

## Says

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

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



**Thinks** 

Political Juggernauts: The term "juggernaut" usually refers to something massive, powerful, or unstoppable. In this context, it likely refers to key political figures or parties that have significant influence and momentum in Indian politics

Quantitative Analysis: This suggests that the study uses statistical methods and numerical data to analyze the candidates. This could involve looking at demographics, voting records, campaign funding, social media presence, and more.

Candidates in the 2019
Lok Sabha Elections:
The focus of the analysis seems to be the candidates who ran for seats in the Lok Sabha (lower house of India's Parliament) in 2019.

study could involve
analyzing the demographic
profiles of candidates,
including factors like age,
gender, education, and
previous political
experience

Candidate Profiles: The

Party Affiliations: It might explore the distribution of candidates among different political parties and assess whether certain parties have a stronger presence than others.

Vote Shares and Results:
The analysis could delve into the election results, examining the vote shares and seat distributions for different parties and candidates.



## Persona's name

Short summary of the persona

bharatiya janata led by prime minister narendra modi emerged as the largest party with 303 seats.the indian national congress won 52 seats which was a marginal increase from its 2014 tally but still not enough to pose a serious challenge to the BJP

vote margin analysis:calculate the average and median margin of victory for winningcandidates in various particles.

vote share
distribution:plot the
distribution of vote
shares for different
parties.this can help you
understand the
competitiveness of
differend parties in the
election.

incumbency
analysis:analysis the
impact of incumbency
on candidates
performance.compare
the success rates of
incumbents versus
new candidates.

vote share:BJP secured a vote share of around 37.4 % while congress had about 19.5% of the t vote .several regional parties also secured significant vote shares in their respective states

narendra modi contested from varanasi and won with a massive margin.rahul gandhi then congress president contested from two constituencies:amathi and wayanad



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



