

Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections

1.INTRODUCTION

This project, titled "A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections with Tableau," aimed to provide a comprehensive and data-driven exploration of the candidates who contested in the general elections of 2019 in India. Utilizing Tableau's advanced analytics and visualization capabilities, the project sought to uncover patterns, trends, and insights that could contribute to a better understanding of the electoral landscape.

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

1.1 Overview

1.1.1 Objectives:

- **Candidate Demographics:** Analyze the demographic characteristics of candidates, including age, gender, educational background, and professional experience.
- **Party Affiliation:** Explore the distribution of candidates across political parties and independent candidates, assessing party-wise performance.
- **Geographical Patterns:** Investigate regional variations in candidate participation, identifying trends in candidate selection across states.
- **Winning Margins:** Analyze winning margins, vote percentages, and performance variations among candidates who secured victories..

1.1.2 Methodology:

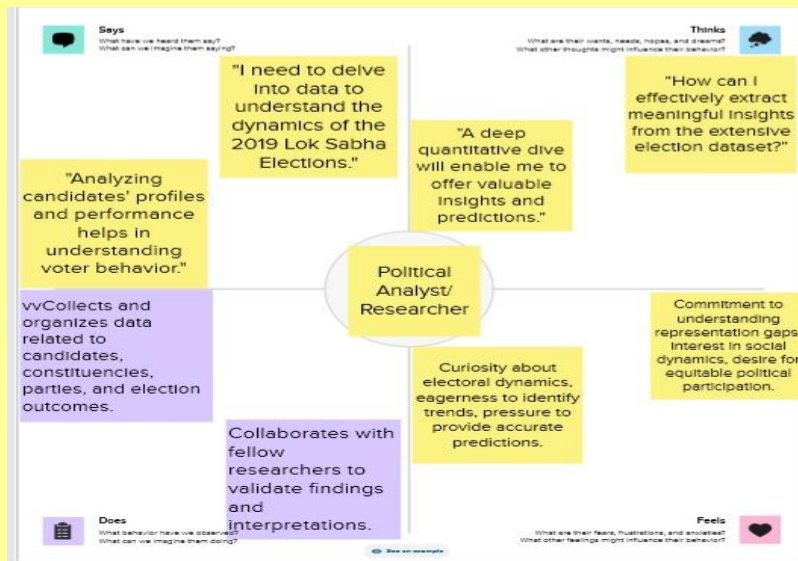
- **Data Collection:** Gathered comprehensive datasets from official election commission records, political party websites, and publicly available candidate profiles.
- **Data Cleaning and Integration:** Processed and integrated diverse datasets to create a consolidated dataset suitable for analysis in Tableau.
- **Data Analysis:** Utilized Tableau's visual analytics features to derive insights, patterns, and trends related to the candidates in the 2019 Lok Sabha elections.

1.2 Purpose

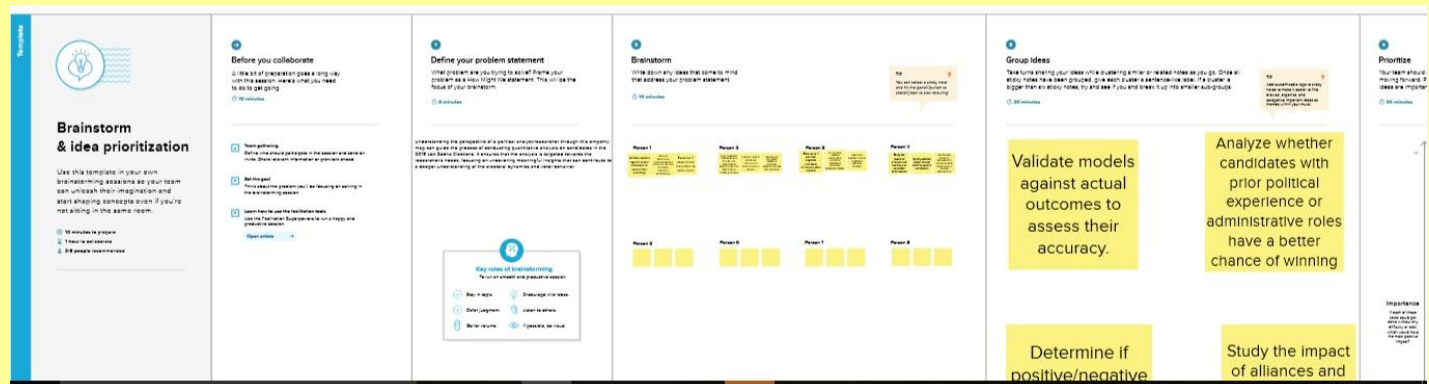
The project appears to leverage Tableau for a quantitative analysis of candidates in the 2019 Lok Sabha Elections with the goal of extracting meaningful insights, identifying influential candidates, and potentially informing political strategies or public awareness.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



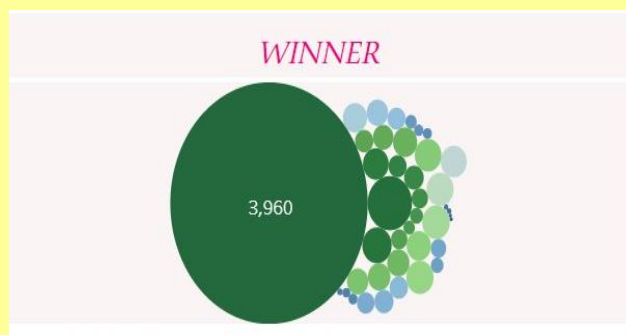
3. RESULT

The process of data preparation for visualization entails several crucial steps. Initially, it involves cleansing the data, removing any irrelevant or missing information. Subsequently, the data is transformed into a format that lends itself to easy visualization. A key aspect of this process is the exploration of the data to uncover inherent patterns and trends. Following this, data filtering is applied to concentrate on specific subsets that are pertinent to the analysis.

3.1 Visualizations

Data visualization entails crafting graphical depictions of data with the aim of aiding individuals in understanding and exploring the information at hand. The primary objective is to render intricate datasets more accessible, intuitive, and straightforward to interpret. Through the strategic incorporation of visual elements like charts, graphs, and maps, data visualizations expedite the identification of patterns, trends, and outliers within the data, enabling individuals to swiftly grasp the insights embedded in the information.

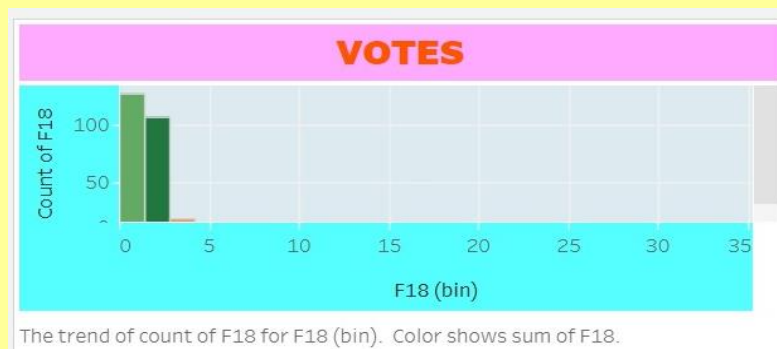
WINNER



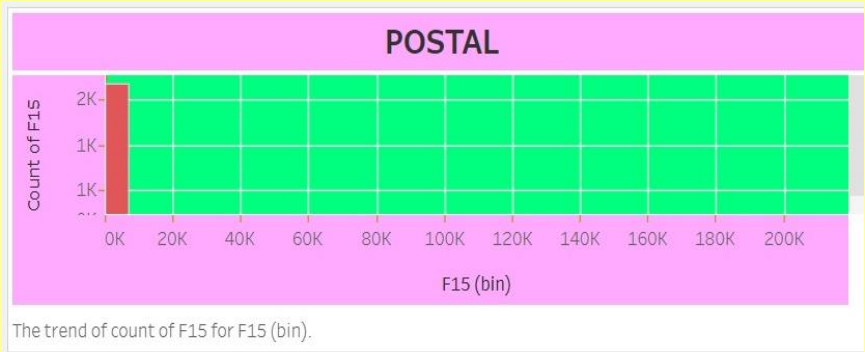
CRIMINAL



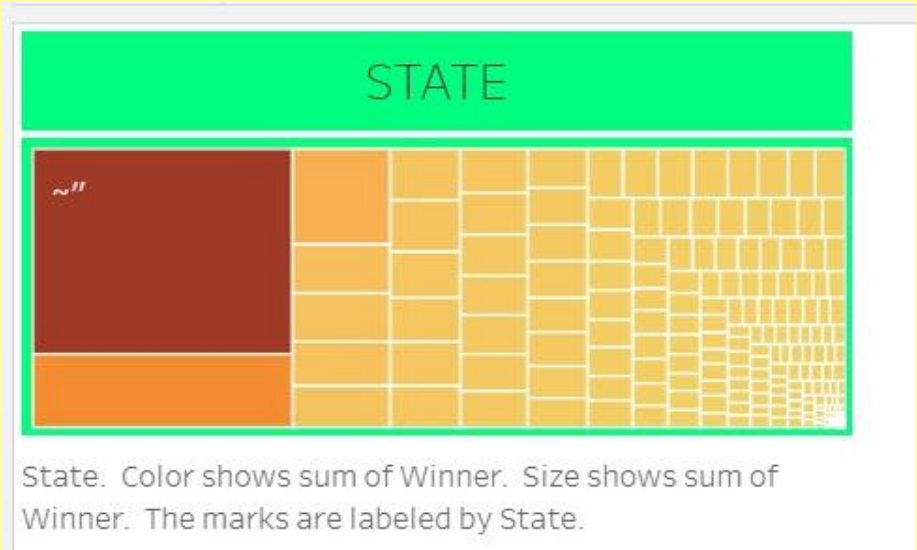
VOTES



POSTAL

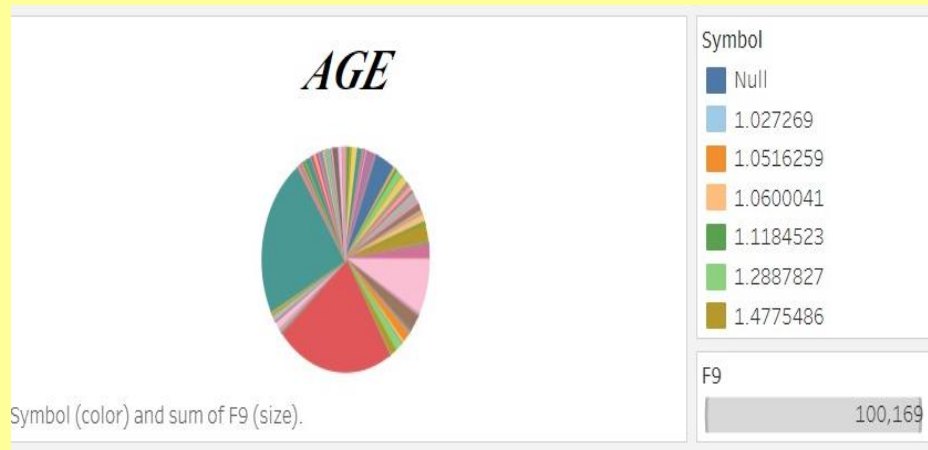


STATE

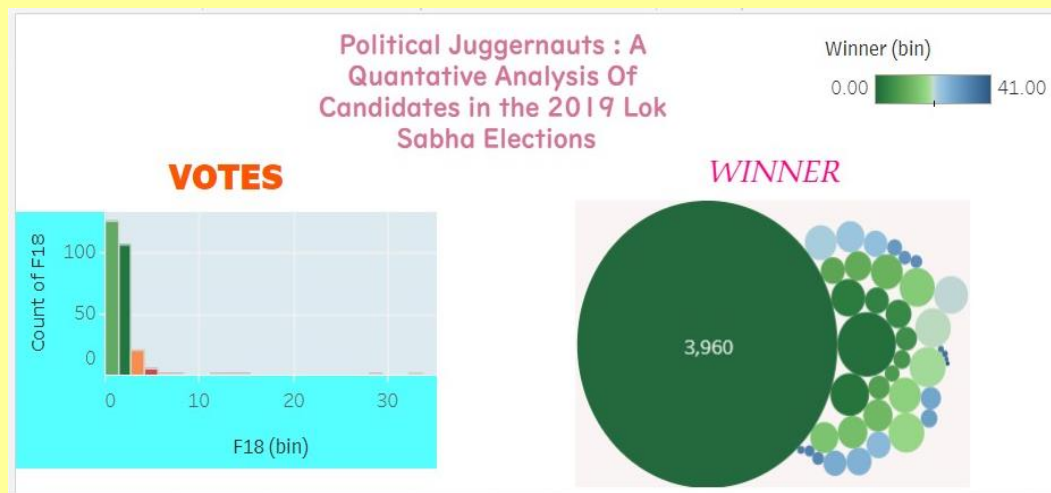


INDIA

AGE



3.2 Dashboard



3.3 Story

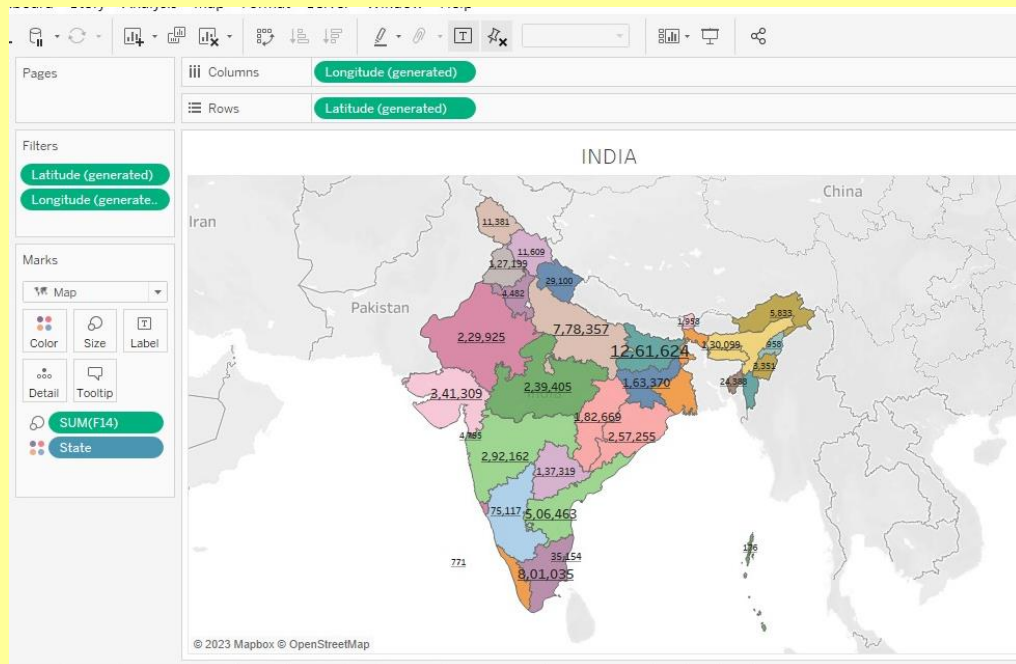


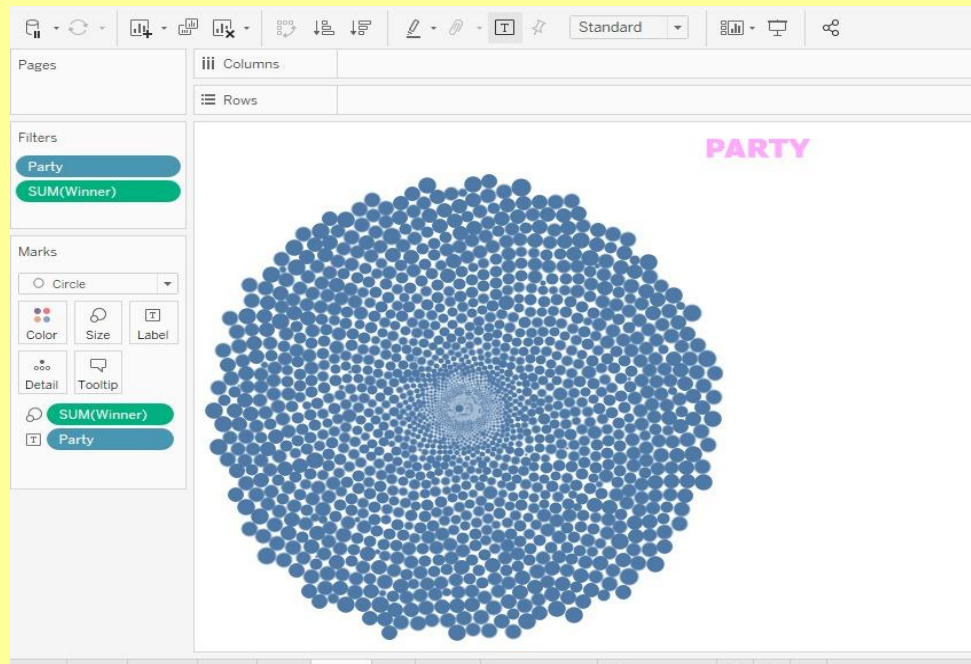
3.4 Performance Testing

❖ Amount of Data Rendered to Tableau:

The volume of data presented in Tableau is directly influenced by the dimensions of the dataset.

❖ Utilization of Data Filters:





❖ No of Visualizations/ Graphs:

- 1.WINNER
- 2.CRIMINAL
- 3.VOTES
- 4.POSTEL
- 5.STATE
- 6.INDIA
- 7.PARTY
- 8.AGE

4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

Visual Clarity: Tableau's visualizations offer clear and intuitive insights into the quantitative analysis of candidate data, facilitating better comprehension.

Data-Driven Decision-Making: Stakeholders can make informed decisions based on quantitative insights, guiding campaign strategies and policy formulations.

Interactive Exploration: Tableau's interactive features allow users to explore quantitative data dynamically, gaining deeper insights into candidate performance.

Holistic Overview: Dashboards provide a holistic view of candidate metrics, enabling comprehensive quantitative analysis and trend identification.

Efficient Data Analysis: Tableau streamlines quantitative data analysis, making it efficient and accessible to stakeholders with varying levels of technical expertise.

4.2 Disadvantages

Learning Curve: Tableau has a learning curve, and users unfamiliar with the tool may require training to fully exploit its capabilities.

Cost of Licensing: The cost of Tableau licensing can be a constraint, especially for organizations with limited budgets.

Data Security Concerns: Handling sensitive political data requires robust security measures to prevent unauthorized access.

Dependency on Data Quality: The accuracy of insights is highly dependent on the quality of input data, and inaccuracies may lead to misinterpretations.

Resource Intensive: Large datasets and complex visualizations may be resource-intensive, requiring robust computing infrastructure.

5. APPLICATIONS

- Campaign Strategy Planning
- Policy Formulation
- Constituency-Specific Analysis
- Election Commission Oversight
- Political Research and Journalism

6. CONCLUSION

The "A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections with Tableau" project successfully harnessed the power of Tableau to unravel key insights into the electoral dynamics of one of the world's largest democratic processes. The findings provide a valuable resource for political analysts, policymakers, and researchers seeking a nuanced understanding of candidate profiles, party dynamics, and regional variations.

This project underscores the transformative impact of data analytics and visualization in unraveling complex electoral landscapes. By leveraging Tableau's capabilities, stakeholders gain access to dynamic, interactive, and visually intuitive tools that facilitate a deeper understanding of the diverse facets of the democratic process.

7. FUTURE SCOPE

"A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections with Tableau" offers substantial advantages for stakeholders, but considerations exist. The applications and future scope indicate the potential for more sophisticated and impactful use of data visualization and analytics in the political domain.

8. APPENDIX

Source code:

Video Link:

<https://drive.google.com/file/d/1GGjRqVwL6ajAgImmn5du2eY4vxleCHK3/view?usp=drivesdk>

Tableau Link :

https://public.tableau.com/views/NM2023TMID26207AQUANTITATIVEANALYSISOF CANDIDATES IN THE 2019 LOKSABHA ELECTIONS21_09_2023/Story1?:language=en-US&:display_count=n&:origin=viz_share_link

Data Set :

https://drive.google.com/file/d/1Ugcno0WmivXt7_opoWJKLfWNOtwo7NOt/view?usp=sharing