



Says

What have we heard them say?  
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



analyzing the age, gender, educationals, and socio-economic background of candidates can provide insights into the diversity of candidates.

Calculation the winning percentages for each candidates were party can reveal the electoral performance.

Assessing how many candidates were fielded by each major political party.

Examining where candidates were fielded and how their representation was distributed geographically.

value the educational qualifications of candidates. Did a majority of them hold advanced degrees, or were there significant variations in educational backgrounds?

Conduct an analysis of the assets and liabilities declared by candidates in their affidavits. Identify any trends in the financial backgrounds of candidates.

Determine how many candidates had criminal records or were facing criminal charges. This is an important factor in Indian politics.

Explore the distribution of candidates across different states and regions of India. This can help identify political strongholds and areas with diverse candidate representation.



Persona's name

Short summary of the persona

After the election results are available, analyze the success rate of candidates from different parties, genders, and other demographics. Identify factors that contributed to their success or defeat.

Calculate the vote share received by each candidate and party. Identify the margin of victory for winning candidates.

Determine how many candidates were incumbents (sitting MPs) and how many were newcomers. This can provide insights into voter preferences for continuity or change.

Analyze the margin of victory for winning candidates. Did they win by a large or narrow margin?

Assess the caste and religious affiliations of candidates and their impact on electoral outcomes.

Analyze the impact of pre-election alliances and coalitions on candidate selection and electoral outcomes.

Explore voter turnout in different constituencies and regions. Identify areas with high and low voter participation.

Delhi and Haryana have a high number of candidates contesting from parties that have not been recognised as either national or state parties.



Does

What behavior have we observed?  
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

