**Introduction**

This project analyses the **2024 Lok Sabha election results** across all parliamentary constituencies in India using publicly available electoral data. The goal is to deliver an **interactive Excel dashboard** that highlights **party-wise performance**, **candidate-level margins**, and **voting intensity** using Pivot Tables, charts, slicers, and KPI cards.

The dataset used contains approximately **4100 records**, sourced from **Kaggle** (election\_results\_2024). Through this data-driven approach, the dashboard offers a clear view of the **political landscape, voter trends**, and **regional dynamics** in the 2024 Indian general elections.

**Tools Used**

* Microsoft Excel (Pivot Tables, Charts, Slicers, Conditional Formatting)
* Functions like COUNTA(), UNIQUE(), IF(), string concatenation, etc.
* Excel icons and basic design formatting for visual appeal

**Dashboard Development Steps**

**Pivot Table 1: Top Margins (Constituency-wise)**

* Visual: **Horizontal Bar Chart**
* Shows constituencies with highest winning margins
* Margin values displayed directly for clarity

**Pivot Table 2: Party-Wise Seat Share**

* Visual: **Pie Chart** for Top 5 parties (filtered using TOP N)
* Purpose: Display relative seat share among top performers
* Reason for Pie Chart: Clean representation of % share (only 5 categories)

**Pivot Table 3: Head-to-Head Candidate Margins**

* Columns used: **Winning Candidate**, **Trailing Candidate**
* Created new column Versus = A2 & " vs " & B2
* Visual: **Clustered Column Chart**
* Title: *Head-to-Head Margins*
* Helps visualize close contests or landslide wins

**Pivot Table 4: Margin Intensity Classification**

* Created **custom column** using nested IF formulas to label:
  + Close Fight
  + Moderate Win
  + Nail Biter
  + Solid Victory
* Visual: **Bar Chart**
* Slicer added to dynamically filter based on intensity

**Pivot Table 5: Unique Winning Parties**

* Formula used: =COUNTA(UNIQUE(range))
* Shows number of parties that secured at least one seat

**Slicers for Interactivity**

* **Winning Party** slicer – linked to Pivot Tables 1 & 3
* **Margin Intensity** slicer – linked to Pivot Tables 2 & 4
* Purpose: Add dynamic filtering for exploration

**Shapes & Layout Design:**

• Rectangle Outline Dashes – Set at 65% Transparency.

• Heading Rectangle – Height: 2.9 cm, Width: 31.98 cm, Cell Range Height: 6.

• Small Rectangle – Height: 2.91 cm, Width: 7.92 cm, Cell Range Height: 6.

• Mini Rectangle (Square) – Height: 2.7 cm, Width: 2.5 cm.

**KPI Cards Included**

* Total Constituencies: 543
* Leading Party: BJP (240 Seats)
* Top Candidate by Vote Margin: *Shankar Lalwani*
* Top Margin Constituency: *Indore* (1,175,092 votes)

**Overall Insights**

The **2024 Lok Sabha election results** reflect a competitive and dynamic political environment.

* **BJP** emerged as the leading party with **240 seats**, showing strong dominance in several key states.
* **Close contests** were observed in multiple constituencies, with victory margins under 5,000 votes.
* The largest winning margin was in **Indore**, where *Shankar Lalwani* won by over **1.17 million votes**.
* The data also uncovers the **regional strengths** of national and regional parties, offering granular insights into electoral behavior.

**Conclusion**

This dashboard enables journalists, analysts, and politically curious citizens to interactively explore the **performance of parties and candidates** in the 2024 Indian General Elections. With features like **dynamic filtering**, **vote margin categorization**, and **visual summaries**, it offers an **engaging, easy-to-use tool** to understand the nation’s democratic choices.