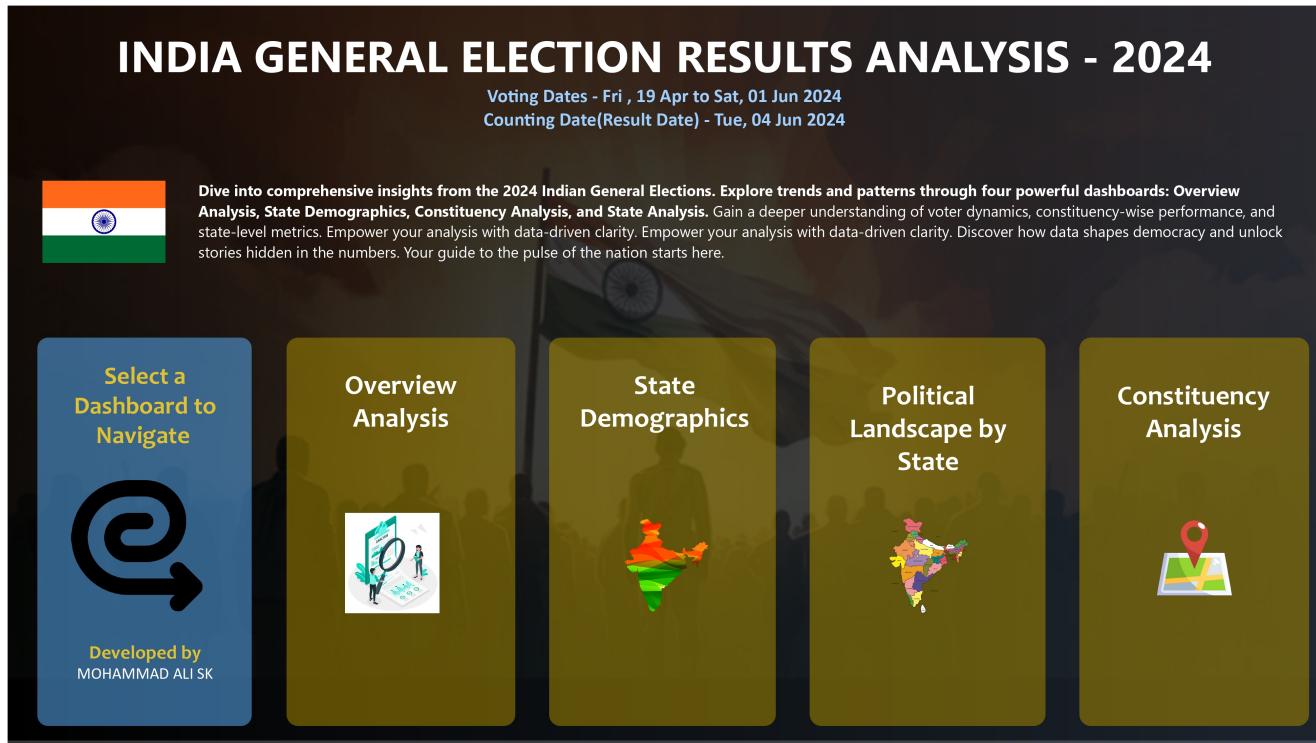


IN India General Election 2024 - Power BI Dashboard Report



The dashboard features a dark background with a faint silhouette of the Indian Parliament building in the center. At the top, the title "INDIA GENERAL ELECTION RESULTS ANALYSIS - 2024" is displayed in large white capital letters. Below it, the voting and counting dates are listed: "Voting Dates - Fri, 19 Apr to Sat, 01 Jun 2024" and "Counting Date(Result Date) - Tue, 04 Jun 2024". A small Indian flag icon is on the left. A central text box invites users to explore four dashboards: Overview Analysis, State Demographics, Constituency Analysis, and State Analysis. Below this, five cards represent the dashboards: "Select a Dashboard to Navigate" (with a circular arrow icon), "Overview Analysis" (with a smartphone icon showing a magnifying glass over a map), "State Demographics" (with a map of India), "Political Landscape by State" (with a map of India divided into states), and "Constituency Analysis" (with a location pin icon). The bottom left corner of the dashboard area contains the text "Developed by MOHAMMAD ALI SK".

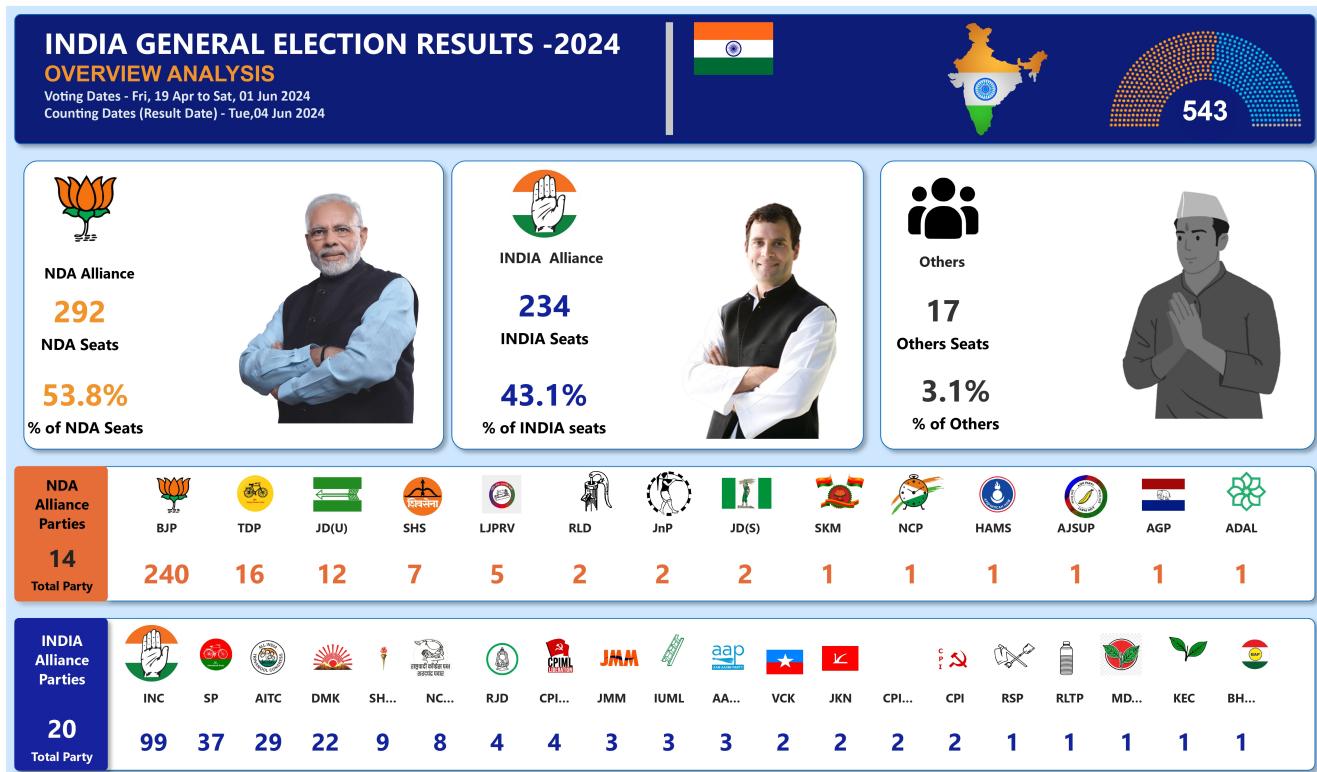
📁 **Dataset:** Indian General Election 2024 📈 **Tools Used:** Power BI, Excel 🗓 **Election Dates:** Voting: 19 Apr – 01 Jun 2024 | Counting: 04 Jun 2024 🏛 **Scope:** 543 Constituencies | 34+ Parties | 3 Alliances (NDA, I.N.D.I.A., Others)

❖ Project Overview

This Power BI dashboard suite presents a **comprehensive electoral analysis** of the 2024 Indian General Elections. Built on raw CSV data, it delivers actionable insights into **national, state, and constituency-level voting patterns** through 5 powerful, interactive dashboards:

1. Overview Analysis
2. State Demographics
3. Political Landscape by State
4. Constituency Analysis
5. Full Details Grid

❖ Dashboard Breakdown



◇ 1. Overview Analysis

Objective: Provide a national summary of election results by alliance and party.

Key KPIs:

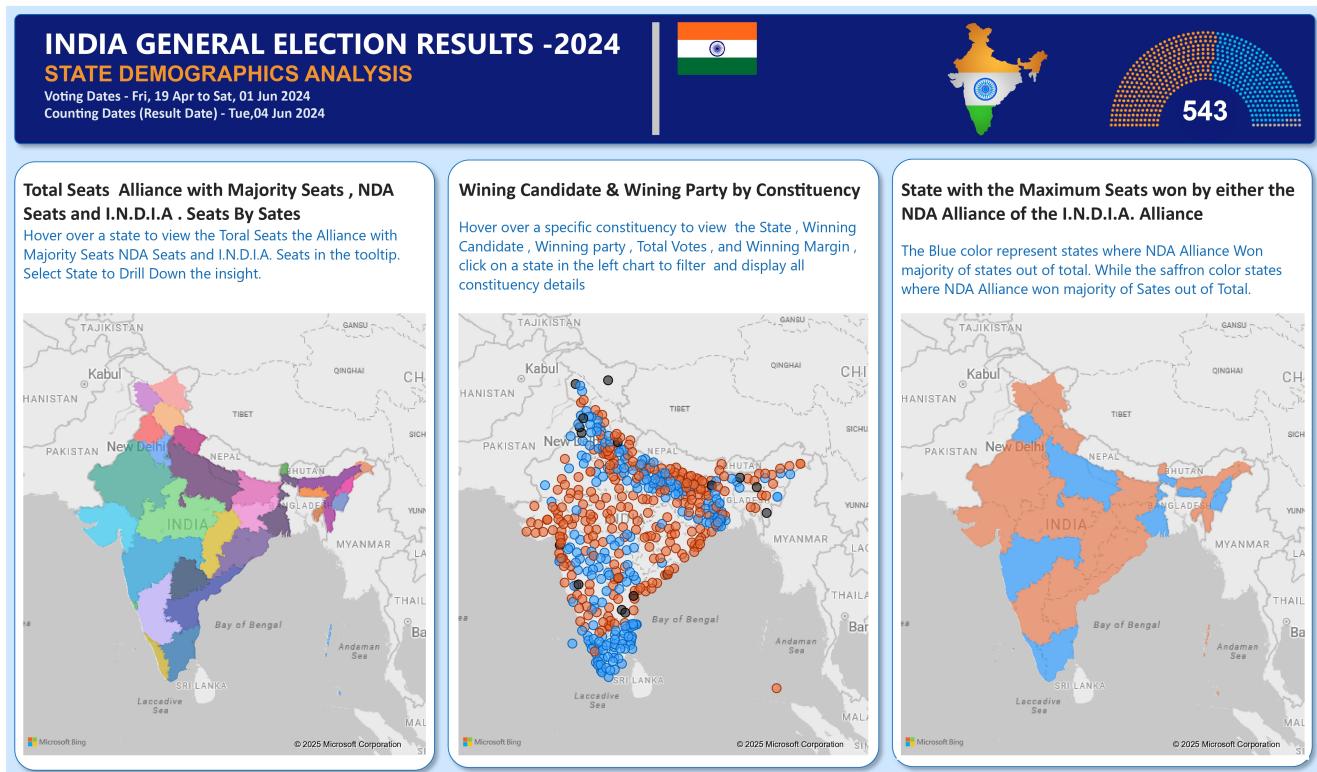
- ☒ **NDA:** 292 seats (53.8%)
- ♾ **I.N.D.I.A.:** 234 seats (43.1%)
- **Others:** 17 seats (3.1%)

❖ Party-Wise Leaders:

- **BJP (NDA):** 240 seats
- **INC (I.N.D.I.A.):** 99 seats
- **SP (I.N.D.I.A.):** 37 seats
- **AITC, DMK, SHS, RJD** also show strong presence

🧠 Insight:

- BJP remains the dominant political force.
- I.N.D.I.A. has consolidated multiple regional parties but fell short nationally.
- Others and Independents play a minor role in total seats.



2. State Demographics

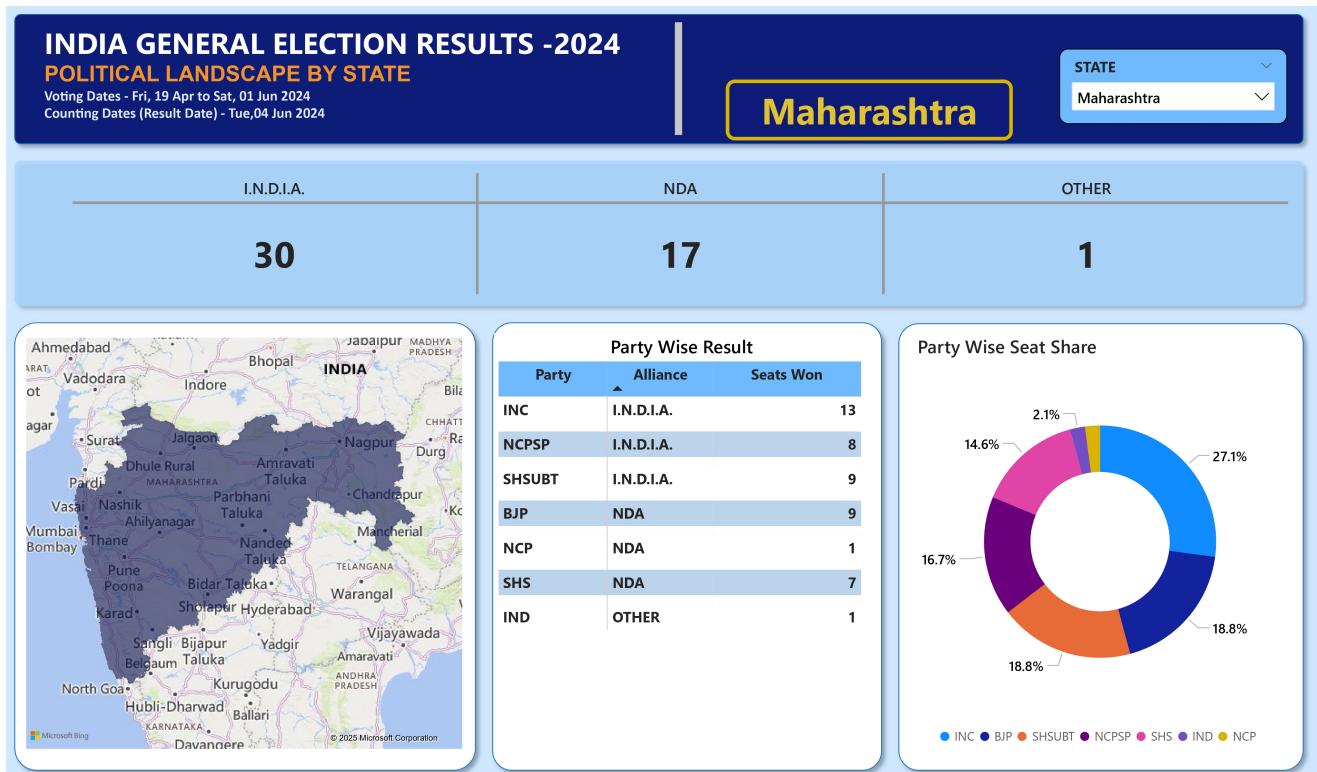
Objective: Visualize state-wise alliance performance and seat distribution.

Visual Features:

- **Interactive Map:** Color-coded by winning alliance
- **Tooltips:** Show total seats, NDA seats, I.N.D.I.A. seats, and majority alliance
- **Drillthrough:** Into all constituencies within a selected state

Insight:

- NDA dominates in North and Central India: UP, Bihar, MP, Gujarat
- I.N.D.I.A. leads in the South & East: TN, Kerala, Bengal, Punjab
- Significant electoral variation exists across geography



3. Political Landscape by State

Objective: Deep dive into individual states to analyze party-level performance.

Example: Maharashtra

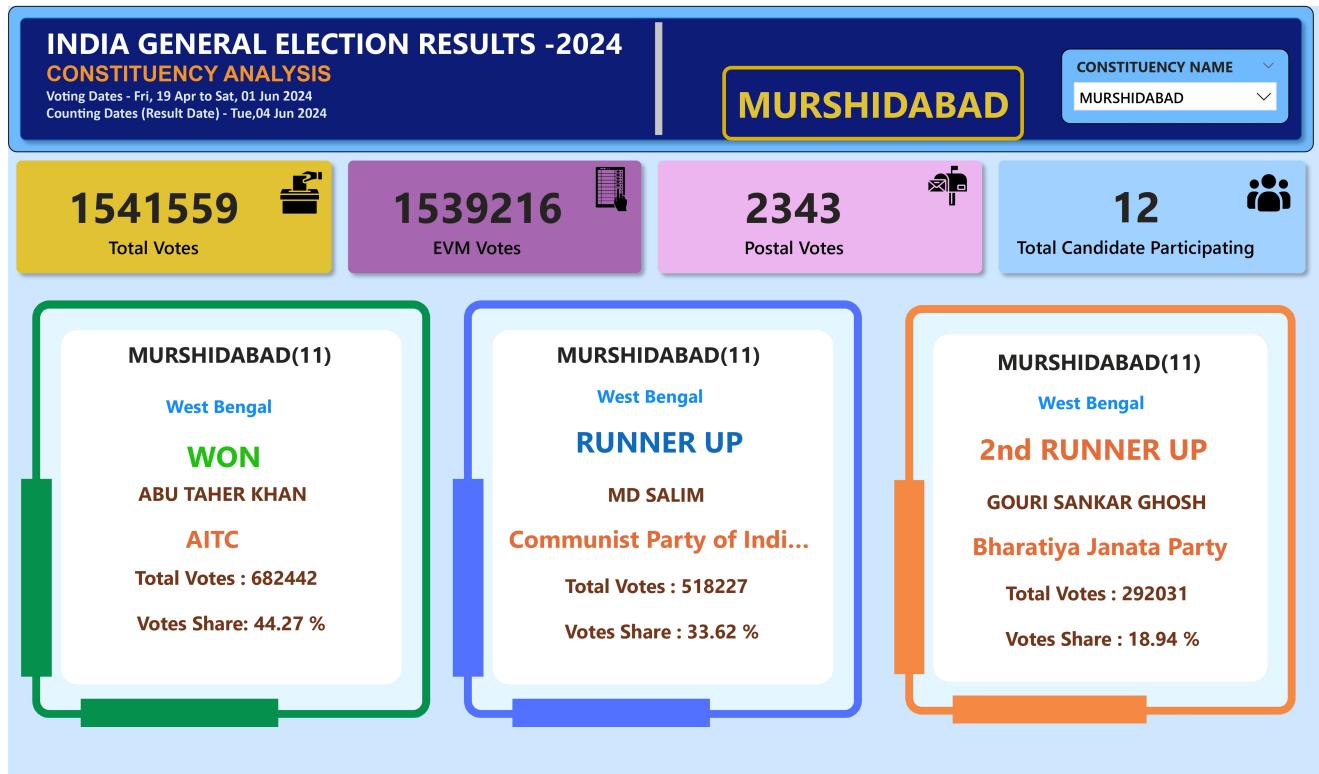
- I.N.D.I.A.:** 30 seats (INC, SHSUBT, NCPSP)
- NDA:** 17 seats (BJP, SHS, NCP)
- Other:** 1 seat (Independent)

Visuals:

- Donut charts for party-wise seat share
- Grid showing party → alliance → seat count
- Clickable map by constituency

Insight:

- Maharashtra is politically fragmented
- Alliances often rely on **local parties** for regional dominance
- Enables state-level campaign planning for future elections



4. Constituency Analysis

Objective: Examine granular details of voting in individual constituencies.

❖ Example: Murshidabad (West Bengal)

- ❶ Winner: Abu Tahir Khan (AITC) – 44.27% vote share
- ❷ Runner-up: Md. Salim (CPI-M) – 33.62%
- ❸ 2nd Runner-up: BJP – 18.94%
- 🗳 Total Votes: 1.54 million+

Metrics:

- Vote share (%) for top 3 candidates
- Total votes, EVM vs Postal votes
- Number of candidates contesting

🧠 Insight:

- Multi-cornered fights common in key constituencies
- Helps identify **vote split, margins, and emerging threats**

INDIA GENERAL ELECTION RESULTS -2024									
DETAILS GRID									
Voting Dates - Fri, 19 Apr to Sat, 01 Jun 2024									SHOW ENTIRE DATA
Counting Dates (Result Date) - Tue, 04 Jun 2024									⟳
Constituency Name	Winning Candidate	Runner Up Candidate	Party	Party Alliance	EVM_Votes	Postal_Votes	Total_Votes	Margin	
SAMBHAL	ZIA UR REHMAN	PARMESHWAR LAL SAINI	SP	I.N.D.I.A.	1193721	1262	1194983	121494	
NORTH-WESTDELHI	YOGENDER CHANDOLIYA	UDIT RAJ	BJP	NDA	1482638	4569	1487207	290849	
MYSORE	YADUVIWER KRISHNADATTA CHAMARAJA WADIYAR	M. LAKSHMANA	BJP	NDA	1476661	7812	1484473	139262	
KADAPA	Y. S. AVINASH REDDY	CHADIPIRALLA BHUPESH SUBBARAMI REDDY	YSRCP	OTHER	1300147	21828	1321975	62695	
NAWADA	VIVEK THAKUR	SHRAWAN KUMAR	BJP	NDA	864900	4970	869870	67670	
UTTARAKANNADA	VISHWESHWAR HEGDE KAGERI	DR. ANJALI NIMBALKAR	BJP	NDA	1256012	6749	1262761	337428	
PALAMAU	VISHNU DAYAL RAM	MAMTA BHUIYAN	BJP	NDA	1373737	17001	1390738	288807	
KAJURAHO	VISHNU DATT SHARMA (V.D.SHARMA)	KAMLESH KUMAR	BJP	NDA	1138109	2461	1140570	541229	
SANGLI	VISHAL (DADA) PRAKASHBAPU PATIL	SANJAY (KAKA) PATIL	IND	OTHER	1163363	5381	1168744	100053	
SIWAN	VIJAYLAKSHMI DEVI	HEENA SHAHAB	JD(U)	NDA	995506	2512	998018	92857	
KANNIYAKUMARI	VIJAYAKUMAR (Alias) VIJAY VASANTH	RADHAKRISHNAN P	INC	I.N.D.I.A.	1016841	12214	1029055	179907	
RAJMAHAL	VIJAY KUMAR HANSDAK	TALA MARANDI	JMM	I.N.D.I.A.	1206675	11574	1218249	178264	
KUSHINAGAR	VIJAY KUMAR DUBAY	AJAY PRATAP SINGH URF PINTU SAITHWAR	BJP	NDA	1079710	773	1080483	81790	
DURG	VIJAY BAGHEL	RAJENDRA SAHU	BJP	NDA	1539539	3248	1542787	438226	
MADURAI	VENKATESAN S	RAAMA SREENIVASAN	CPI(M)	I.N.D.I.A.	981623	5346	986969	209409	
VAISHALI	VEENA DEVI	VIJAY KUMAR SHUKLA	LJPRV	NDA	1169861	2199	1172060	89634	
PUDUCHERRY	VE VAIHLILINGAM	A NAMASSIVAYAM	INC	I.N.D.I.A.	804489	3451	807940	136516	
AMBALA	VARUN CHAUDHRY	BANTO KATARIA	INC	I.N.D.I.A.	1344533	2189	1346722	49036	
PEDDAPALLE	VAMSI KRISHNA GADDAM	SRINIVAS GOMASE	INC	I.N.D.I.A.	1082815	12480	1095295	131364	
TUMKUR	V. SOMANNA	S.P. MUDDAHANUMEGOWDA	BJP	NDA	1296730	6721	1303451	175594	
PALAKKAD	V K SREEKANDAN	A VIJAYARAGHAVAN	INC	I.N.D.I.A.	1027240	8596	1035836	75283	
KHERI	UTKARSH VERMA 'MADHUR'	AJAY KUMAR	SP	I.N.D.I.A.	1209810	3549	1213359	34329	
BARMER	UMMEDA RAM BENIWAL	RAVINDRA SINGH BHATI	INC	I.N.D.I.A.	1675314	12737	1688051	118176	
ALLAHABAD	UIJWAL RAMAN SINGH	NEERAJ TRIPATHI	INC	I.N.D.I.A.	945146	1854	947000	58795	

5. Details Grid View

Objective: Provide a structured, exportable data table of all constituency-level results.

Columns:

- Constituency, Winning & Runner-Up Candidate
- Party, Alliance, Votes (EVM + Postal), Total Votes
- Margin of victory

Features:

- Fully filterable by state, party, alliance, and candidate
- Drill-through from any dashboard
- Export to Excel for detailed offline analysis

Insight:

- Useful for validation, audit, and micro-targeting
- Essential for data analysts and political researchers

Key Technical Features

DAX Calculations:

- Party Alliance (Result) using nested IFs and LOOKUPVALUE
- Runner-Up % Votes using MAXX(FILTER(...))
- Votes Share KPI with dynamic formatting

- **Interactivity:**

- State and constituency drillthrough
- Hover-based tooltips
- Slicers, bookmarks, and drill filters

- **Data Modeling:**

- Five related tables, including normalized party and state tables
 - Relationship based on **Party ID**, **Constituency ID**, and **State Name**
-

Summary & Outcome

This project demonstrates full-cycle analytics capability — from **data cleaning** to **dashboard storytelling**. It allows stakeholders to:

- Understand national voting trends and alliance strength
 - Analyze competitive regions and state-specific performance
 - Drill into granular voter patterns at constituency level
 - Export and explore underlying data with flexibility
-

Final Recommendations

Area	Recommendation
 Data Model	Normalize party & alliance tables for better DAX performance
 Voter Data	Add demographics (age, gender) for richer analysis
 Turnout	Add turnout % by state and constituency
 Prediction	Add historical data for forecasting 2029 elections
 Publishing	Embed dashboard in portfolio or share via Power BI Publish-to-Web