POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SOBHA ELECTIONS

INTRODUCTION

1.1 Overview

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 member the House, with 530 members representing the states and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Election, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.
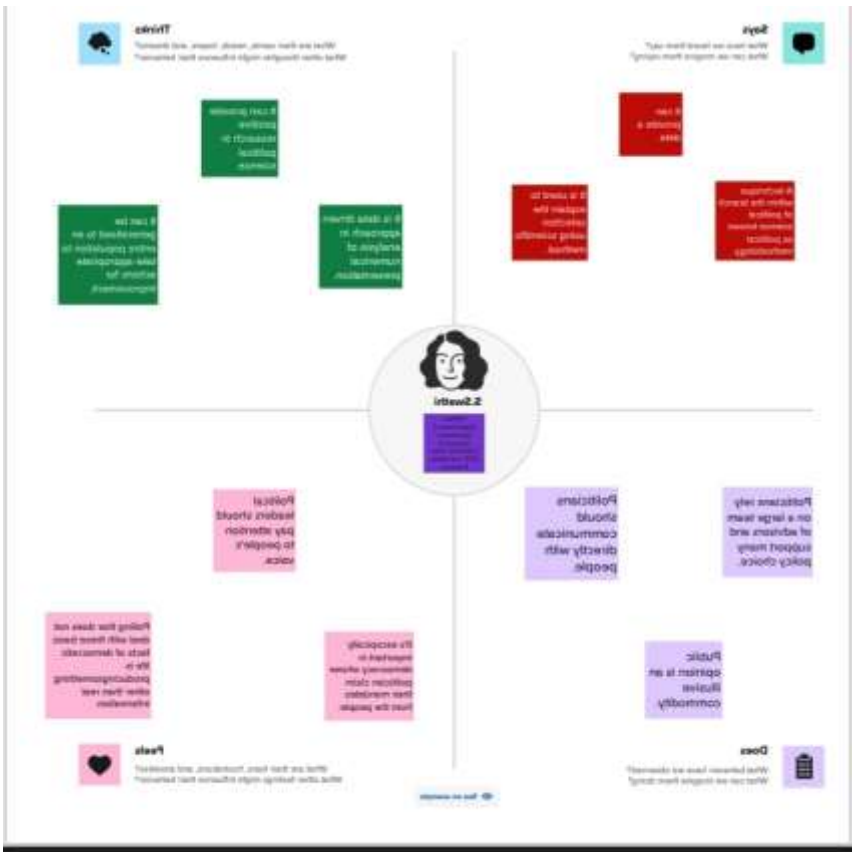
The Bharathiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-Led National Democratic Alliance (NDA) won 353 seats.

1.2 Purpose

This Project is useful to visualize the given data of 2019 Lok Sabha election analysis into large data graphically, bar chart, bobble chart, donut chart, tables, including data extraction as well as the creation of reports and dashboards & stories.

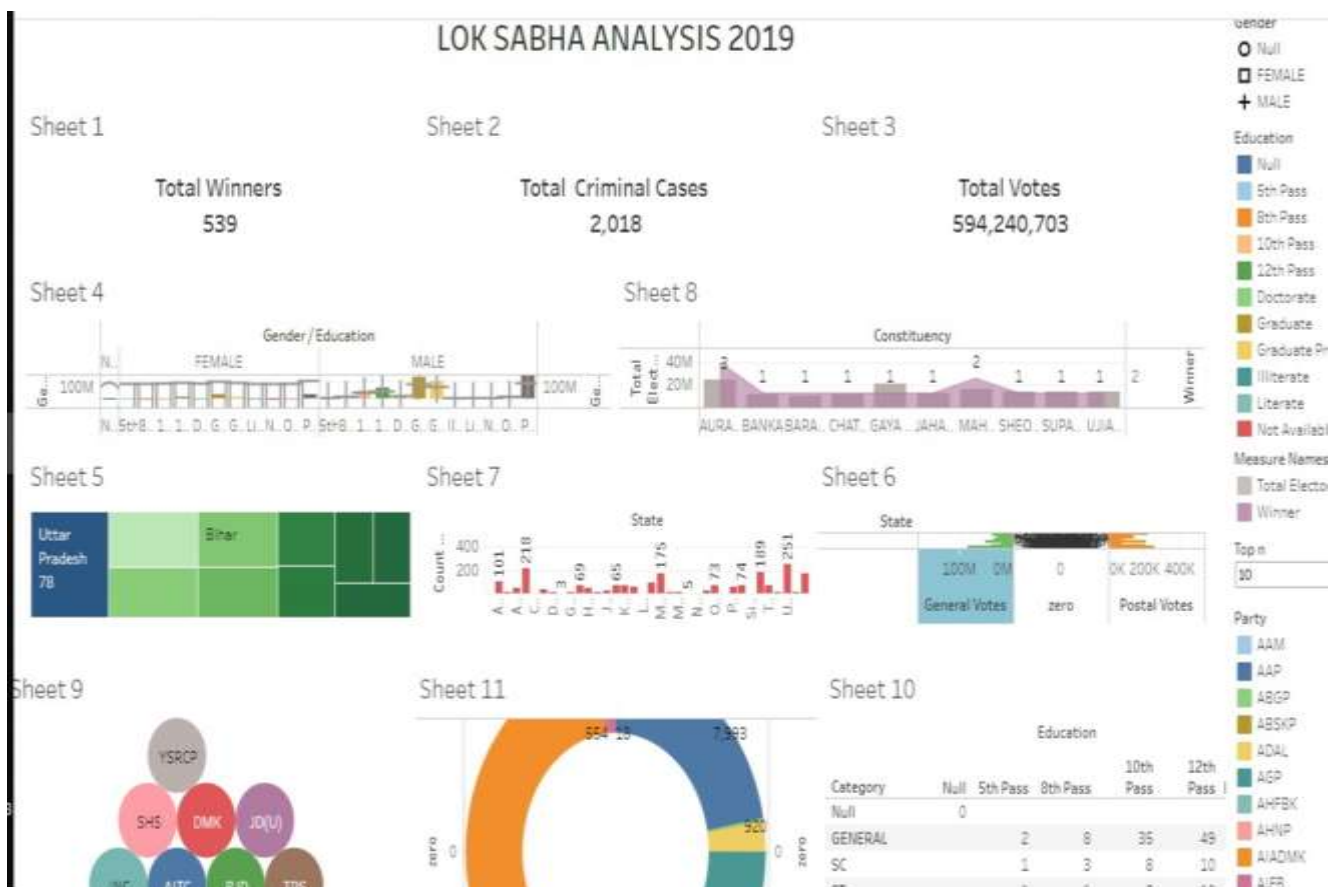## 2   Problem Definition & Design Thinking

2.1 Empathy Map

2.2 Ideation &Brainstorming Map

3   RESULT
   Dashboard:

Story:

Story 1

| Total Winners | Total Criminal Cases | Total Votes | General Votes divided by their Education Qualification &Gender | Total Electors & Total Winners in each Constituency | Total Postal Votes in each Party | Tot |

Total Winners
539

4 ADVANTAGES & DISADVANTAGES

- Political Insights: It helps understand the political landscape, party performance, and voter trends during that period.
- Policy Implication: Analysis can shed light on the policy priorities and potential changes in governance based on election outcomes.
- Voter Behaviour: It allows for a study of voter behaviour, demographics, and regional variations in voting patterns.
- Electoral Strategies: Parties can learn from successful campaign strategies and messaging that worked in 2019.
- Future Predictions: It can provide insights into potential outcomes and strategies for future elections.
- Accountability: By analysing election results, citizens can hold elected representatives accountable for their promises and performance.
- Academic Research: Researchers can use this data for in-depth studies on Indian politics and democracy.
- Media and Public Awareness: Election analysis contributes to informed public discourse and helps media outlets provide context and insight to their audiences.

- Social and Economic Impact: Elections have significant social and economic implications, and analysing them can provide a better understanding of their effects on various aspects of society.
  These advantages demonstrate the significance of analysing the 2019 Lok Sabha elections for a better understanding of Indian politics and its impact on the country.

Disadvantage:

Analysing the 2019 Lok Sabha election, one disadvantage could be the potential oversimplification of complex political issues and factors. Election analysis often focuses on top-line results, but it may not delve deep enough into the nuances of regional dynamics, voter behaviour, and social factors that influence election outcomes. This can lead to a shallow understanding of the election's true implication.

5 APPLICATION

The 2019 Lok Sabha analysis, referring to the general elections in India that took place in 2019, has had a significant impact on Indian politics and policy. Here are some key applications and implications of the analysis:

1. *Government Formation*: The Bharatiya Janata Party (BJP) secured a majority in the Lok Sabha, allowing them to form the government. This analysis helps in understanding the factors that contributed to their electoral success.

2. *Policy Formulation*: The election results guided the BJP in formulating policies and agendas for their term. It also informed the opposition parties about the concerns and issues that resonated with the voters.

6 CONCLUSION

The 2019 Lok Sabha elections in India were significant, resulting in a clear victory for the Bharatiya Janata Party (BJP) and its allies. The BJP secured a majority on its own, winning 303 out of 545 seats, while the National Democratic Alliance (NDA), led by the BJP, won a total of 353 seats. This election saw a resurgence of Narendra Modi as the Prime Minister, and the BJP's victory was attributed to a combination of factors, including a strong campaign, the BJP's messaging, and regional alliances.

The opposition, particularly the Indian National Congress, faced challenges in forming a united front and failed to gain the necessary momentum to challenge the BJP's dominance. This election highlighted the importance of strategic alliances, social media campaigning, and the role of charismatic leadership in Indian politics.

7 FUTURE SCOPE

The future scope of Lok Sabha analysis is vast and evolving, with the potential to encompass various aspects and methodologies. Here are some key areas of interest for future analysis:

1. *Data Analytics and Artificial Intelligence*: The use of advanced data analytics and AI can provide insights into voter behaviour, sentiment analysis, and predictive modeling for elections. This can help political parties tailor their campaigns more effectively.

2. *Demographic Analysis*: A deeper understanding of demographics, such as age, gender, religion, and caste, can reveal voting patterns and preferences. This information can be crucial for campaign strategies and policy formulation.

3. *Geospatial Analysis*: Geographic information systems (GIS) and mapping technologies can help in understanding regional variations in election results, resource allocation, and constituency-wise trends.

4. *Social Media Influence*: Analysing the impact of social media on elections, including the spread of misinformation and propaganda, is becoming increasingly important. Future analyses will likely focus on the role of platforms like Facebook, Twitter, and newer platforms in shaping electoral outcomes.