Smart Internz

Project Report Titles

POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SABHA ELECTIONS
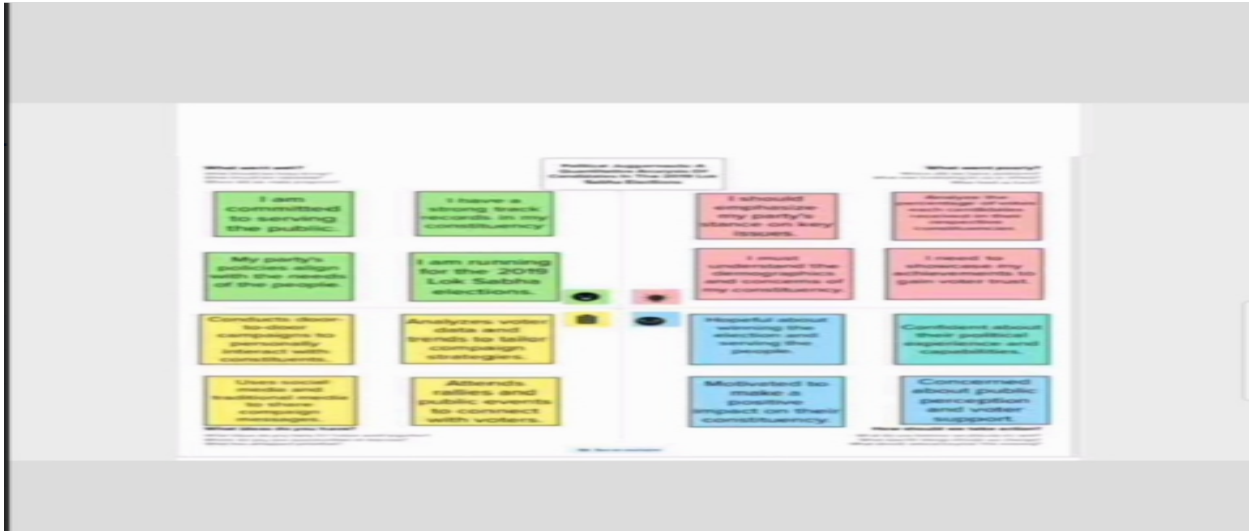
1.INTRODUCTION

1.1 Overview:

1.**Major Parties:** Bharatiya Janata Party(BJP): Led by Narendra Modi, the BJP emerged as the single largest party and formed the government. Modi's leadership and the party's Hindutva agenda were pivotal. Indian National Congress(INC): Led by Rahul Gandhi, the INC struggled to gain a majority butt remained a significant player in several states.

2.**Candidate Profiles:** Candidates' profiles varied widely, from seasoned politicians to newcomers, celebrities, and family dynasties.

3. **Key Issues:** The 2019 elections were dominated by issues such as national security, economic development, social welfare, and religious identity.
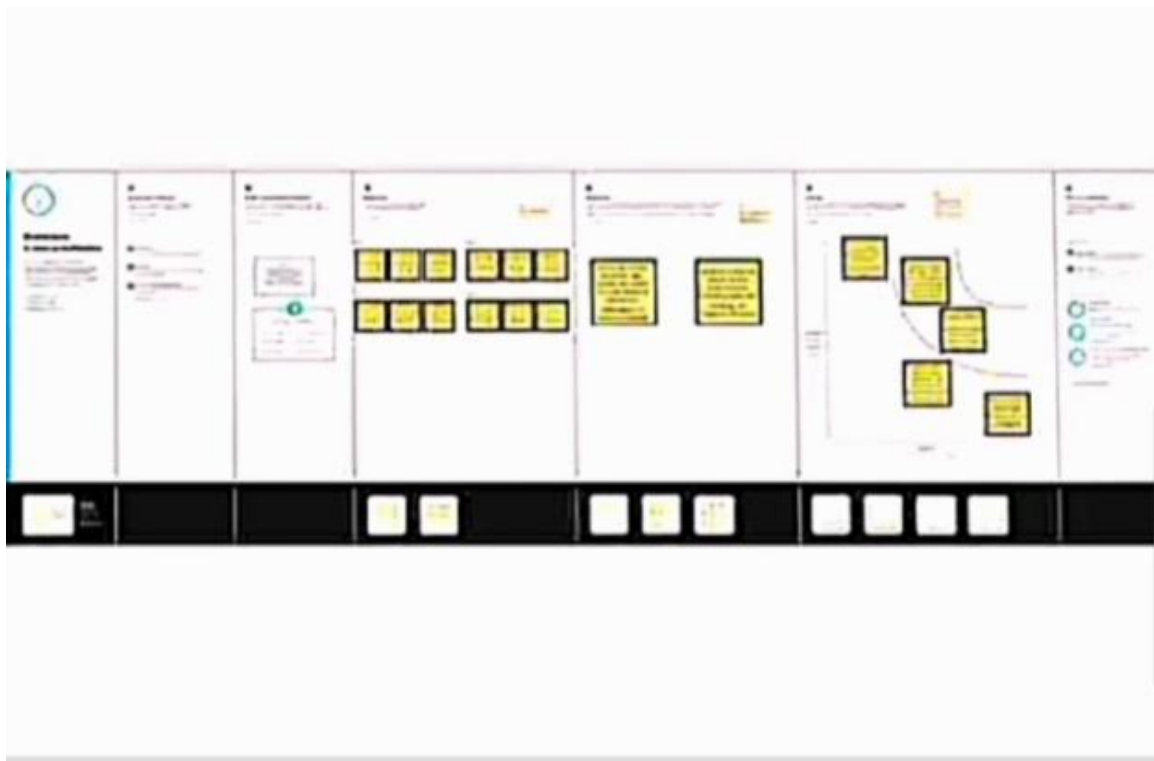
1.2 Purpose:

1. **Campaigning Powerhouses:** These politica juggernauts, often represented by major political parties, played a crucial role in mobilizing resources, man power, and public support for their candidates.

2. **Influence and Endorsement:** Their endorsement could significantly impact a candidate's credibility and popularity, attracting voters who trusted the party's leadership.

3. **Strategic Alliances:** Political juggernauts formed strategic alliances smaller parties to expand their reach and maximize their chances of winning.

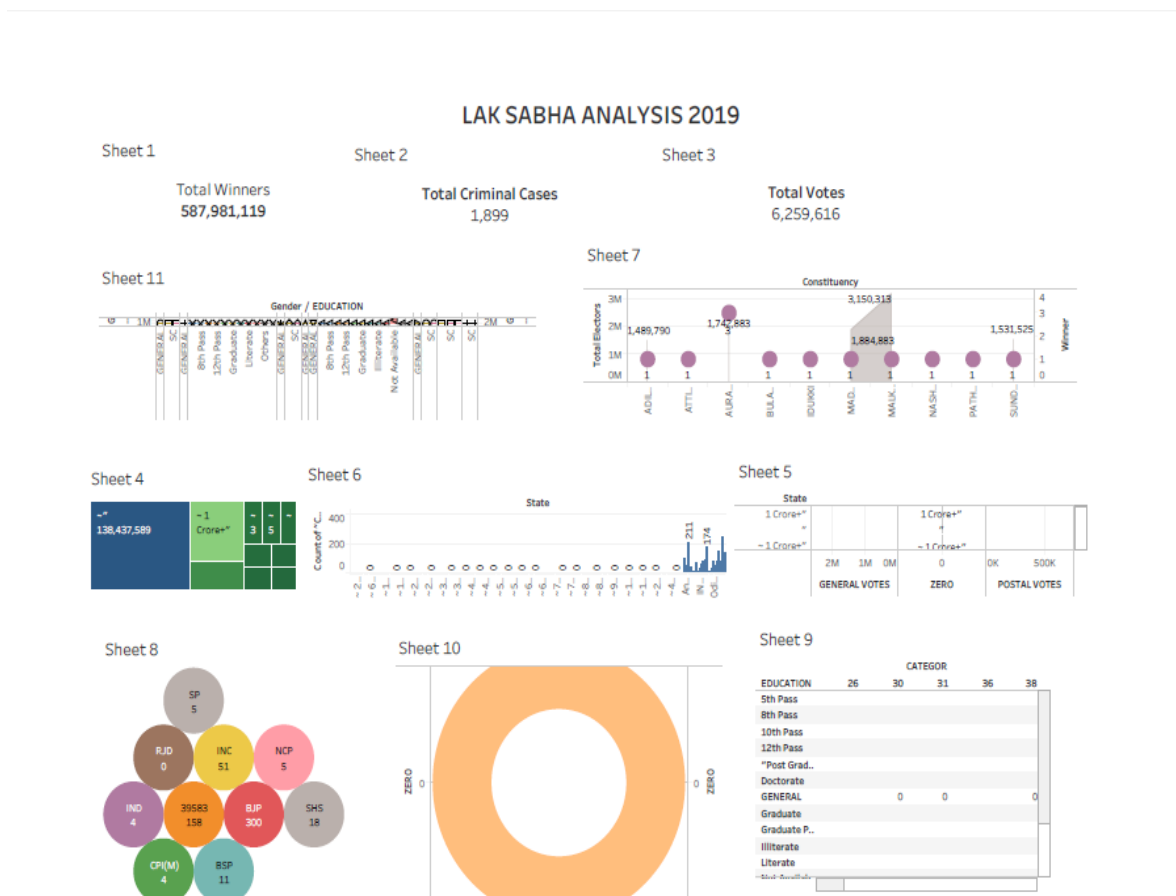# 2. Problem Definition & Desighinking:
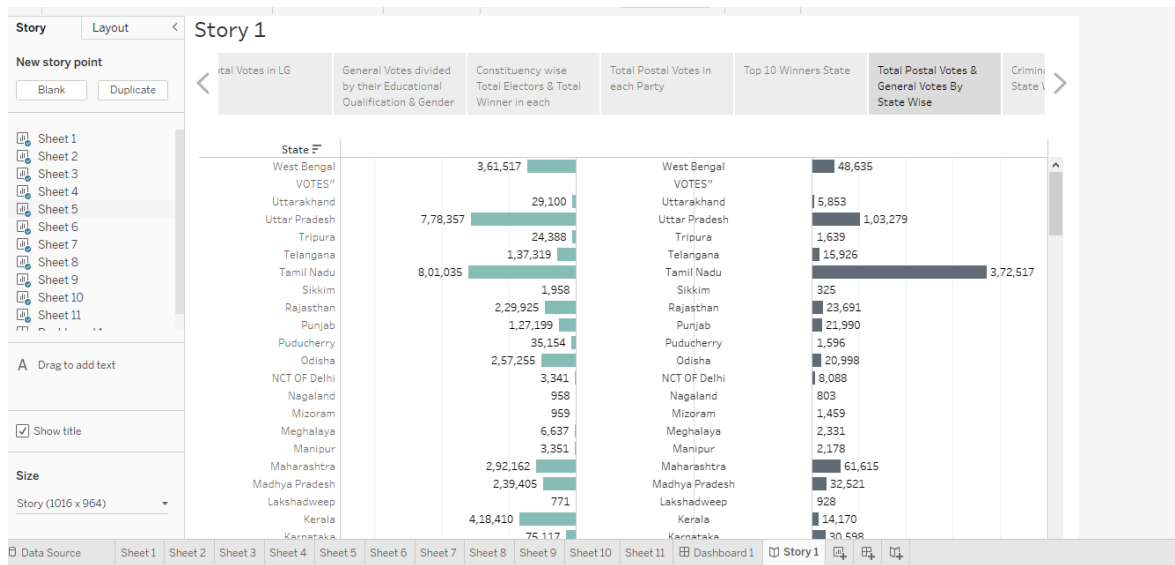
2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3.RESULT:

We created the data visualization such as dashboard and story using the dataset provided.

DASHBOARD :

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STORY:

4. ADVANTAGES & DISADVANTAGES:

ADVANTAGES:

Name Recognition: Political juggernauts often having high name recognition due to their previous political experience or family ties, which can help them garner more votes.

Fundraising Ability: Established candidates may have fundraising net works and access to financial resources, allowing them to run well-funded campaigns.

Party Support: They are more likely to receive strong support from their political party, including campaign infrastructure and resources.

Voter Trust: Some voters may trust experienced candidates more reliable and capable of delivering on promises.

DISADVANTAGES:

Anti-Incumbency: Being associated with an incumbent government can lead to anti-incumbency sentiments among voters, which might work work against established candidates.

*Disconnect from Grassroots: Long-time politicians may become disconnected from the issues faced by ordinary citizens, making them seem out of touch.

*Perceived Corruption: Some voters may associate established candidates with corruption or political dynasties, leading to distrust.

*Lack of Fresh Ideas: Established candidates might be seen as offering the same old policies and ideas without much innovation.

5.APPLICATIONS:

The "Application for political Juggernauts: A Quantitative Analysis Of Candidates In The 2019 Lok Sabha" is a research project that uses quantitative methods to analyze the candidates who ran in the 2019 Lok Sabha elections in India. It looks at various factors like their political affiliations, demographics, campaign strategies, and electoral performance. It's a cool study that gives insights into the candidates and the political landscape during that time.

6.CONCLUSION

* Define problem / problem Understanding
    * Specify The Business Problem.
    * Business Requirements.
    * Literature Survey (student will write).
    * Social Or Business Impact.

*Data Collection & Extraction
    * Collect The Dataset.
    * Connect Dataset With Tableau.

*Data Preparation
    * Prepare The Data For Visualization.

*Data Visualization

    * No Of Unique Visualizations.

*Dashboard

    * Responsive And Design Of Dashboard.

*Story

    * No Of Scenes Of Story.

*Performance Testing

    * Utilization Of Filters

    * No Of Visualizations / Graphs.

*Project Demonstration & Documentation

    * Record an explanation video for the project end to end solution.

    * Project Documentation-step by step project development procedure.

By this we can conclude our project.

7.FUTURE SCOPES:

1.Predictive Analysis: Use the data from the 2019 election to develop models for future elections, helping to forecast candidate success and party performance.

2.Longitudinal Studies: Extend the analysis to multiple Lok Sabha elections to identify trends and changes in candidate demographics, party affiliations, and voter behavior.

3.Party Dynamics: Study the internal dynamics of political parties, including candidate selection processes and their impact on election outcomes.

4.Election Reforms: Propose election reforms based on data-driven insights to enhance the fairness and transparency of the electoral process.

5.Comparative Studies: Compare the 2019 Lok Sabha election with other national and international elections to draw lessons and make cross-country comparisons.   Such quantitative analyses can provide valuable information for policymakers, political strategists, and researchers interested in the dynamics of Indian politics.