PROJECT REPORT

ON

POLITICAL JUGGERNAUT: A QUANTTITATIVE ANALYSIS OF THE CANDIDATES IN 2019 LOK SHABA ELECTION.

BASED ON THE COURSE

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

DONE AND SUBMITTED BY

Swetha V	bru001221bst024
Haripritha R	bru001221bst008
Mohammed Mujahedeen S	bru001221bst044
Kavibharathi R	bru001221bst037

TEAM ID – NM2023TMID25026

SUBMITTED TO

NAAN MUDHALVAN – SMART INTERNZ

DATA ANALYTICS UPSKILL PROGRAMMING

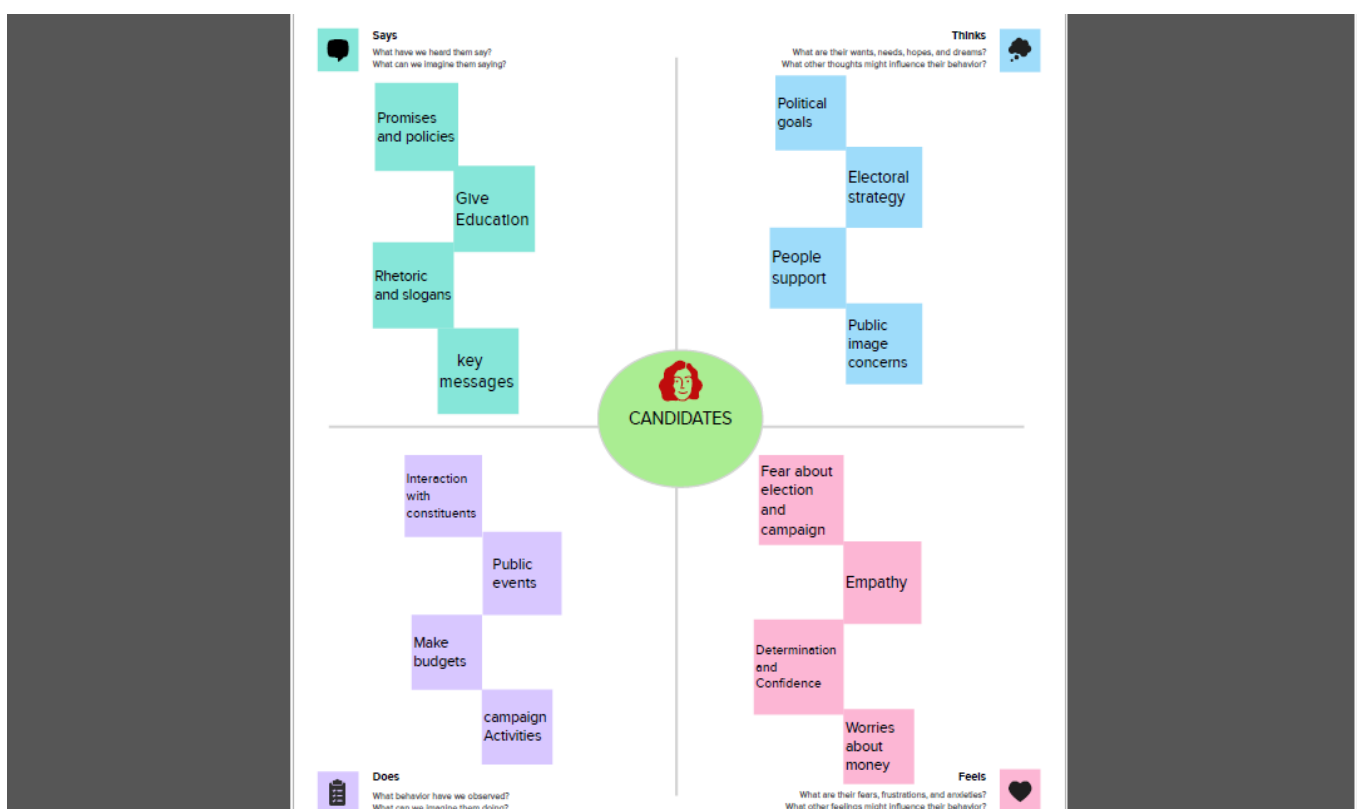# PROJECT REPORT

1. INTRODUCTION

1.1 OVERVIEW

The project aimed to conduct a comprehensive quantitative analysis of the candidates who contested in the 2019 Lok Sabha Elections in India. This study focused on understanding various aspects of candidate demographics, party affiliations, electoral performance, and their implications on the political landscape.
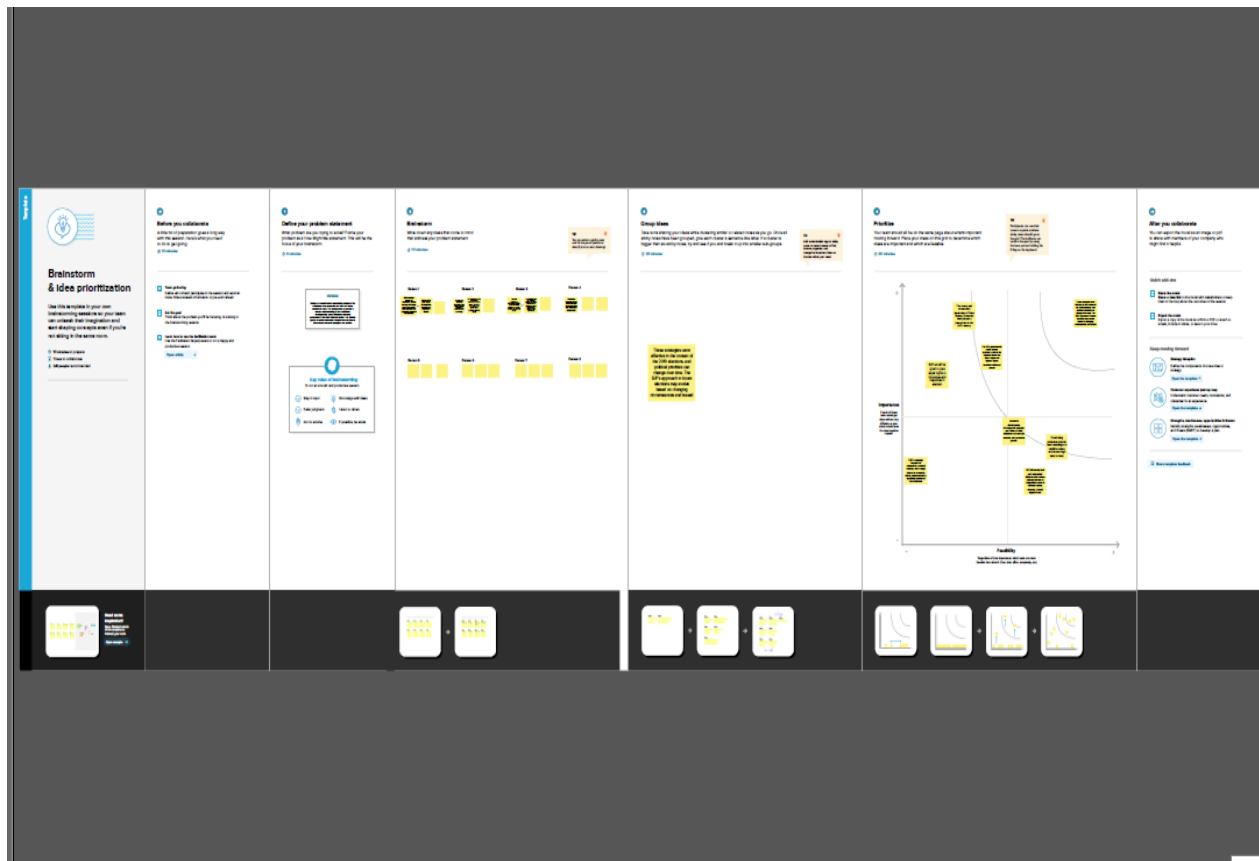
1.2 PURPOSE

- To analyze the demographic profile of candidates, including factors such as age, gender, educational qualifications, and professional backgrounds.
- To assess the distribution of candidates among different political parties and evaluate the prevalence of independent candidates.
- To investigate candidate performance in terms of votes received, margins of victory/defeat, and constituency-wise variations.
- To identify any significant trends or patterns in candidate selection and electoral outcomes.

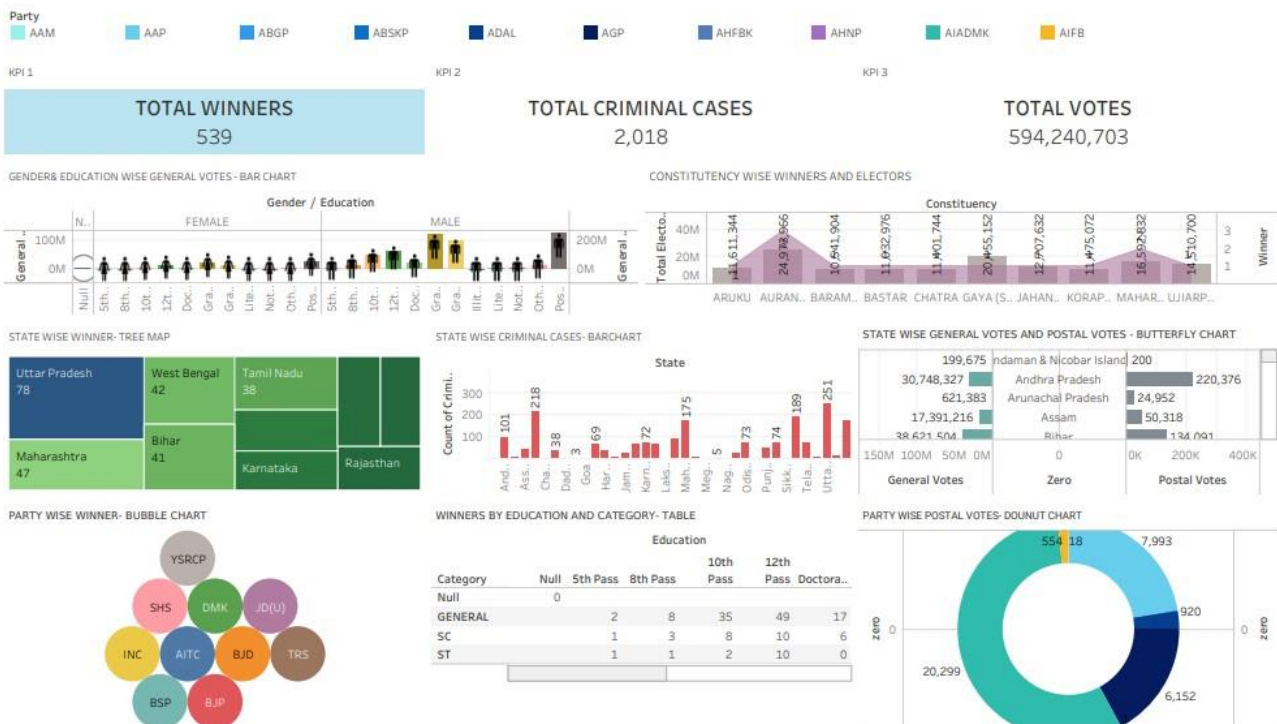## 2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

2.2 IDEATION AND BRAINSTORMING MAP

3. RESULT

4. ADVANTAGES & DISADVANTAGES

Advantages of a Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections:

1. **Objective Insights:** Quantitative analysis relies on empirical data, reducing the impact of subjective biases and providing more objective insights into candidate demographics, party affiliations, and electoral performance.
2. **Statistical Significance:** It allows for the identification of statistically significant patterns, correlations, and trends within the dataset, providing a solid foundation for drawing meaningful conclusions.
3. **Comparative Analysis:** Quantitative analysis enables the comparison of candidates across various parameters, such as party affiliations, demographics, and electoral performance, facilitating a comprehensive understanding of the election dynamics.
4. **Data Visualization:** Through tools like graphs, charts, and maps, quantitative analysis can present complex data in a visually engaging and easily interpretable format, aiding in effective communication of findings.
5. **Evidence-Based Decision-Making:** It provides a basis for evidence-based decision-making in politics, allowing political parties and policymakers to tailor their strategies based on empirical insights.
6. **Forecasting and Predictive Modeling:** Quantitative analysis can be used to develop predictive models, helping to anticipate future electoral trends or outcomes based on historical data.
7. **Policy Implications:** The insights gained from the analysis can inform policy decisions related to candidate selection, campaign strategies, and efforts to promote diversity and inclusivity in politics.
8. **Accessibility and Replicability:** Well-documented quantitative analyses are accessible to a wide audience and can be replicated by other researchers, allowing for independent validation of findings.

Disadvantages of a Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections:

1. **Data Limitations:** The quality and availability of data can be a limiting factor, potentially leading to incomplete or biased analyses.
2. **Lack of Context:** Quantitative analysis may not capture the full context or nuances of political situations. It may miss qualitative aspects that can be crucial for a comprehensive understanding.
3. **Simplification of Complex Realities:** Quantitative analysis tends to simplify complex political realities, potentially overlooking the intricate socio-political dynamics at play.

4. **Assumptions and Generalizations:** Certain assumptions may be made during the analysis, and findings may be generalized, potentially oversimplifying the complexity of political processes.
5. **Inability to Capture Causality:** While it can identify correlations, quantitative analysis may not always establish causal relationships, necessitating further qualitative research.
6. **Dynamic Nature of Politics:** Political landscapes are constantly evolving, and historical data might not fully capture the rapidly changing dynamics of contemporary politics.
7. **Limited Scope of Variables:** Depending on the available data, there may be limitations in the variables that can be included in the analysis, potentially excluding relevant factors.
8. **Ethical Considerations:** Ensuring the privacy and ethical treatment of individuals in the data, particularly in sensitive areas like politics, is crucial and may pose challenges.

Overall, a quantitative analysis of candidates in the 2019 Lok Sabha Elections provides valuable insights, but it's important to recognize its limitations and complement it with qualitative approaches for a more holistic understanding of the political landscape.

5. APPLICATIONS

- The findings highlight the need for policies aimed at promoting gender diversity among candidates to ensure more inclusive representation in Indian politics.
- Understanding the distribution of candidates among political parties provides insights into the dynamics of party politics and the strategies employed for candidate selection.
- Insights into constituency-wise variations in candidate performance can guide parties in allocating resources and designing targeted campaigns.

6. CONCLUSION:

In summary, this analysis provides a detailed understanding of the candidates in the 2019 Lok Sabha Elections, shedding light on demographic trends, party dynamics, and electoral outcomes. These findings offer valuable insights for political stakeholders, policymakers, and researchers, facilitating a more informed approach to future electoral strategies and policies.

7. FUTURE FINDINGS:

- **Influence of Social Media:** Future research could delve into the impact of social media on candidate visibility, engagement, and electoral success.
- **Regional Dynamics**: An in-depth analysis of regional factors and their influence on candidate selection and electoral outcomes could provide a nuanced understanding of Indian politics.
- **Long-term Trends**: A longitudinal study comparing the 2019 elections with previous ones can uncover evolving trends in candidate demographics and electoral performance.
- **Policy Interventions**: Research on the effectiveness of policies aimed at increasing diversity and inclusivity in candidate selection could provide valuable insights for electoral reforms.

8. APPENDIX

SOURCE CODE :
https://public.tableau.com/shared/S4GHQYD8W?:display_count=n&:origin=viz_share_link