PROFOUR TEAM

POLITICAL JUGGERNAUTS

A QUANTITATIVE ANALYSIS OF 2019 LOKSABHA ELECTION

Guided by:
DR.A.JOSHUA JOSEPH
Assistant professor

Department of statistics
RAJAH SERFOJI GOVERNMENT COLLEGE
THANJAVUR .

THE TEAM

+123-456-7890

- DHANUSHYA V 21ST4936
- SARAN S 21ST4919
- NITHISH K 21ST4913
- VARSHA M. 21ST4944

BSC SATAISTICS
2024. BATCH

Table of CONTENTS

01 **INTRODUCTION**

1.1. Overview
1.2. Purpose

02 **PROBLEM DEFINITION AND DESIGN THINKING**

2.1. Empathy map
2.2. Ideation and Brainstorming map

03 **RESULT**

04 **ADVANTAGES AND DISADVANTAGES**

05 **APPLICATIONS**

06 **CONCLUSION AND FUTURE SCOPE**

INTRODUCTION

OVERVIEW

The 2019 loksabha election analysis project was an extensive effort to understand the dynamics and outcomes of the election.
It involved analysing voter demographics, candidate performance and voting patterns. By studying this data we gained insights into voter behaviour,regional trends and the impact of various factors on election results.

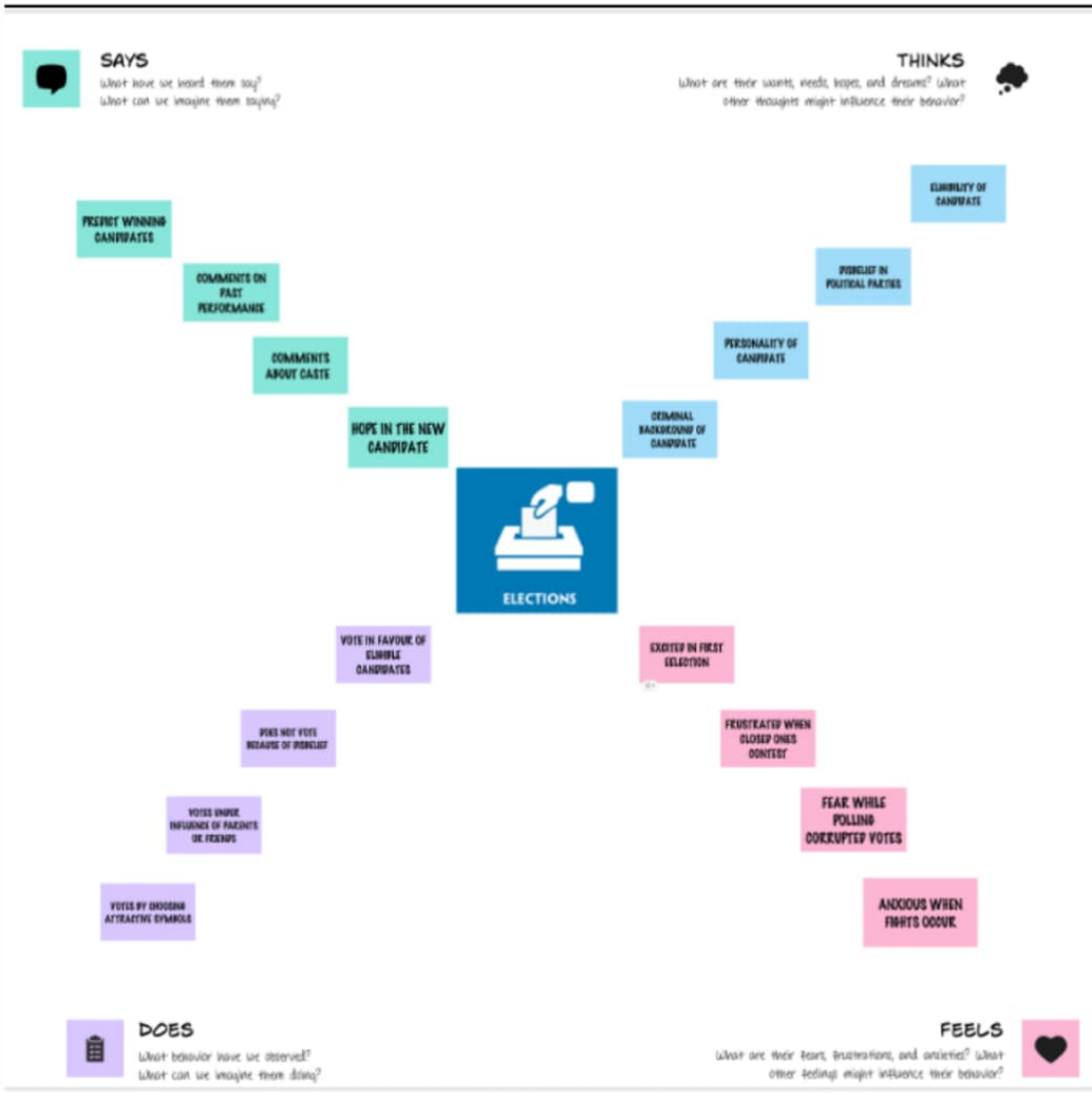
PURPOSE

The 2019 loksabha election analysis project aimed to provide valuable insights to political parties, candidates and policymakers to make informed decisions,improve campaign strategies and enhance the democratic process..

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map

2.2 Brainstorming map



Before you collaborate

10 minutes

- **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the facilitation tools**
  Use the Facilitation Superpowers to run a happy and productive session.

Open article →

Define your problem statement

5 minutes

Problem

HOW MIGHT WE LAUNDRAMAT OWNERS TO ATTRACT NEW PEOPLE IN A MORE ACTIVELY AND INCREASE VOTER AWARENESS FOR THE UPCOMING LOUISIANA ELECTIONS

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Brainstorm

10 minutes

Person 1	Person 2	Person 3	Person 4
DEVELOP A MOBILE APP	COLLABORATE AND CREATE MURALS	LAUNCH A SOCIAL MEDIA CAMPAIGN	PARTNER WITH POPULAR RESORTS
LAUNCH A "VOTE AND WIN" CAMPAIGN	CREATE ANIMATED VIDEOS	CREATE MEME PAGE	PUBLISH FABULA BLOGBOARDS
LAUNCH VOTING SELFIE CONTEST	CREATE A VOTE U ARTIST CHALLENGE	LAUNCH YOUTH POLICY RADICALIZATION	CREATE BIBLE PLAYS OF CAMBRIDGES

Group ideas

20 minutes

CHAMPIONS	SOCIAL MEDIA POSTS	FEDERO ARTS	INFLUENCE
LAUNCH A VOTE AND WIN CAMPAIGN	DEVELOP MOBILE APP	COLLABORATE AND CREATE MURALS	LAUNCH "VOTERS SELFIE CONTEST"
LAUNCH YOUTH POLICY RADICALIZATION	CREATE ANIMATED VIDEOS	PUBLISH FABULA BLOGBOARDS	PARTNER WITH POPULAR RESORTS
LAUNCH SOCIAL MEDIA CAMPAIGN	CREATE MEME PAGE	CREATE A VOTE U ARTIST CHALLENGE	CREATE BIBLE PLAYS OF CAMBRIDGES

Prioritize

20 minutes

After you collaborate

Quick add-ons

- **Share the mural**
  Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drives.

Keep moving forward

- **Strategy blueprint**
  Define the components of a new idea or strategy.
  Open the template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

Share template feedback

3. RESULT

LS ELECTION STORY

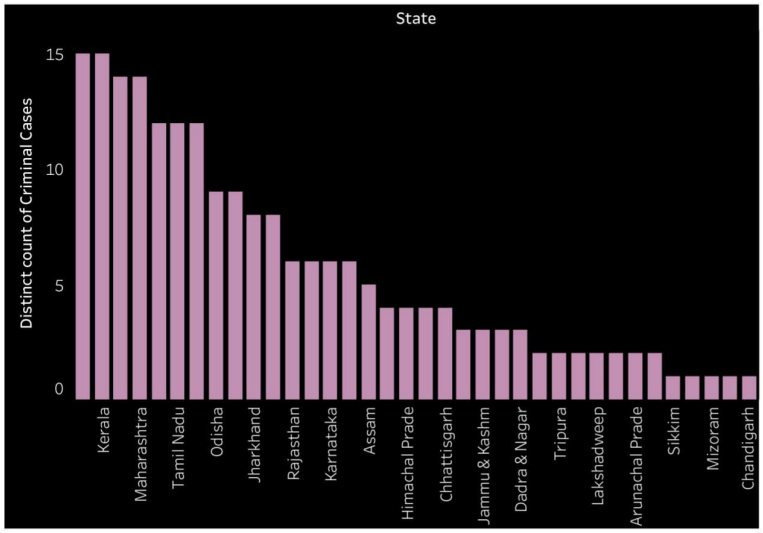
HISTORICAL VICTORY OF BJP	STATE WISE CRIMINAL CASES AND GENDER..	PARTY AND CONSTITUENCY WISE..	STATE WISE VOTES AND WINNERS	PARTY WISE POSTAL VOTES	EDUCATION AND CATEGORY WISE WIN..	RECOMMENDATIONS

THE BJP EMERGED VICTORIOUS WITH A RESOUNDING MAJORITY, WINNING 303 SEATS OUT OF 543 IN THE LOKSABHA

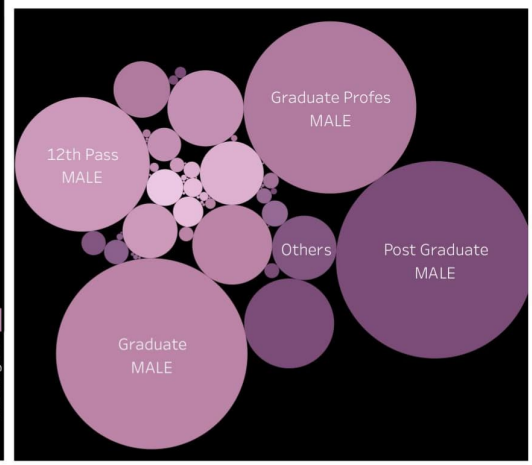
LS ELECTION STORY

2019 LOKSABHA ELECTION ANALYSIS

STATE WISE CRIMINAL CASES

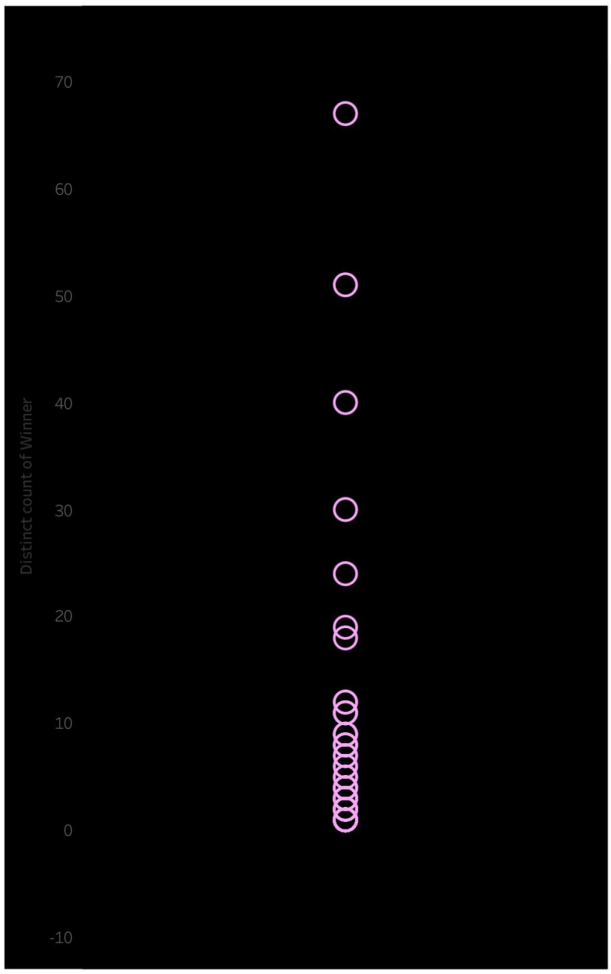


GENDER AND EDUCATION WISE GENERAL VOTES

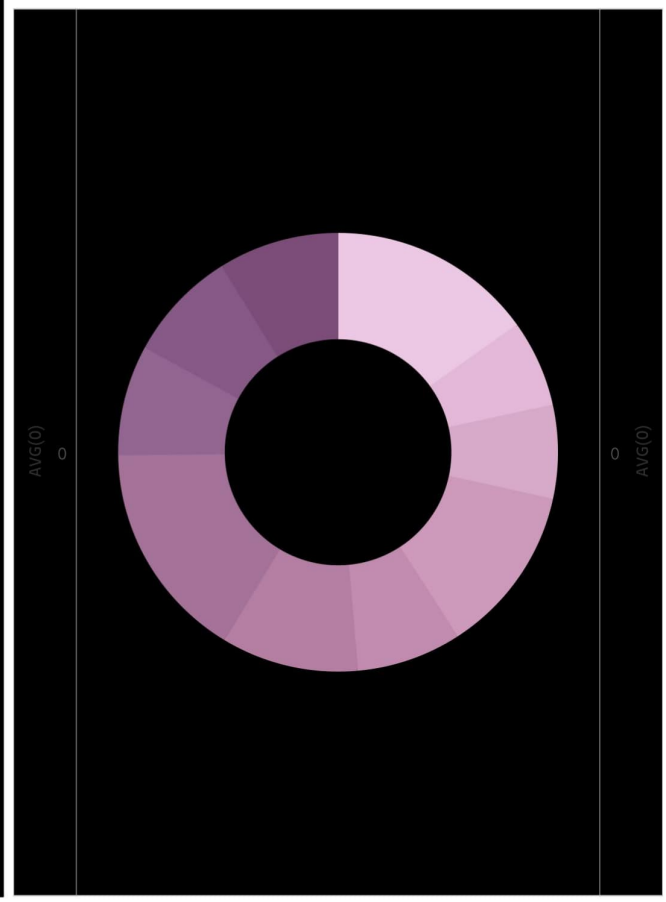


LS ELECTION STORY

PARTY WISE WINNERS



CONSTITUENCY WISE WINNERS AND ELECTORS

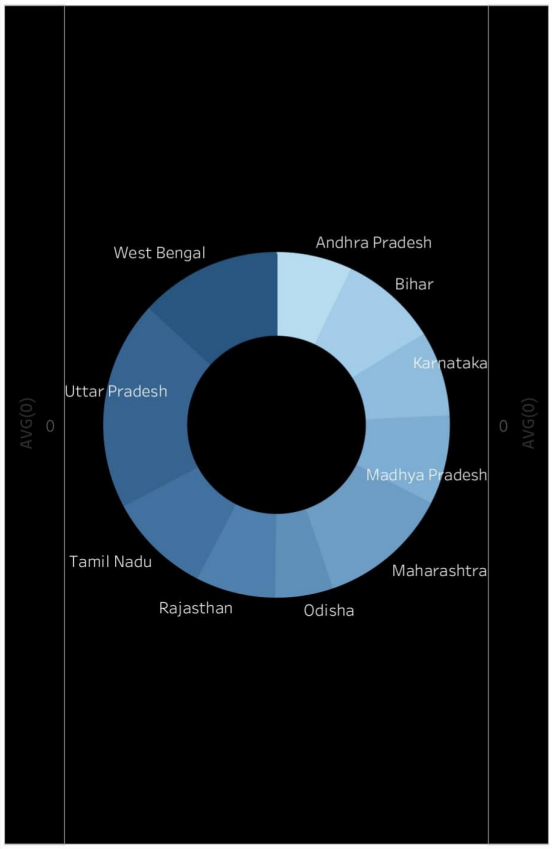


LS ELECTION STORY

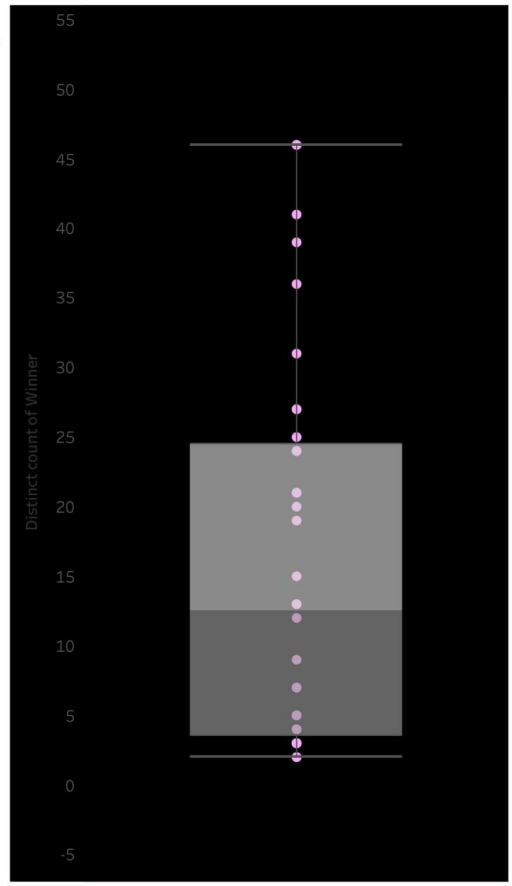
2019 LOKSABHA ELECTION ANALYSIS

General Votes
424,538,819

STATE WISE GENERAL VOTES AND POSTAL VOTES

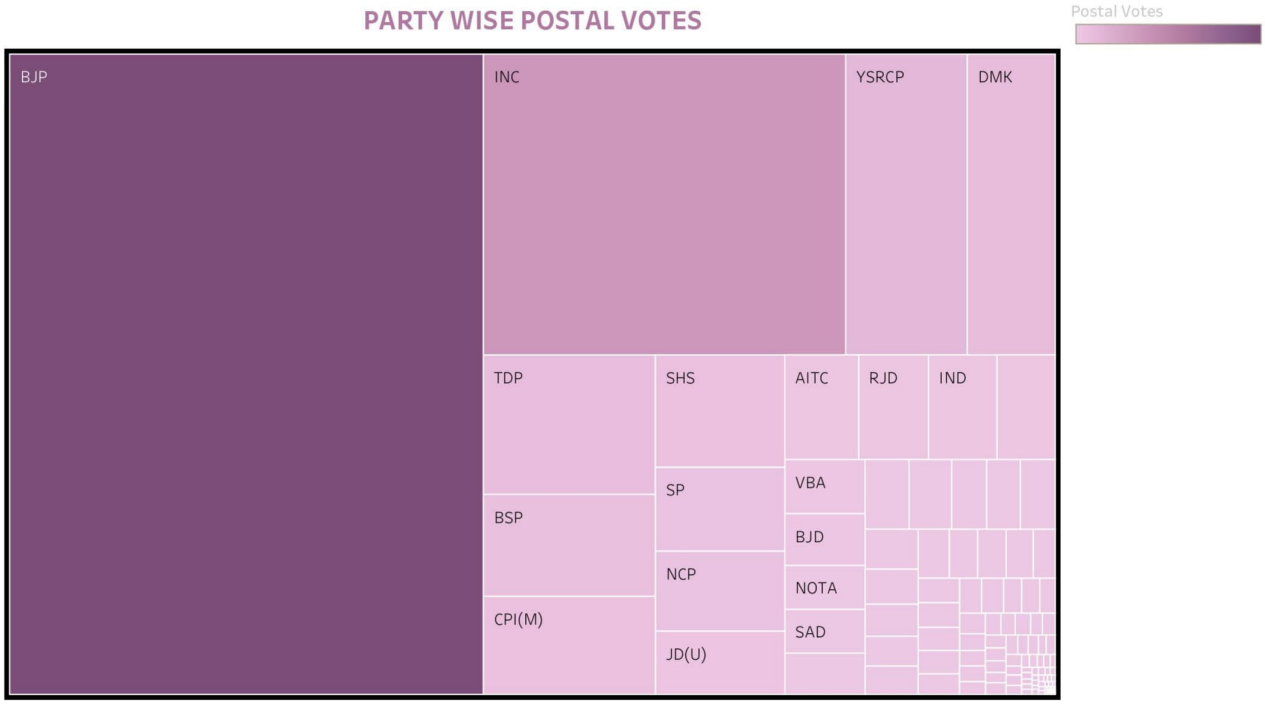


STATE WISE WINNERS



LS ELECTION STORY

PARTY WISE POSTAL VOTES



LS ELECTION STORY

2019 LOKSABHA ELECTION ANALYSIS

WINNERS BY EDUCATION AND CATEGORY

	Category			
Education	Null	ST	SC	GENERAL
Null	1			
5th Pass		5	5	6
8th Pass		8	6	21
10th Pass		16	12	33
12th Pass		14	9	40
Doctorate		3	7	15
Graduate		11	20	55
Graduate Profes		19	17	52
Illiterate		1	1	2
Literate		2	3	6
Not Available			2	10
Others		2	5	14
Post Graduate		21	27	58

IMPLICATIONS AND RECOMMENDATIONS

THE DOMINANCE OF BHARATIYA JANATA PARTY (BJP) IN THE ELECTIONS SUGGESTS A NEED FOR OTHER POLITICAL PARTIES TO RE-EVALUATE THEIR STRATEGIES AND MESSAGING. IT ALSO HIGHLIGHTS THE IMPORTANCE OF EFFECTIVE COMMUNICATION AND OUTREACH EFFORTS TO ENGAGE WITH VOTERS WHO MAY NOT NECESSARILY ALIGN WITH THE BJP'S IDEOLOGY.

4. ADVANTAGES

1. The proposed solution can help increase voter's awareness and engagements.
2. It enables real time data analysis , allowing for better decision making and targeted campaigning .

DISADVANTAGES

There are also disadvantages to consider such as the potential for misinformation and the digital divide that may limitlimit access for certain segments of the population.

5. APPLICATIONS

It provides valuable insights for political parties, policy makers and researchers to make informed decisions and improve future election strategies.

6. CONCLUSION

Summarising our analysis we explored
the voting pattern and candidate background.Our
findings revealed key trends and the importance of
Candidate qualifications in shapingshaping electoral outcomes.

ENHANCEMENTS

We can further incorporate more advanced analytics
techniques and explore the use of artificial intelligence
and machine learning algorithms to gain deeper insights.

Integrating real time data and social media analytics can
provide a more comprehensive understanding of voter
Sentiments and behaviour.

7. APPENDIX

Github link:

https://github.com/dhanushya02/loksabha-elections-report