PROJECT REPORT ON

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

SUBMITTED BY

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INTRODUCTION:

Overview:

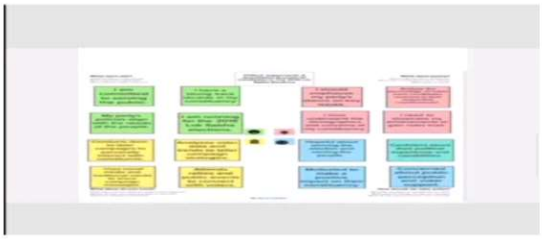
1.Major Parties: Bharatiya Janata Party(BJP): Led by Narendra Modi, theBJP emerged as the single largest party and formed the government.Modi's leadership and the party's Hindutva agenda were pivotal.Indian National Congress(INC): Led by Rahul Gandhi, the INCstruggled to gain a majority butt remained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

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

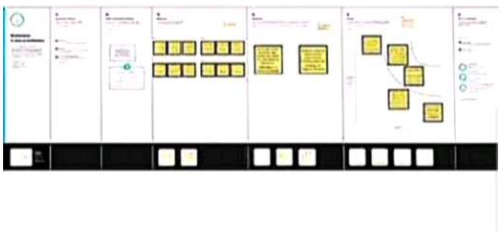
3. Key Issues: The 2019 elections were dominated by issues such asnational security, economic development, social welfare, andreligious identity.

Problem Definition & Desighinking:

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



PURPOSE:

Campaigning Powerhouses:

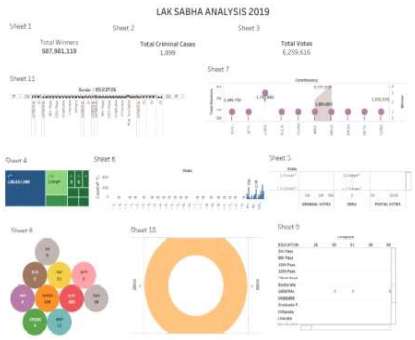
1. These politica juggernauts, oftenrepresented by major political parties, played a crucial role inmobilizing resources, man power, and public support for theircandidates.

2. Influence and Endorsement: Their endorsement could significantlyimpact a candidate's credibility and popularity, attracting voterswho trusted the party's leadership.3. Strategic Alliances: Political juggernauts formed strategic alliancessmaller parties to expand their reach and maximize their chancesof winning.

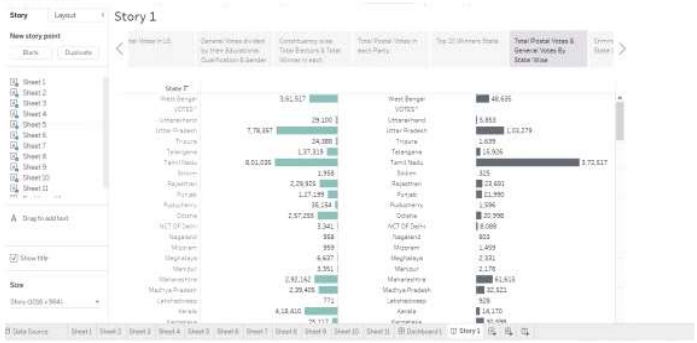
RESULT:

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

DASHBOARD :



STORY:



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 OfCandidates In The 2019 Lok Sabha” is a research project that usesquantitative methods to analyze the candidates who ran in the 2019 LokSabha elections in India. It looks at various factors like their politicalaffiliations, demographics, campaign strategies, and electoralperformance. It’s a cool study that gives insights into the candidatesand 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 developmentprocedure.By this we can conclude our project.

FUTURE SCOPES:

1.Predictive Analysis: Use the data from the 2019 election to developmodels for future elections, helping to forecast candidate success andparty performance.

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

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

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

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

5.Comparative Studies: Compare the 2019 Lok Sabha election with otherna tional and international elections to draw lessons and make cross country comparisons. Such quantitative analyses can provide valuableinformation for policymakers, political strategists, and researchersinterested in the dynamics of Indian politics.