

Kalvium Assignment - Data Analyst

Loksabha election result analysis key insights.

1. Party Performance and Trends Over Time

Insight: This will allow for the tracking, over time, of the performance of various political parties between a number of elections, showing trends in parties gaining or losing strength. It might identify new forming or even dying political formations.

Example: Comparing vote shares and seat counts from consecutive elections can show changes in voter loyalty and 'reward' or 'punish' for more recent political developments.

2. Regional Voting Patterns

Insight: At the regional level, voting patterns disclose strongholds and weak spots of different parties. This gives some indication of the socio-economic or cultural factor that periodically captures the voting behavior in that particular region.

Example: Regional alliances or demographic factors may mean some states invariably vote for one party or another.

3. Voter Turnout and Its Impact

Insight: Grading the data on voter-turnout against outcome makes very clear how the turnout rate can change results. Exchanges in the turnout rate in certain constituencies dramatically alter seat shares.

Example: High turnout in the cities may benefit some parties, while low turnout in the rural may hurt others.

4. Demographic Influences

Insight: The examination of the election results by demographic factors like age, sex, caste, and economic category sheds light on what formed the multiple identities that determined individual voting decisions and party preferences. For example, youths may tend towards parties with liberal ideologies, or certain caste groups support parties that have championing interests in their fold.

5. Alliances and Coalitions that Clicked

Insightful: It can be understood by carefully analyzing how effective these coalitions are in consolidating votes and securing seats. For instance, the impact of any major coalition like NDA on seat share and the vote percentage of parties involved in a particular alliance.

6. Marginal and Swing Seats

Insight: Within constituencies, identification of small margins of victory or frequent changes in party control may indicate swing seats. These, from the point of view of a political party, are very important in terms of knowing where campaign efforts bear fruit. For example, small-margin constituencies can become key targets in future elections to tip the balance of power.

7. Influence of Campaign Strategies

Measure the impact of different campaign strategies and messages using changes in voting patterns and election results following major campaign activities.

Example: How digital campaigns, rallies, or any specific policy promise would work on a voter's behaviour.

8. Urban vs Rural Voting Trends

Insight: Comparing the urban and rural constituency voting trends may give insight into the varied environments and issues from where it stems.

Example: A strong economic development agenda of a party may get more support in urban areas; similarly, the agricultural policies would get more priority in the rural areas.

9. Incumbency Effect

Insight: Compare the win percentage of incumbent candidates to understand the incumbency effect and determine if voters tend to support or challenge sitting MPs.

Example: If the rate of re-election is high, then that will indicate satisfaction towards incumbent MPs. On the other hand, huge losses will define the change that the people want.

10. Impact of Socio-Political Events

Observation: One can analyze the connection between widespread socio-political events at ground level—like economic crises, social movements, and policy changes—with the election results to identify extraneous variables which impact the electorate assessment.

Example: A massive policy change or a new social movement may set rightward shifts in voter loyalty and produce potent changes in election results.