

## Ideation Phase

### Empathize & Discover

Date	5 october 2023
Team ID	NM2023TMID06078
Project Name	Quantitative Analysis of Candidate in 2019 Lok Sabha Elections
Maximum Marks	4 Marks

### Empathy Map Canvas:

An Empathy Map typically focuses on understanding a person's or entity's perspective, feelings, and behaviors. In the context of a quantitative analysis of a Lok Sabha candidate in the 2019 Indian General Elections, you can create an empathy map like this:

- Data on constituency demographics, including the number of eligible voters, age groups, and gender distribution.
- Campaign performance metrics, such as rally attendance, social media engagement, and advertisement reach.
- Polling data and trends, including their own standing and that of competitors in the constituency.
- Fundraising and expenditure data for their campaign.

### Example:



