



# COMPARING POPULARITY OF 4 INDIAN POLITICAL LEADERS : A PROJECT USING PYTHON AND GOOGLE SEARCH TRENDS

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This project can be viewed at :

<https://colab.research.google.com/drive/1JxhxSUf9eP2NyYIF5YlowNJySPLCEJyz?usp=sharing>

# GOOGLE TRENDS DATA ANALYSIS WITH PYTHON

- 'Pytrends API', 'pandas' dataframe and 'matplotlib' library is used in this project for accessing google search trends on 4 keywords- name of 4 Indian political leaders- 'Narendra Modi', 'Mamata Banerjee', 'Arvind Kejriwal' and 'Rahul Gandhi'
- This trend is plotted across different geographic regions and with respect to time over past 1.5 years starting from 1<sup>st</sup> January, 2020 till 19<sup>th</sup> July 2021.
- This analysis helps us to identify popularity of these leaders across different locations and variation of this interest with time.

# GOOGLE SEARCH DATA ACROSS DIFFERENT STATES OVER 1.5 YEARS

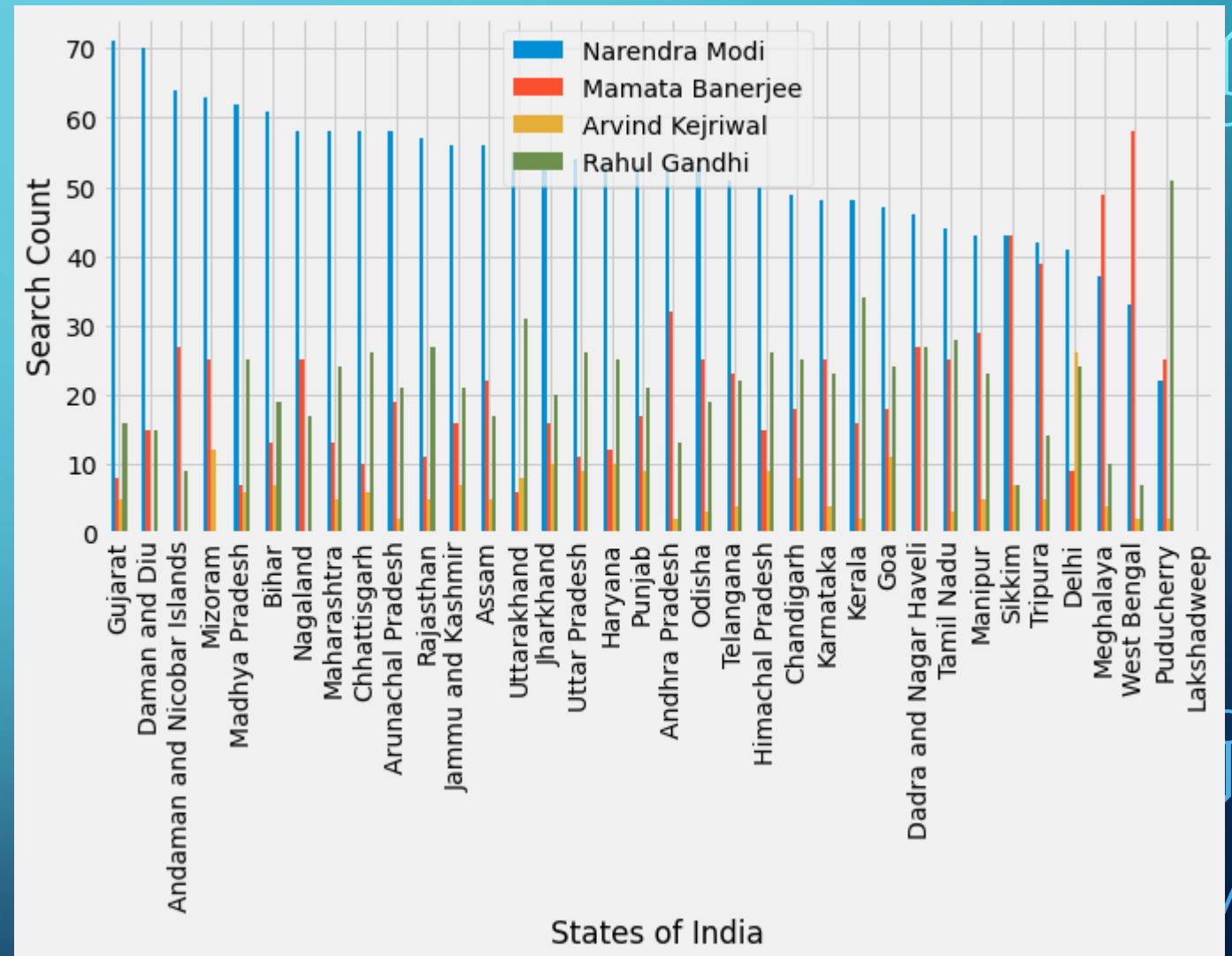
- The data is sorted in descending order  
with respect to one arbitrary keyword  
‘Narendra Modi’

	Narendra Modi	...	Rahul Gandhi
geoName		...	
Gujarat	71	...	16
Daman and Diu	70	...	15
Andaman and Nicobar Islands	64	...	9
Mizoram	63	...	0
Madhya Pradesh	62	...	25
Bihar	61	...	19
Nagaland	58	...	17
Maharashtra	58	...	24
Chhattisgarh	58	...	26
Arunachal Pradesh	58	...	21
Rajasthan	57	...	27
Jammu and Kashmir	56	...	21
Assam	56	...	17
Uttarakhand	55	...	31
Jharkhand	54	...	20
Uttar Pradesh	54	...	26
Haryana	53	...	25
Punjab	53	...	21
Andhra Pradesh	53	...	13
Odisha	53	...	19
Telangana	51	...	22
Himachal Pradesh	50	...	26
Chandigarh	49	...	25
Karnataka	48	...	23
Kerala	48	...	34
Goa	47	...	24
Dadra and Nagar Haveli	46	...	27
Tamil Nadu	44	...	28
Manipur	43	...	23
Sikkim	43	...	7
Tripura	42	...	14
Delhi	41	...	24
Meghalaya	37	...	10
West Bengal	33	...	7
Puducherry	22	...	51
Lakshadweep	0	...	0

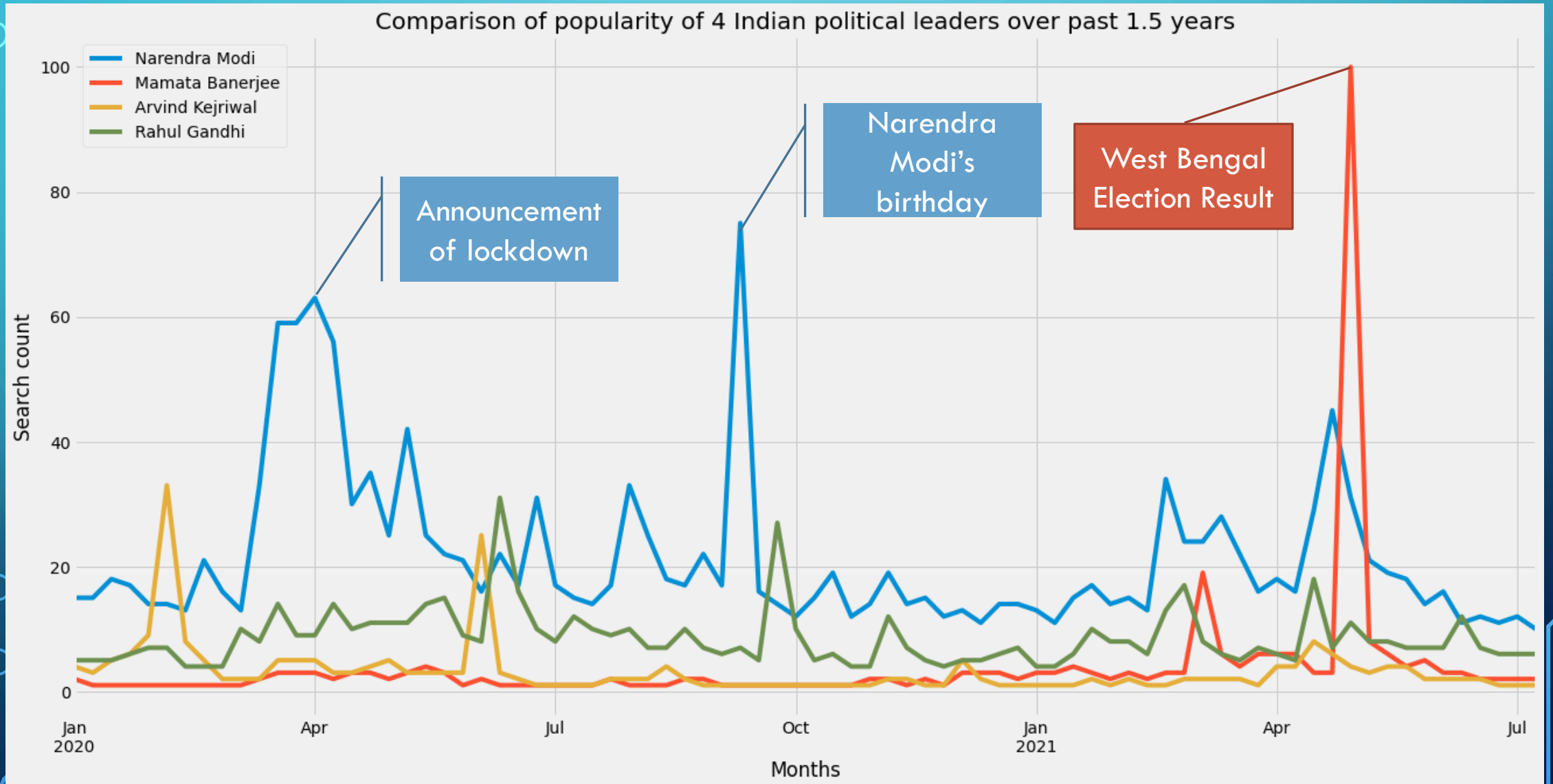
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# KEYWORDS SEARCH TRENDS ACROSS DIFFERENT STATES

- Analytics result:
- Mamata Banerjee is more famous in Bengal and other eastern states.
- Narendra Modi is more famous in Gujrat and many other Indian states.
- Rahul Gandhi generates more interest than Arvind Kejriwal



# KEYWORDS SEARCH TRENDS OVER 1.5 YEARS



# REFERENCES

- [Google Trends](#)
- [Welcome to Python.org](#)
- [pytrends · PyPI](#)
- [FiveThirtyEight style sheet — Matplotlib 3.4.2 documentation](#)