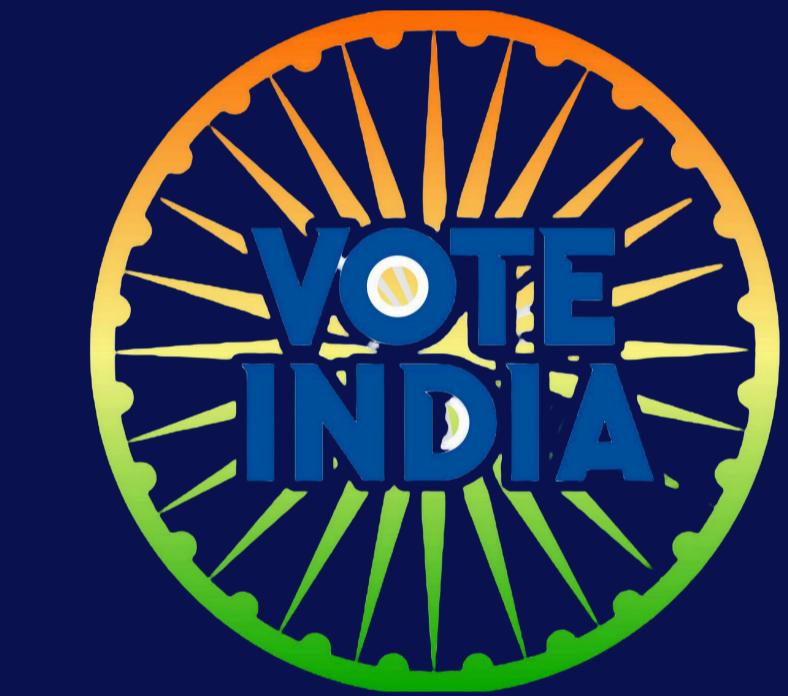


ATLIQ MEDIA

**LOK SABHA
ELECTION
INSIGHTS**



Presented By : Vikas Gupta



Project Overview



Indian Lok Sabha Election Analysis:

This Power BI project dives into the complexities of the Indian Lok Sabha elections by examining data from past election cycles to uncover voting patterns, party performance, and constituency-specific insights. With a diverse electorate and varying socio-political landscapes across states, the analysis seeks to provide a nuanced view of trends in voter turnout, party dominance, and shifts in political allegiance.

Leveraging Power BI's data modeling, DAX, and visualization capabilities, this project integrates data from the 2014 and 2019 elections into a unified dashboard. Key features include comparison metrics for winning parties, vote share changes, and constituency-specific details across states. This comprehensive report serves as a valuable resource for political analysts, policymakers, and stakeholders interested in understanding electoral dynamics and strategizing for future elections.



Project Overview

The Lok Sabha election in India, held every five years, follows a structured process:

1. Constituencies and Candidates : India is divided into 543 constituencies, each electing one Member of Parliament (MP). Candidates may be nominated by recognized parties or run as independents.
2. Eligibility and Voters : Indian citizens 18 years or older are eligible to vote. The Election Commission of India (ECI) prepares and updates the voter lists.
3. Phased Voting : Due to the large number of constituencies, elections are conducted in phases across states to ensure efficient resource allocation and security.
4. Electronic Voting : Voting is conducted using Electronic Voting Machines (EVMs), which simplify vote casting and counting, ensuring transparency and reducing errors.
5. Counting and Results: Votes are counted under ECI supervision, with results typically declared within a day of counting. The party or coalition winning the majority (272 or more seats) forms the government.
6. Formation of Government: The President of India invites the majority party or coalition leader to form the government, appointing them as the Prime Minister.



Problem Statement

AtliQ Media is a private media company , aims to present unbiased insights from **2014 and 2019 Indian General Elections**.

The project focuses on below mentioned points.

- Voter Turnout Ratio
- Constituencies Wise Analysis
- Candidates Performance Analysis
- Vote Share Analysis
- Party Performance Analysis
- NOTA Votes Analysis
- Correlation Based Analysis

Point of Analysis

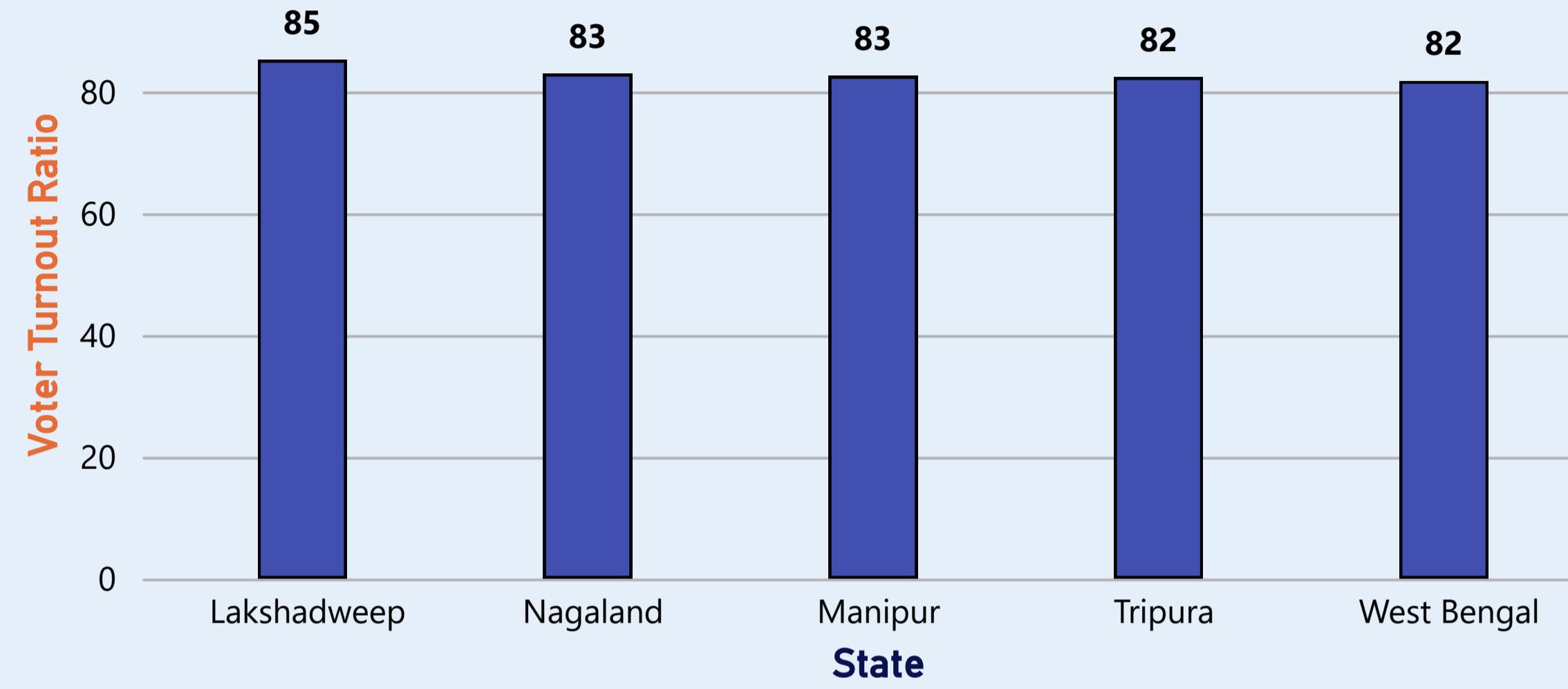


1. List top 5 / bottom 5 constituencies of 2014 and 2019 in terms of voter turnout ratio?
2. List top 5 / bottom 5 states of 2014 and 2019 in terms of voter turnout ratio?
3. Which constituencies have elected the same party for two consecutive elections , rank them by % of votes to that winning party in 2019
4. Which constituencies have voted for different parties in two elections (list top 10 based on difference (2019-2014) in winner vote percentage in two elections)
5. Top 5 candidates based on margin difference with runners in 2014 and 2019.
6. % Split of votes of parties between 2014 vs 2019 at national level
7. % Split of votes of parties between 2014 vs 2019 at state level.
8. List top 5 constituencies for two major national parties where they have gained vote share in 2019 as compared to 2014.
9. List top 5 constituencies for two major national parties where they have lost vote share in 2019 as compared to 2014.
10. Which constituency has voted the most for NOTA?
11. Which constituencies have elected candidates whose party has less than 10% vote share at state level in 2019?
12. Is there a correlation between postal votes % and voter turnout %?

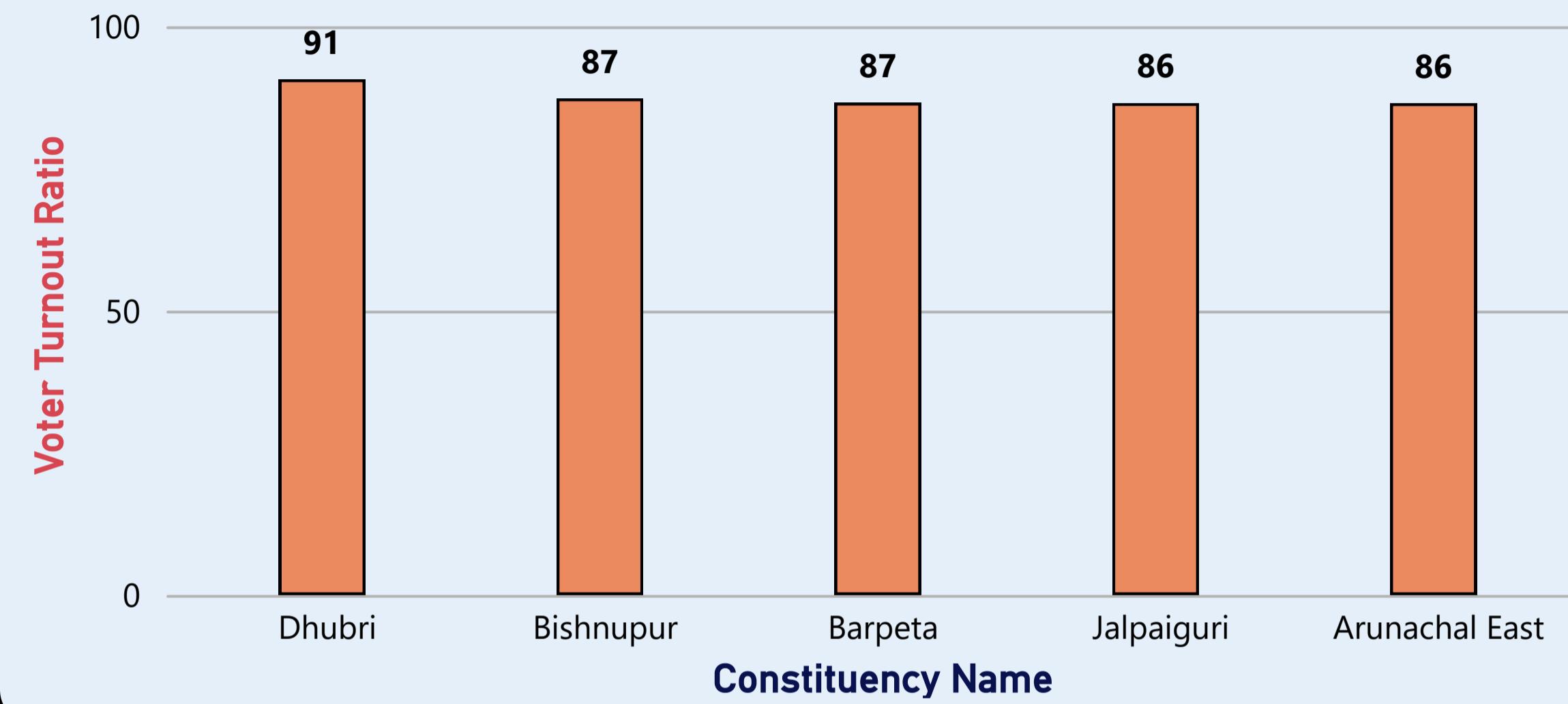
2014

2019

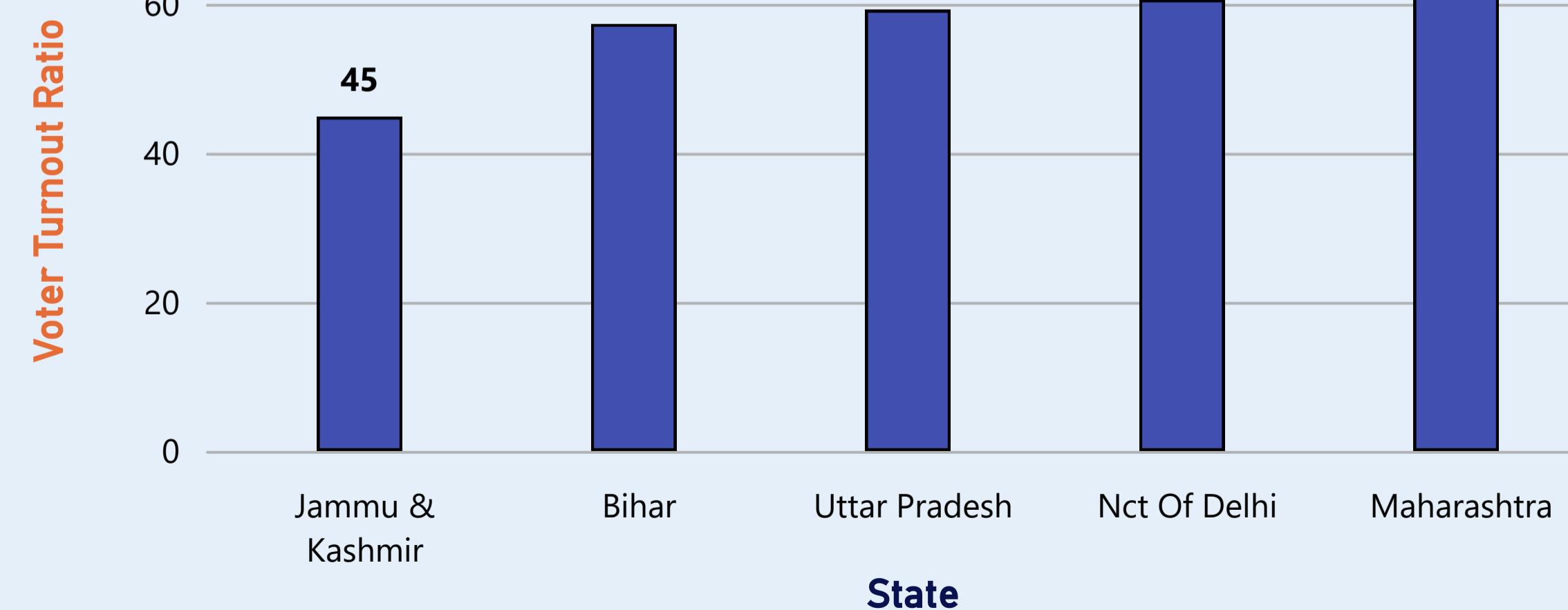
TOP 5 STATES



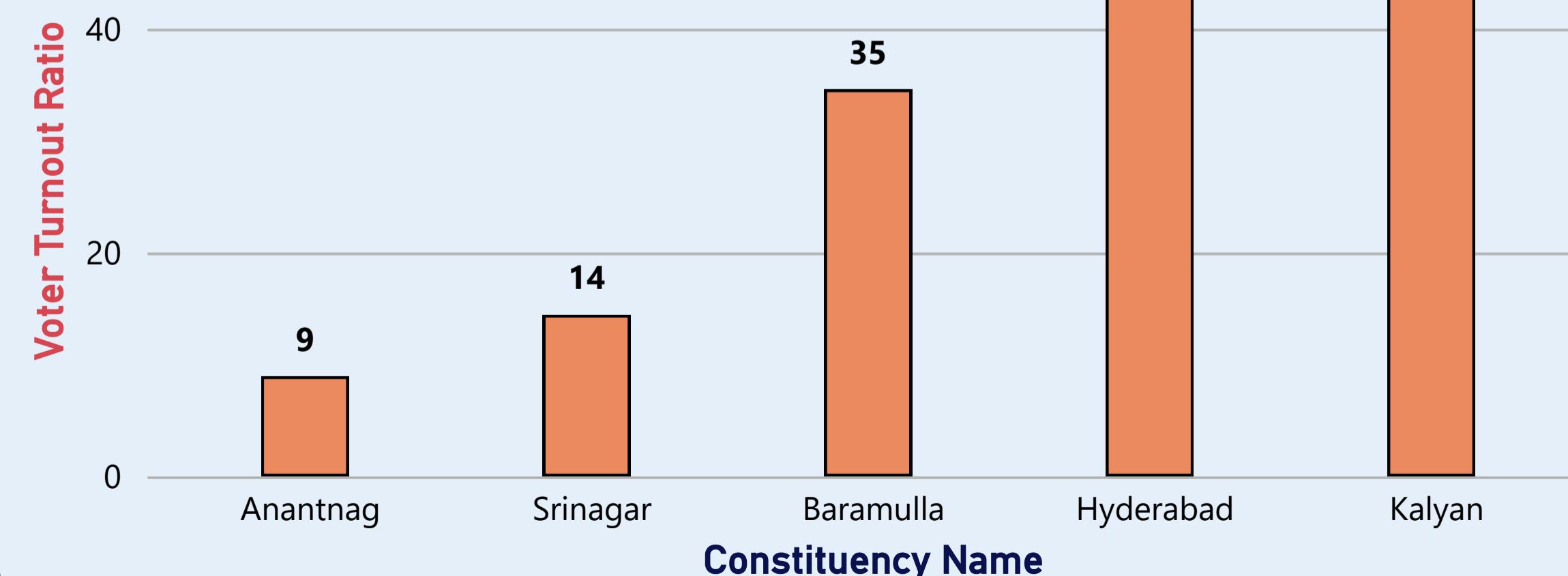
TOP 5 CONSTITUENCIES



BOTTOM 5 STATES



BOTTOM 5 CONSTITUENCIES



Consecutive Winning Parties Details

Constituency Name	Consecutive Winner Party	Voting % 2019	Rank
Surat	BJP	74.47%	1
Navsari	BJP	74.37%	2
Vadodara	BJP	72.30%	3
Kangra	BJP	72.02%	4
Bhilwara	BJP	71.59%	5
Mumbai North	BJP	71.40%	6
Karnal	BJP	70.08%	7
Gandhinagar	BJP	69.67%	8
Rajsamand	BJP	69.61%	9

Different Winning Parties Details

Constituency Name	Winning Party 2014	Winning Party 2019	Percentage Votes 2014	Percentage Votes 2019	Difference	Winning Party Rank
Alipurduars	AITC	BJP	29.62%	54.40%	24.77%	1
Autonomous District	INC	BJP	39.23%	61.73%	22.49%	2
Kanniyakumari	BJP	INC	37.64%	59.83%	22.19%	3
Puducherry	AINRC	INC	34.57%	56.27%	21.70%	4
Bhagalpur	RJD	JD(U)	37.74%	59.30%	21.56%	5
Sambhal	BJP	SP	34.08%	55.60%	21.52%	6
Jhanjharpur	BJP	JD(U)	35.64%	56.80%	21.16%	7
Chikkballapur	INC	BJP	33.63%	53.78%	20.15%	8
Ghazipur	BJP	BSP	31.11%	51.20%	20.09%	9
Suriail	INC	ID/IU	34.30%	53.78%	19.48%	10

Top 5 Candidates With Margin Difference With Runners 2014

Constituency Name	Winner Name 2014	Runner Up Name 2014	Winner Votes 2014	Runner Up Votes 2014	Margin Votes 2014
Vadodara	Narendra Modi	Mistri Madhusudan Devram	845464	275336	570128
Ghaziabad	Vijay Kumar Singh	Raj Babbar	758482	191222	567260
Navsari	C. R. Patil	Maksud Mirza	820831	262715	558116
Jaipur	Ramcharan Bohara	Dr. Mahesh Joshi	863358	324013	539345
Surat	Darshana Vikram Jardosh	Desai Naishadhbhai Bhupatbhai	718412	185222	533190

Top 5 Candidates With Margin Difference With Runners 2019

Constituency Name	Winner Name 2019	Runner Up Name 2019	Winner Votes 2019	Runner Up Votes 2019	Margin Votes 2019
Navsari	C. R. Patil	Patel Dharmeshbhai Bhimbhai	972739	283071	689668
Karnal	Sanjay Bhatia	Kuldip Sharma	911594	255452	656142
Faridabad	Krishan Pal	Avtar Singh Bhadana	913222	274983	638239
Bhilwara	Subhash Chandra Baheria	Ram Pal Sharma	938160	326160	612000
Vadodara	Ranjanben Bhatt	Prashant Patel (Tiko)	883719	294542	589177

Percentage Split of Votes of Parties Between 2014 Vs 2019 At National Level

party	party_share_2014	party_share_2019
BJP	30.97%	37.30%
INC	18.58%	19.46%
BSP	4.31%	3.62%
AITC	4.08%	4.06%
SP	3.58%	2.55%
ADMK	3.48%	1.35%
CPM	3.45%	
IND	3.06%	2.70%
TDP	2.71%	2.04%
YSRCP	2.69%	2.53%
AAAP	2.12%	0.44%
SHS	1.97%	2.09%
DMK	1.85%	2.34%
NCP	1.66%	1.38%
RJD	1.43%	1.08%
TRS	1.30%	1.25%
JD(U)	1.15%	1.45%
NOTA	1.05%	1.06%
CPI	0.81%	0.58%
JD(S)	0.72%	0.56%
SAD	0.70%	0.62%
IND	0.54%	0.04%

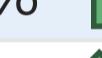
Percentage Split of Votes of Parties Between 2014 Vs 2019 At State Level

state	party	party_share_2014	party_share_2019
Andaman & Nicobar Islands	BJP	47.80%	45.30%
Andaman & Nicobar Islands	INC	43.69%	45.98%
Andaman & Nicobar Islands	AAAP	1.96%	1.37%
Andaman & Nicobar Islands	IND	1.84%	4.54%
Andaman & Nicobar Islands	AITC	1.20%	0.83%
Andaman & Nicobar Islands	CPM	0.93%	
Andaman & Nicobar Islands	NOTA	0.82%	0.68%
Andaman & Nicobar Islands	NCP	0.60%	
Andaman & Nicobar Islands	BSP	0.60%	1.20%
Andaman & Nicobar Islands	CPI(ML)(L)	0.23%	
Andaman & Nicobar Islands	SP	0.20%	
Andaman & Nicobar Islands	AIFB	0.12%	
Andaman & Nicobar Islands	AINHCP		0.10%
Andhra Pradesh		100.00%	100.00%
Arunachal Pradesh		100.00%	100.00%
Assam		100.00%	100.00%
Bihar		100.00%	100.00%
Chandigarh		100.00%	100.00%
Dadra & Nagar Haveli		100.00%	100.00%
Daman & Diu		100.00%	100.00%
Total		100.00%	100.00%

Top 5 Constituencies For BJP Where they Have Gained Vote Share in 2019 as compare to 2014

Constituency Name	BJP % 2014	BJP % 2019	Vote Share Gain BJP
Tripura West	5%	52%	46.67% 
Purulia	7%	49%	42.14% 
Tripura East	6%	46%	39.74% 
Ranaghat	17%	53%	35.51% 
Iharogram	10%	45%	31.82% 

Top 5 Constituencies For INC Where they Have Gained Vote Share in 2019 as compare to 2014

Constituency Name	INC % 2014	INC % 2019	Vote Share Gain INC
Karur	3%	63%	60.15% 
Tiruchirappalli	5%	59%	54.06% 
Arani	3%	54%	51.48% 
Thiruvallur	4%	54%	50.98% 
Krishnagiri	4%	53%	49.00% 

Top 5 Constituencies For BJP Where they Have Loss Vote Share in 2019 as compare to 2014

Constituency Name	BJP % 2014	BJP % 2019	Vote Share Loss BJP
Narsapuram	50%	1%	48.56% 
Visakhapatnam	49%	3%	45.98% 
Tirupati	45%	1%	43.53% 
Sangli	58%	43%	15.66% 
Daman & Diu	51%	42%	10.85% 

Top 5 Constituencies For INC Where they Have Loss Vote Share in 2019 as compare to 2014

Constituency Name	INC % 2014	INC % 2019	Vote Share Loss INC
Dadra And Nagar Haveli	45%	4%	40.79% 
Ratnagiri - Sindhudurg	38%	7%	31.25% 
Aurangabad MH	37%	8%	28.85% 
Arunachal West	38%	14%	23.80% 
Raiganj	29%	7%	21.95% 

Constituency That Has Voted Most For The NOTA In 2019

Constituency Name	NOTA Votes 2019	Max NOTA 2019
Gopalganj (Sc)	51660	51660

Constituency That Has Voted Most For The NOTA In 2014

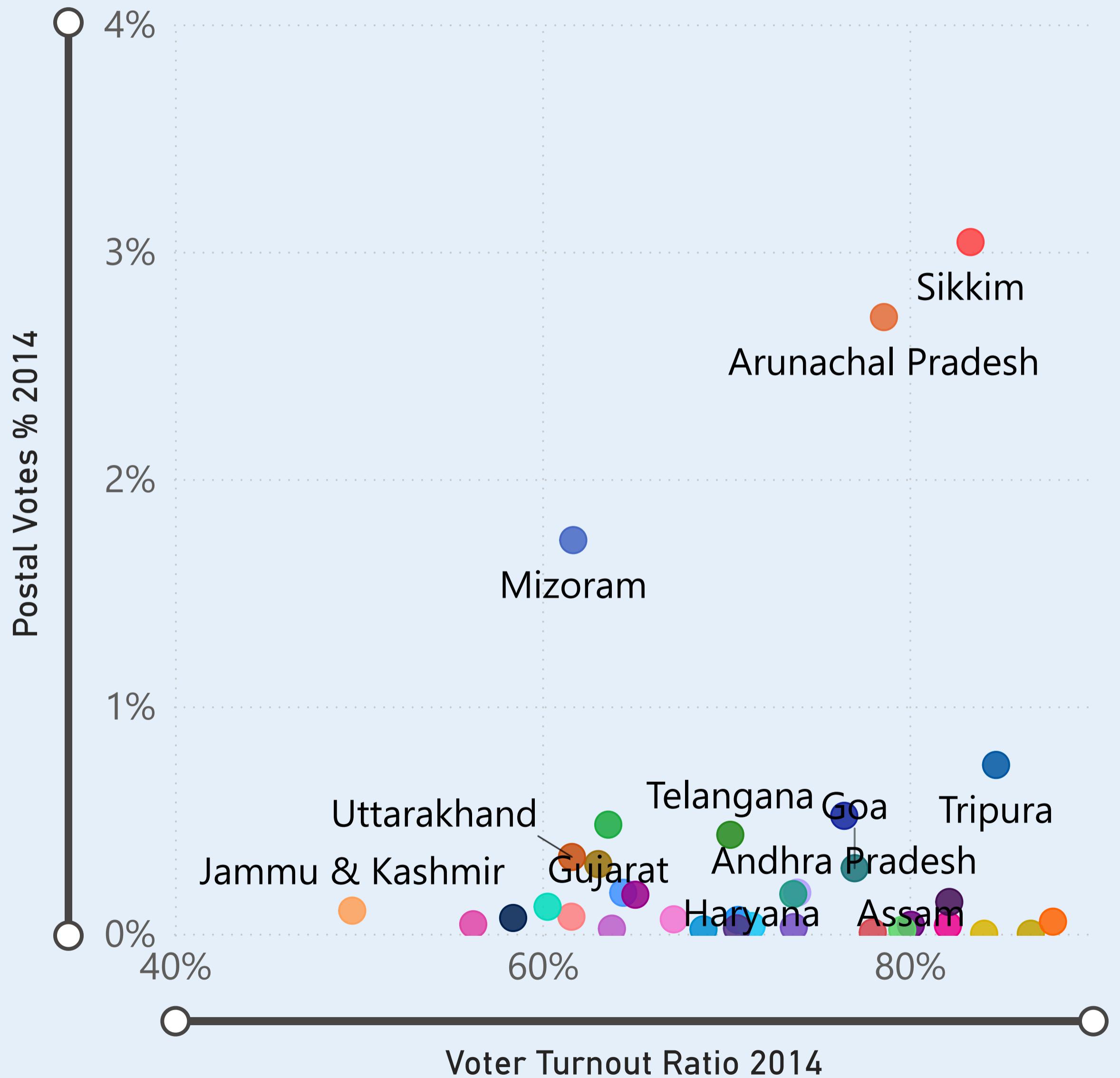
Constituency Name	NOTA Votes 2014	Max NOTA 2014
Nilgiris	46559	46559

Constituencies That Has Elected Candidates Whose Party Has Less Than 10% Vote Share At State Level

State	Constituency Name	Winner Name 2019	Party Name	Party Vote Share At State Level
Assam	Dhubri	Badruddin Ajmal	AIUDF	7.80%
Assam	Kokrajhar	Naba Kumar Sarania	IND	4.83%
Bihar	Kishanganj	Dr. Mohammad Jawed	INC	7.70%
Bihar	Hajipur (Sc)	Pashu Pati Kumar Paras	LJP	7.86%
Bihar	Jamui (Sc)	Chirag Kumar Paswan	LJP	7.86%
Bihar	Khagaria	Choudhary Mehboob Ali Kaiser	LJP	7.86%
Bihar	Nawada	Chandan Singh	LJP	7.86%
Bihar	Samastipur (Sc)	Ramchandra Paswan	LJP	7.86%
Bihar	Vaishali	Veena Devi (W/O Dinesh Prasad Singh)	LJP	7.86%
Jammu & Kashmir	Ladakh	Sajjad Hussain	IND	6.37%
Jammu & Kashmir	Anantnag	Hasnain Masoodi	JKN	7.89%
Jammu & Kashmir	Baramulla	Mohammad Akbar Lone	JKN	7.89%
Jammu & Kashmir	Srinagar	Farooq Abdullah	JKN	7.89%
Jharkhand	Giridih	Chandra Prakash Choudhary	AJSUP	4.33%
Karnataka	Mandy	Sumalatha Ambareesh	IND	3.89%
Karnataka	Hassan	Prajwal Revanna	JD(S)	9.67%
Kerala	Malappuram	P.K. Kunhalikutty	IUML	5.45%
Kerala	Ponnani	E. T. Mohammed Basheer	IUML	5.45%
Kerala	Kottayam	Thomas Chazhikadan	KEC(M)	2.07%
Kerala	Kollam	N.K.Premachandran	RSP	2.45%
Maharashtra	Aurangabad MH	Imtiaz Jaleel Syed	AIMIM	0.72%
Maharashtra	Amravati	Navnit Ravi Rana	IND	3.68%

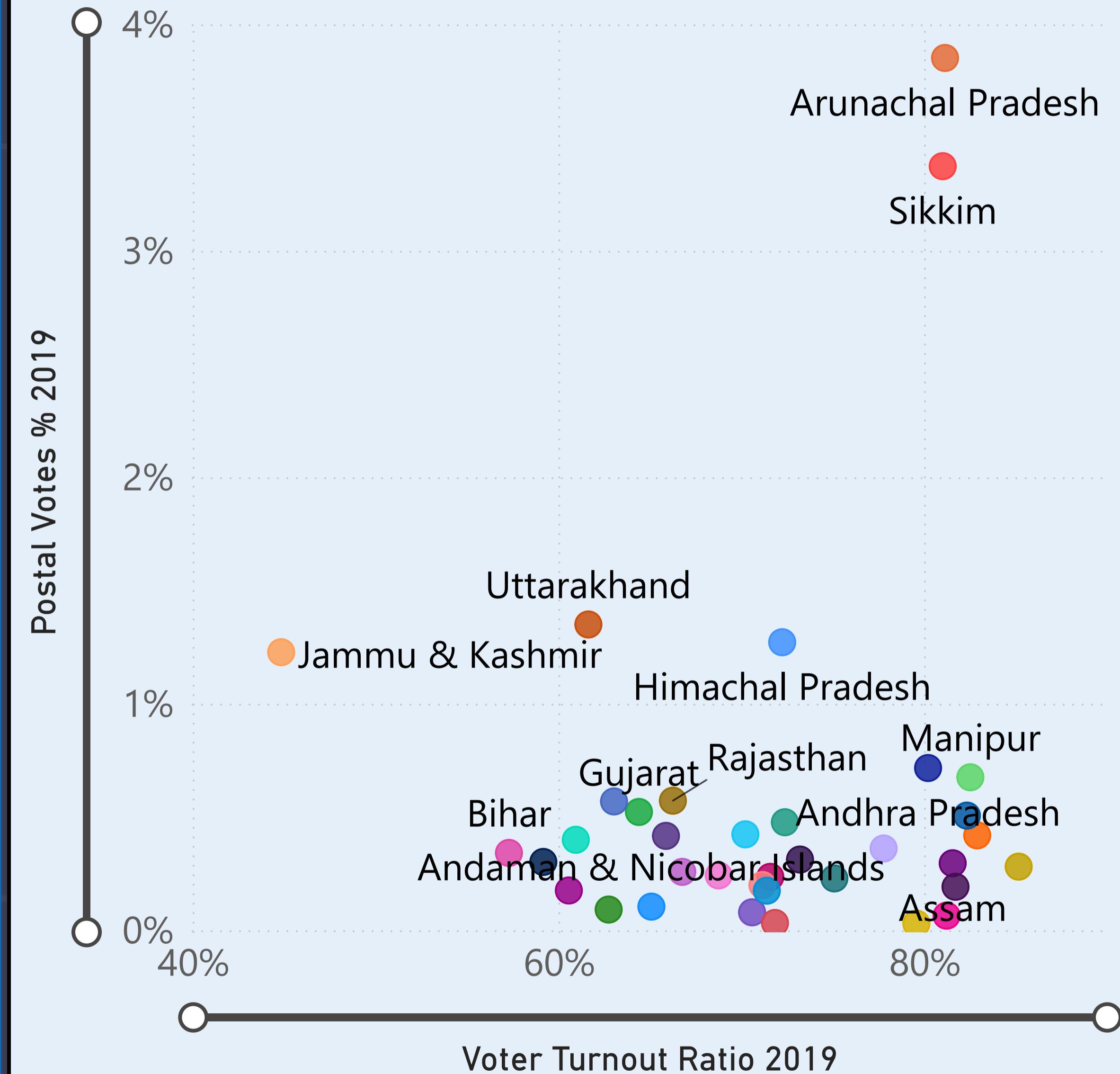
Correlation Between Voter Turnout% & Postal Votes%

2014



Correlation Between Voter Turnout% & Postal Votes%

2019





Recommendations

Boost Voter Participation

Focus on constituencies and states with historically low turnout through targeted awareness campaigns.

Engage Swing Constituencies

Develop strategies for regions with high voter volatility to capture votes from undecided electorates.

Address Voter Dissatisfaction

Investigate reasons behind high NOTA votes and address the concerns of disenchanted voters.

Support Education Initiatives

Encourage voter literacy programs to improve political awareness and participation.

Leverage Regional Strengths

National parties should form alliances with strong regional parties to gain a foothold in competitive states.