# PROJECT REPORT

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

## Introduction

### Overview

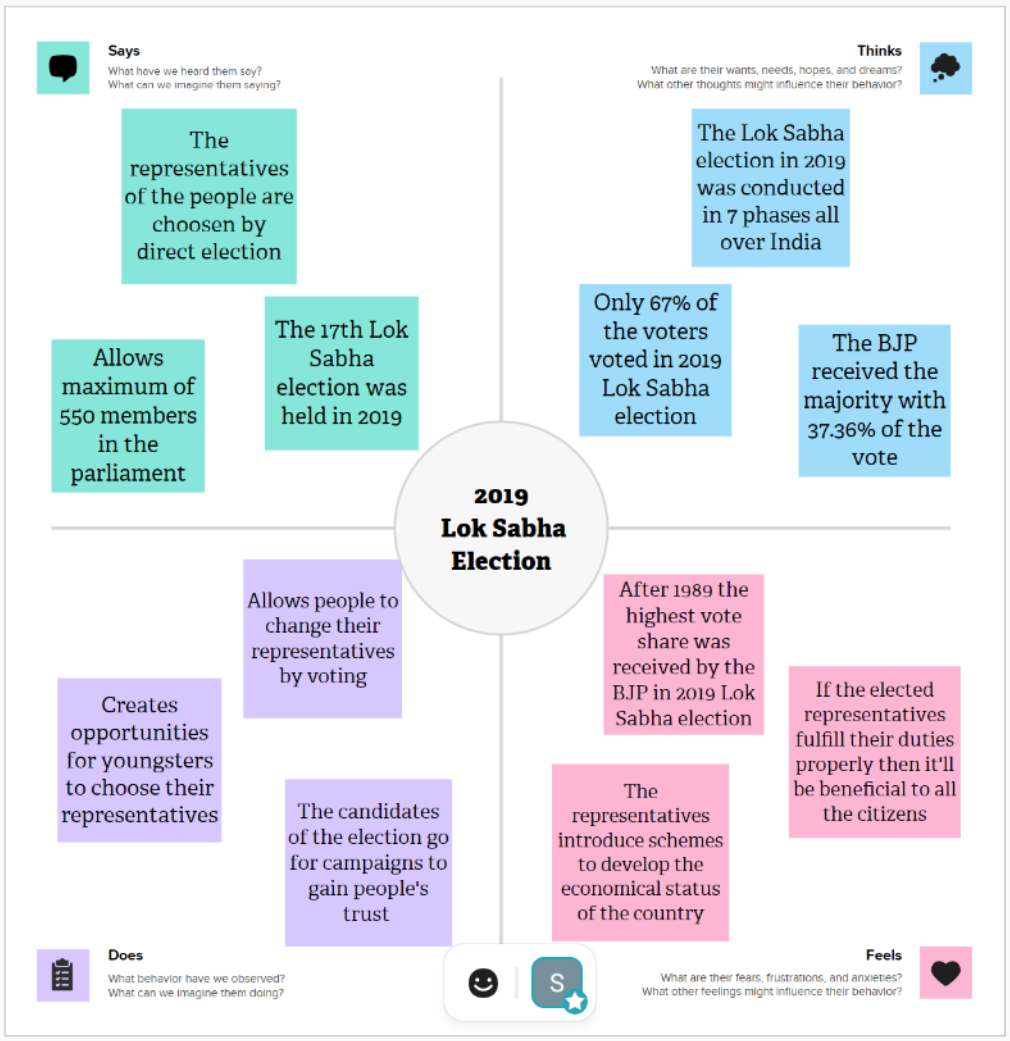
To do a quantitative analysis of the candidates in the 2019 Lok Sabha election.

### Purpose

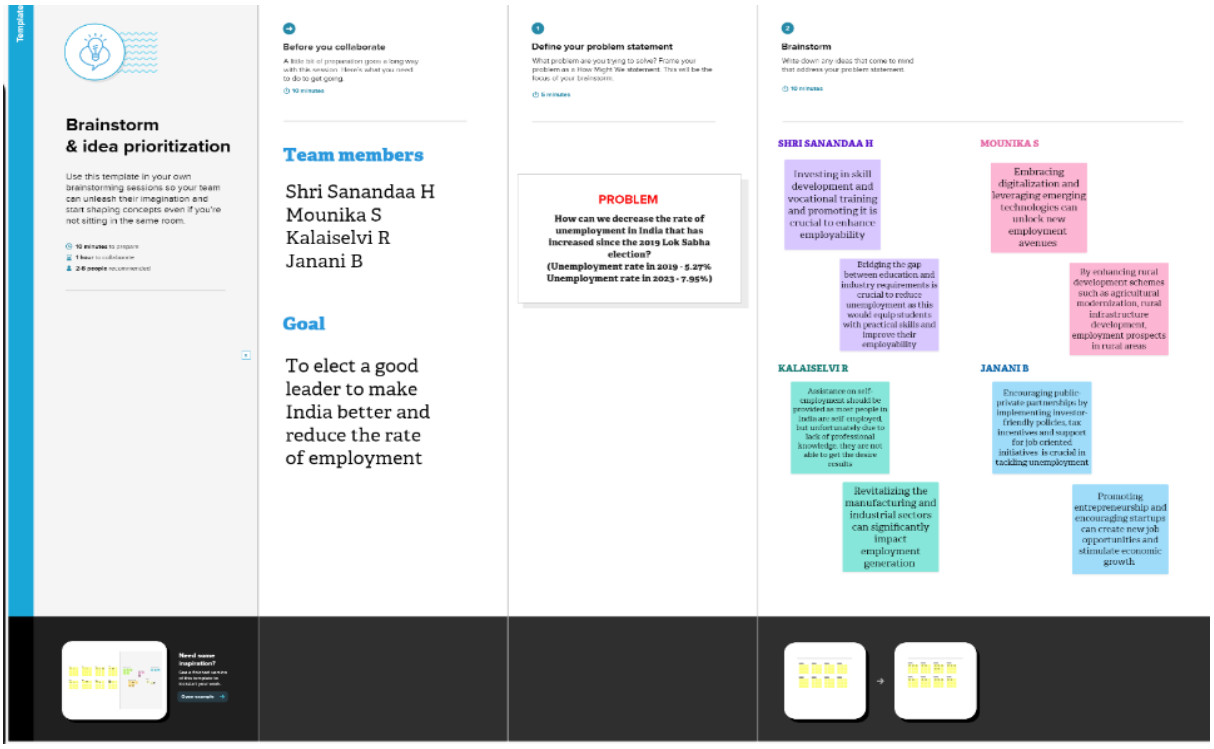
To know about the candidates and their results of the election in each state on the basis of the parameters like gender, educational qualification, criminal cases, party, etc.

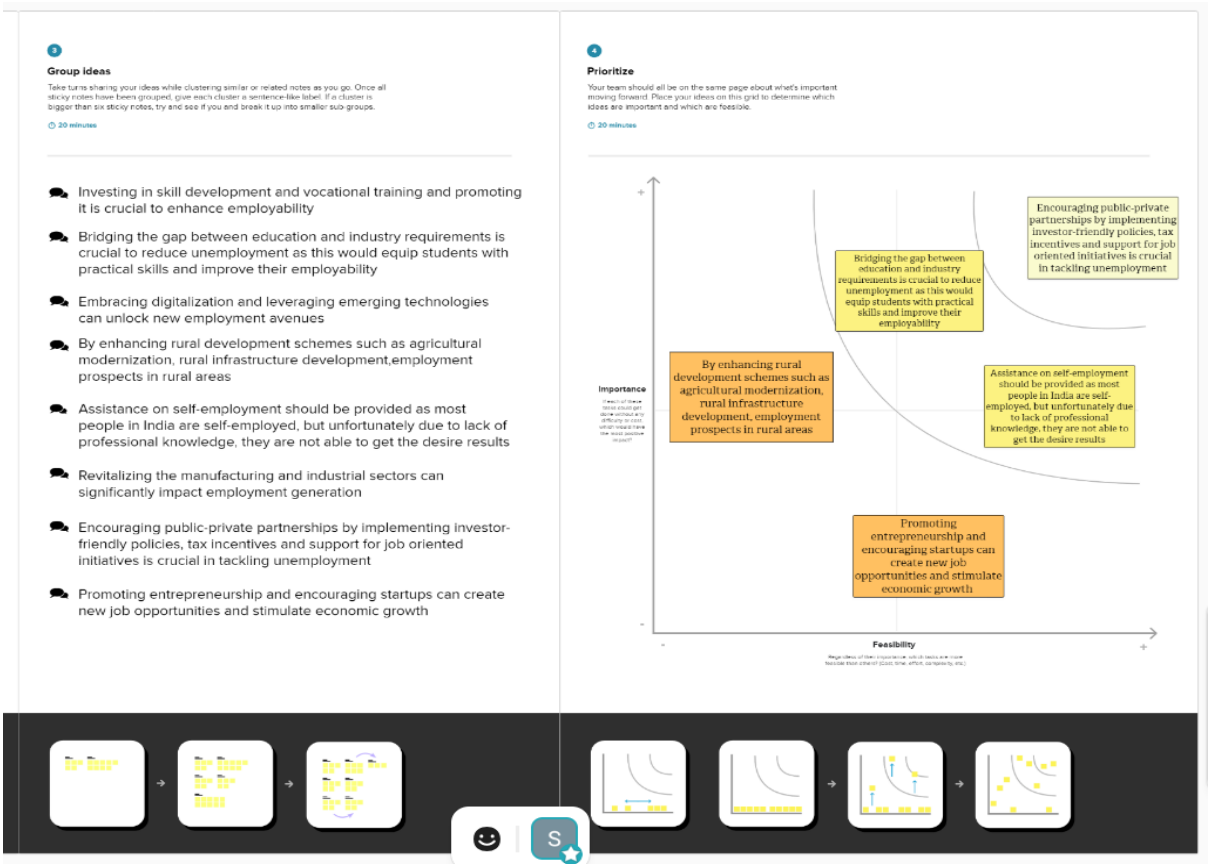
## Problem definition & design thinking

### Empathy map



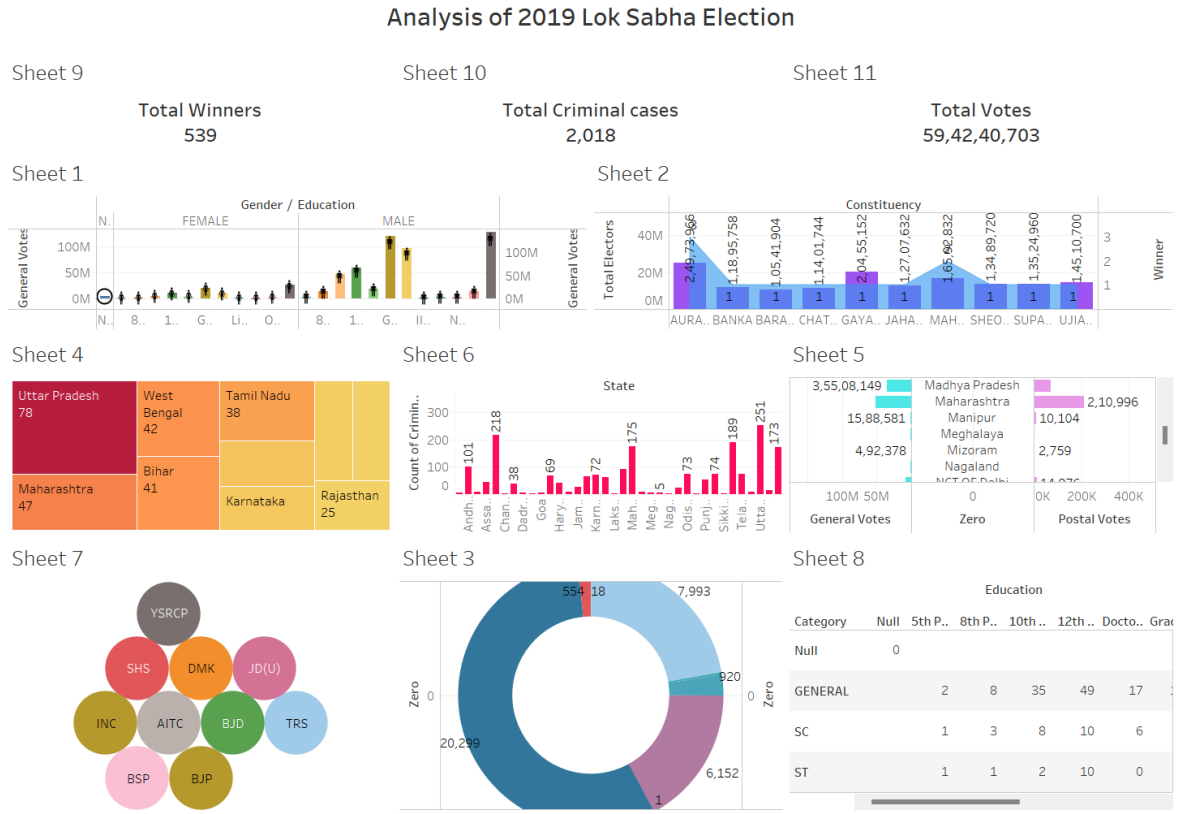
# Ideation & Brainstorming map



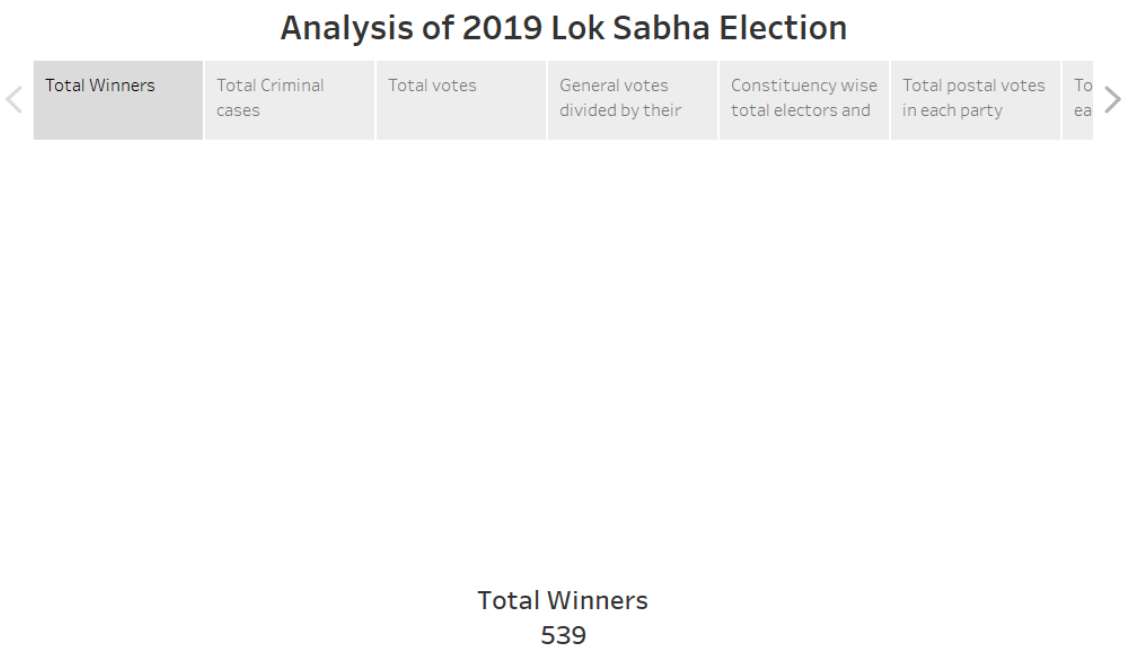



# Result

## Dashboard



# Story


Analysis of 2019 Lok Sabha Election
Total Winners
Total Criminal cases
Total votes
General votes divided by their
Constituency wise total electors and
Total postal votes in each party
To ea
Total Winners
539

# Analysis of 2019 Lok Sabha Election

Total Winners | Total Criminal cases | Total votes | General votes divided by their | Constituency wise total electors and | Total postal votes in each party | To ea

Total Criminal cases
2,018

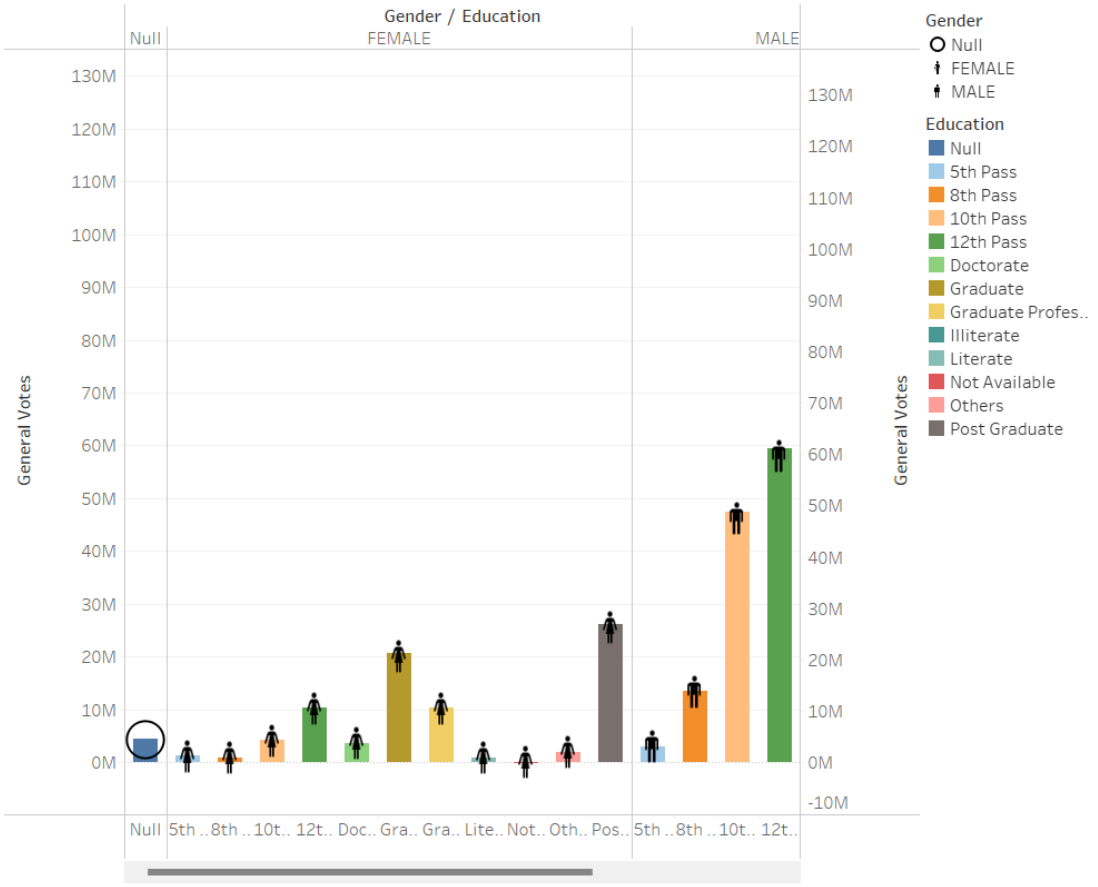
# Analysis of 2019 Lok Sabha Election

Total Winners | Total Criminal cases | Total votes | General votes divided by their | Constituency wise total electors and | Total postal votes in each party | To ea

Total Votes
59,42,40,703

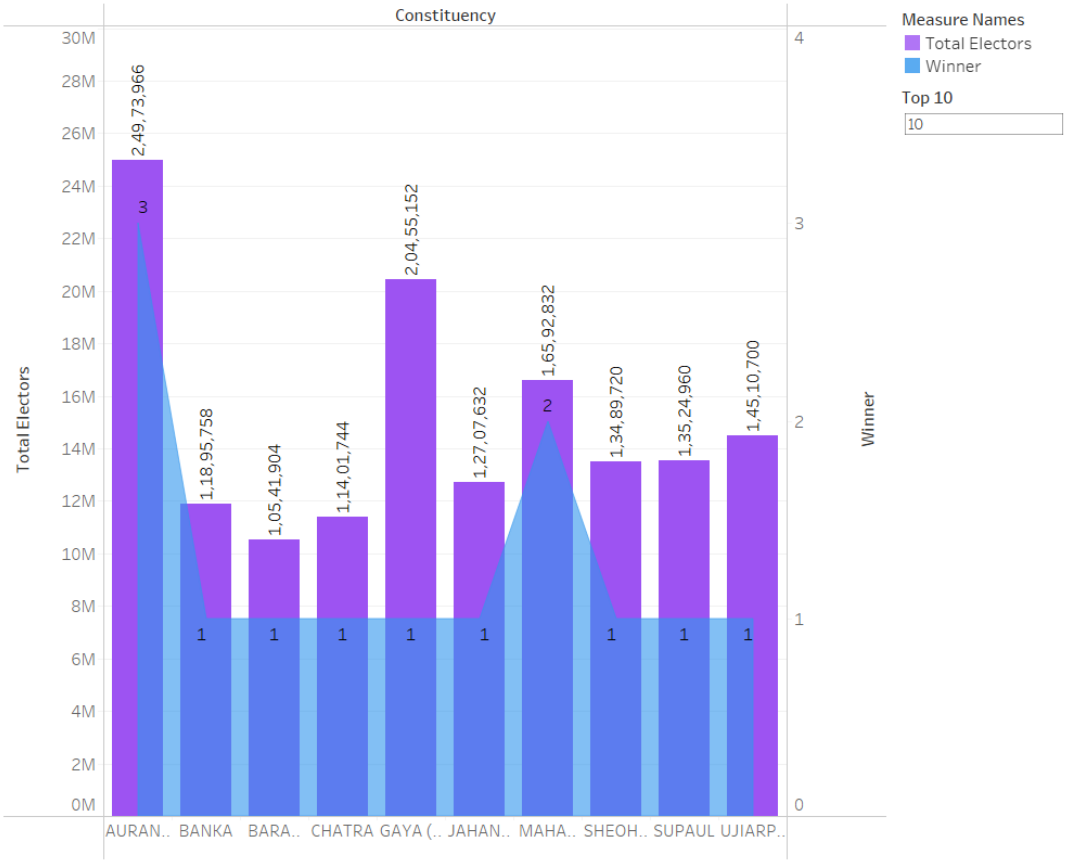
# Analysis of 2019 Lok Sabha Election

Total Winners | Total Criminal cases | Total votes | General votes divided by their | Constituency wise total electors and | Total postal votes in each party | To ea



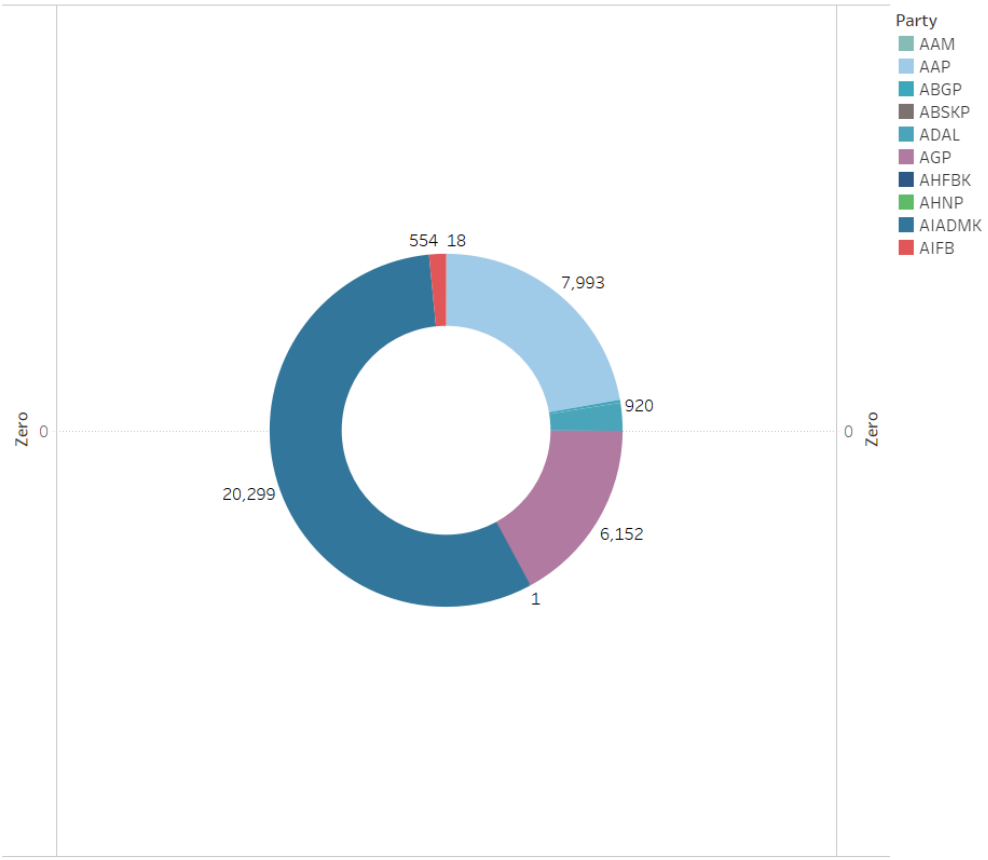
# Analysis of 2019 Lok Sabha Election

Total Winners | Total Criminal cases | Total votes | General votes divided by their | Constituency wise total electors and | Total postal votes in each party | To ea



# Analysis of 2019 Lok Sabha Election

Total Winners | Total Criminal cases | Total votes | General votes divided by their | Constituency wise total electors and | **Total postal votes in each party** | To ea



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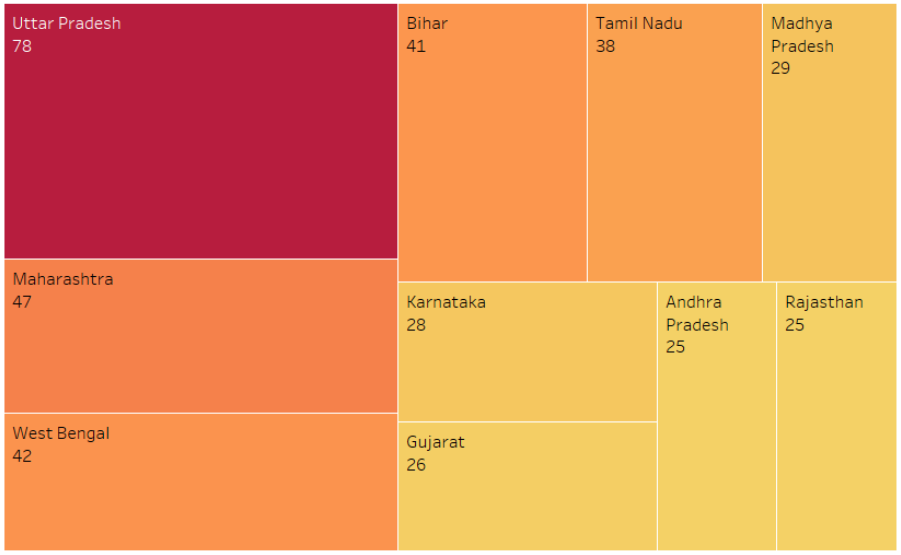

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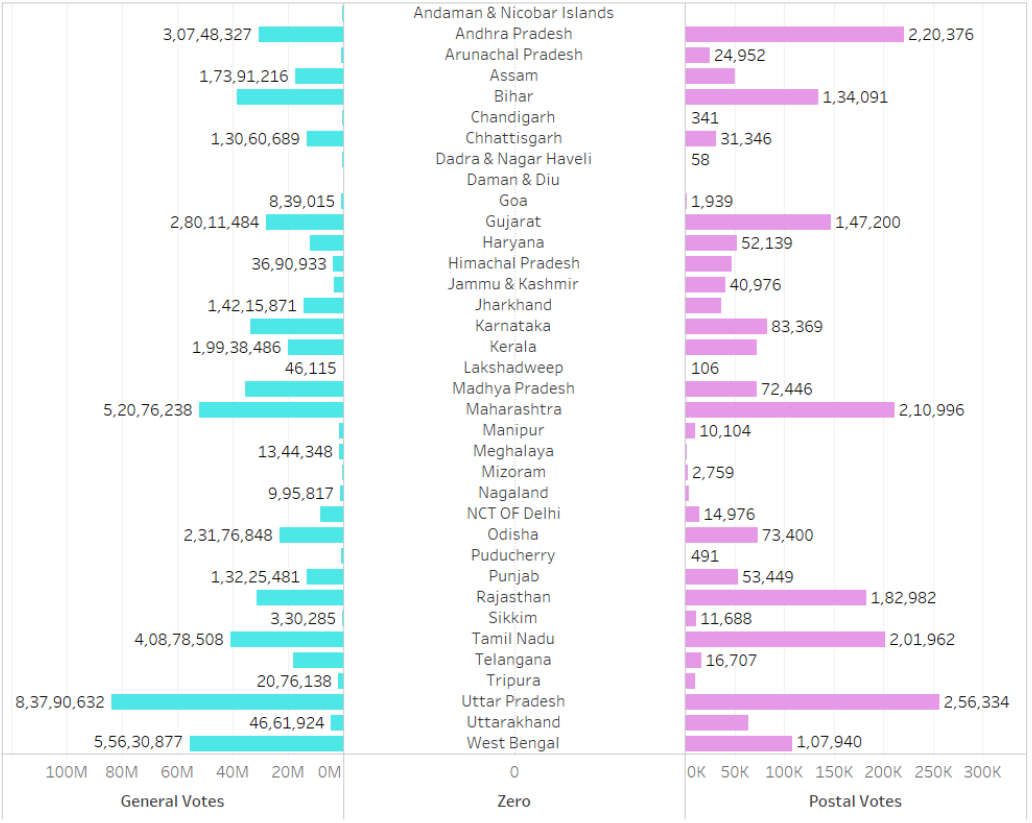

# Analysis of 2019 Lok Sabha Election

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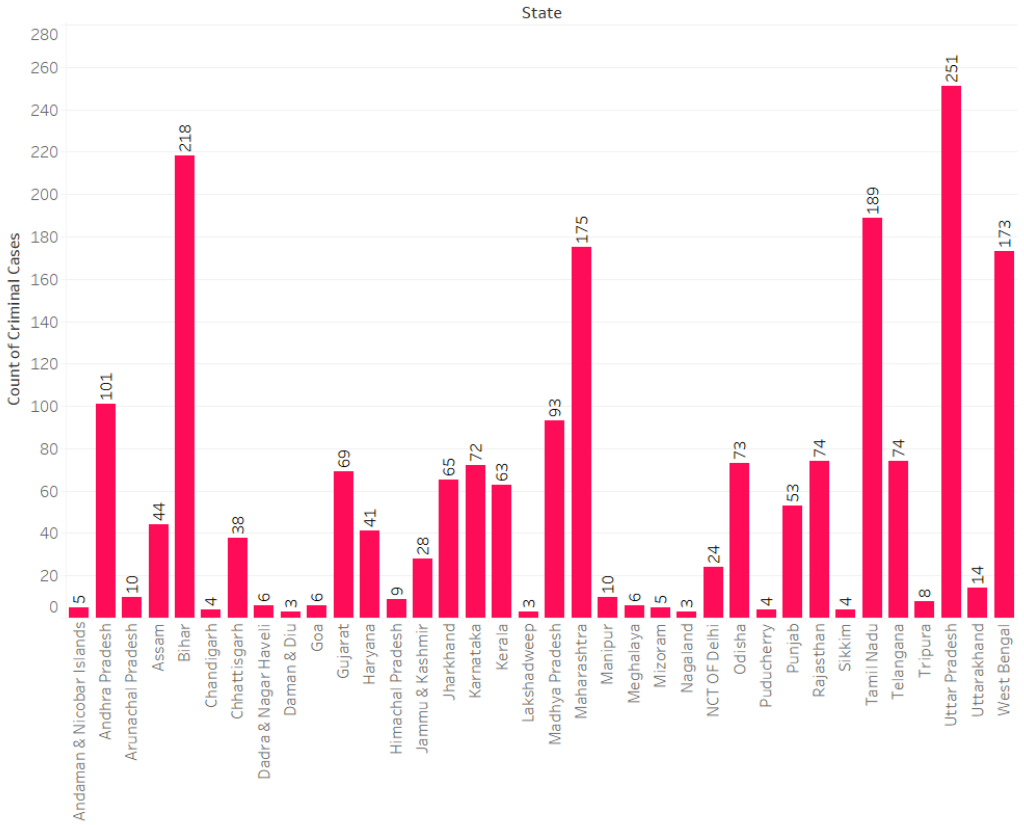

# Analysis of 2019 Lok Sabha Election

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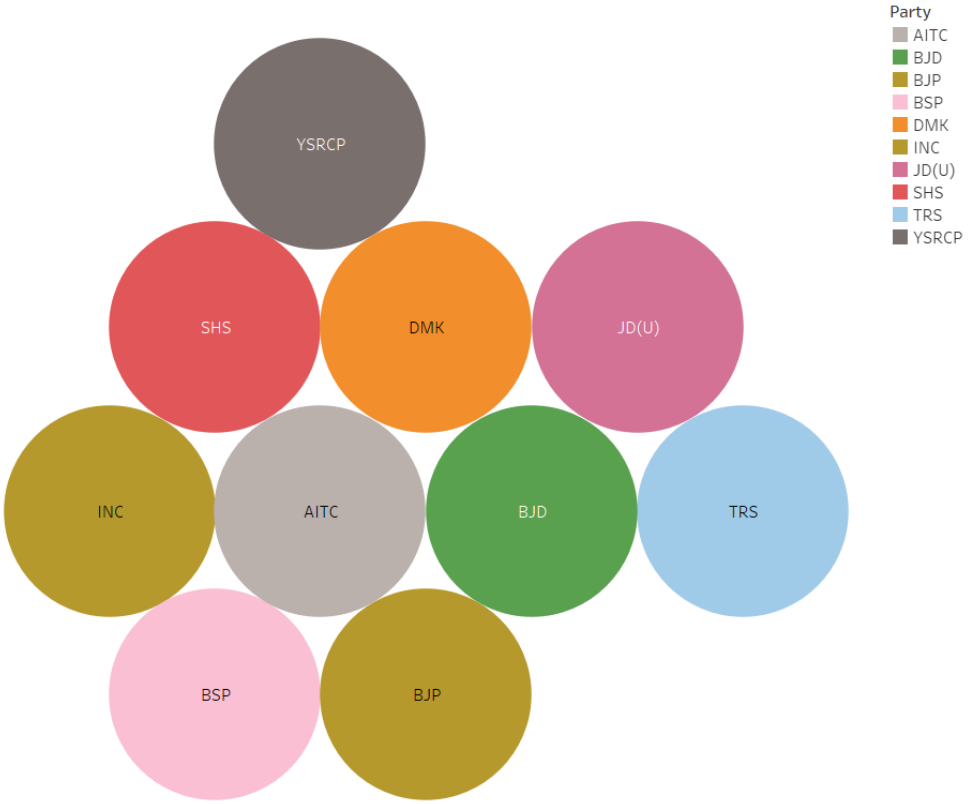

# Analysis of 2019 Lok Sabha Election



Education

| Category | Null | 5th P.. | 8th P.. | 10th .. | 12th .. | Docto.. | Gradu.. | Gradu.. | Illiter.. | Litera.. | Not A.. | Others | Post .. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 |

# Advantages & Disadvantages

## Advantages

Analysing the 2019 Lok Sabha election in India can provide valuable insights into the political landscape, voter behaviour, and the overall democratic process. Some of the advantages of such an analysis include:

- **Understanding Voter Preferences:** Studying the election results can help political analysts and parties understand the preferences and priorities of Indian voters in 2019. This knowledge can be crucial for shaping future election strategies and policies.
- **Political Trends:** Analysing the election can reveal important political trends, such as the rise of certain parties or the decline of others. It can also shed light on regional variations in voting patterns.
- **Coalition Dynamics:** The 2019 election saw the importance of coalition politics. Analysing the election can provide insights into the dynamics of various political alliances and their impact on the electoral outcome.
- **Demographic Insights:** By examining voter turnout and support among different demographics (e.g., age, gender, caste, religion), analysts can gain a better understanding of how various groups influenced the election results.
- **Policy Implications:** The election results can offer insights into which policies and issues resonated with voters and which ones did not. This information can guide policymakers in crafting effective policies.
- **Electoral Process:** Analysing the election process itself can help identify areas for improvement in terms of voter registration, election administration, and campaign financing.
- **International Comparisons:** The 2019 Lok Sabha election can be compared to elections in other countries, providing a broader perspective on the functioning of democracies and the challenges they face.
- **Media and Communication:** The role of media and communication strategies in shaping public opinion and election outcomes can be examined, helping to understand the influence of various media channels and social media platforms.
- **Exit Polls and Opinion Surveys:** Data from exit polls and opinion surveys conducted during the election can be analysed to gain insights into voter sentiments and expectations.
- **Long-Term Political Landscape:** The 2019 election's analysis can contribute to a better understanding of the long-term political landscape in India and the factors that shape it.
- **Lessons for Future Elections:** By identifying strengths and weaknesses in the campaign strategies of political parties, the analysis can offer valuable lessons for future elections.
- **Academic Research:** The election provides a wealth of data for academic research, allowing scholars to explore various aspects of Indian politics and democracy.

## Disadvantages

While analysing the 2019 Lok Sabha election can provide valuable insights, it's important to consider potential disadvantages and limitations in conducting such an analysis:

- **Limited Scope:** Analysing a single election may provide a snapshot of voter behaviour and political dynamics at that specific time but may not capture long-term trends or changes in the political landscape.
- **Incomplete Data:** Data may be incomplete or inaccurate, leading to potential biases in the analysis. This could be due to factors such as voter suppression, underreporting, or data collection errors.
- **Short-Term Focus:** Focusing solely on the 2019 election may lead to a narrow perspective, overlooking broader historical and political developments that influence electoral outcomes.
- **Regional Variations:** India's diverse regional and state-level politics can significantly impact election results. An analysis that only looks at the national-level results may miss important regional nuances.
- **Limited Context:** Analysing election results alone may not provide a comprehensive understanding of the underlying social, economic, and cultural factors that influence voter behaviour.
- **Changing Dynamics:** Political dynamics can evolve rapidly, and factors that were relevant in 2019 may no longer apply in subsequent elections. Analysing past elections may not fully capture current realities.
- **Confirmation Bias:** Researchers and analysts may have preconceived notions or biases that could influence their interpretation of the data, leading to skewed conclusions.
- **Complexity of Factors:** Elections are influenced by a multitude of factors, including economic conditions, social issues, campaign strategies, and leadership charisma. Isolating the impact of each factor can be challenging.
- **Lack of Causation:** Correlation does not necessarily imply causation. An analysis may identify patterns in the data, but establishing a cause-and-effect relationship can be difficult.
- **Data Availability:** Access to comprehensive and reliable data can be a challenge, especially when dealing with elections in diverse and sometimes remote areas.
- **Changing Voter Behaviour:** Voter behaviour can be fluid and influenced by numerous factors, including campaign strategies, candidates, and issues. What worked in 2019 may not work in future elections.
- **Political Bias:** Political analysts and commentators may have inherent biases or affiliations that can impact the objectivity of their analysis.
- **Ethical Considerations:** The use of voter data and sensitive information for analysis should be conducted ethically, respecting individuals' privacy and confidentiality.

# Applications

Analysing the 2019 Lok Sabha election in India has several valuable applications across various domains, including politics, academia, governance, and public policy. Here are some key applications:

- **Political Strategy and Campaigning:** Political parties can analyse the election results to understand voter preferences and behaviour. This analysis helps parties refine their campaign strategies, target specific demographics, and tailor their messaging for future elections.
- **Election Forecasting:** By examining past electoral data, political analysts and pollsters can develop models to forecast future election outcomes, aiding in predicting results for subsequent elections.
- **Policy Formulation:** Government officials and policymakers can use election analysis to gain insights into the issues and policies that resonate with voters. This information can help in crafting policies that address the concerns of the electorate.
- **Constituency Development:** Local representatives can use election data to identify the needs and concerns of their constituents, enabling them to focus on development projects and initiatives that align with their voters' priorities.
- **Understanding Voter Behaviour:** Social scientists and researchers can study the election to gain insights into voter behaviour, including factors such as caste, religion, demographics, and regional variations, which can inform academic research and theories.
- **Democracy Assessment:** Analysing elections is a fundamental part of assessing the state of democracy in a country. Evaluating the fairness, transparency, and integrity of the electoral process is crucial for democratic institutions and international organizations.
- **Electoral Reforms:** Election analysis can highlight areas where improvements in the electoral process are needed. This information can inform discussions on electoral reforms to enhance the integrity and efficiency of future elections.
- **Media and Communication Studies:** Researchers can use election data to understand the role of media, social media, and communication strategies in shaping public opinion and influencing election outcomes.
- **Voter Turnout Analysis:** Low voter turnout in certain regions or demographics can be analysed to identify barriers to participation and inform efforts to improve civic engagement.
- **Conflict Analysis:** In regions with political or social tensions, analysing election results can provide insights into potential sources of conflict and help in conflict prevention and resolution efforts.
- **International Relations:** The results of the 2019 Lok Sabha election can be of interest to foreign governments and international organizations to understand India's political landscape and its potential impact on international relations.
- **Education and Civic Engagement:** Educators can use election analysis to teach students about the democratic process, voting patterns, and the importance of civic engagement.

- **Media Coverage:** Media outlets can use election analysis to create informed and data-driven reporting on political developments, helping the public better understand the political landscape.

# Conclusion

In conclusion, analysing the 2019 Lok Sabha election in India yields valuable insights into the country's political landscape, voter behaviour, and the functioning of its democracy. This analysis helps political parties refine their strategies, guides policymakers in addressing key issues, and provides a deeper understanding of the Indian electorate. However, it's essential to approach such analysis with caution, recognizing potential limitations in data quality, scope, and bias. Despite these challenges, the study of this election has far-reaching applications, from shaping political campaigns to informing policy formulation, academic research, and the assessment of India's democratic health. Ultimately, the analysis of the 2019 Lok Sabha election contributes to a more informed and nuanced understanding of Indian politics, providing lessons and insights that extend beyond a single electoral event.

# Future scope

The analysis of the 2019 Lok Sabha election in India continues to have significant future scope across various domains. Some of the potential areas of focus for future research and analysis include:

- **Long-Term Trends:** Researchers can examine the 2019 election results in the context of historical trends to identify shifts and patterns in Indian politics. This can help predict future electoral dynamics and understand how the political landscape has evolved over time.
- **Comparative Studies:** Future analyses can compare the 2019 election with subsequent elections to assess the impact of changing political dynamics, policies, and leadership on voter behaviour and outcomes.
- **Regional Variations:** A more in-depth exploration of regional variations in voting patterns and political dynamics can provide insights into the unique challenges and opportunities in different states and constituencies.
- **Voter Turnout and Engagement:** Researchers can delve into the factors that influence voter turnout, exploring ways to increase civic engagement and participation in elections.
- **Policy Implications:** Future studies can assess the impact of policies implemented in response to the 2019 election results, examining whether they have effectively addressed the concerns and priorities of the electorate.
- **Sociopolitical Factors:** Analysing the influence of sociopolitical factors such as caste, religion, gender, and economic status on voter behaviour can provide a deeper understanding of the complexities of Indian politics.
- **Party Strategies:** Continued analysis of the strategies employed by political parties in response to the 2019 election can reveal evolving campaign tactics and messaging approaches.

- **Election Technology and Security:** Given the increasing use of technology in elections, future research can explore issues related to election technology, cybersecurity, and the potential for digital manipulation of voter sentiment.
- **Electoral Reforms:** Researchers and policymakers can continue to examine areas for electoral reform and improvements in the electoral process, ensuring free and fair elections.
- **Impact of Media and social media:** As media and social media continue to play a significant role in shaping public opinion, future analyses can assess their evolving impact on election outcomes and voter behaviour.
- **International Comparisons:** Comparative studies with elections in other countries can provide valuable insights into the functioning of democracies and electoral systems.
- **Conflict Resolution:** In regions with political tensions, analysing the 2019 election results can contribute to conflict prevention and resolution efforts, especially when studying the impact of political outcomes on social harmony.
- **Youth Engagement:** Understanding the engagement of young voters in the 2019 election and their evolving political preferences can guide efforts to involve the youth demographic in future elections.
- **Policy Evaluation:** Researchers can assess the effectiveness of policies implemented in response to the 2019 election, evaluating whether they have achieved their intended objectives and addressing any shortcomings.
- **Election Administration:** Continual scrutiny of election administration practices and reforms can help ensure that electoral processes remain transparent, efficient, and accessible to all eligible voters.