

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

1.INTRODUCTION

1.1 Overview:

The "Quantitative Analysis of Lok Sabha Elections 2019 using Tableau" project is a comprehensive exploration of the Indian general elections held in 2019, with a focus on employing data visualization and analysis techniques using Tableau. This project aims to provide a deep understanding of the electoral landscape, candidate performance, voter demographics, and the broader political trends that shaped the outcomes of the Lok Sabha elections in 2019.

1.2 Purpose:

It can serve multiple purposes and provide valuable insights for various stakeholders, including researchers, policymakers, political analysts, and the general public. Here are some of the potential uses and achievements that can be found from this,

Political Strategy: Political parties and candidates can gain insights into the factors that contributed to electoral success or failure, helping them refine their campaign strategies and tailor their messages to resonate with specific voter demographics.

Voter Awareness: The project can raise voter awareness about the candidates they choose, as it provides a comprehensive analysis of candidate backgrounds, which can empower voters to make more informed choices during elections.

Academic Research: Scholars and academics can use the data and analysis to further their research into Indian politics, electoral dynamics, and the influence of demographic factors on elections.

Media Reporting: Journalists and media outlets can use the project's findings to provide in-depth, data-driven analysis of the 2019 Lok Sabha elections, enhancing their reporting and storytelling.

Identifying Regional Trends: Understanding regional variations can be crucial for addressing region-specific issues and promoting balanced development across the country.

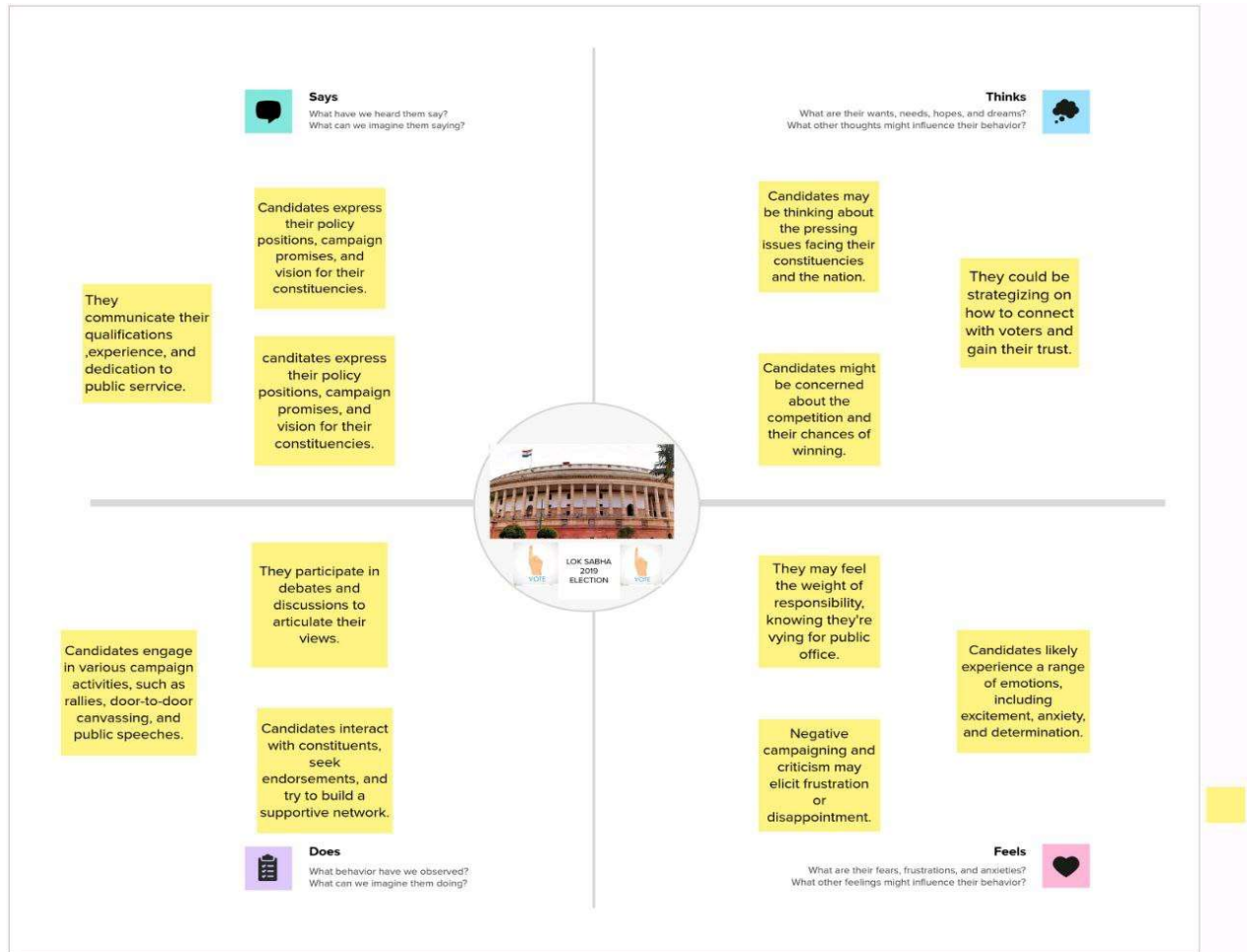
Promoting Diversity: The project can highlight underrepresented demographic groups in politics, encouraging more diverse participation in future elections.

Historical Reference: The project can serve as a historical reference for future researchers and analysts studying the 2019 Lok Sabha elections, offering a comprehensive dataset and analysis.

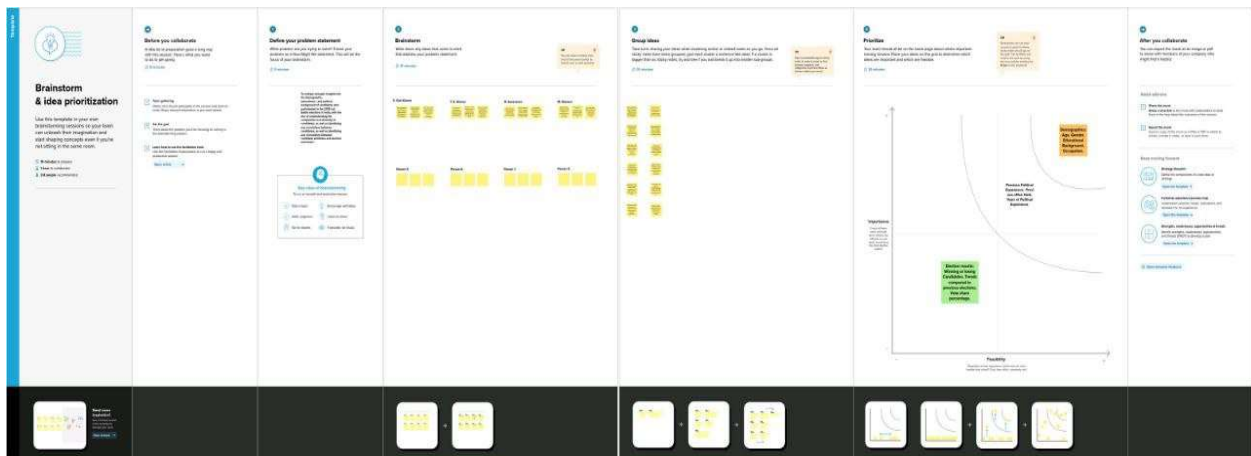
Comparative Analysis: The quantitative data and analysis can be used for comparative studies, comparing the 2019 elections with other Indian elections or even elections in other countries.

2. Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

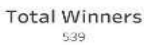


3 RESULT

Dashboard



Story



Story 1

Total winners are 539	Total Criminal Cases are 2,018	Total Votes are 59,42,40,703	The graduate get more votes	Uttar Pradesh have many winners	Uttar Pradesh have more general and pos...	Utttar Pradesh hav...
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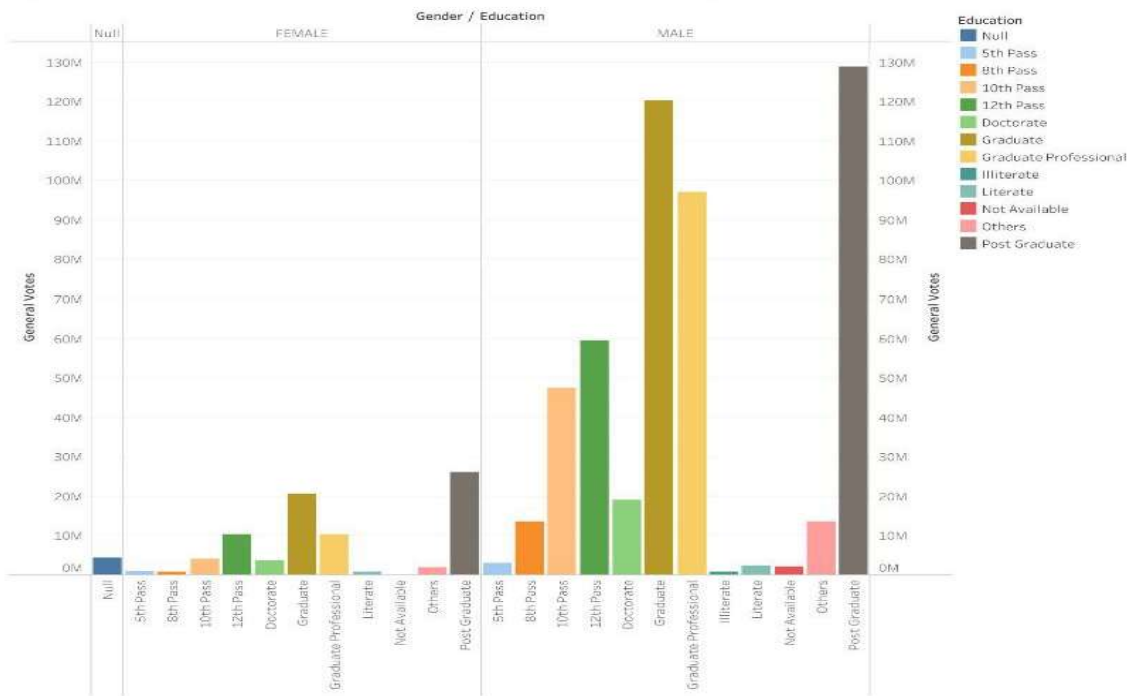
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Total Votes
594,240,703

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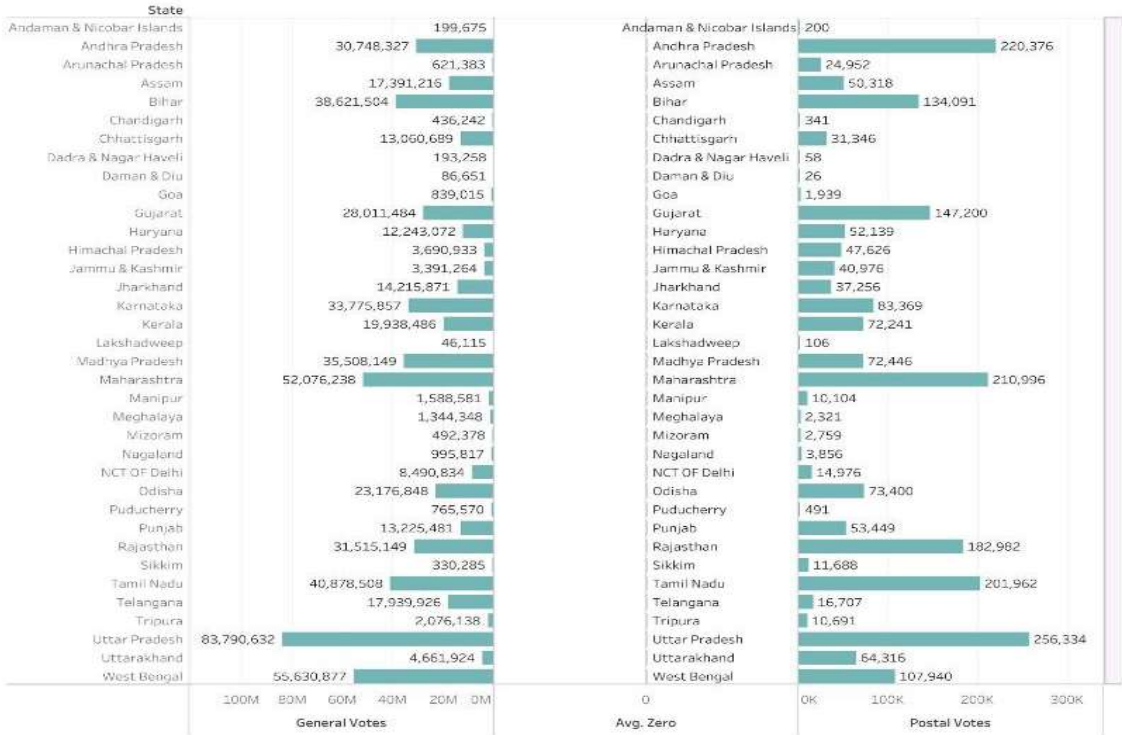
Uttar Pradesh have many winners.

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Majority seats were occupied by BJP pa...



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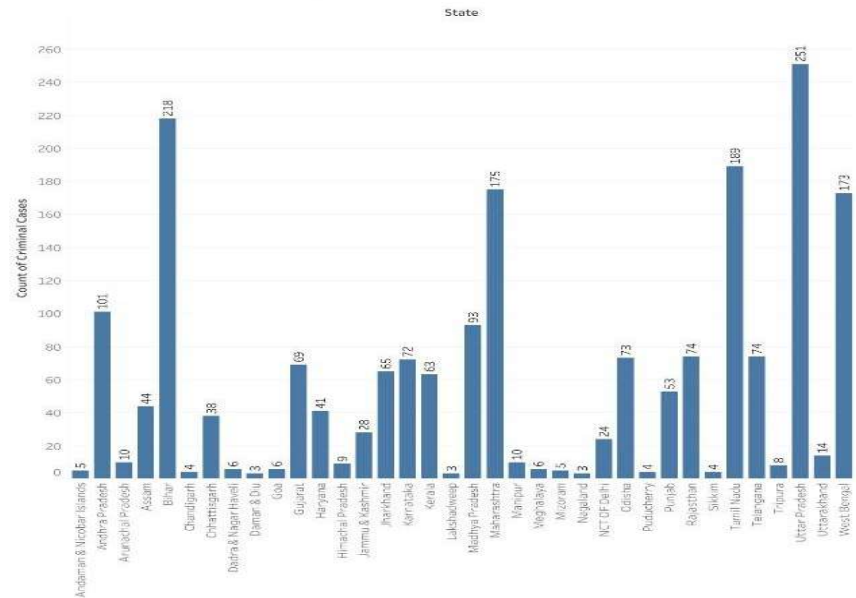
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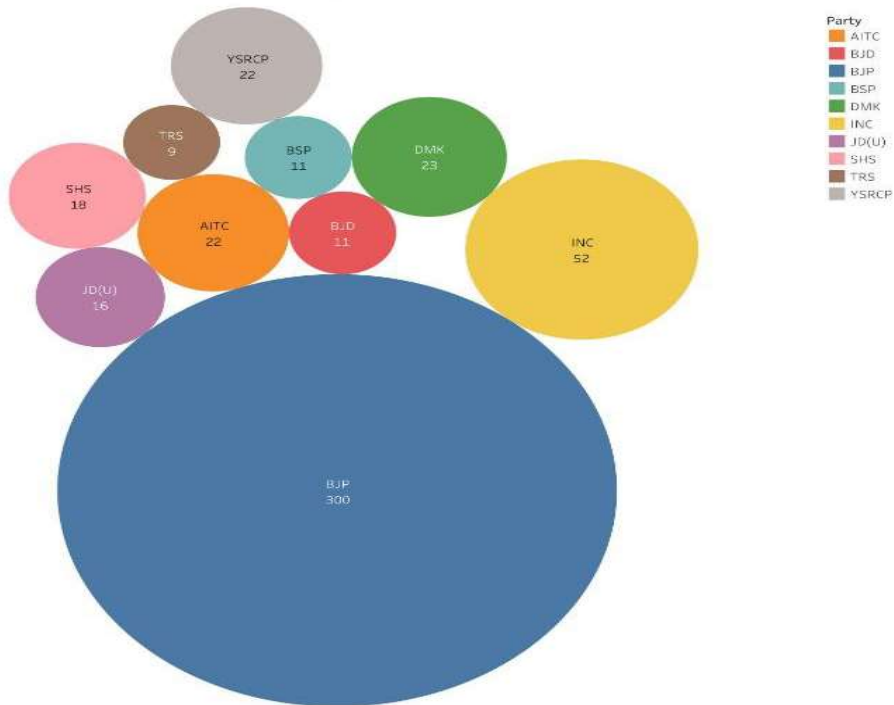
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This graph shows over total electors in const...

Majority seats were occupied by BJP party

This graph shows category wise educat..

AIADMK has more postal votes

Education												
Category	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua..	Graduat e Profe..	Illiterate	Literate	Available	Not	Post Gra duate
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

Story 1

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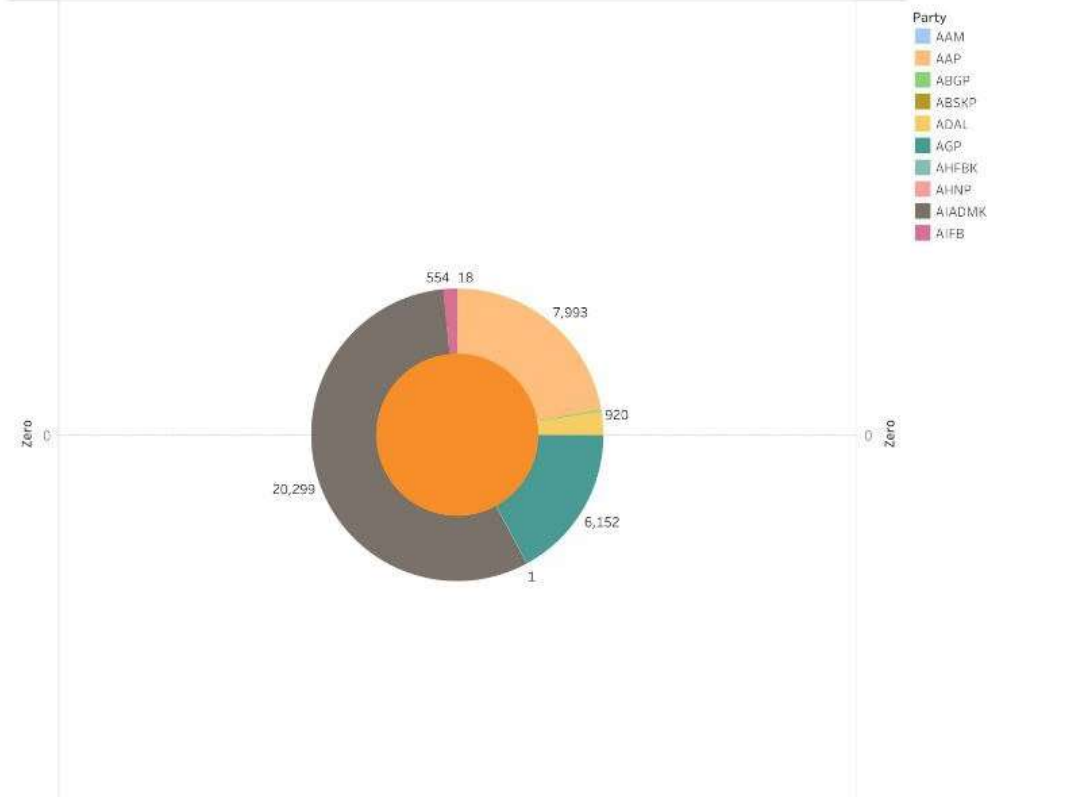
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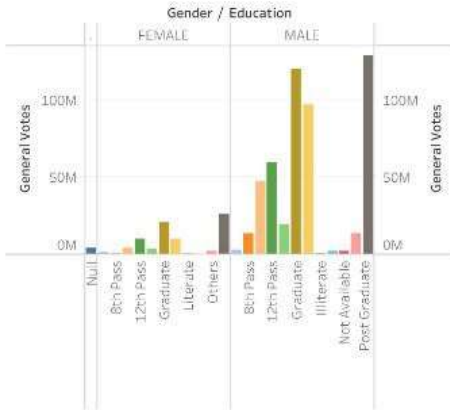
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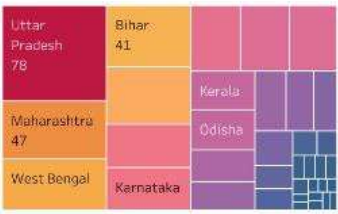
AIADMK has more postal votes



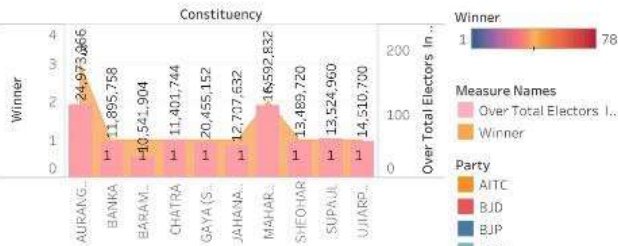
Sheet 4



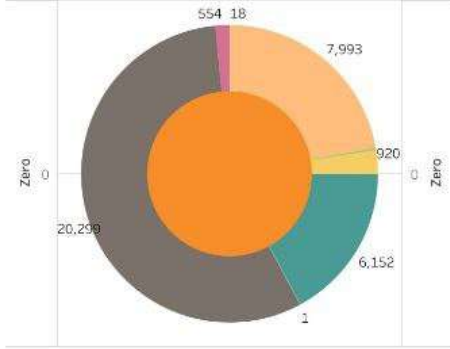
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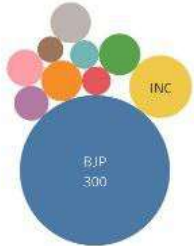
Sheet 8



Sheet 11



Sheet 9



4 Advantages:

- 1.The project provides voters with valuable information about the candidates, which can lead to more informed choices during elections.
- 2.The analysis of campaign financing promotes transparency in the political process, allowing for better tracking of the sources of campaign funding.
- 3.Policymakers can make evidence-based decisions on electoral reforms, campaign finance regulations, and other policy matters using the project's findings.
- 4.The project offers a comprehensive dataset for researchers, aiding academic studies and contributing to a deeper understanding of Indian politics.
- 5.Understanding regional variations helps tailor policies and development initiatives to specific regional needs, promoting balanced development.
- 6.By highlighting underrepresented demographic groups in politics, the project can encourage diversity in political participation, promoting more inclusive democracy.
- 7.The project serves as a reference for future researchers studying the 2019 Lok Sabha elections and for comparative analyses of other elections.
- 8.Civil society organizations and watchdog groups can use the data to hold candidates and parties accountable for their campaign finances and funding sources.

Disadvantages:

- 1.The quality and accuracy of the data used for analysis can be a challenge, as it relies on the availability of reliable and complete information.
- 2.Ensuring the privacy of candidates and donors while collecting campaign finance data can be a complex issue, especially if personal information is involved.

- 3.The data analysis may require complex statistical methods and interpretation, which could be challenging for some users.
- 4.Findings may be specific to the 2019 Lok Sabha elections and may not necessarily apply to other elections or countries.
- 5.Conducting a comprehensive quantitative analysis can be resource-intensive, requiring skilled researchers and data analysts, which can be expensive.
- 6.There may be biases in the selection and availability of data, which can affect the accuracy and fairness of the analysis.
- 7.While providing more information to voters is advantageous, it can also lead to information overload and confusion, making it important to present data in an accessible and understandable manner.
- 8.The project must consider ethical issues related to data collection and usage, especially in the context of campaign financing and personal information.

5 APPLICATIONS

1. It is used in Constituency Analysis to understand the characteristics of specific constituencies.
2. Analyze the data to identify common characteristics among winning candidates. This can help political parties understand what works in different constituencies.
3. To Create interactive maps and charts to display voter turnout across different regions. This can help identify areas with low voter participation, which may be of interest to political organizations looking to increase voter engagement.
4. To analyze the most prominent issues in the 2019 Lok Sabha Elections.
5. To Analyze demographic data, such as age, gender, and caste, to understand voting patterns. Visualize this data to identify trends and correlations that can inform campaign strategies.

6 CONCLUSION

It gives valuable insights into the dynamics of one of the world's largest democratic exercises. Through comprehensive data analysis and visualization, this project has shed light on various aspects of the 2019 Lok Sabha Elections, and its findings are of significance to political parties, policy makers, analysts, and the general public.

7 FUTURE SCOPE

The future scope of this project is not only limited to India but can also serve as a model for electoral analysis in other democracies. By embracing new technologies and methodologies, adhering to ethical data practices, and continually improving the accuracy of predictions, this project can evolve into a valuable resource for informed and data-driven decision-making in the realm of politics and elections.