



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Political
Analyst/
Researcher

"I need to delve into data to understand the dynamics of the 2019 Lok Sabha Elections."

"How can I effectively extract meaningful insights from the extensive election dataset?"

"Quantitative analysis can reveal trends, correlations, and insights hidden in the vast candidate data."

"Analyzing candidates' profiles and performance helps in understanding voter behavior."

"What variables might influence candidate performance and electoral success?"

"A deep quantitative dive will enable me to offer valuable insights and predictions."

Collects and organizes data related to candidates, constituencies, parties, and election outcomes.

Utilizes statistical tools and software to conduct rigorous quantitative analyses.

Commitment to understanding representation gaps, interest in social dynamics, desire for equitable political participation.

Utilizes statistical tools and software to conduct rigorous quantitative analyses.

Focus on gaining a competitive edges, desire to target voter segments effectively, urgency so develop winning strategies.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?