ARINGAR ANNA GOVERNMENT ARTS COLLEGE

MUSIRI- 621 211

Affiliated to Bharathidasan University, Tiruchirappalli

NAAN MUDHALVAN PROJECT

COURSE : DATA LITERACY WITH TABLEAU

PROJECT TITLE: Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections

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Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections

INTRODUCTION :

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

Technical Architecture:

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

Activity 2: Requirements

Milestone 2: Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset

https://drive.google.com/file/d/1f0Q_AohNA8PQ8AL6WXYylw-kgoVkGDmd/view

Activity 2: Connecting Dataset to Tableau.

Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

STATE	CONSTITU	NAME	WINNER	PARTY	SYMBOL	GENDER	CRIMINAL	AGE	CATEGORY	EDUCATIC	ASSETS	LIABILITIE	GENERAL\	POSTALVC	TOTALVOT	OVER TOT	OVER TOT	TOTAL ELECTORS
Telangana	ADILABAD	SOYAM BA	1	BJP	Lotus	MALE	52	52	ST	12th Pass	Rs 30,99,4	Rs 2,31,45	376892	482	377374	25.33068	35.46825	1489790
Telangana	ADILABAD	Godam Na	0	TRS	Car	MALE	0	54	ST	Post Gradi	Rs 1,84,77	Rs 8,47,00	318665	149	318814	21.39993	29.96437	1489790
Telangana	ADILABAD	RATHOD R	0	INC	Hand	MALE	3	52	ST	12th Pass	Rs 3,64,91	Rs 1,53,00	314057	181	314238	21.09277	29.53429	1489790
Telangana	ADILABAD	NOTA	0	NOTA									13030	6	13036	0.875023	1.225214	1489790
Uttar Prad	AGRA	Satyapal S	1	BJP	Lotus	MALE	5	58	SC	Doctorate	Rs 7,42,74	Rs 86,06,5	644459	2416	646875	33.38382	56.46461	1937690
Uttar Prad	AGRA	Manoj Kur	0	BSP	Elephant	MALE	0	47	SC	Post Gradi	Rs 13,37,8	Rs 2,22,51	434199	1130	435329	22.46639	37.99913	1937690
Uttar Prad	AGRA	Preeta Ha	0	INC	Hand	FEMALE	0	54	SC	Post Gradi	Rs 5,50,75	Rs 0 ~	44877	272	45149	2.330042	3.940979	1937690
Maharash	AHMADN/	Dr. SUJAY	1	BJP	Lotus	MALE	0	37	GENERAL	Doctorate	Rs 16,86,6	Rs 26,23,9	696961	7699	704660	37.85653	58.42516	1861396
Maharash	AHMADN/	SANGRAM	0	NCP	Clock	MALE	1	34	GENERAL	Graduate	Rs 9,44,88	Rs 3,25,49	419364	3822	423186	22.73487	35.08743	1861396
Maharash	AHMADN/	SUDHAKA	0	VBA	Cup & Sau	MALE	0	62	GENERAL	Graduate	Rs 1,39,49	Rs 14,00,0	31644	163	31807	1.708771	2.6372	1861396
Gujarat	AHMEDAE	Patel Hasr	1	BJP	Lotus	MALE	0	58	GENERAL	Others	Rs 7,46,99	Rs 62,52,5	745810	4024	749834	41.38497	67.00546	1811851
Gujarat	AHMEDAE	Gitaben P	0	INC	Hand	FEMALE	6	38	GENERAL	10th Pass	Rs 4,03,75	Rs 31,21,8	312883	2621	315504	17.41335	28.19356	1811851
Gujarat	AHMEDAE	DR. KIRIT I	1	BJP	Lotus	MALE	0	69	SC	Post Gradi	Rs 8,94,74	Rs 0 ~	638241	3381	641622	39.04432	64.21145	1643317
Gujarat	AHMEDAE	RAJU PARI	0	INC	Hand	MALE	0	68	SC	Graduate	Rs 26,29,9	Rs 1,89,43	317797	2279	320076	19.47743	32.03217	1643317
Gujarat	AHMEDAE	NOTA	0	NOTA									14580	139	14719	0.895688	1.47303	1643317
Gujarat	AHMEDAE	TRIBHOVA	0	BSP	Elephant	MALE	0	66	SC	8th Pass	Rs 53,54,0	Rs 0 ~	9909	119	10028	0.610229	1.00357	1643317
Rajasthan	AJMER	Bhagirath	1	BJP	Lotus	MALE	0	64	GENERAL	12th Pass	Rs 8,51,01	Rs 83,19,9	811091	3985	815076	43.43954	64.52235	1876346
Rajasthan	AJMER	Riju Jhunj	0	INC	Hand	MALE	0	40	GENERAL	Graduate	Rs 85,39,9	Rs 30,60,1	397420	1232	398652	21.24619	31.55775	1876346
Rajasthan	AJMER	Durga Lal I	0	BSP	Elephant	MALE	0	60	SC	Post Gradi	Rs 4,17,40	Rs 8,90,00	13547	71	13618	0.725772	1.078016	1876346
Rajasthan	AJMER	Vishram B	0	APoI	Coat	MALE	0	60	SC	Post Gradi	Rs 2,57,92	Rs 2,68,70	13036	5	13041	0.695021	1.03234	1876346
Uttar Prad	AKBARPUI	Devendra	1	BJP	Lotus	MALE	0	64	GENERAL	10th Pass	Rs 2,85,46	Rs 5,59,96	577603	3679	581282	32.91292	56.62023	1766121
Uttar Prad	AKBARPUI	Nisha Sach	0	BSP	Elephant	FEMALE	0	46	GENERAL	Post Gradi	Rs 13,44,4	Rs 1,36,19	304553	1587	306140	17.33403	29.81981	1766121
Uttar Prad	AKBARPUI	Rajaram P	0	INC	Hand	MALE	1	58	GENERAL	Graduate	Rs 1,90,97	Rs 86,00,0	107592	749	108341	6.134404	10.55304	1766121
Maharash	AKOLA	Dhotre Sa	1	BJP	Lotus	MALE	1	60	GENERAL	Graduate	Rs 7,71,53	Rs 1,49,85	552898	1546	554444	29.72621	49.49575	1865169

Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data

visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1.1: KPI's

https://drive.google.com/file/d/18uRL_LX1gLDwjZYLKINJZUAXj5mbzgS/view?usp=drive_link

Tableau - Sign In
WhatsApp
Political juggernauts
GitHub
BRIANSTOMING.pdf
Story 1.pdf
File | C:/Users/RUTHRAN/Downloads/Story%201.pdf
Story 1.pdf
2 / 11
100%
Total Criminal Cases
2,018
ENG
23:54
15-10-2023

Tableau - Sign In
WhatsApp
Political juggernauts
GitHub
BRIANSTOMING.pdf
Story 1.pdf
File | C:/Users/RUTHRAN/Downloads/Story%201.pdf
Story 1.pdf
3 / 11
100%
Total Votes
594,240,703
ENG
23:54
15-10-2023

Activity 1.2: Gender & educational Wise General Votes.

https://drive.google.com/file/d/1i5S454mBe6PnHUenjI6VBeuMg8cnpFkt/view?usp=drive_link

Activity 1.3: State wise Winner.

https://drive.google.com/file/d/1UD6q4_umsslg3O7fdeqGr86OQpPOQ9uh/view?usp=drive_link

Activity 1.4: State wise General Votes and Postal Votes.

https://drive.google.com/file/d/1yOvqqJI7blmH_JQSISClFqeFFFlfmrcX/view?usp=drive_link

Activity 1.5: State wise Criminal Cases.

https://drive.google.com/file/d/1Zj4jb9TcI7vTB_k1Vj55zGMh_cejZMAY/view?usp=drive_link

Activity 1.6: constituency wise Winners and Electors

https://drive.google.com/file/d/1MkY0K9btwRLnUK6RhGOqxwGMZfcjXDJc/view?usp=drive_link

Activity 1.7: Party wise Winner.

https://drive.google.com/file/d/1zLsSkKb428XwdtByOJwwBEAgOK3D0uvT/view?usp=drive_link

Activity 1.8: Winners by Education and Category.

https://drive.google.com/file/d/1EuWwqEQs51xa9ST7366O-JlzeZMqMmV/view?usp=drive_link

Activity 1.9: Party Wise Postal Votes

https://drive.google.com/file/d/1HOKSVMRq62MqXZm1wV7ZWXY5BOf88lh/view?usp=drive_link

Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity :1- Responsive and Design of Dashboard.

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

https://public.tableau.com/app/profile/sakthivel.m3529/viz/Politicaljuggernauts1/Dashboard1

Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights

their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos

Activity:1- No of Scenes of Story

https://drive.google.com/file/d/1vBT9ktqNqvGZxFODm3pbwCm3gY9GNYK9/view?usp=drive_link

Tableau - Political juggernauts - Tableau license expires in 14 days
Party Wise Winner
YSRCP 22
TRS
BSP
DMK 23
SHS
AITC 22
BJD
INC 52
JD(U)
BJP 300
Party
AITC
BJD
BJP
BSP
DMK
INC
JD(U)
SHS
TRS
YSRCP
10 marks 1 row by 1 column SUM(Winner): 484

Tableau - Political juggernauts - Tableau license expires in 14 days
Constituency Wise Winners and Electors
Constituency
Winner
Total Electors
ANANTNAG 1,17,448
ARUKU 10,51,721
AURANGABAD 20,84,080
BANKA 9,46,385
BARAMULLA 4,47,838
CHATRA 8,43,346
GAYA (SC) 9,40,788
JAHANABAD 7,95,747
KORAPUT 10,80,161
MAHARAJGANJ 21,27,563
ROBERTSGANJ 9,44,715
SHEOHAR 9,56,682
SUPAUL 10,31,162
THANJAVUR 10,37,478
UJIARPUR 9,26,178
30 marks 2 rows by 15 columns SUM(Total Electors): 203,859,588

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
LS_2.0 (2)
Worksheet (LS_2.0-_2_)
Tables
Assets
Category
Constituency
Criminal Cases
Education
Gender
Liabilities
Name
Party
State
Symbol
Measure Names
AGE
General Votes
Over Total Electors In ...
Over Total Votes Polle...
Postal Votes
Total Electors
Total Votes
Parameters
Top n
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
CNT(Criminal ..
Columns
State
Rows
CNT(Criminal Cases)
State Wise Criminal Cases
State
Count of Criminal Cases
250
200
150
100
50
0
5
101
10
44
218
4
38
6
3
6
69
41
9
28
65
72
63
3
93
175
10
6
5
3
24
73
4
53
74
4
189
74
8
251
14
173
Andaman & Nicobar Islands
Andhra Pradesh
Arunachal Pradesh
Assam
Bihar
Chandigarh
Chhattisgarh
Dadra & Nagar Haveli
Daman & Diu
Goa
Gujarat
Haryana
Himachal Pradesh
Jammu & Kashmir
Jharkhand
Karnataka
Kerala
Lakshadweep
Madhya Pradesh
Maharashtra
Manipur
Meghalaya
Mizoram
Nagaland
NCT OF Delhi
Odisha
Puducherry
Punjab
Rajasthan
Sikkim
Tamil Nadu
Telangana
Tripura
Uttar Pradesh
Uttarakhand
West Bengal
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
36 marks
1 row by 36 columns
SUM of CNT(Criminal Cases): 2,018
Type here to search
ENG
22:58
15-10-2023

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
LS_2.0 (2)
Worksheet (LS_2.0-_2_)
Tables
Assets
Category
Constituency
Criminal Cases
Education
Gender
Liabilities
Name
Party
State
Symbol
Measure Names
AGE
General Votes
Over Total Electors In ...
Over Total Votes Polle...
Postal Votes
Total Electors
Total Votes
Parameters
Top n
Pages
Filters
Marks
All
Automatic
Color
Size
Label
Detail
Tooltip
Multiple fields
SUM(General V...
SUM(zero)
SUM(Postal Vo...
Columns
SUM(General Votes)
SUM(zero)
SUM(Postal Votes)
Rows
State
State Wise General Votes and Postal Votes
State
Andaman & Nicobar Islands 1,99,675 Andaman & Nicobar Islands 200
Andhra Pradesh 3,07,48,327 Andhra Pradesh 2,20,376
Arunachal Pradesh 6,21,383 Arunachal Pradesh 24,952
Assam 1,73,91,216 Assam 50,318
Bihar 3,86,21,504 Bihar 1,34,091
Chandigarh 4,36,242 Chandigarh 341
Chhattisgarh 1,30,60,689 Chhattisgarh 31,346
Dadra & Nagar Haveli 1,93,258 Dadra & Nagar Haveli 58
Daman & Diu 86,651 Daman & Diu 26
Goa 8,39,015 Goa 1,939
Gujarat 2,80,11,484 Gujarat 1,47,200
Haryana 1,22,43,072 Haryana 52,139
Himachal Pradesh 36,90,933 Himachal Pradesh 47,626
Jammu & Kashmir 33,91,264 Jammu & Kashmir 40,976
Jharkhand 1,42,15,871 Jharkhand 37,256
Karnataka 3,37,75,857 Karnataka 83,369
Kerala 1,99,38,486 Kerala 72,241
Lakshadweep 46,115 Lakshadweep 106
Madhya Pradesh 3,55,08,149 Madhya Pradesh 72,446
100M 80M 60M 40M 20M 0M
General Votes
0
zero
0K 100K 200K 300K
Postal Votes
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
108 marks
36 rows by 3 columns
SUM(zero): 0
Type here to search
ENG
22:58
15-10-2023

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
LS_2.0 (2)
Worksheet (LS_2.0-_2_)
Tables
Assets
Category
Constituency
Criminal Cases
Education
Gender
Liabilities
Name
Party
State
Symbol
Measure Names
AGE
General Votes
Over Total Electors In ...
Over Total Votes Polle...
Postal Votes
Total Electors
Total Votes
Parameters
Top n
Pages
Filters
Gender
Marks
Area
Color
Size
Label
Detail
Tooltip
Education
SUM(General Vote..
Columns
Gender
Education
Rows
SUM(General Votes)
Gender & educational Wise General Votes
Gender / Education
FEMALE
MALE
General Votes
120M
100M
80M
60M
40M
20M
0M
12,02,55,828
12,87,23,787
9,69,85,100
5,95,35,757
4,74,05,238
2,06,72,792
2,61,97,922
1,03,88,665
1,03,80,882
1,91,16,303
1,34,96,040
41,53,199
7,94,662
19,22,518
29,95,280
23,08,515
Null
5th Pass
8th Pass
10th Pass
12th Pass
Doctorate
Graduate
Graduate Professional
Literate
Not Available
Others
Post Graduate
Illiterate
Education
Null
5th Pass
8th Pass
10th Pass
12th Pass
Doctorate
Graduate
Graduate Professional
Illiterate
Literate
Not Available
Others
Post Graduate
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
24 marks
1 row by 24 columns
SUM(General Votes): 591,998,725
Type here to search
ENG
22:58
15-10-2023

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Story (1016 x 964)
Lok Sabha Analysis 2019
Total winnars
Total Crimial Cases
Total Votes
Gender & Educational Wise General Votes
State Wise Winners
State Wise Genaral Votes and Postal Votes
Top n
15
Total Winnars
539
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
Type here to search
ENG
22:59
15-10-2023

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Show Me
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Story (1016 x 964)
Lok Sabha Analysis 2019
Total winnars
Total Crimial Cases
Total Votes
Gender & Educational Wise General Votes
State Wise Winners
State Wise Genaral Votes and Postal Votes
Total Criminal Cases
2,018
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
Type here to search
ENG
22:59
15-10-2023

Tableau - Political juggernauts - Tableau license expires in 14 days
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Show Me
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Drag to add text
Show title
Size
Story (1016 x 964)
Lok Sabha Analysis 2019
Total winnars
Total Crimial Cases
Total Votes
Gender & Educational Wise General Votes
State Wise Winners
State Wise Genaral Votes and Postal Votes
Total Votes: 59,42,40,703
Total Votes
59,42,40,703
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
Sheet 10
Sheet 11
Sheet 12
Dashboard 1
Story 1
Type here to search
ENG
22:59
15-10-2023

Milestone 7: Performance Testing

Activity 1: Utilization of Filters

Activity 2: No of Visualization

- KPI's
- Gender & educational Wise General Votes.
- State wise Winner.
- State wise General Votes and Postal Votes
- State wise Criminal Cases.
- constituency wise Winners and Electors
- Party wise Winner.
- Winners by Education and Category.
- Party Wise Postal Votes

Milestone 8: Publishing

Dashboard 1:

https://public.tableau.com/app/profile/sakthivel.m3529/viz/Politicaljuggernauts1/Dashboard1

Story 1:

https://public.tableau.com/app/profile/sakthivel.m3529/viz/Politicaljuggernauts/Story1

Reference video :

https://drive.google.com/file/d/1KhrvMDYWC4rzP8LDSJpawWKQcya-SmTn/view?usp=drivesdk

CONCLUSION:

i. **COURSE HELPFUL**
   - **Allows for Data driven decisions**
   - **Better Customer knowledge**
   - **Competitive edge**
   - **Increased Employability**
   - **Develop Goals and Objectives**

ii. **MENTRING SUPPORT**
   - **Keep an Active Line of Communication**
   - **Maintain a Schedule**
   - **Share Your Personal Goals**
   - **Maintain Mutual Respect**
   - **Make Time for Constructive Feedback**

iii. **SMART INTERNZ PLATFORM**

- **It helps students acquire technical and professional competencies while working on real-world challenges and creating innovative solutions.**

- **The program encourages students to think critically and creatively, and it is designed to provide industry-level training at the college level.**

THANKING NAAN MUDHALVAN & TAMILNADU GOVERNMENT