



Says

What have we heard them say?
What can we imagine them saying?



Thinks

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

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team
id:NM2023TMID37100
PROJECT TITLE:POLITICAL
JUGGERNAUTS:A
QUANTITATIVE ANALYSIS
OF CANDIDATES IN THE
2019 LOK SABHA
ELECTIONS

MEDIA PLAYS A
VERY
IMPORTANT
ROLE IN
CREATING THAT
IMPRESSION

PEOPLE ARE A
LITTLE
UNHAPPY BUT
NOT ANGRY
WITH MODI

THE PEOPLE
THINKS
DEMOCRACY
IS WORKING IN
THIS COUNTRY

76% OF ADULTS IN
INDIA IN THE SHARE
THAT POINT OF VIEW,
CITING LACK
EMPLOYMENT
OPPORTUNITIES STILL
A VERY BIG PROBLEM

AROUND 912
MILLION
PEOPLE WERE
ELIGIBLE TO
VOTE

BJP
RECEIVED
37.36% OF
THE VOTE

THE INDIAN
NATIONAL
CONGRESS
FAILING TO GET
10% OF THE POST
OF LEADER OF
OPPOSITION.

MORE THAN
650 PARTIES
CONTESTED
IN THESE
ELECTION

BJP'S SITTING MP
FROM NAVSARI CR
PATIL DEFEATED HIS
NEAREST CONGRESS
RIVASL DB BY A
RECORD 6.89 LAKH
VOTES, THIS WAS
UNBELEIVABLE

VOTER TURNOUT
WAS OVER 67
PERCENT THE
HIGHEST EVER, AS
WELL AS THE
HIGHEST EVER
PARTICIPATION BY
WOMEN VOTERS.

THE LEADERS
AROUND THE
WORLD
CONGRATULATED
NARENDRA MODI
ON THEIR VICTORY

THE BJP BUILT
UPON A
STRATERGY TO WIN
SEATS IN THE
NORTHEAST AND
EASTERN STATES
OF INDIA.



Sudhakar

team leader

ON AVERAGE 14.8
CANDIDATES ARE
CONTESTING PER
CONSTITUENCY
ACROSS THE
COUNTRY.

AMONG ALL THE
STATES,
TELENGANA HAS
THE HIGHEST
AVERAGE NUMBER
OF CANDIDATES
CONTESTING.

AFTER TELENGANA,
TAMIL NADU HAS THE
HIGHEST AVERAGE
OF INDEPENDENT
CANDIDATES
CONTESTING IN THIS
ELECTION.

BHARATIYA
JANATHA PARTY
OCCUPIED 282
SEATS IN 2019
ELECTION

GENERAL
ELECTION WAS
HELD IN 11 APRIL
TO 19 MAY 2019 TO
ELECT THE
MEMBERS OF THE
17TH LOK SABHA.

NIZAMABAD IN
TELENGANA HAS
THE HIGHEST
CANDIDATES
CONTESTING IN
THIS ELECTION

AMONG ALL THE
STATES, THE
SOUTHERN STATES
HAVE HIGHEST
CANDIDATES
REPRESENTATION.

NIZAMABAD IN
TELENGANA,
BELGAUM IN
KARNATAKA HAS THE
HIGHEST
CANDIDATES
REPRESENTATION OF
THIS ELECTION.

INDIAN NATIONAL
CONGRESS
OCCUPIED ONLY
44 SEATS IN THIS
LOK SABHA
ELECTION.

THE
CONSTITUTION
OF INDIA ALLOWS
FOR A MAXIMUM
OF 550 IN THE
HOUSE .

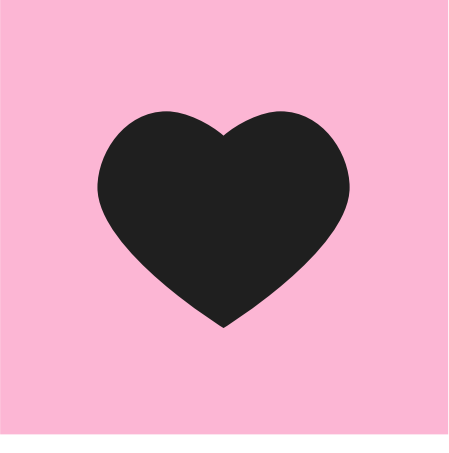
MORE THAN HALF
OF INDIANS ARE
HAPPY WITH THE
WAY DEMOCRACY
IS WORKING IN THE
COUNTRY

INFLATION AND
COPRRUPTION IN
THE GOVERNMENT
ARE ALSO
BURGEONING ISSUES
THAT PEOPLE IN
INDIA SEE AS A
PROBLEM



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?