

PROJECT REPORT

PROJECT TITLE:
POLITICAL JUGGERNAUTS:
A QUANTITATIVE ANALYSIS
OF CANDIDATES IN THE
2019 LOK SABHA
ELECTIONS

**IDHAYA COLLEGE OF ARTS AND SCIENCE FOR WOMEN,
PUDUPALAYAM,TIRUVANNAMALAI.**

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**POLITICAL JUGGERNAUTS:A
QUANTITATIVE ANALYSIS OF CANDIDATES
IN THE 2019 LOK SABHA ELECTIONS**

NM ID:

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PAPER TITLE:

**FUNDAMENTALS OF DATA ANALYTICS WITH
TABLEAU**

PAPER CODE:

CSDA50

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1.INTRODUCTION:

1.1 Overview:

Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections Project using Tableau involves leveraging Tableau's data visualization and analytics capabilities to gain insights from Lok Sabha Analysis 2019 data.

The following can explain a brief description of the steps involved:

1. Data Collection:

- ⊗ Collect Lok Sabha Analysis 2019 data from various sources, such as websites, spreadsheets, and surveys. This data can include information about the Candidates details and more.

2. Data Preparation:

- ⊗ Cleanse and preprocess the data to ensure it's in a suitable format for analysis.

3. Connecting Dataset to Tableau:

- ⊗ Import the Cleaned data into Tableau Workbook and Start doing the Data Visualizations.

4. Data Visualization:

- ⊗ Data Visualization is the process of creating Graphical Representations of data in order to help people understand and explore the information. Create data visualizations to identify trends, patterns, and outliers.

5. Dashboard Creation:

- ⊗ Build interactive dashboards in Tableau to present real-time monitoring and analysis of data. Dashboards can include multiple visualizations like bar charts, line graphs, and tables.

6. Filtering and Interactivity:

- ⊗ Make the dashboards interactive by adding filters, formats, and parameters.

7. Data Story telling:

- ⊗ Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.
- ⊗ Use Tableau to tell a compelling data story. Explain the significance of our findings and provide actionable insights based on the visualizations.

8. Sharing and Publishing:

- ⊗ Share the Tableau dashboards with the relevant websites. Tableau offers options for sharing via Tableau Server or Tableau Online.

9. Performance Testing:

⊗ Different Visualizations:

- ⊗ 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

10. Feedback and Interaction:

- ⊗ Gather feedback from users to improve Tableau dashboards and refine the analysis as needed.

1.2 Purpose:

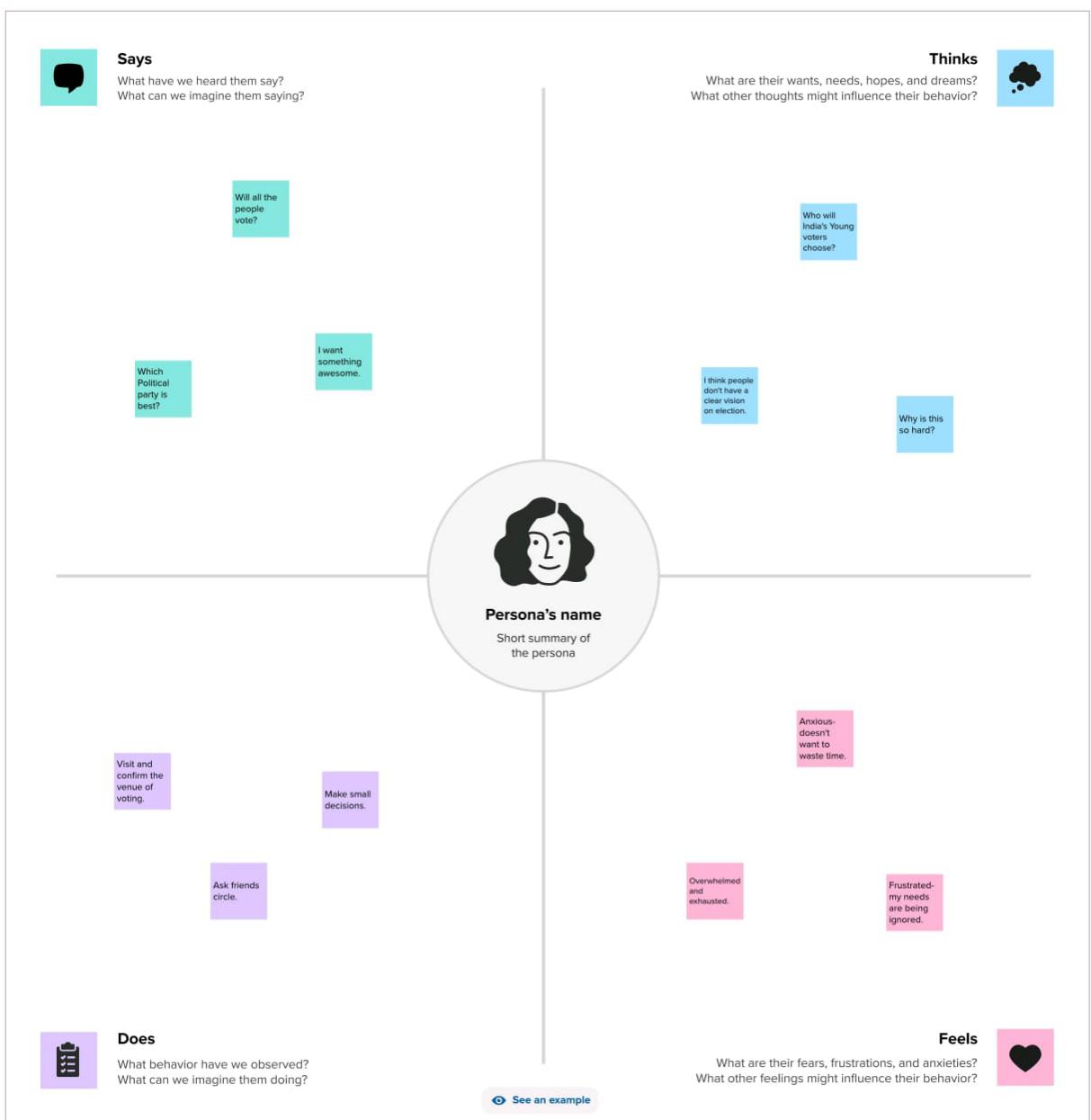
- ◆ The Purpose is to examine the winners, total voters, electors and Postal Votes of Lok Sabha, and Criminal Cases in each state & party.
- ◆ In which state there are more winners and which party got more seats and liabilities and assets of each state.

- ◆ It brings a clarity to know what are the weak places and which types of votes support which party and which category votes support which party.
- ◆ By conducting the research, the party can identify areas for improvement and take steps to enhance the Votes, and increase voter satisfaction and loyalty. Improve its Party reputation, which can lead to increased Voter loyalty.
- ◆ Motions of no confidence against the government can be introduced and passed in the Lok Sabha.

2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map:

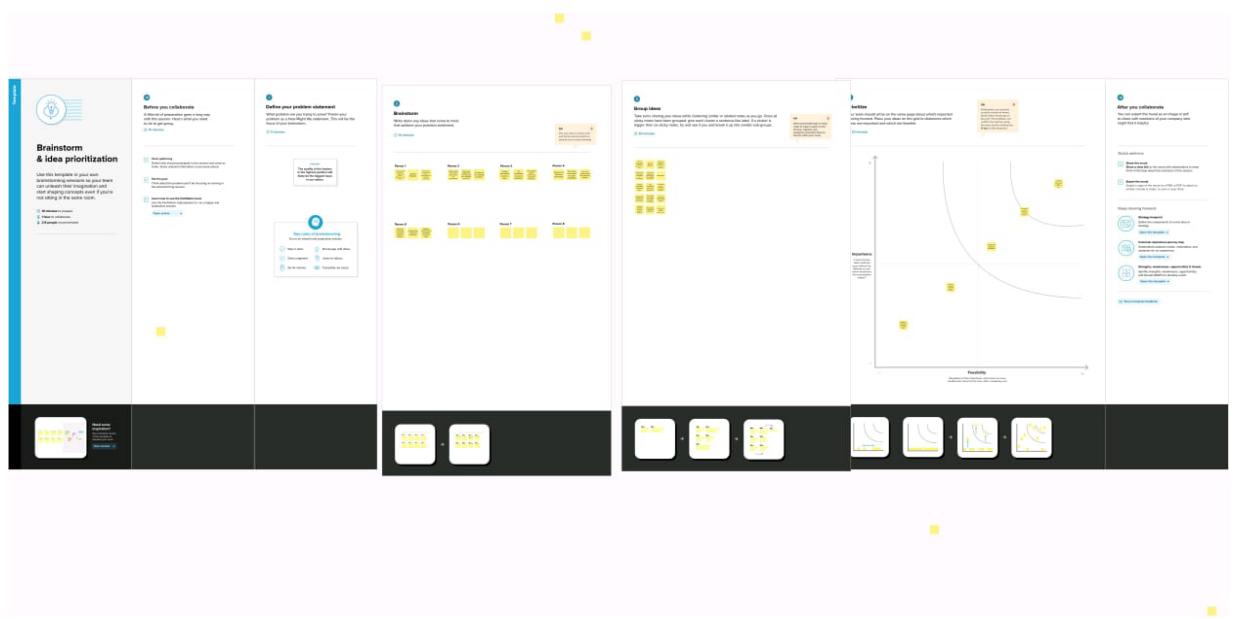
An Empathy Map is a widely-used visualization tool within the field of user experience design and human-computer interaction practice.



2.2 Ideation & Brainstorming Map:

Ideation is the process of forming ideas from conception to implementation.

Brainstorming Map is a visualization technique which allows us to explore a central idea, and all of its related topics, in a non-linear way.



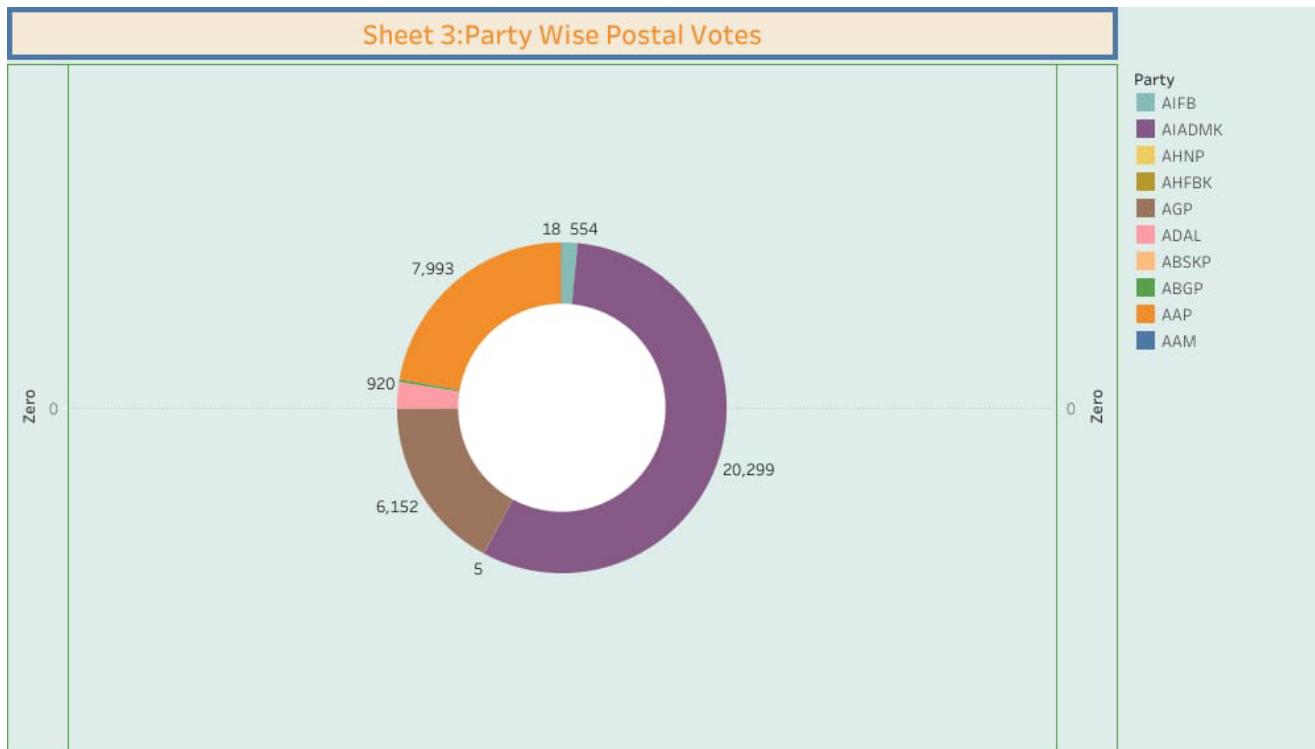
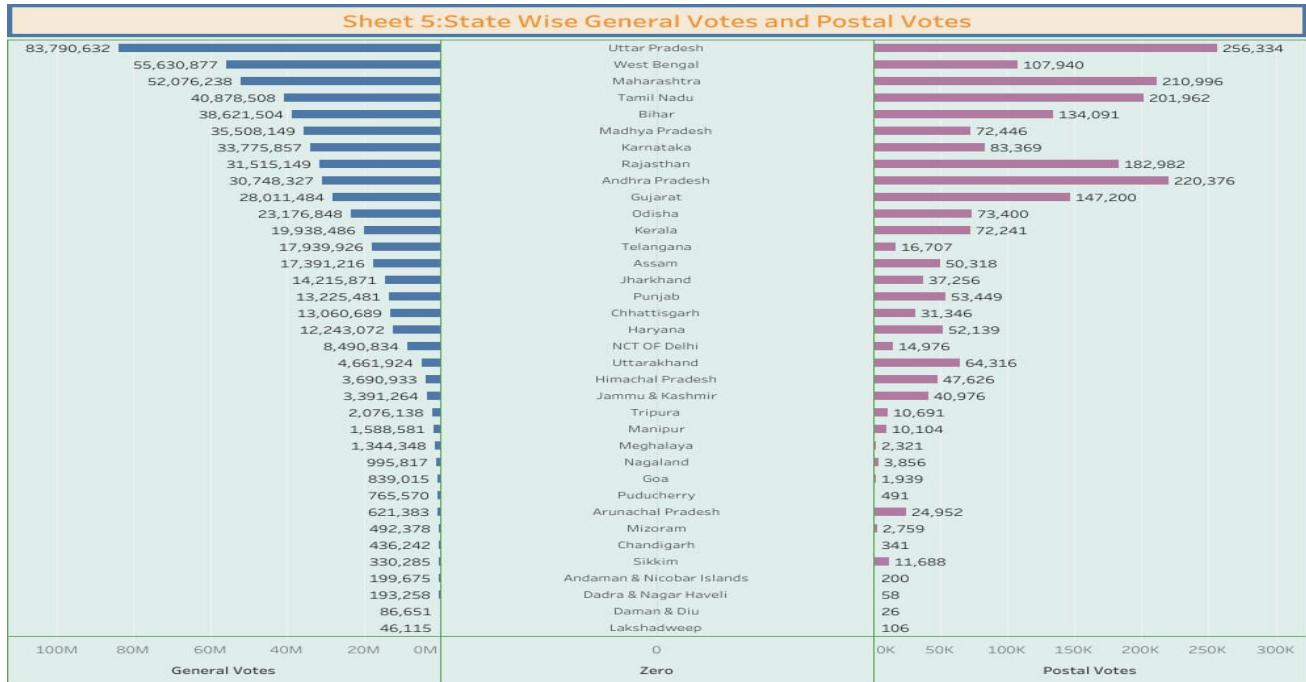
3.RESULT:

- 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.

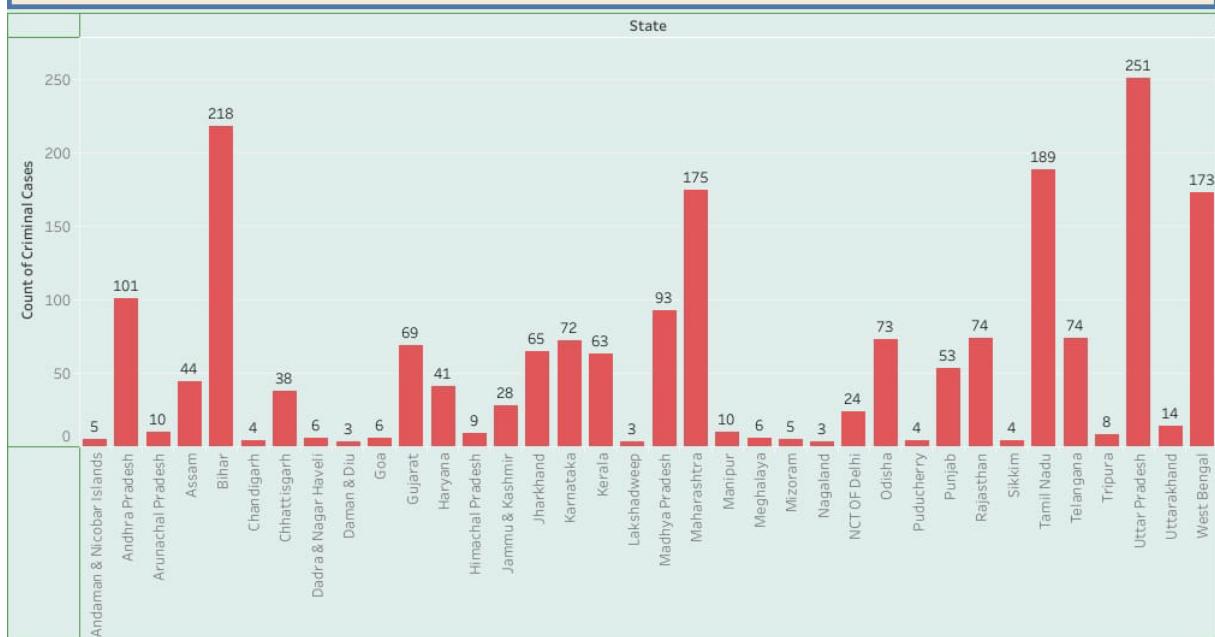
- The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. The BJP received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats.

Different Data Visualizations:





Sheet 7: State Wise Criminal Cases

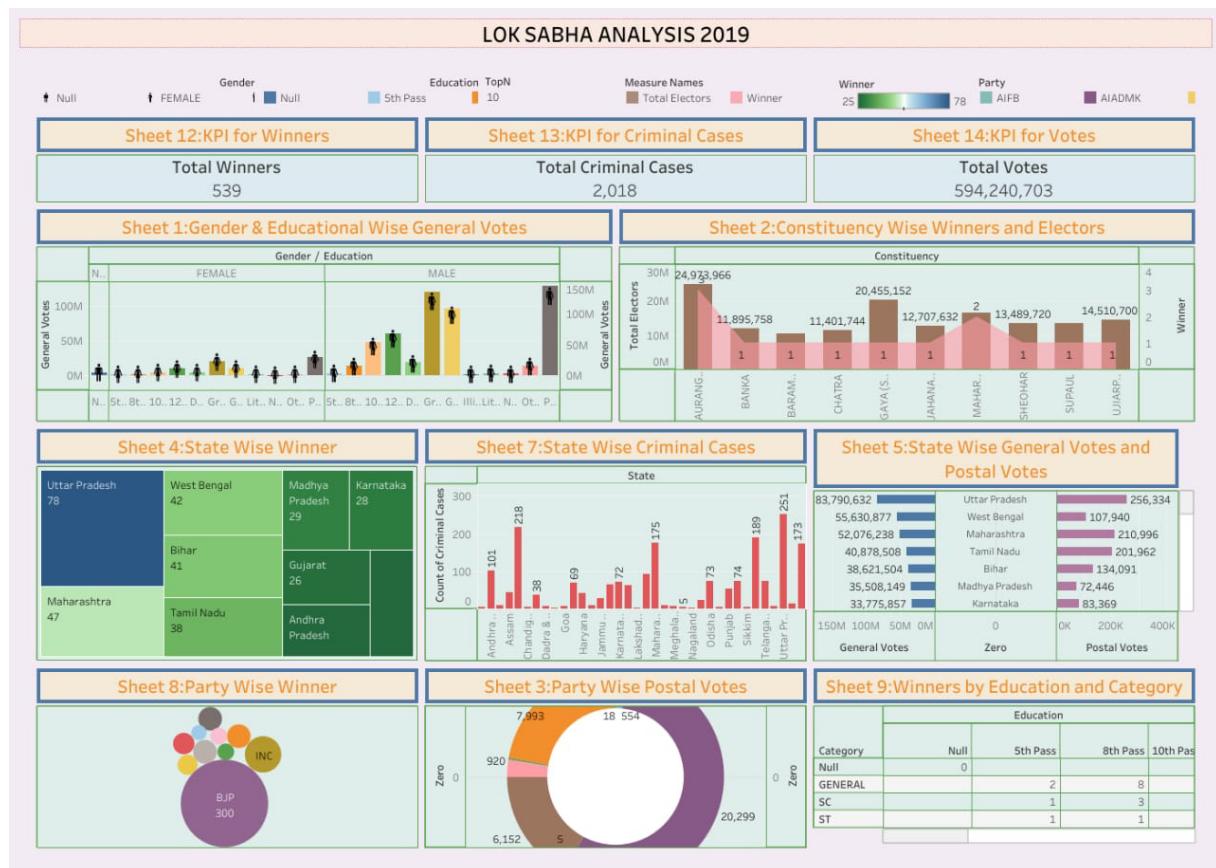


Sheet 9: Winners by Education and Category

Category	Education												
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctorate	Graduate	Graduate Professional	Illiterate	Literate	Not Available	Others	Post Graduate
Null	0												
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96
SC		1	3	8	10	6	18	12	0	1	0	1	25
ST		1	1	2	10	0	11	14	0	0		2	14

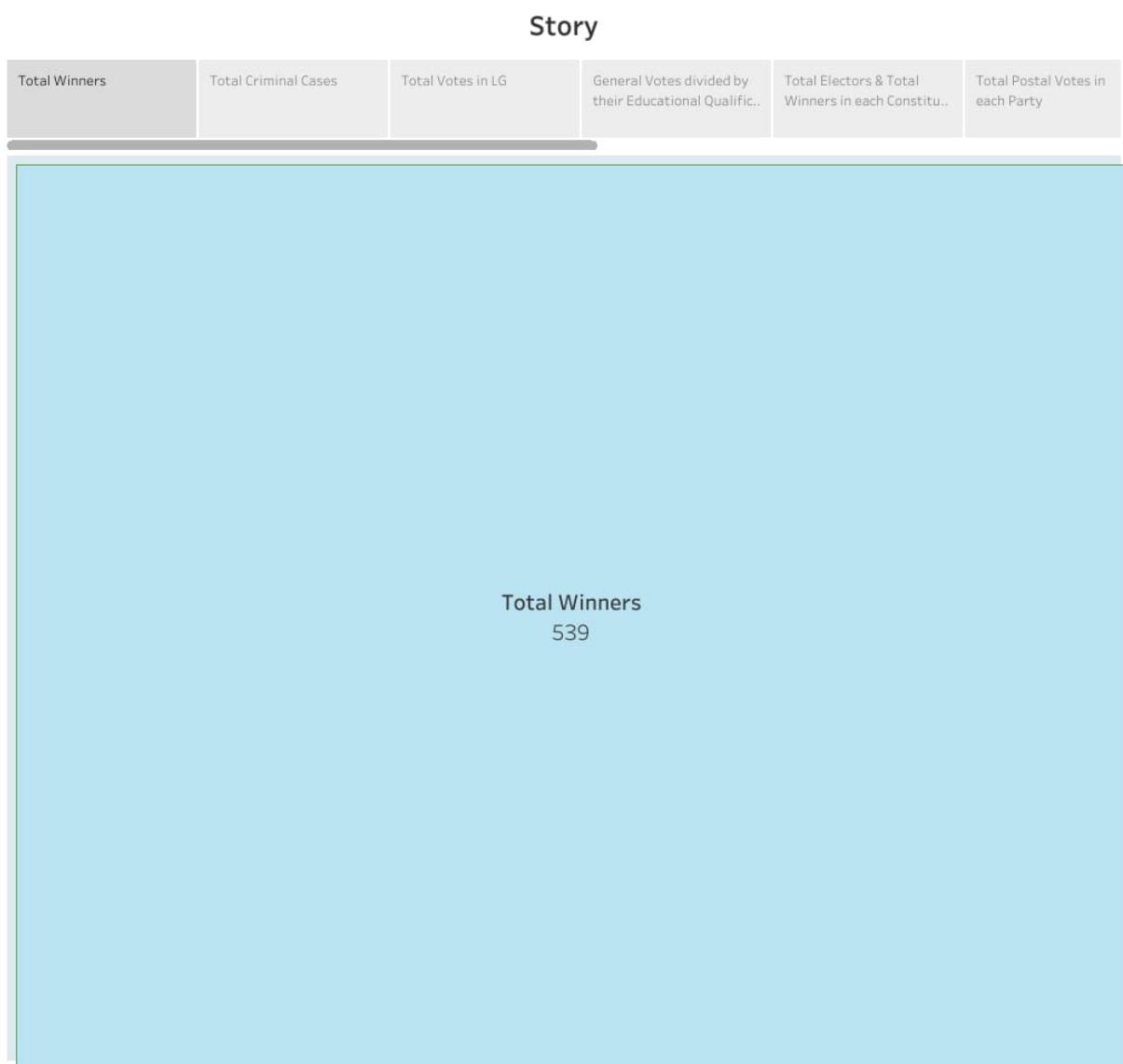
Dashboard:

- ⊗ A Dashboard is a Graphical User Interface (GUI) that displays information and data in an organized, easy-to-read format.
- ⊗ Dashboards are types of Data Visualizations, and often use common visualization tools such as graphs, charts, and tables.
- ⊗ It typically offers high-level information in one view that end users can use to answer a single question.



STORY:

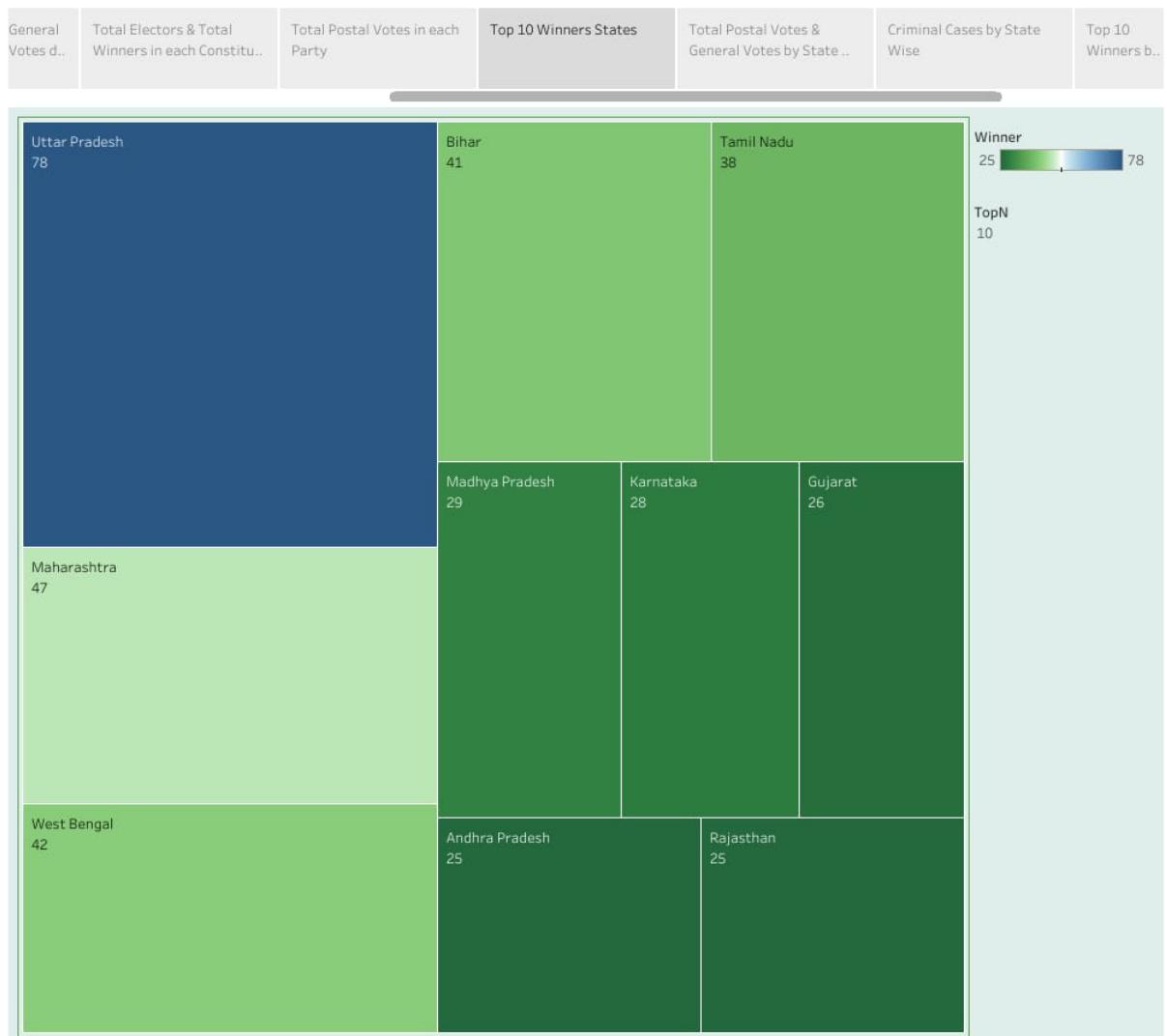
- ⊗ A data Story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand.
- ⊗ Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations and videos.



Story

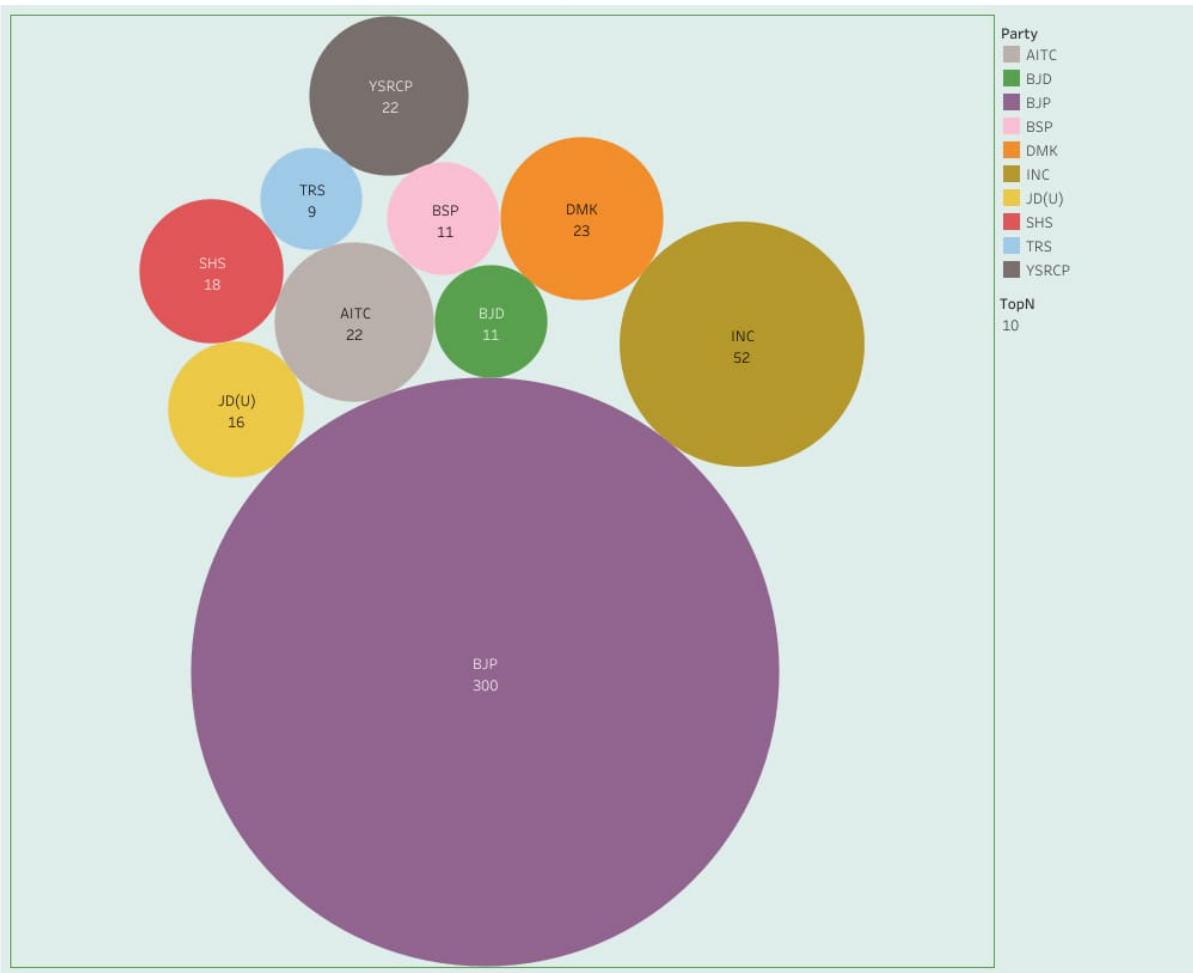


Story



Story

Total Postal Votes in each Party	Top 10 Winners States	Total Postal Votes & General Votes by State ..	Criminal Cases by State Wise	Top 10 Winners by Party Wise	Winners by Category & Educational Qualification
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4.ADVANTAGES & DISADVANTAGES:

☒ Advantages:

- **Speed**-Tableau can process large datasets quickly, enabling real-time.
- **Interactivity**-Interactive Dashboards with filters, formats and parameters empower users to explore data.
- **Scalability**-Tableau can scale to accommodate the evolving needs of an organization as it grows.
- **Collaborative**-Users can collaborate on dashboards and share them easily within the organization using Tableau server.
- **Efficiency**-Millions of rows of data can be handled with the efficiency via Tableau. Large amounts of data can be used to generate a variety of visualizations without compromising the dashboards' performance.

☒ Disadvantages:

- ◆ **Static and Single Valued Parameters**-Tableau's parameters are static and always single value can be selected using a parameter. There is no way a user can automate the updating of parameters.

- ◆ **Cost**-Tableau can be expensive, especially for enterprise-level deployments.
- ◆ **Data Security**-Ensuring data security and compliance with privacy regulations is the responsibility of the organization, and this can be challenging.
- ◆ **Scheduling of Reports**-Tableau does not provide the automatic schedule of reports. That's why there is always some manual effort required when the user needs to update the data in the back
- ◆ **Maintenance**-Keeping Tableau dashboards up to date and relevant requires ongoing effort and resources.

5.APPLICATIONS:

- ◆ The Tableau tool has extensive applications in Data Analytics and Data Visualization, which provides greater benefits like Data Handling and reducing Data Redundancy in the shortest execution time dynamically.
- ◆ The Tableau tool is one of the best Business Intelligence and Data Visualization tools available in the market to provide highly complex business solutions easily in a short time without hassles to manage the data

transformation functionalities.

- ◆ Tableau has emerged as an ideal solution for many businesses in this modern digital world. It offers numerous innovations and technological breakthroughs for highly complex data visualization and reporting.
- ◆ The areas this solution can be applied are recruitment, Talent Acquisition, cost optimization and performance management.

6. CONCLUSION:

- ⊗ Calculated fields allow us to derive values based on the logic and expressions; they ultimately add more flexibility and drive more insights into our Tableau Dashboards.
- ⊗ Tableau is a very effective tool for graphical representation, and it has more than 24 different graphical views to display data. Though the dataset is complex or the dataset is very big, in Tableau, we can create dashboards very easily and within less time.
- ⊗ In Conclusion, Tableau is a powerful data visualization tool that can help businesses make better-informed decisions.

7.FUTURE SCOPE:

- ☒ Tableau is the future of Data Analytics.
- ☒ Tableau careers are uber-in.
- ☒ Tableau is as good as choice.
- ☒ The future of Tableau is very bright and secure.
- ☒ Tableau shows greater potential for growth in the future in India.

Thank you!



