Election Results-2024 Analysis with Power BI

Insights into Election Results, Party Performance, and Voter Trends

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04
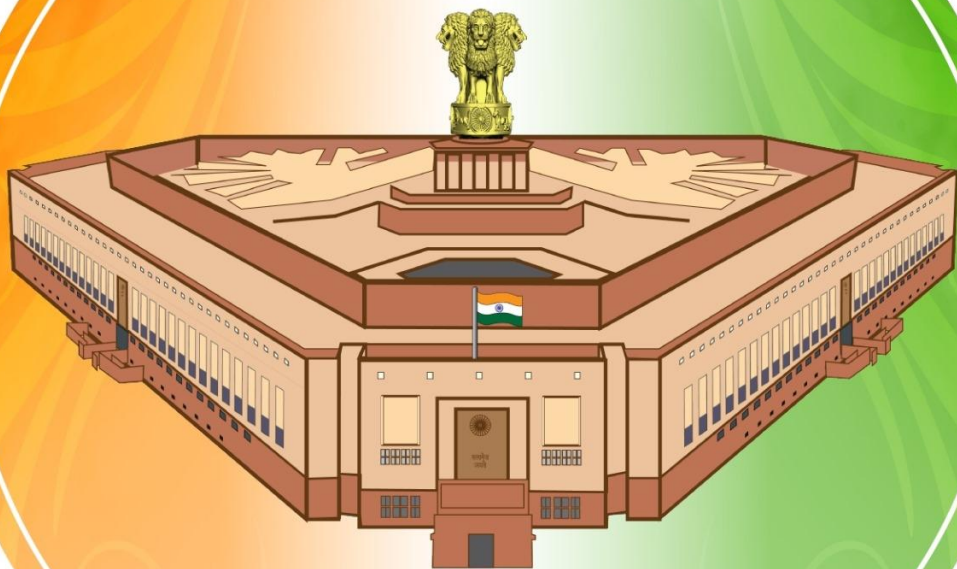## Data Cleaning and Preparation
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01

Objectives

The objective is to analyze the 2024 election data to gain insights into the election results, understand party performance and voter trends across various constituencies, and create interactive visualizations and dashboards for stakeholders.

02

Data Description

Election Results Data

- ❑ **id:** Unique identifier for each record.
- ❑ **State:** Name of the state.
- ❑ **Const. No.:** Constituency number.
- ❑ **Constituency:** Name of the constituency.
- ❑ **Leading Candidate:** Name of the leading candidate.
- ❑ **Leading Party:** Name of the leading party.
- ❑ **Trailing Candidate:** Name of the trailing candidate.
- ❑ **Trailing Party:** Name of the trailing party.
- ❑ **Margin:** Vote margin between the leading and trailing candidates.
- ❑ **Status:** Status of the election result (e.g., Won, Lost, Leading, Trailing).

Party Alliance Data

❏ **Party Name:** Name of the political party.

❏ **Alliance Name:** Name of the political alliance the party belongs to.

03 Data Integration

We combined the election results data with the party alliance data to form a comprehensive dataset. This integration provides a detailed view of which alliances are leading or trailing in various constituencies, allowing for a thorough analysis of political power distribution and voter preferences. This holistic approach offers valuable insights into the dynamics between political alliances and their impact on the election outcomes.

04

Data Cleaning and Preparation

- ❖ **Check Data:** Identify and address missing values and inconsistencies.
- ❖ **Correct Errors:** Fix errors to ensure dataset accuracy.
- ❖ **Prepare Data:** Standardize column names and fill missing values.
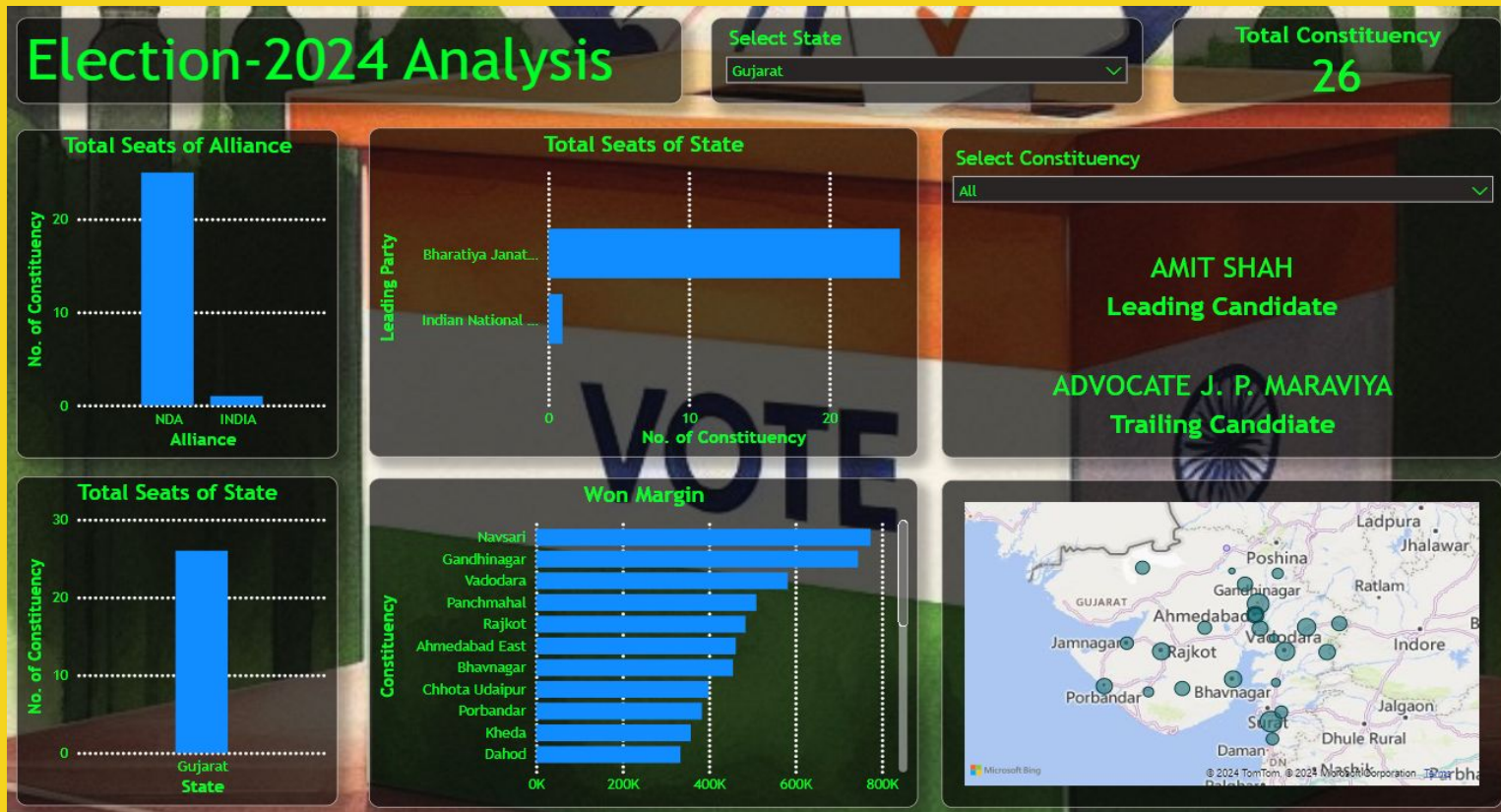- ❖ **Example:** Correct column names and fill missing values for completeness.

05 Dashboard Overview

★ **Interactive Dashboard:** Created in Power BI to analyze the 2024 election data.

★ **Filters:** Explore data by state, constituency, party, alliance, and status.

★ **Key Performance Indicators (KPIs):** Total seats won, won margin, constituencies won by alliance.

★ **Visualizations:** Summarize overall results, state-wise performance, constituency-wise analysis, party and alliance comparison, trend analysis.

Dashboard Image

Election-2024 Analysis

Select State
Gujarat

Total Constituency
26

Total Seats of Alliance

No. of Constituency
20
10
0
NDA   INDIA
Alliance

Total Seats of State

Leading Party
Bharatiya Janat...
Indian National ...
0   10   20
No. of Constituency

Select Constituency
All

AMIT SHAH
Leading Candidate

ADVOCATE J. P. MARAVIYA
Trailing Canddiate

Total Seats of State

No. of Constituency
30
20
10
0
Gujarat
State

Won Margin

Constituency
Navsari
Gandhinagar
Vadodara
Panchmahal
Rajkot
Ahmedabad East
Bhavnagar
Chhota Udaipur
Porbandar
Kheda
Dahod
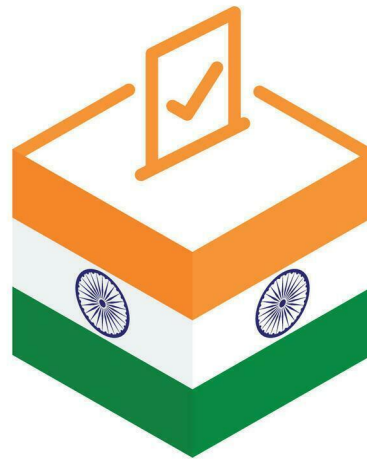0K   200K   400K   600K   800K

06 Conclusion

ADVERTISING CAMPAIGN 2

The analysis of the 2024 election data provides comprehensive insights into party performance and voter trends across constituencies. The interactive dashboard created in Power BI allows stakeholders to explore detailed election outcomes and dynamics between political alliances, aiding strategic decision-making for future elections.

THANKS!

Do you have any question?

Please feel free to send me a message on LinkedIn.