

PROFOUR TEAM



POLITICAL JUGGERNAUTS

A QUANTITATIVE
ANALYSIS OF 2019
LOKSABHA ELECTION

Guided by:

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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..



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?



ELIGIBILITY OF
CANDIDATE

DISBELIEF IN
POLITICAL PARTIES

PERSONALITY OF
CANDIDATE

CRIMINAL
BACKGROUND OF
CANDIDATE



HOPE IN THE NEW
CANDIDATE

COMMENTS
ABOUT CASTE

COMMENTS ON
PAST
PERFORMANCE

PREDICT WINNING
CANDIDATES

VOTE IN FAVOUR OF
ELIGIBLE
CANDIDATES

EXCITED IN FIRST
ELECTION

DOES NOT VOTE
BECAUSE OF DISBELIEF

FRUSTRATED WHEN
CLOSED ONES
CONTEST

VOTES UNDER
INFLUENCE OF PARENTS
OR FRIENDS

FEAR WHILE
POLLING
CORRUPTED VOTES

VOTES BY CHOOSING
ATTRACTIVE SYMBOLS

ANXIOUS WHEN
FIGHTS OCCUR



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?



[See an example](#)



10 minutes

- 1. TEAM DIVERSITY: Define who should participate in the session and send an invite. Share relevant information and go-to work ahead.
- 2. SET THE GOAL: Think about the problem you're focusing on solving in the brainstorming session.
- 3. LEARN HOW TO USE THE FACILITATION TOOLS: Use the facilitation Superpowers to run a happy and productive session.



5 minutes

PROBLEM
HOW MIGHT WE LEVERAGE SOCIAL MEDIA PLATFORMS TO REACH A WIDER AUDIENCE AND INCREASE VOTER ENTHUSIASM AND ENGAGEMENT IN U.S. CONGRESSIONAL ELECTIONS?

Key roles of brainstorming
To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Refer judgement
- Listen to others
- No for values
- If possible, be visual



10 minutes

Person 1	Person 2	Person 3	Person 4
REVIEW A MOBILE APP	COLLABORATE AND CREATE MIXTAP	LAUNCH A SOCIAL MEDIA CAMPAIGN	PARTNER WITH POPULAR BRANDS
LAUNCH A "VOTE AND WIN" CAMPAIGN	CREATE ANIMATED VIDEO	CREATE MEME PAGE	PUBLISH TABLET APPLICATIONS
LAUNCH VOTING GUIDE CONTENT	CREATE A VOTE & MIXTAP CHALLENGE	LAUNCH YOUTH POLICY INITIATION	CREATE EDUC. PLAYS OF CAMPAIGN

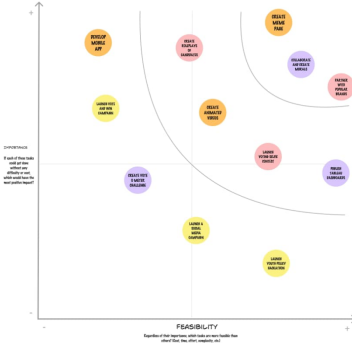


20 minutes

CAMPAIGN	SOCIAL MEDIA POSTS	TOWN MEETS	INFLUENCE
LAUNCH A NEW APP WITH CAMPAIGN	DEVELOP MOBILE APP	CONDUCT TOWN MEETINGS	LAUNCH A NEW SOCIAL MEDIA ADVERTISING
LAUNCH A NEW APP WITH CAMPAIGN	CREATE ANIMATED CONTENT	PUBLISH TABLET APPLICATIONS	PARTNER WITH POPULAR BRANDS
LAUNCH A NEW APP WITH CAMPAIGN	CREATE A VOTE & MIXTAP CHALLENGE	CONDUCT TOWN MEETINGS	CREATE A NEW SOCIAL MEDIA ADVERTISING



20 minutes



Quick add-on

- 1. SHARE THE MISSION: Share a view link to the mission with stakeholders to keep them in the loop about the outcomes of the session.
- 2. EXPORT THE MISSION: Export a copy of the mission as a PDF or PNG to attach to results, details in data, or save in your drive.

Keep moving forward

- 1. STRATEGY BLUEPRINT: Before the components of a new idea or strategy. Open the template.
- 2. CUSTOMER EXPERIENCE JOURNEY MAP: Understand customer needs, motivations, and obstacles for an experience. Open the template.
- 3. STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template.

Share template feedback



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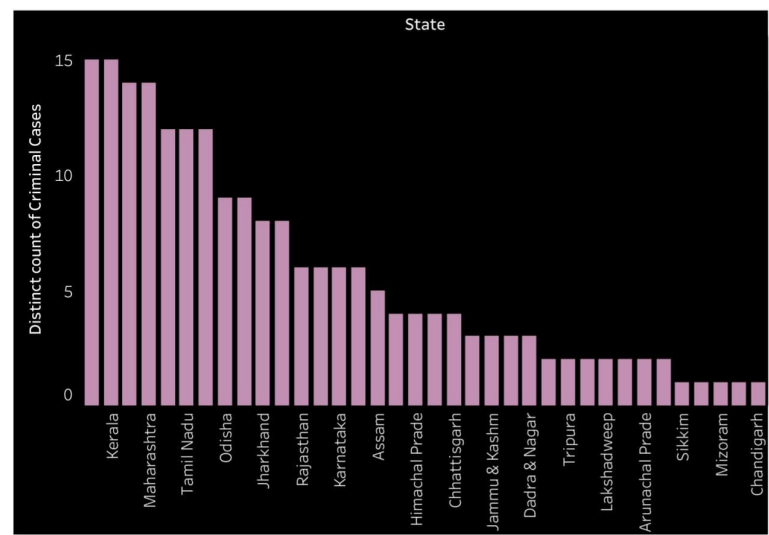
THE BJP EMERGED VICTORIOUS
WITH A RESOUNDING MAJORITY,
WINNING 303 SEATS OUT OF 543
IN THE LOKSABHA

LS ELECTION STORY

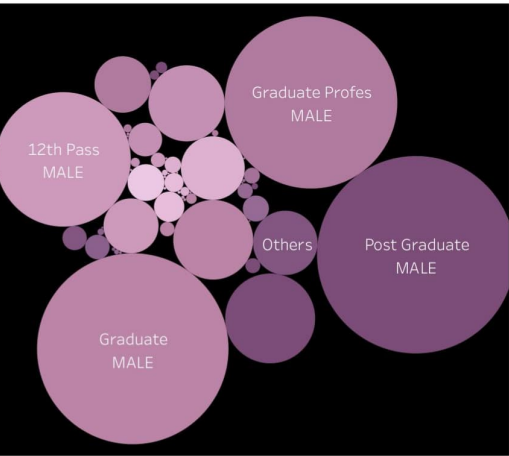
HISTORICAL VICTORY OF BJP	STATE WISE CRIMINAL CASES AND GENDER..	PARTY AND CONSTITUENCY WISE..	STATE WISE VOTES AND WINNERS	PARTY WISE POSTAL VOTES	EDUCATION AND CATEGORY WISE WIN..	RECOMMENDATIONS
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2019 LOKSABHA ELECTION ANALYSIS

STATE WISE CRIMINAL CASES



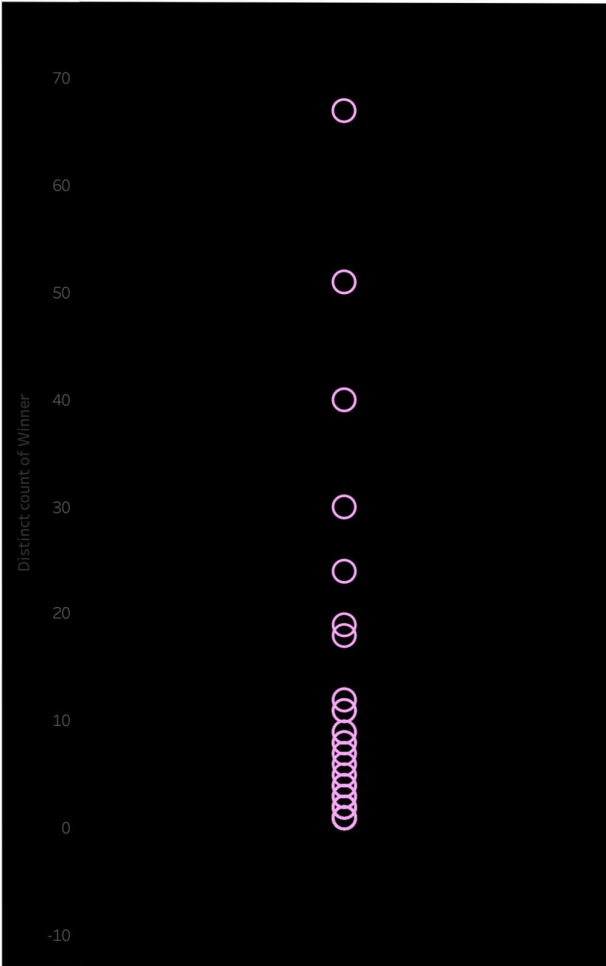
GENDER AND EDUCATION WISE GENERAL VOTES



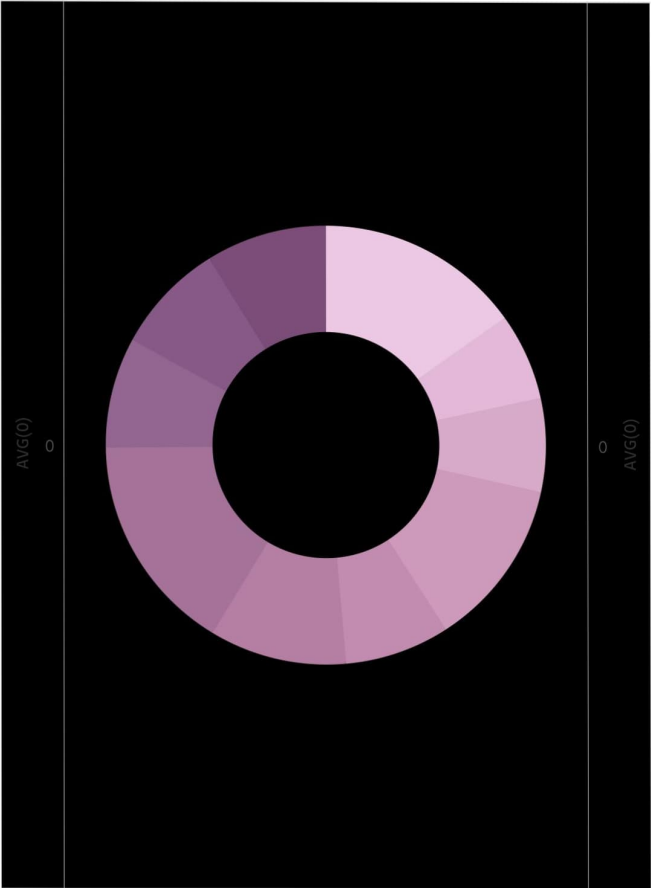
LS ELECTION STORY

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
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PARTY WISE WINNERS

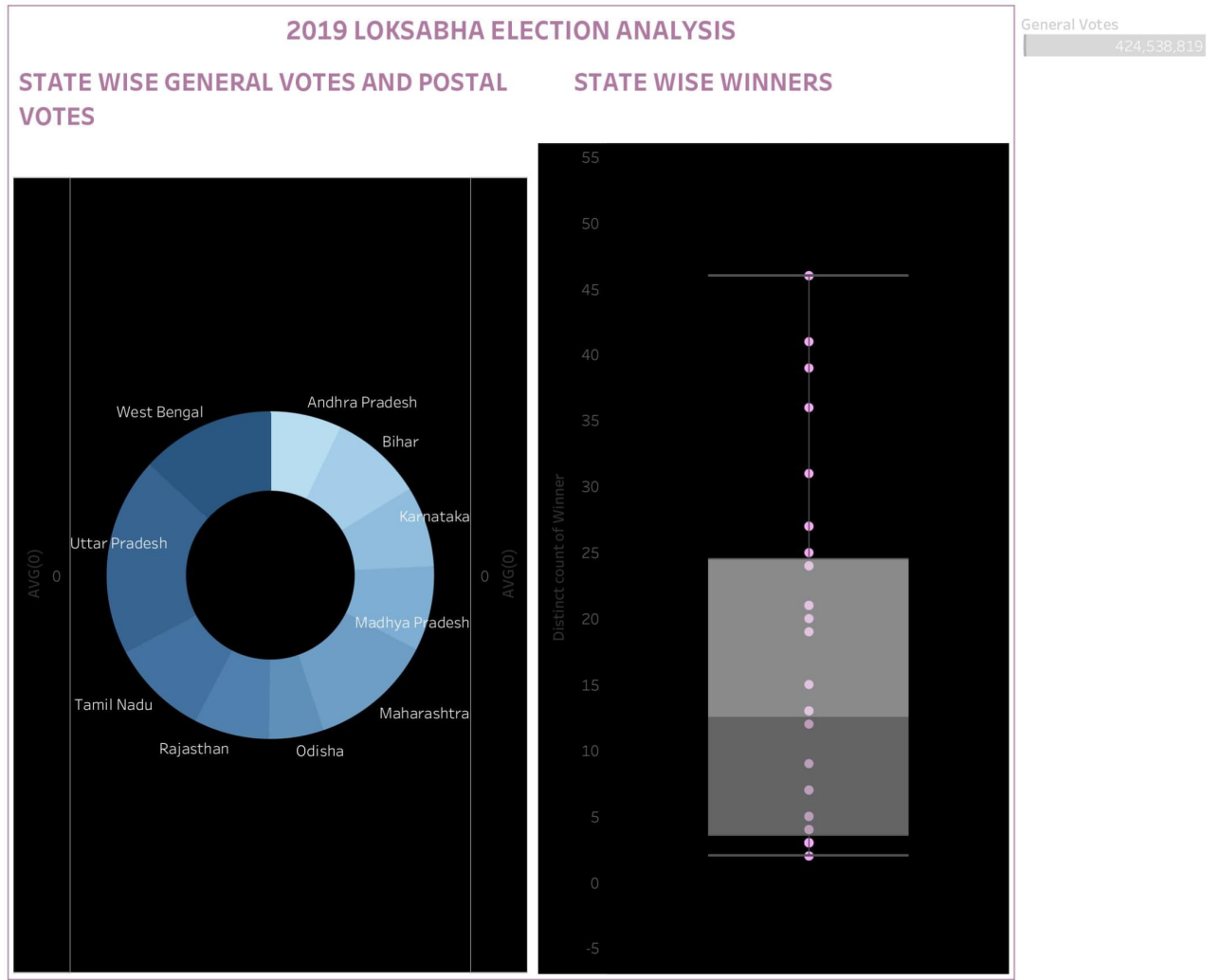


CONSTITUENCY WISE WINNERS AND ELECTORS



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..	RECOMMENDATION S
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LS ELECTION STORY

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2019 LOKSABHA ELECTION ANALYSIS

WINNERS BY EDUCATION AND
CATEGORY

Education	Category			
	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

LS ELECTION STORY

HISTORICAL VICTORY OF ..	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
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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.



ADVANTAGES

- 1) The proposed solution can help increase voter's awareness and engagement
- 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 limit access for certain segments of the population.



APPLICATIONS

IT PROVIDES VALUABLE
INSIGHTS FOR POLITICAL
PARTIES, POLICY MAKERS
AND RESEARCHERS TO
MAKE INFORMED
DECISIONS AND IMPROVE
FUTURE ELECTION
STRATEGIES



CONCLUSION

Summarising our analysis, we explored the voting pattern and candidate background. Our findings revealed key trends in voter preferences and the importance of candidate qualifications in shaping 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.