

PROJECT REPORT
POLITICAL JUGGERNAUTS - A QUANTITATIVE ANALYSIS OF
CANDIDATES IN THE 2019 LOK SABHA ELECTIONS

1. INTRODUCTION

1.1 Overview

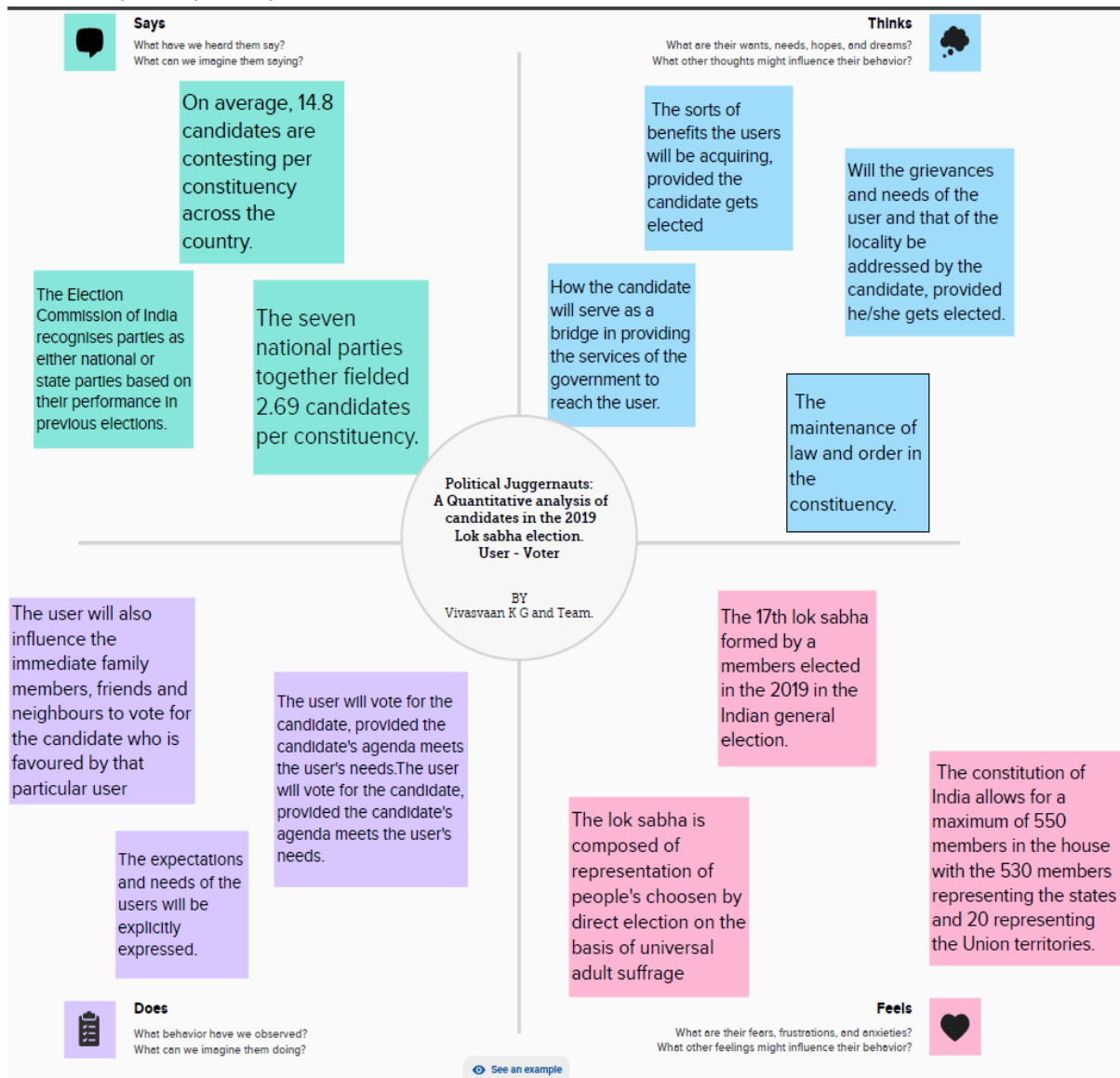
Analysing how the campaigns of different political parties in the 2019 Lok Sabha elections impacted the voters and how they reflected in its results.

1.2 Purpose

One can understand how the voter's mindset has been impacted because of election campaigns by the candidates of various parties.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map

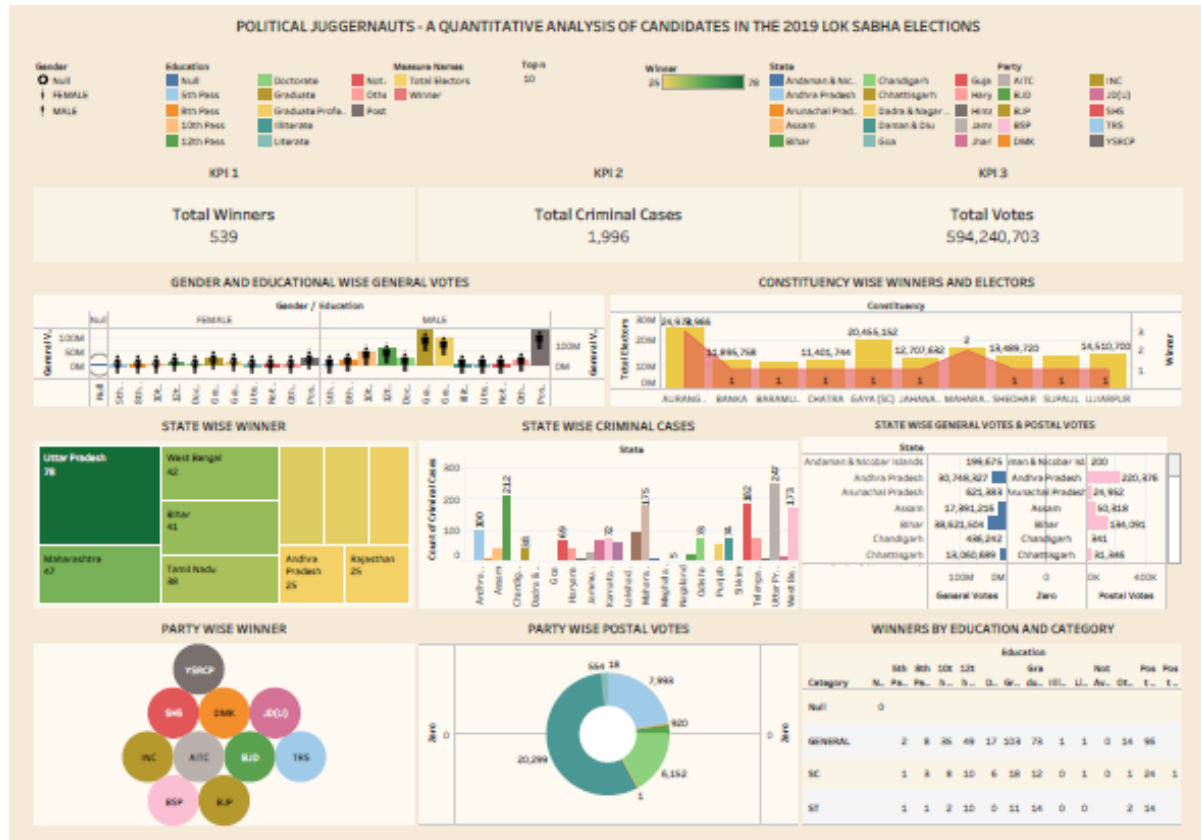


2.2 Ideation and Brainstorming map

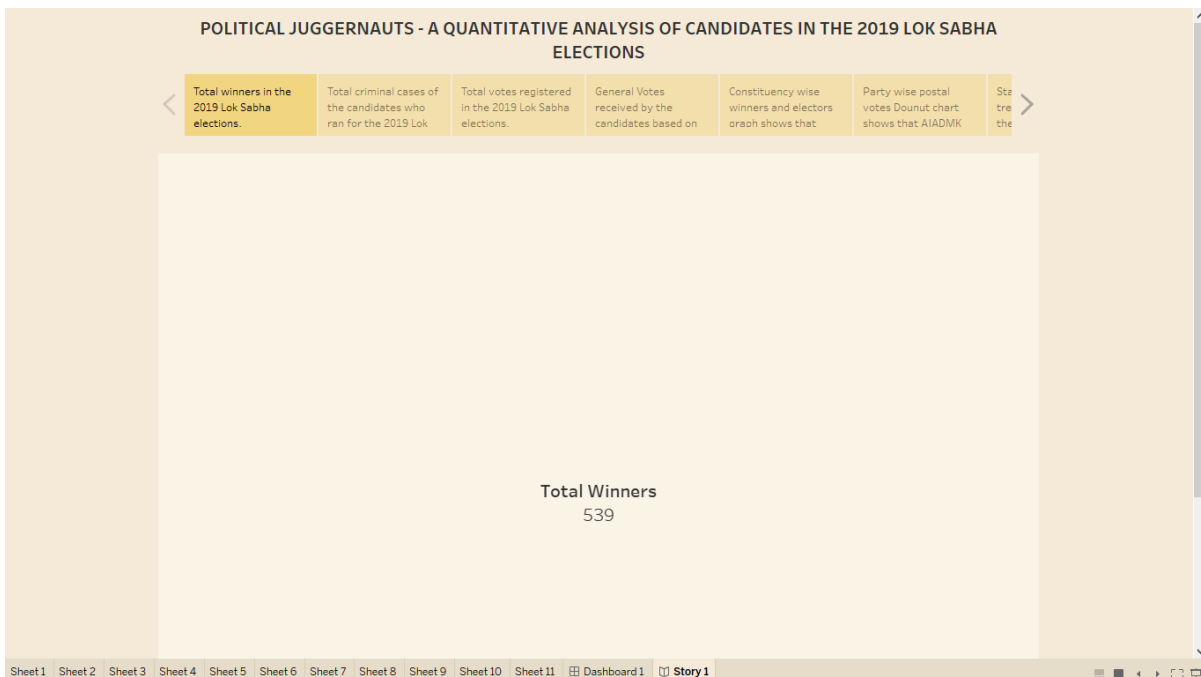
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3. RESULT

DASHBOARD



STORY



POLITICAL JUGGERNAUTS - A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SABHA ELECTIONS

Total winners in the 2019 Lok Sabha elections.	Total criminal cases of the candidates who ran for the 2019 Lok	Total votes registered in the 2019 Lok Sabha elections.	General Votes received by the candidates based on	Constituency wise winners and electors oraph shows that	Party wise postal votes Dounut chart shows that AIADMK	Sta tre the
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Full-screen Story

Total Criminal Cases
1,996

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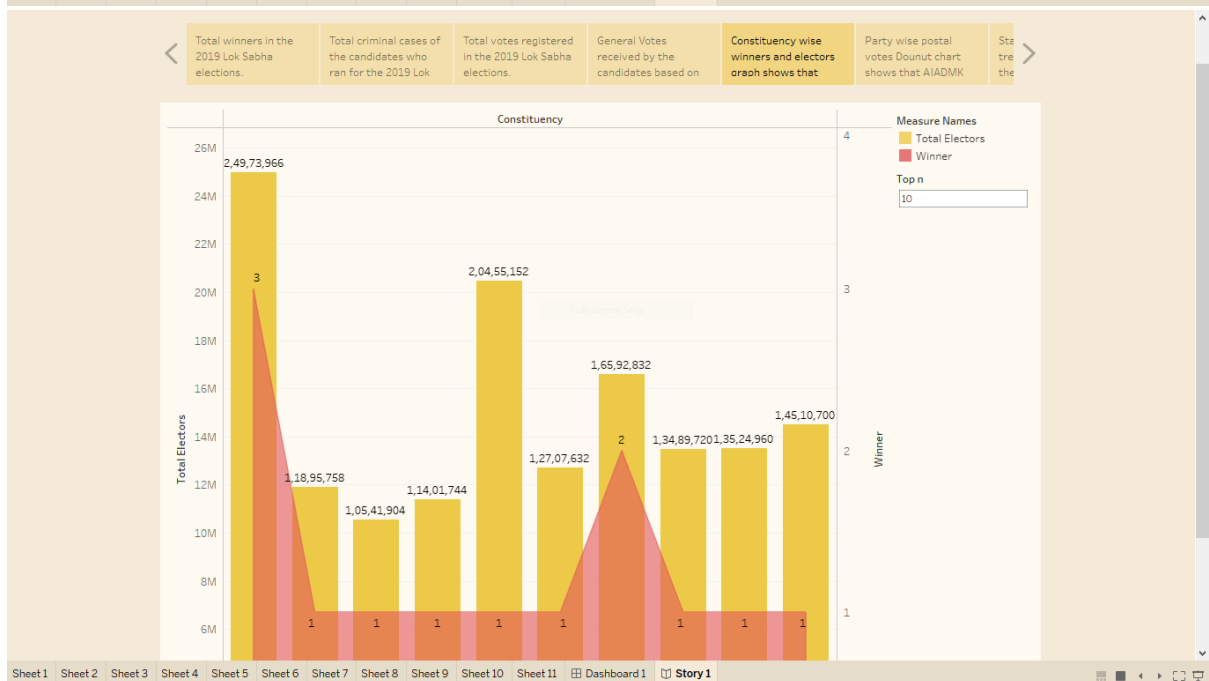
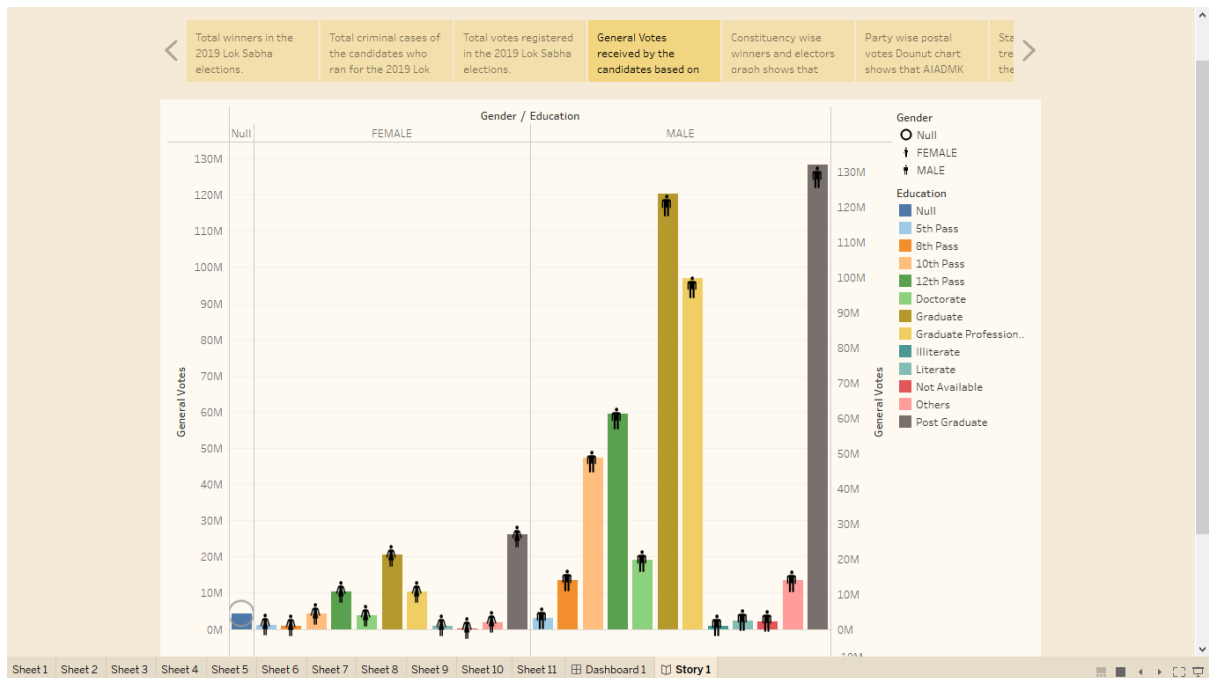
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Full-screen Story

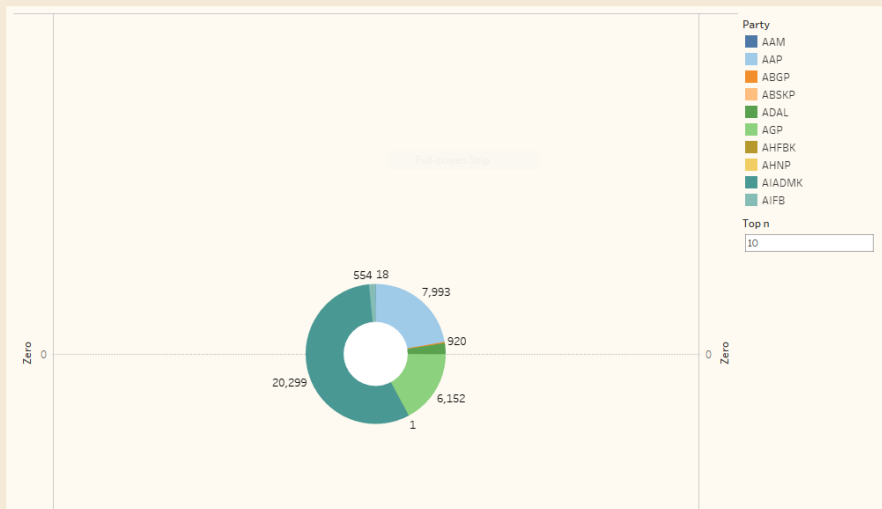
Total Votes
59,42,40,703

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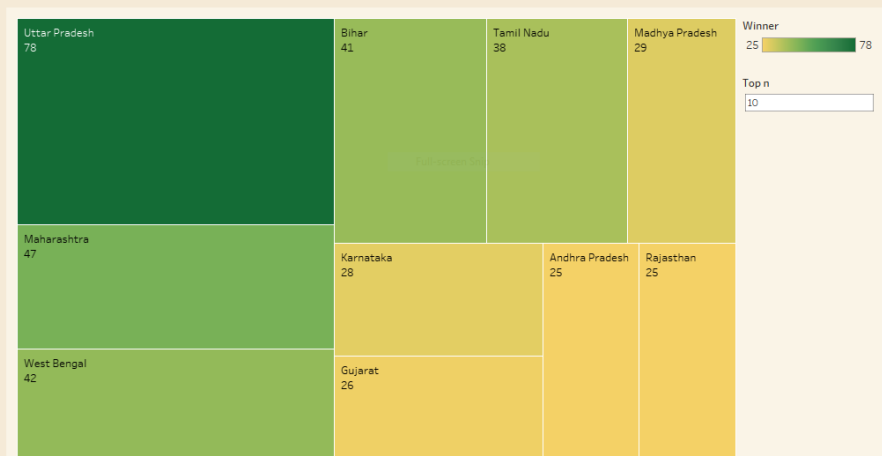
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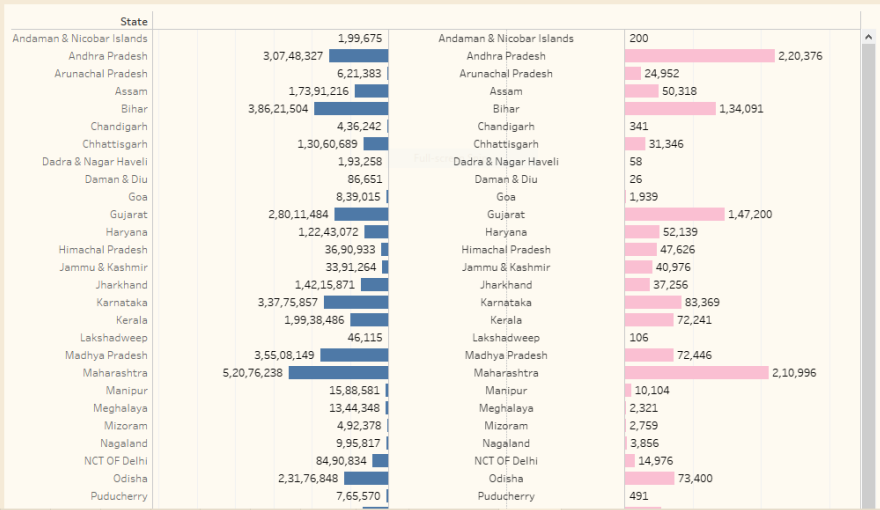
< Total votes registered in the 2019 Lok Sabha elections. General Votes received by the candidates based on Constituency wise winners and electors graph shows that Party wise postal votes Dounut chart shows that AIADMK State wise winners tree map shows that there are more State wise general votes & postal votes Butterflv chart shows State v cases I that U >



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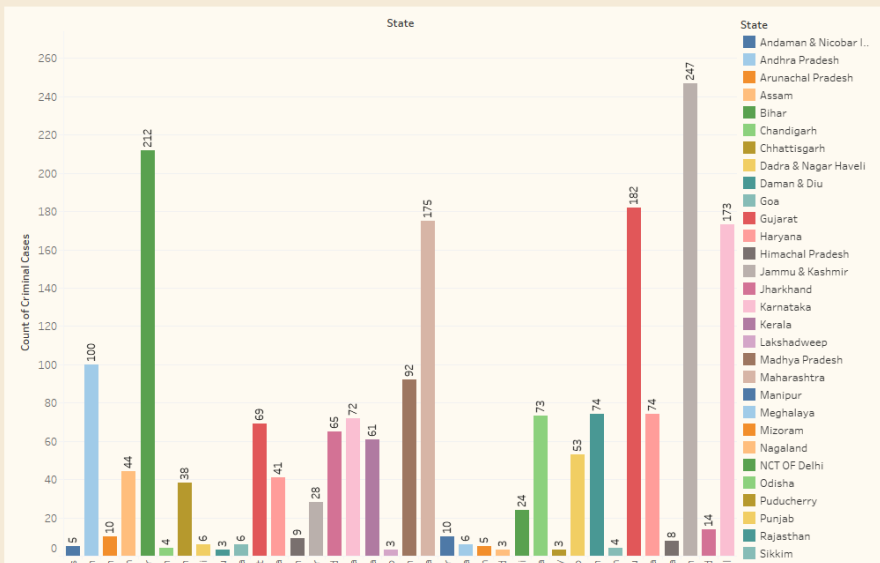
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[Total votes registered in the 2019 Lok Sabha elections.](#)
[General Votes received by the candidates based on](#)
[Constituency wise winners and electors graph shows that](#)
[Party wise postal votes Dounut chart shows that AIADMK](#)
[State wise winners tree map shows that there are more](#)
[State wise general votes & postal votes Butterfly chart shows](#)
[State wise winners by education and category Table shows that candidates](#)

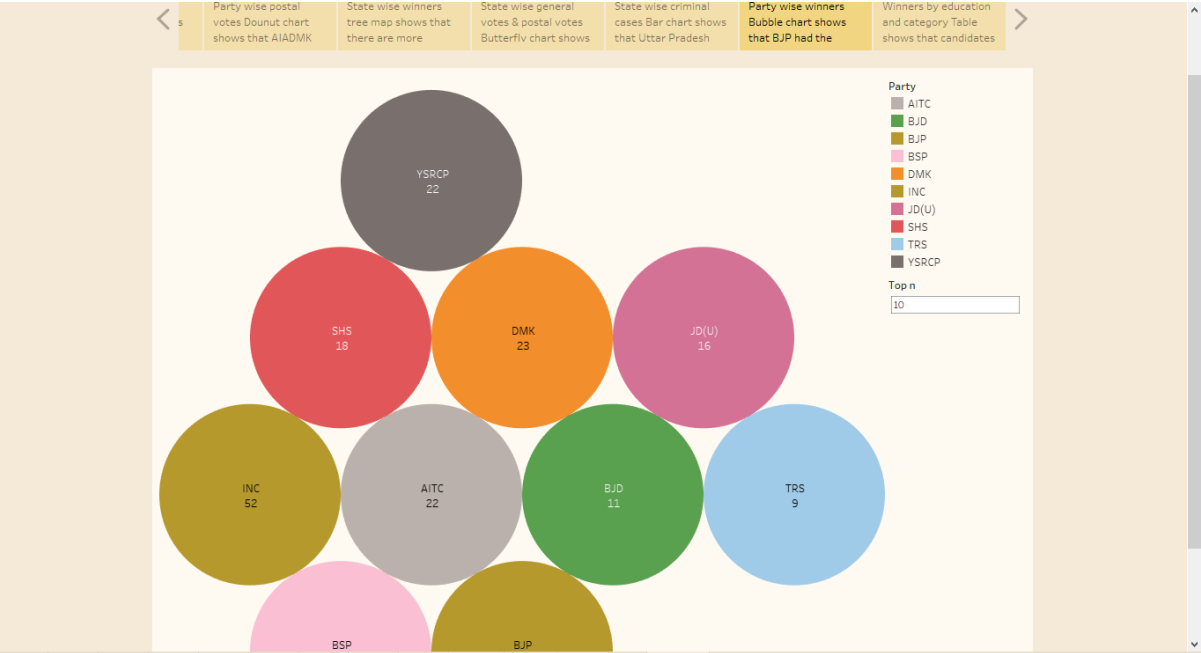


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[Story 1](#)

[Party wise postal votes Dounut chart shows that AIADMK](#)
[State wise winners tree map shows that there are more](#)
[State wise general votes & postal votes Butterfly chart shows](#)
[State wise criminal cases Bar chart shows that Uttar Pradesh](#)
[Party wise winners Bubble chart shows that BJP had the](#)
[Winners by education and category Table shows that candidates](#)



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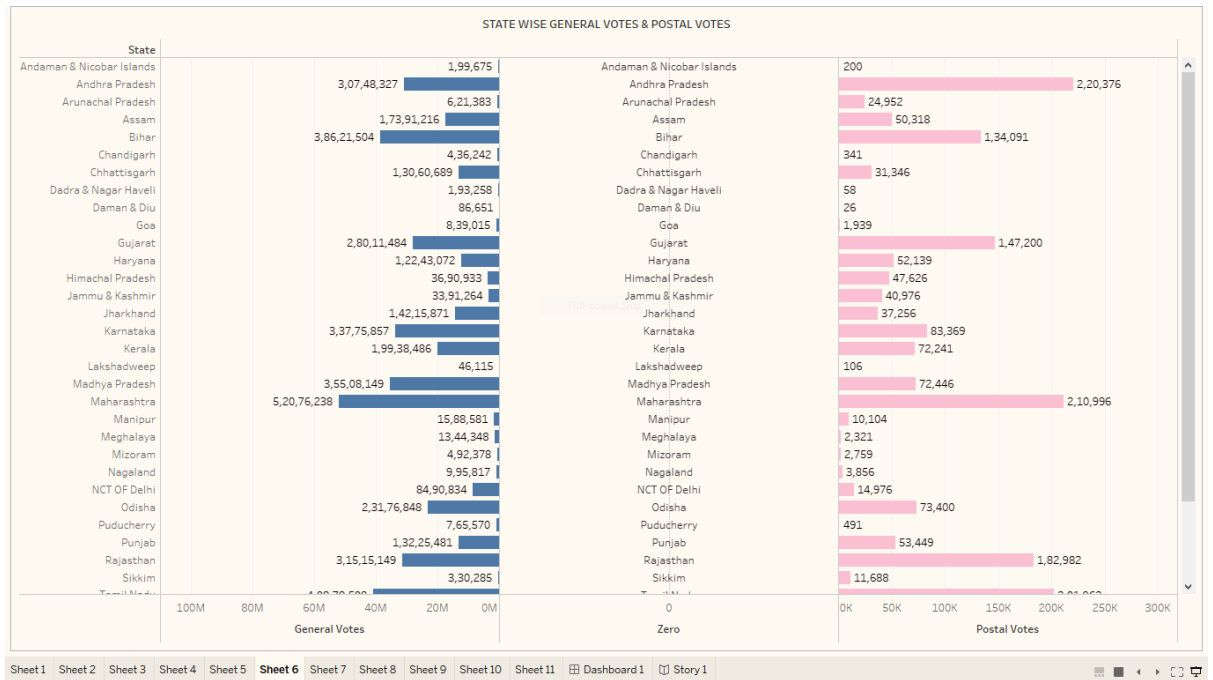
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Navigation: shows that AIADMK there are more Butterfiv chart shows that Uttar Pradesh that BJP had the shows that candidates

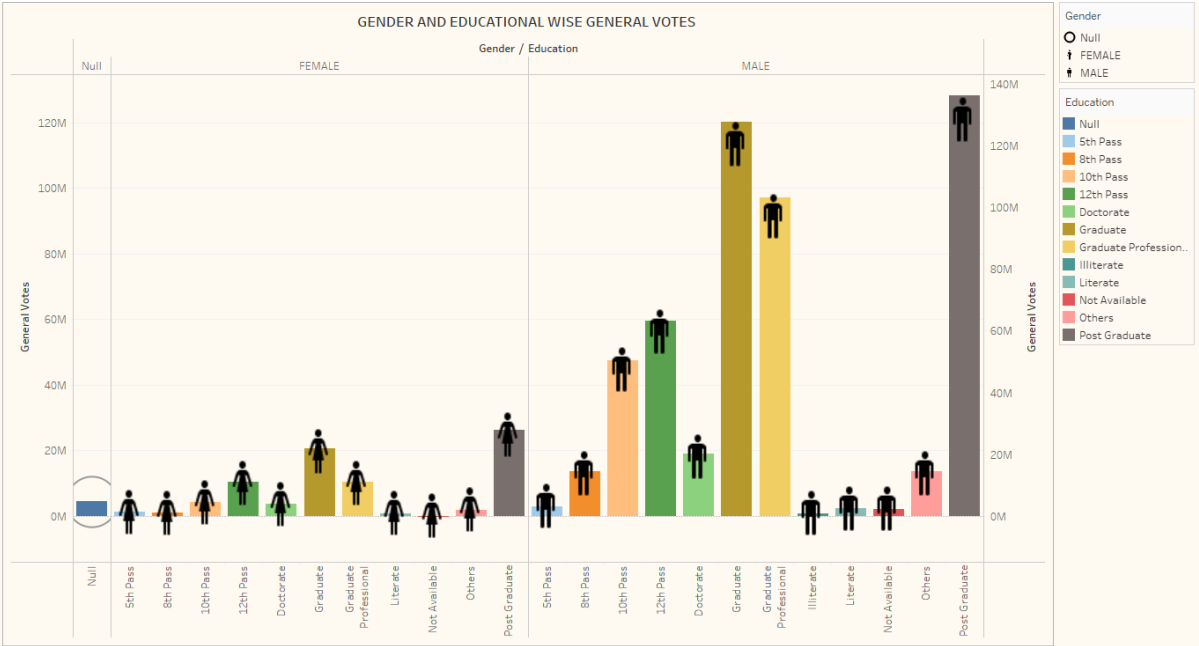
Category	Education												Post Graduate	Post Graduate
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Graduate	Professi..	Illiterate	Literate	Available	Others		
Null	0													
Full-screen Snip														
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96	
SC		1	3	8	10	6	18	12	0	1	0	1	24	1
ST		1	1	2	10	0	11	14	0	0		2	14	

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- People prefer to vote by going to the polls directly when compared to voting via posts.



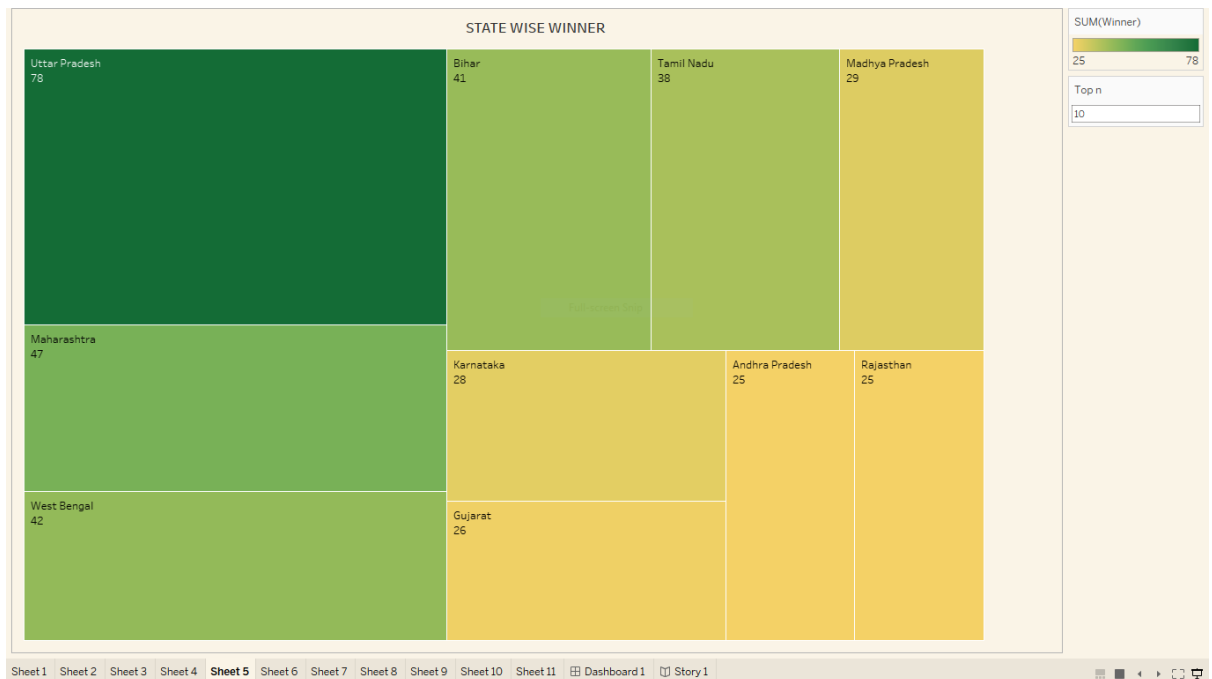
- Irrespective of their educational qualifications, male candidates are preferred to female candidates and candidates from general category are preferred over candidates from other categories.



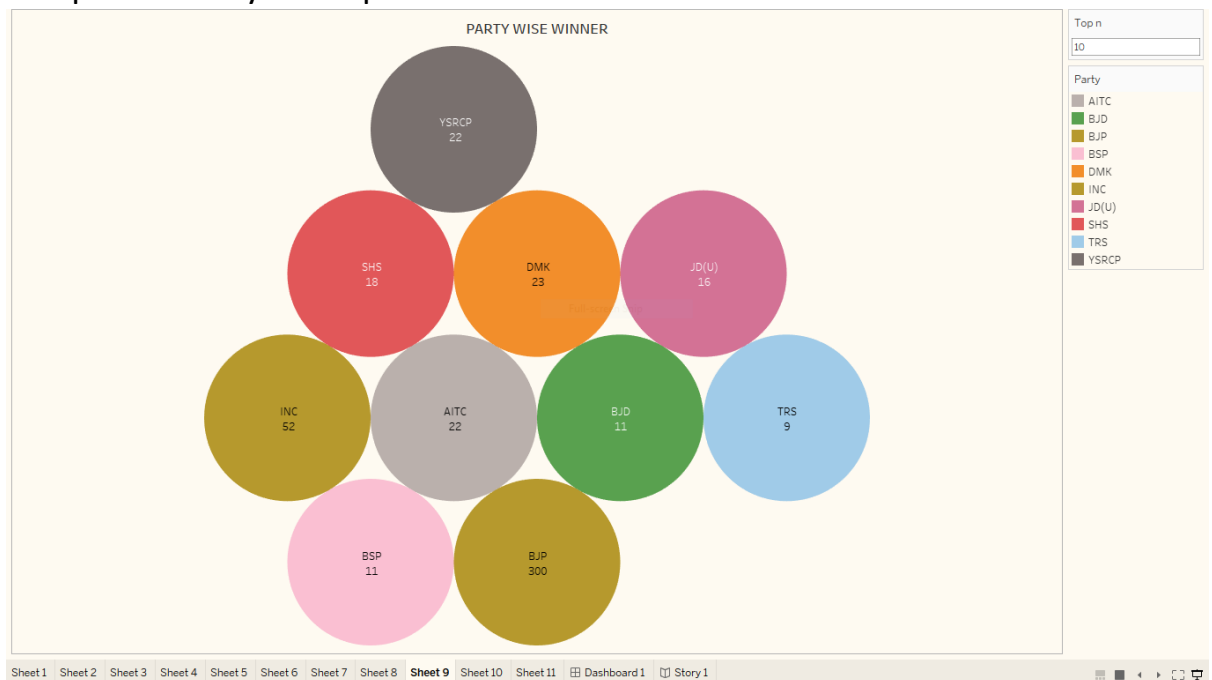
WINNERS BY EDUCATION AND CATEGORY

Category	Education												
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctorate	Graduate	Graduate Professional	Illiterate	Literate	Not Available	Others	Post Graduate
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	24
ST		1	1	2	10	0	11	14	0	0		2	14

- The state of Uttar Pradesh had the highest number of winners than any other state.



- The Bharatiya Janata Party (BJP) had the highest number winners when compared to any other parties in the 2019 Lok Sabha elections.



4. ADVANTAGES

- The statistics helps to easily identify the nature of the people's mindset in selecting the candidates at a glance.
- The visual representation of data eases the process of understanding for the viewers.

DISADVANTAGES

- It is difficult to collect data from the mass group.
- The real notion behind selecting a candidate by a voter is subjective to change in every election depending upon lucrative promises given by the parties.

5. APPLICATIONS

- These kinds of data visualisations may be used to predict the election results prior to or after election campaigns.
- They help the political parties to select suitable candidates for a particular constituency and also design political agenda.
- The data could be used by the parties to prepare themselves for future elections.

6. CONCLUSION

The parties need to upgrade their policies, agenda and try innovative ideas according to the trend of the people to maintain the hold in the constituencies which was exactly executed by the Bharatiya Janata Party (BJP) and as a result of it, they secured the highest number of votes and won the 2019 Lok Sabha elections.

7. FUTURE SCOPE

The presentations can be made interactive.