

Introduction

1.1 Overview

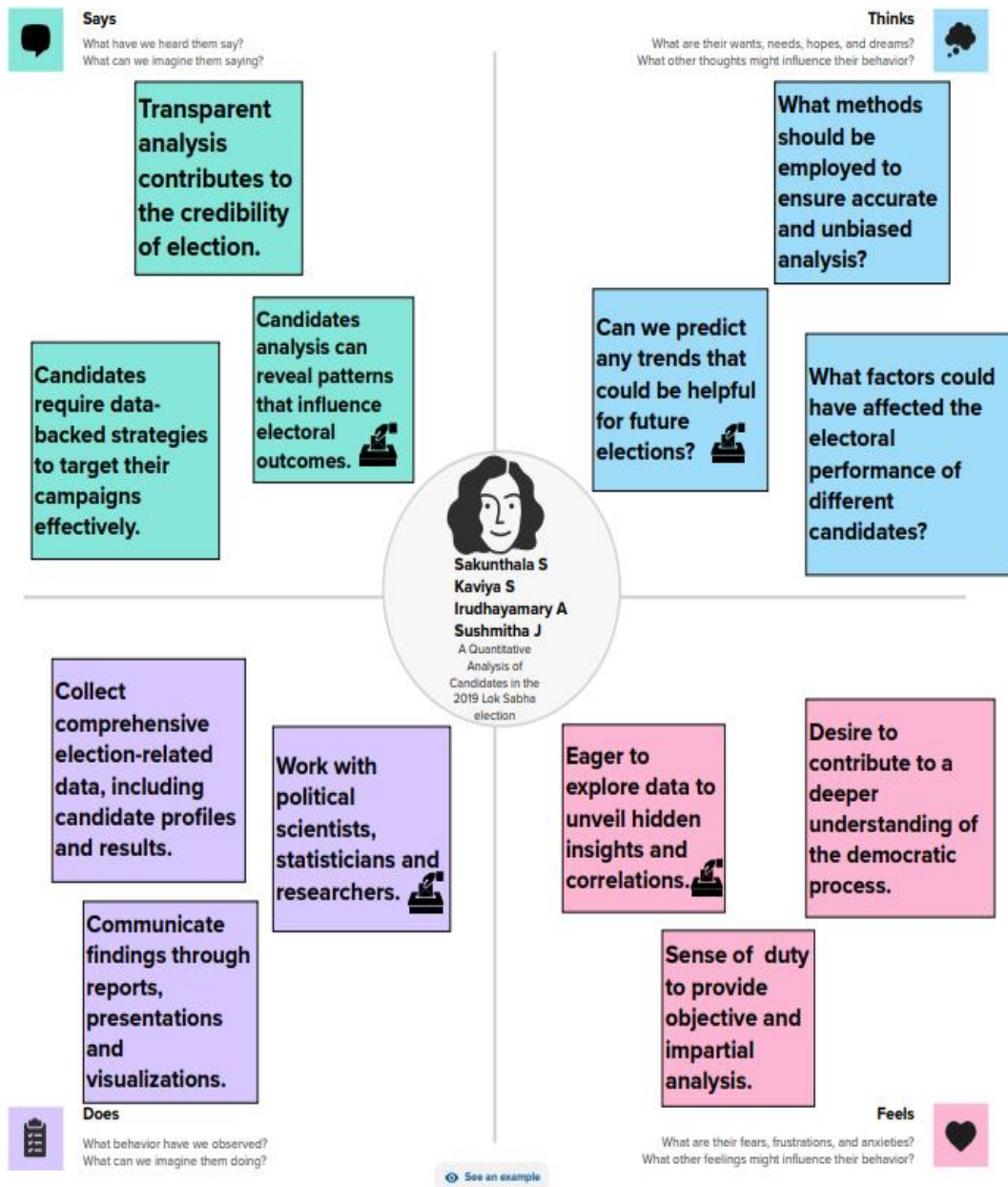
The Lok Sabha is composed of representatives of people chosen by direct election on the basis of universal adult suffrage. The constitution of India allows for a maximum of 550 members in the house, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha 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.

1.2 Purpose


The purpose of this project is to study and understand the different kinds of people who ran for seats in 2019 Lok Sabha election in India using numbers and statistics. By doing this, people can understand who the candidates are, why they participate in the election and about election trends. This report also helpful for the candidates by giving them information and can also guide their campaign strategies and policies to better connect with voters and understand the competition.

Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →


1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

How might we conduct a quantitative analysis of candidates of in the 2019 Lok Sabha election to identify key trends and patterns in terms of demographics, political affiliations, campaign expenditures, and voting outcomes?



2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Sakunthala S

Look at the basic details like age, gender, jobs and education

Seeing who spending more money in their campaigns

Candidates who joining up with other parties

Kaviya S

See which candidates voted more than others

Find out candidate's background like caste and religion

Which candidate's studied more than other

Irudhayamary A

Candidates who talked more about local or big national things

Seeing where candidate's tried to win (city or country side)

Check candidates who were being in power already

Sushmitha J

Figure out who had a better chance of winning

Check which candidate's use social media to get more votes

Check the criminal records among candidates

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**Candidates
who joining
up with
other parties**

**Check the
criminal
records
among
candidates**

**Candidates
who talked
more about
local or big
national things**

**Check
candidates
who were
being in
power already**

**Which
candidate's
studied more
than other**

4

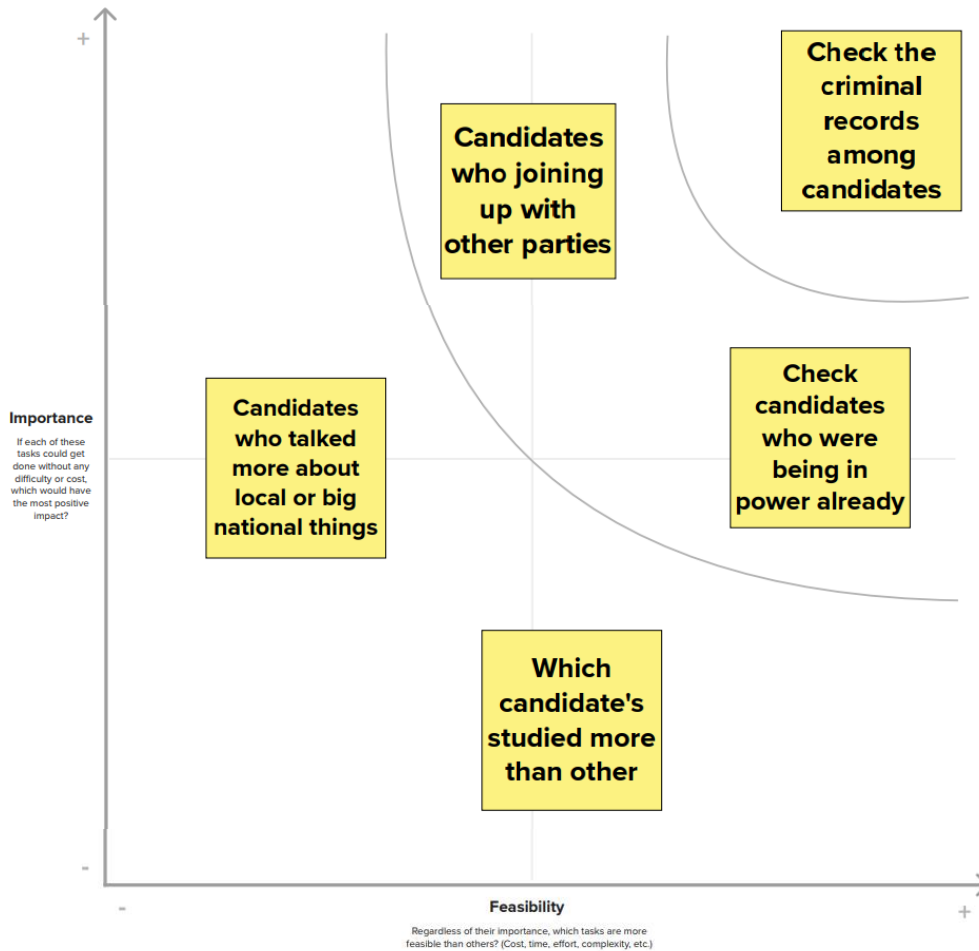
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

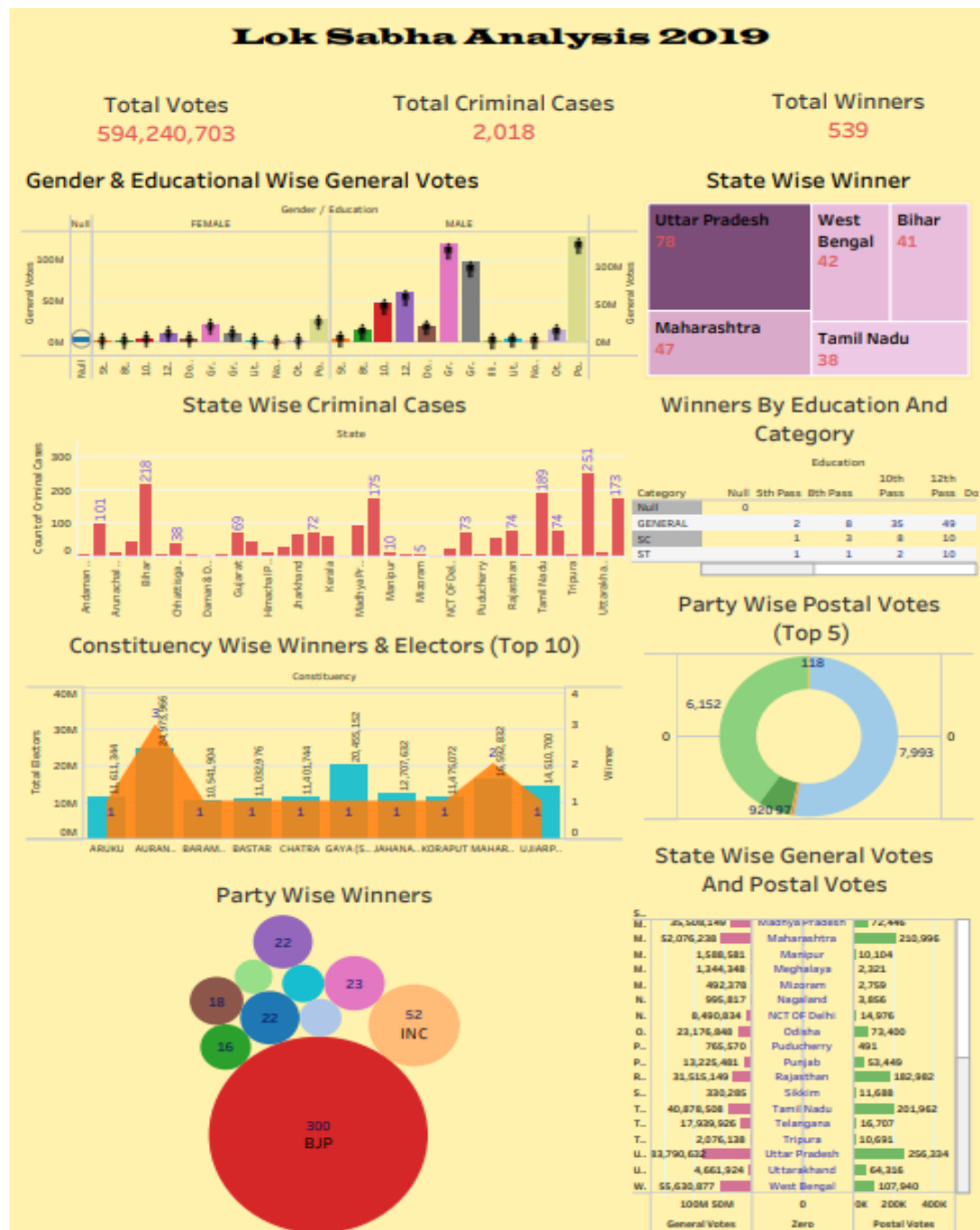
TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

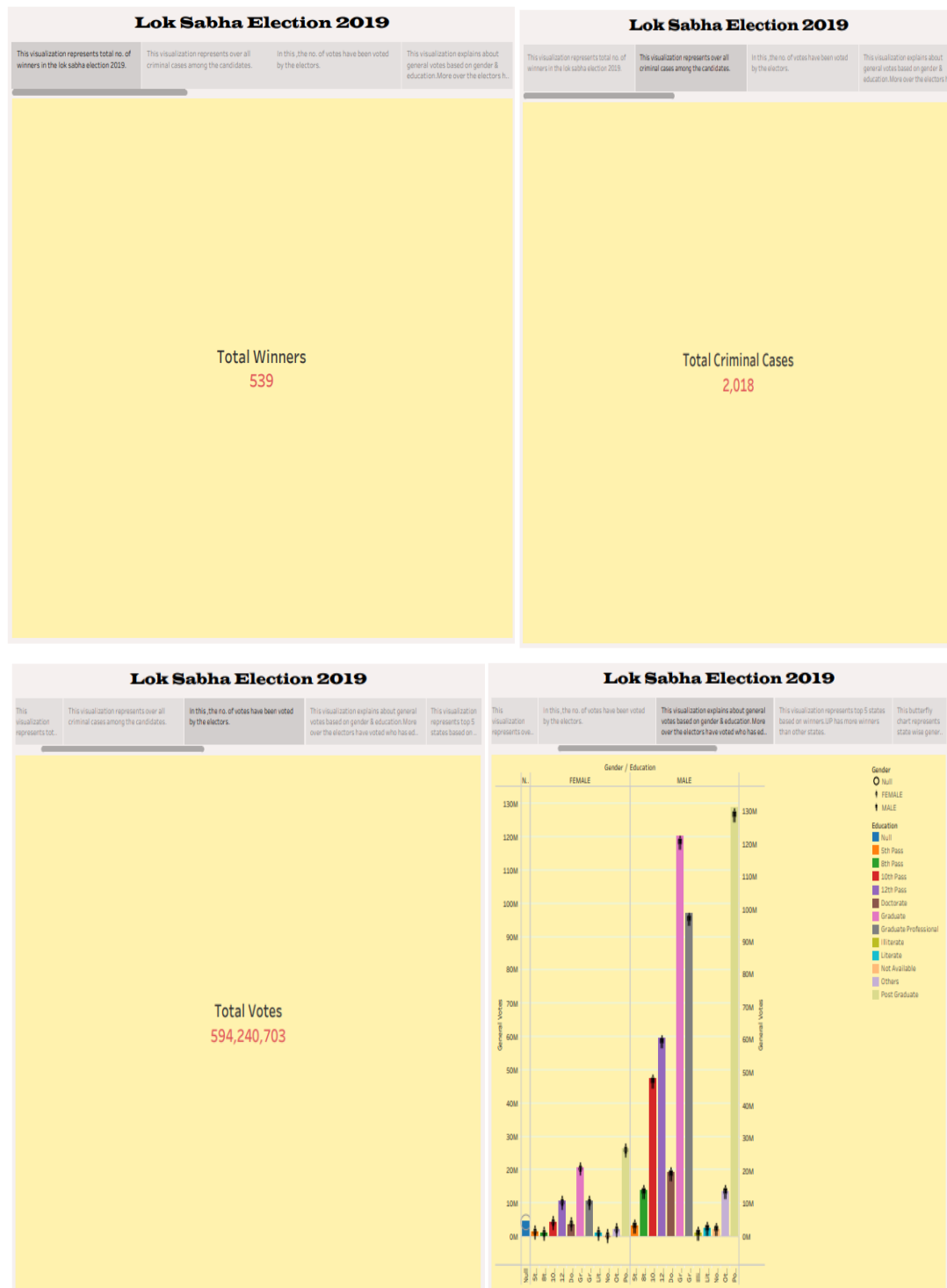


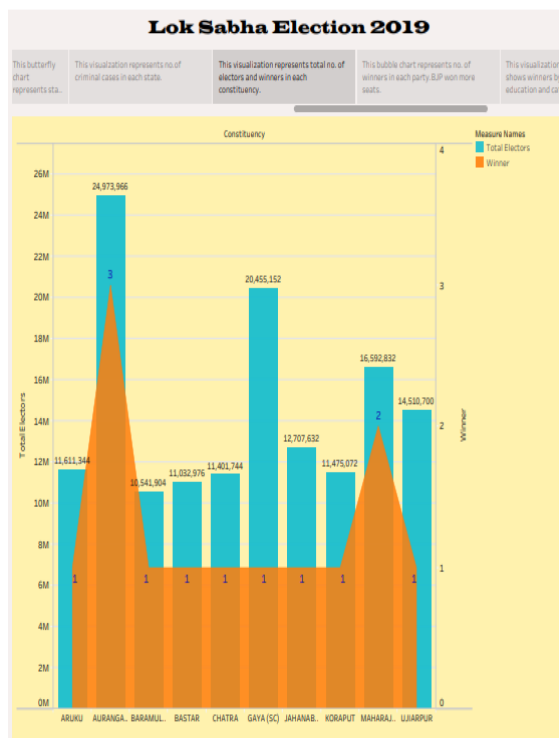
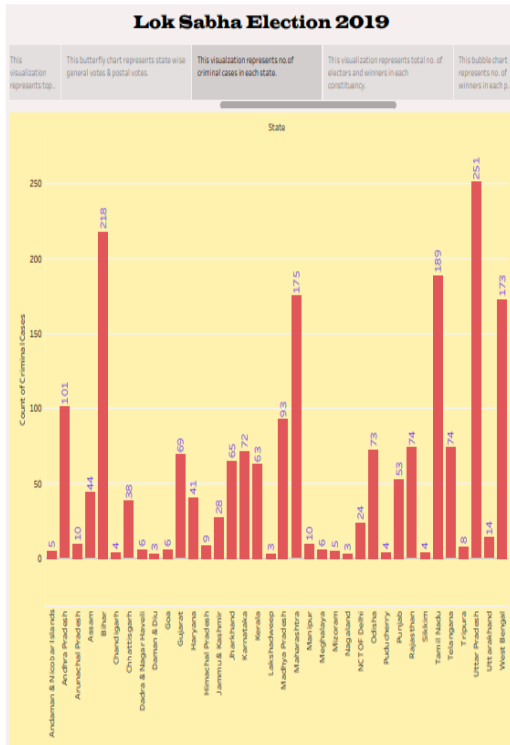
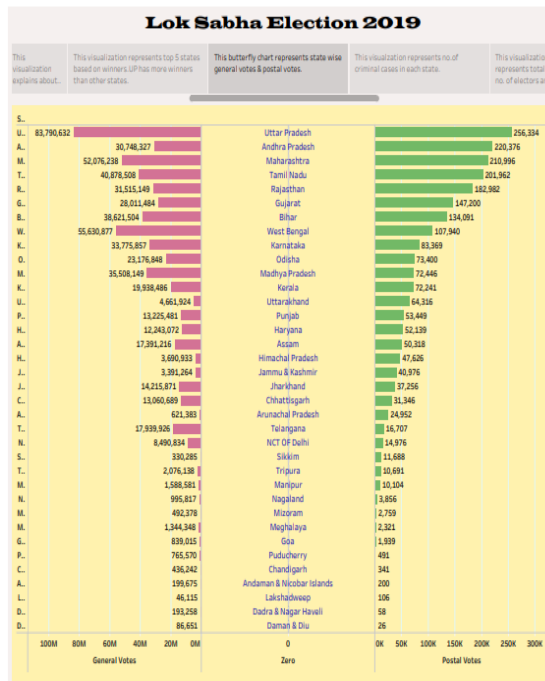
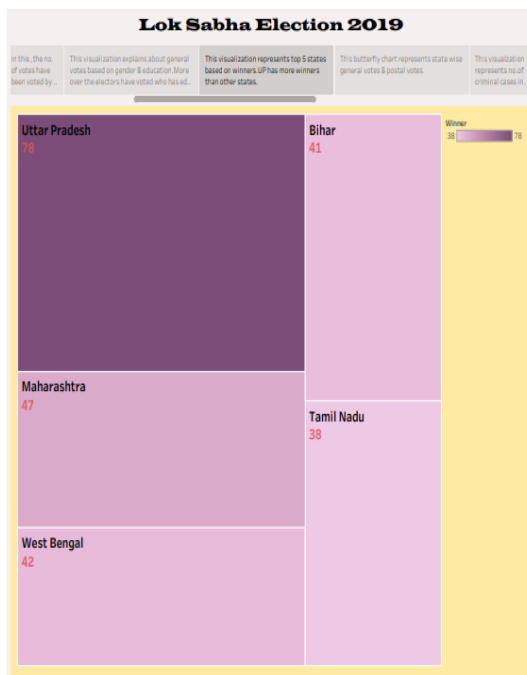
Result

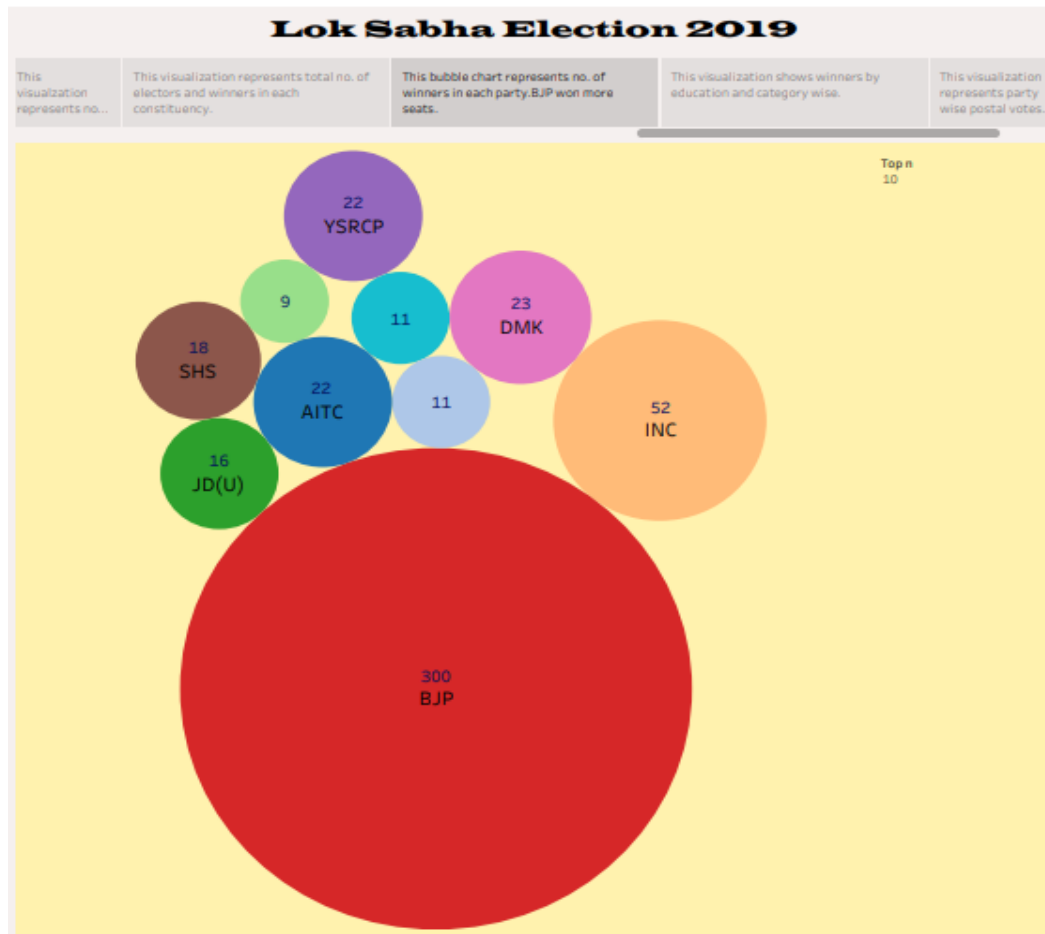
Dashboard



Story







Lok Sabha Election 2019

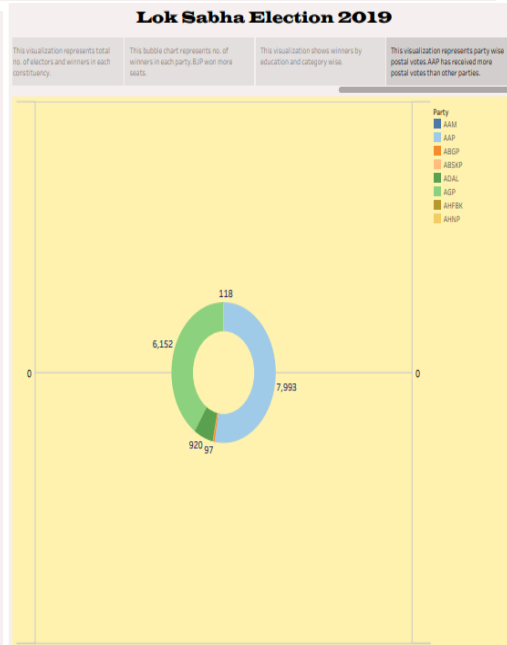
This visualization represents total no. of electors and winners in each constituency.

This visualization represents no. of winners in each party. BJP won more seats.

This visualization shows winners by education and category wise.

This visualization represents party wise postal votes. AAP has received more postal votes than other parties.

Category	Education												Post Graduate
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctorate	Graduate	Professi...	Illiterate	Literate	Available	Others	
Null	0												
GENERAL		2	8	35	40	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



Advantages & Disadvantages

Advantages:

- ✧ This project report helps people make better choices when voting by providing useful information about the candidates.
- ✧ It makes the election process more transparent, so people can trust it's fair.
- ✧ It uses facts and numbers, so it's not based on opinions or guesses.

Disadvantages:

- ✧ Some people might find the data and charts in the report hard to understand.
- ✧ It can't capture every detail about a candidate, so some important aspects may be missed.
- ✧ Depending on how the data is collected or analyzed, there could be biases that affect the accuracy of the report.

Applications

- ✧ This project helps voters to choose the right candidate by giving them information.
- ✧ Political parties can use it to plan how to win elections.
- ✧ Leaders can use it to make better laws based on what people want.
- ✧ The media can use it to tell everyone about the candidates and the election.
- ✧ It helps make sure that candidates do what they promised.

Conclusion

The project provides valuable information about election candidates. It helps voters make informed choices, assists political parties in strategy, and aids in understanding how elections work. By using data and facts, it promotes fairness and transparency in the electoral process. This project serves as a valuable resource for improving the democratic process and ensuring that elections are fair and well-informed.

Future Scope

- ✧ Gather even more facts and numbers to understand elections better.
- ✧ Make it easier for voters to understand candidate information.
- ✧ Keep using this knowledge in upcoming elections to see if anything changes.
- ✧ Share what we've learned with other places to help improve their elections.
- ✧ Suggest new rules or laws based on what we know.
- ✧ Create websites or apps so that people can explore the data themselves.