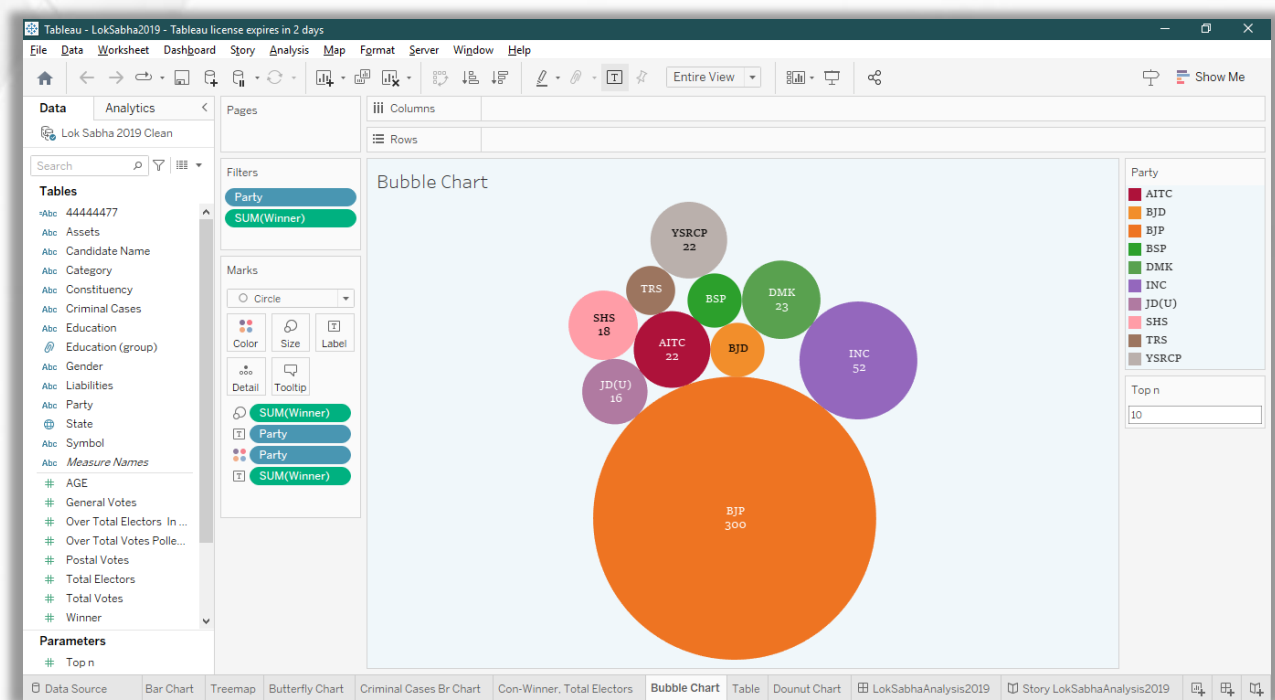
State Wise Criminal Cases



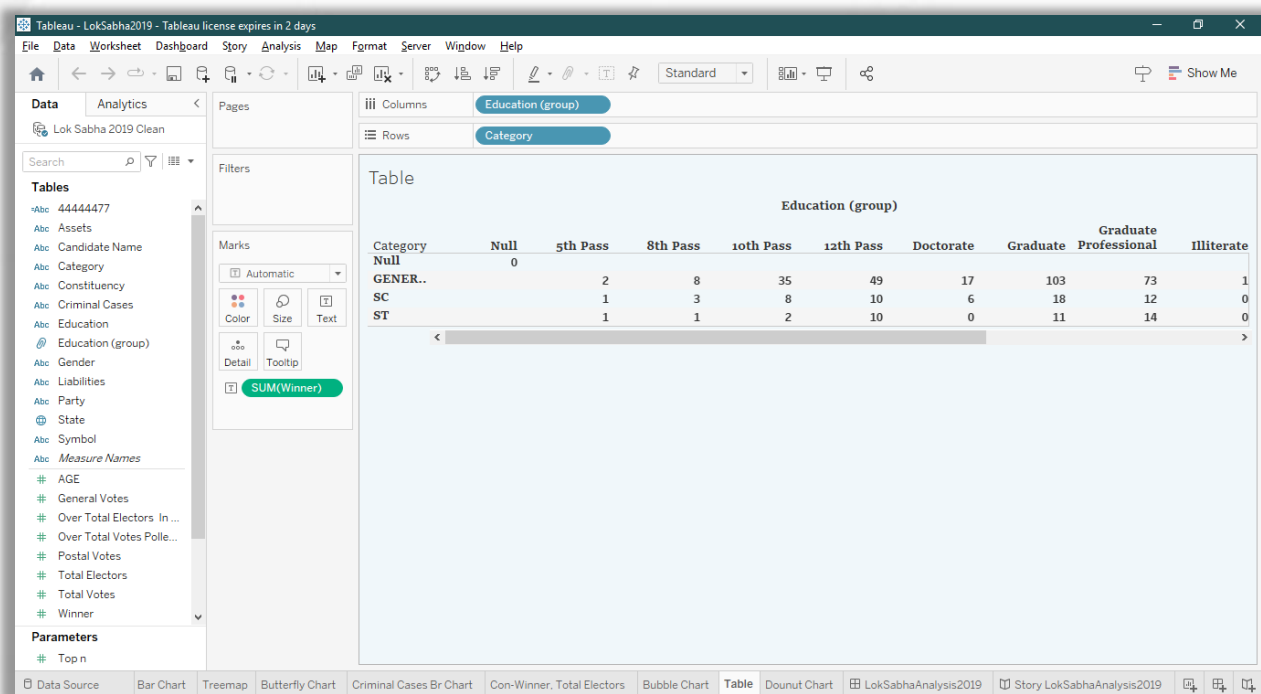
Constituency Wise Winners and Electors



Party Wise Winner



Winners by Education and Category



Party Wise Postal Votes

