

PROJECT REPORT

**THE TABLEAU HR SCORECARD: QUANTITATIVE ANALYSIS OF
CANDIDATES IN THE 2019 LOK SABHA ELECTIONS.**

SUBMITTED BY

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INTRODUCTION:

Overview:

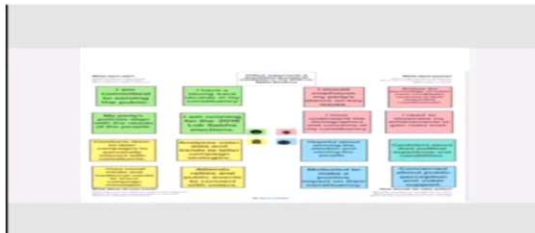
1. Major Parties: Bharatiya Janata Party (BJP): Led by Narendra Modi, the BJP emerged as the single largest party and formed the government. Modi's leadership and the party's Hindutva agenda were pivotal. Indian National Congress (INC): Led by Rahul Gandhi, the INC struggled to gain a majority but remained a significant player in several states.

2. Candidate Profiles: Candidates' profiles varied widely, from seasoned politicians to newcomers, celebrities, and family dynasties.

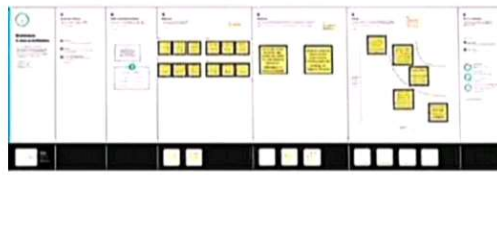
3. Key Issues: The 2019 elections were dominated by issues such as national security, economic development, social welfare, and religious identity.

Problem Definition & Design Thinking:

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



PURPOSE:

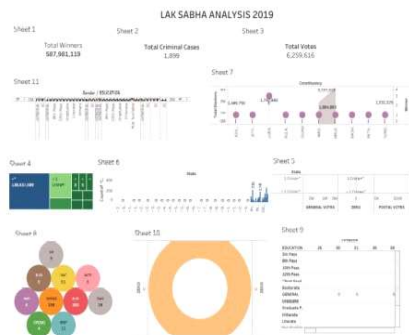
Campaigning Powerhouses:

1. These political juggernauts, often represented by major political parties, played a crucial role in mobilizing resources, manpower, and public support for their candidates.
2. Influence and Endorsement: Their endorsement could significantly impact a candidate's credibility and popularity, attracting voters who trusted the party's leadership.
3. Strategic Alliances: Political juggernauts formed strategic alliances with smaller parties to expand their reach and maximize their chances of winning.

RESULT:

We created the data visualization such as dashboard and story using the data set provided.

DASHBOARD :





ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Name Recognition: Political juggernauts often having high namerecognition due to their previous political experience or family ties,which can help them garner more votes.

Fundraising Ability: Established candidates may have fundraising networks and access to financial resources, allowing them to run well funded campaigns.

Party Support: They are more likely to receive strong support fromtheir political party, including campaign infrastructure and resources.

Voter Trust: Some voters may trust experienced candidates morereliable and capable of delivering on promises.

DISADVANTAGES:

Anti-Incumbency: Being associated with an incumbent government canlead to anti-incumbency sentiments among voters, which might workwork against established candidates.

Disconnect from Grassroots: Long-time politicians may becomedisconnected from the issues faced by ordinary citizens, makingthem seem out of touch.

Perceived Corruption: Some voters may associate established candidateswith corruption or political dynasties, leading to distrust.

Lack of Fresh Ideas: Established candidates might be seen as offering thesame old

policies and ideas without much innovation.

APPLICATIONS:

The “Application for political Juggernauts: A Quantitative Analysis Of Candidates In The 2019 Lok Sabha” is a research project that uses quantitative methods to analyze the candidates who ran in the 2019 Lok Sabha elections in India. It looks at various factors like their political affiliations, demographics, campaign strategies, and electoral performance. It’s a cool study that gives insights into the candidates and the political landscape during that time.

CONCLUSION:

Define problem / problem Understanding.

Specify The Business Problem.

- * Business Requirements.

- * Literature Survey (student will write).

- * Social Or Business Impact. Data Collection & Extraction Collect The Dataset.

- * Connect Dataset With Tableau. Data Preparation Prepare The Data For Visualization.

- * Data Visualization

- * No Of Unique Visualizations. Dashboard Responsive And Design Of Dashboard. Story No Of Scenes Of Story. Performance Testing Utilization Of Filters

- * No Of Visualizations / Graphs. Project Demonstration & Documentation Record an explanation video for the project end to end solution.

- * Project Documentation-step by step project development procedure. By this we can conclude our project.

FUTURE SCOPES:

1. Predictive Analysis: Use the data from the 2019 election to develop models for future elections, helping to forecast candidate success and party performance.

2. Longitudinal Studies: Extend the analysis to multiple Lok Sabha elections to identify

trends and changes in candidate demographics, party affiliations, and voter behavior.

3. Party Dynamics: Study the internal dynamics of political parties, including candidate selection processes and their impact on election outcomes.

4. Election Reforms: Propose election reforms based on data-driven insights to enhance the fairness and transparency of the electoral process.

5. Comparative Studies: Compare the 2019 Lok Sabha election with other national and international elections to draw lessons and make cross-country comparisons. Such quantitative analyses can provide valuable information for policymakers, political strategists, and researchers interested in the dynamics of Indian politics.